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President and CEO

## Community Health of South Florida, Inc.

### *S.H.A.P.E.D.—Staying Healthy Assists in Prevention and Early Detection*

#### Company Overview

- Private, non-profit, federally qualified health center established in 1971, offers quality, affordable, primary and behavioral health care services to the uninsured and underinsured
- Miami, Florida
- More than 600 employees; about 75% female
- In 2009, we served 71,000 unduplicated patients, representing more than 365,000 patient visits from 7 health centers and 27 schools in Miami-Dade and Monroe Counties

#### Program Components

- Supported by CEO chaired wellness committee made up of employees from different departments.
- Tobacco cessation.
- Free YMCA memberships for all employees.
- Employer sponsored boot camp, Zumba® dance classes, and body sculpt classes.
- Free tennis classes.
- Workshops and seminars on healthy lifestyle topics.
- Employee health fair (free screenings for high blood pressure, cholesterol, BMI).
- Field Trips (e.g., tour through Whole Foods Market).

#### Program Success Story

- Daily wellness emails reminded employees to incorporate healthy gestures into their everyday lives.
- Employees reported leading healthier and happier lives.
- Recipient of the Consortium for a Healthier Miami-Dade, 2009 South Florida Worksite Wellness Forum and Awards (Mid-Sized Employer Group).
- Staff survey showed 96% satisfaction with program.

#### CEO Statement

“We are health care providers. We are role models for the community. We need to emphasize to our patients and our community that we believe in the importance of wellness. We owe it to ourselves and our families to be around for them in the years ahead.”

## Focus on Tobacco Cessation

Despite decades of compelling science and increasing public awareness about the dangers of smoking and using tobacco products, nearly one in five adult Americans still smokes cigarettes<sup>40</sup> and at least 8.6 million Americans are living with one or more serious illnesses related to cigarette smoking.<sup>41</sup>

However, only 50 percent to 60 percent of smokers receive advice about quitting smoking from a health care provider, and only 39 percent of smokers are offered over-the-counter or prescription medication or counseling to support the quitting process, despite the evidence that thousands of lives would be saved if such services were offered.<sup>42,45</sup> Tobacco cessation interventions cost less than treating the array of potential tobacco-related illnesses. It has been shown that the following approaches, if offered to all smokers, would save \$3 billion annually<sup>40</sup>:

- Community-wide campaigns.
- Screening adults for tobacco use.
- Providing brief counseling.
- Offering cessation medications (including prescription and over-the-counter).

#### Ideas for Small/Medium-Sized Employers

- Enact policies to make the workplace and all company events tobacco-free both indoors and outdoors.
- Provide and promote coverage information as well as local resources (e.g., print, online, coaching) for tobacco cessation.
- Provide information pertaining to community and national services (e.g., American Lung Association, American Cancer Society) for tobacco cessation. These programs provide free or low-cost tobacco cessation resources.
- Review what is available through your health plan, such as health coaching and availability of medications at no cost or low copay/coinsurance.
- Provide medication coverage and referrals to state telephone counseling (quitlines) at 1-800-QUIT NOW to assist all tobacco users in quitting. This portal number electronically connects the caller to their state quitline based on the area code.
- Consider providing financial incentives combined with other cessation interventions (e.g., education, coaching) for those who quit.<sup>44,45</sup>

