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Family Service Association FSA Wellness—Fitness, Strength, Awareness

Company Overview

- Non-profit social service agency
- Southeastern Massachusetts, 15 locations
- 340 employees, 85% female

Program Components

- Expanded role of existing Safety Committee to include wellness.
- Wellness committee plan and implement all activities on work time.
- Managed the challenge of communications across multiple locations and offering specific programs with small numbers of participants at each site.
- Conducted needs and interest survey to address employee morale.
- *Weight Watchers® at Work.*
- Onsite exercise classes including Zumba® and yoga.
- Indoor walking program.
- Healthy eating programs focused on snacking and fruits.
- Provided talks on foot care and stress reduction.
- Blood drive and biometrics screenings.
- *Walk to Wall Street* walking program combining physical activity with accreditation initiative.
- Workplace policies: healthy options at meetings and in vending machines and a tobacco-free workplace.
- Weekly onsite farmer's market (seasonal).

Program Success Story

- 36% participation rate in needs and interest survey.
- 31% participation in physical activity campaign; 66% completion rate; 3,860 total miles walked in 12 weeks.
- 7% reduction in cholesterol.
- 46% increase in exercise/physical activity.
- Turnover reduced from 17% (2008) to 10.6% (2009).
- 94% of staff believe FSA is committed to the health and safety of its workforce.

CEO Statement

"Our team has demonstrated that creative quality programming that fosters favorable outcomes can be accomplished with a small budget."

Measure for Results, Using Simple Data Sets

"For the small employer, measuring progress in one's health promotion program doesn't require sophisticated evaluation techniques," says Dee W. Edington, PhD, Director, University of Michigan, Health Management Research Center. Edington notes that decades of research based on large employers have provided relatively simple tangible measures for assessing progress, impact, and relative value using non-economic measures. Regardless of company size, recommended measurements include the following:

■ **Health risk assessment/wellness score.** Administering an annual Health Risk Assessment (HRA) that incorporates a wellness score helps individuals map their own progress, and provides employers with aggregate measures that can be tracked.

-**What to look for?** Compared to a baseline, a positive trend in the average wellness score suggests that the employee population as a whole is healthier, uses less health care, has fewer sick days, less disability, and is more engaged while on the job (e.g., presenteeism). Refer to the graph on the next page.

■ **Participation rates.** Measuring and tracking participation rates (e.g., HRAs, health screenings, classes) shows total employee interest and engagement.

-**What to look for?** Studies have shown that the more an individual participates in sponsored activities, the better the risk status and the lower the health care costs. Edington recommends 85 percent participation in at least six company-sponsored health promotion programs including an HRA, plus at least three coaching sessions, and two other participations within three years.¹⁸

■ **Satisfaction ratings** for programming can provide good feedback and guidance for future programming.

■ **Improvement measures.** Measuring, tracking, and communicating health improvements is an effective way to monitor progress and motivate participants.

-**What to look for?** Changes in simple measures such as total pounds lost, miles walked, or smokers who have quit.

Notes Edington: "As a substitute for sophisticated evaluation techniques, small employers can get a snapshot of the value of their health investments by using simple measures."

