

# BlueResource<sup>SM</sup>

From the Leader in Health Care Communication Solutions



*Experience. Wellness. Everywhere.<sup>SM</sup>*

## Worksite Wellness and Health Fair Toolkit



BlueCross BlueShield  
of Texas

There is a direct link between health risks and health care costs. Simply put, illness prevention costs less than illness treatment, and numerous employers are embracing worksite wellness initiatives as investments in prevention. Along with noted financial savings, benefits from health promotion programs include increased productivity, higher employee retention rates and improved morale.\*

With **BlueResource – Worksite Wellness & Health Fair Toolkit**, you'll find tools and resources to help plan and put employee wellness initiatives into action. These resources include:

- Health fair planning guide – a comprehensive planning tool that offers step-by-step direction, helpful tools and evaluation recommendations
- Health fair supporting communications – poster, e-mail banner and copy, letter templates, checklists and evaluations that can be customized for your organization's events
- Employee interests and needs survey – an assessment to evaluate your employees' health and wellness needs and interests
- Management feedback and commitment survey – a tool designed to gather management input and encourage their commitment to preventive health programs
- Worksite health audit – a checklist to assess how well your workplace supports employee wellness
- Face Up to Your Health – communications and tools that promote healthier choices in vending machines

## A complete package

Check out the toolkit's employee messages and artwork provided as PDF and Word files. The Word files allow you to tailor the communications to fit your organization's specific needs. Most files are available in both English and Spanish. Locate the files you want on the CD included with this booklet or at [www.bcbstx.com](http://www.bcbstx.com).

**BlueResource** files have been designed for you to use electronically. You can cut and paste copy from Word files, or print from PDFs and distribute. It's your choice!

Many U.S. employers have found investments in worksite wellness programs can produce substantial financial savings.\*\* Research shows that every dollar invested in worksite health promotion can return \$3.50 to nearly \$6.00 in savings through reduced employee absenteeism, increased productivity and decreased health care costs.\*\*\*

## Tip!

Look for additional helpful hints throughout this booklet.

\*HealthLeaders Magazine, 2005

\*\*Partnership for Prevention, 2005

\*\*\*University of Pennsylvania, 2005

## Plan for success

While some corporations have comprehensive, multi-component programs, other organizations have achieved cost savings with just one or a few simple activities to promote wellness and healthy behavior change. When developing your worksite wellness plan, consider the following:

### What has been successful for other employers?

The guidance offered in *BlueResource – Worksite Wellness & Health Fair Toolkit* is based on research and wellness programs that have been piloted within Health Care Service Corporation, of which Blue Cross and Blue Shield of Texas (BCBSTX) is a division, and have shown proven results.

### What are your employees' health risk factors?

Contact your BCBSTX representative to request claims data summaries and other helpful information.

### What health topics interest your employees?

Use the *Employee Interests and Needs Survey* provided in this toolkit to find out. Targeted programs that focus on key interests will be more likely to engage employees.

### What resources are available?

Along with the worksite wellness tools and recommendations within this booklet, the **BlueResource Communication Program** offers a wealth of health and wellness collateral files and messages, including:

- *Don't Weight to Feel Great* – an eight-week weight loss program
- *Exercise at Your Desk* – an initiative that encourages stretching during morning and afternoon breaks to help combat work-related injuries, such as carpal tunnel syndrome
- *Tip of the Week* – a weekly e-mail campaign that provides simple wellness tips
- *Wellness Works* – an employee-focused quarterly newsletter packaged as a ready-to-use PDF or copy that you can insert into your organization's newsletter

Talk to your BCBSTX representative to request other **BlueResource** booklets.

## Boost employee participation

Use these tips to get employees to take part in your wellness activities:

- **Involve employees in the planning process.** Consider creating a Wellness Committee. This will stimulate interest and ownership of your wellness program. Plus, word of mouth is often the best marketing device.
- **Offer participation incentives.** Research shows that incentives can increase participation by 12 to 35 percent.\* They also help encourage program completion and long-term change of unhealthy behaviors.
- **Market your programs using various vehicles.** Use both print and electronic communications to promote your wellness activities.
- **Find out why employees don't participate.** Asking "why not?" may lead to new health promotion strategies and provide insight to barriers that may stand in the way.

## If you want results

Allocating time to properly plan and set up your wellness programs will pay off in the long run because:

- Planning forces you to examine details in advance. It's unrealistic to think that you can construct a wellness initiative in a couple of days. Allocate time. Start small.
- Planning lets everyone know how your program will work, how potential rewards may be achieved and how positive outcomes will be recognized.
- Planning aligns goals and objectives. Getting buy-in from senior-level management and employees at all levels helps focus everyone to move in the same direction.

## Ready, set, go

Three sets of information can influence your decision about health promotion activities. They are:

- Employee interests
- Self-reported employee needs
- Employee needs supported by claims data

Gathering employee data is the first step in the planning process to help you formulate your wellness activities based on employees' needs and interests.

**Needs refer to health risks, like high blood pressure or obesity, and interests are health topics that employees would like to know more about.**

The trick is to tailor your health promotion programs to balance employee interests and needs. Use the **Employee Interests and Needs Survey** from this toolkit to gather employee interests and self-reported needs. Also, contact your BCBSTX representative to obtain claims data summaries that will show aggregate health risks (actual needs) of your employees.

Management should present a united front to create a healthy corporate environment. Use the **Management Survey** included in this toolkit to gather feedback and promote management commitment.

## Employee Interests and Needs Survey

To help us develop a successful worksite wellness program, your input is essential. Please complete this confidential survey.

### Tell Us About Yourself

1. Gender: Female  Male
2. Your Age:  
 Less than 20  20 – 29  30 – 39  
 40 – 49  50 – 59  60 +
3. Which best describes your job?  
 Clerical  Management  
 Professional  Shift worker  
 Other: \_\_\_\_\_  
[Tailor this question to your worksite]

## Employee Interest and Needs Survey

49917.0408 - English

49918.0408 - Spanish

## Management Survey

To implement a successful worksite wellness program, management must be engaged in the development process and employee rollout. We would appreciate your input through this confidential survey.

1. It's cheaper to prevent disease than to treat it.  
 Agree  Disagree
2. Employees need accurate health information and education about:
  - a. Health risks  
 Agree  Disagree
  - b. Behaviors that create health risks  
 Agree  Disagree
  - c. Health care costs  
 Agree  Disagree

## Management Survey

49919.0408

### Make sure the workplace is well

Since employees are within the physical workplace environment a majority of their waking hours, characteristics of your organization’s site may contribute to health or may lead to complaints and eventually to physical symptoms or chronic conditions. A healthy workplace can boost employees’ energy, enhance motivation and lead to increased productivity—all of which affect the profitability and competitiveness of an organization.

Apply the **Workplace and Health Audit** provided in this toolkit to evaluate your organization’s current facilities.

## Tip!

A workplace audit may point out ways your organization already provides a healthy environment. Or you may identify areas in which you can make strides to improve the work environment for healthier employees.

Workplace Health Audit		
PHYSICAL FACILITY	Yes	No
Good lighting	<input type="checkbox"/>	<input type="checkbox"/>
Ergonomic furniture	<input type="checkbox"/>	<input type="checkbox"/>
Noise level conducive to productivity	<input type="checkbox"/>	<input type="checkbox"/>
Even temperature distribution	<input type="checkbox"/>	<input type="checkbox"/>
Proper ventilation	<input type="checkbox"/>	<input type="checkbox"/>
NUTRITION	Yes	No
Healthy selections	<input type="checkbox"/>	<input type="checkbox"/>
Vending machines stock healthier options	<input type="checkbox"/>	<input type="checkbox"/>
Low-fat products offered	<input type="checkbox"/>	<input type="checkbox"/>

Workplace Health Audit  
49920.0408

## Tip!

Check with your safety department to see if environmental surveys have already been completed. This could be a starting point or complement your audit.

## Helpful health fair resources

Health fairs can be complex events encompassing many activities and learning opportunities, or they can be as simple as offering a health screening or flu shot. The needs of your organization will dictate the health fair you undertake. Use the *Health Fair Planning Guide* as a starting point.



Health Fair Planning Guide  
48933.0408

## Tip!

Health promotion can't be successful if it's isolated within your organization. It must be supported by collaboration and partnership.

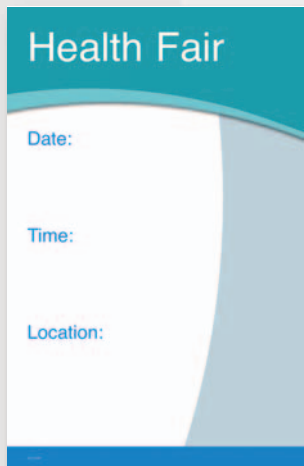
This resource has been created to cover the full gamut of your needs for health fair planning and assessment and includes guidance on:

- Organizing a planning committee
- Setting health fair goals
- Developing a timeline
- Establishing a budget
- Creating a theme
- Determining health fair activities
- Selecting a location
- Managing staffing needs
- Identifying and securing exhibitors and vendors
- Publicizing the event
- Evaluating results



## Save time and leverage resources

Select the forms and templates that apply to your wellness event or health fair.



**Health fair poster**  
49850.0408 - English  
49921.0408 - Spanish

## Tip!

Customize supporting communications to suit your health fair needs.



**Health fair e-banner**  
49851.0408 - English  
49922.0408 - Spanish

## Health Fair e-mail copy

Ancient wisdom says, *The journey of a thousand miles begins with a single step.* Your journey toward health can begin with the simple step of taking part in our health fair.

Date:

Time:

Location:

A journey needs a map—a guide to move you from one ...

**Health fair e-mail copy**  
49852.0408 - English  
49923.0408 - Spanish

## Exhibitor/Vendor Contact Information Form

Date(s) of the health fair:

\_\_\_\_\_

Time(s): \_\_\_\_\_

Location(s): \_\_\_\_\_

\_\_\_\_\_

**Exhibitor/vendor contact information form**  
48938.0408

## Invitation Letter

Date

Exhibitor/Vendor Name

Exhibitor/Vendor Address

Dear:

(Name of Company) would like to invite you to take part in our upcoming health fair. The goals of the event are to (list some of your goals). The individuals participating will be our employees and their family ...

**Exhibitor/vendor invitation letter**  
48937.0408

## Exhibitor/Vendor Participation Confirmation Letter

(This letter would be appropriate to send to exhibitors/vendors whose participation was secured by telephone.)

Date

Exhibitor Name

Exhibitor Address

**Exhibitor/vendor confirmation letter**  
48942.0408

## Exhibitor/Vendor Needs Form

Name and telephone number of who to contact the day of the health fair:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Exhibitor/vendor needs form**  
48941.0408

## Tip!

Promoting your event creates enthusiasm for participation. Early promotion, using various communications methods, will get more employees on board.

## Take stock

Your event is over. It's important to gather information from everyone involved while the experience is fresh on their minds. Even with careful planning, surprises will occur. Evaluation helps identify successes and pitfalls by asking questions like these:

- Was the event well attended?
- Were essential details missed in planning?
- Did activities run smoothly?
- Did activities or screenings take longer than anticipated?
- Would altering the schedule improve the event?
- Were exhibitors/vendors effective and engaging?
- Were there enough or too many activities?
- Were there barriers that affected the success of the event?
- Were facilities adequate?
- Were participants pleased with the event?
- Were the right people involved in planning the event?
- What specific successes will you incorporate into your next event?
- What issues will you avoid when planning your next event?

### Employee/Participant Health Fair Evaluation

Circle or complete the answers below.

How would you rate the health fair overall?

- Excellent     Good  
 Fair         Poor

What motivated you to attend?  
(Check all that apply)

- Activities  
 Chance to get away from ...

#### Employee evaluation

48939.0408 - English

48943.0408 - Spanish

### Exhibitor Health Fair Evaluation

Exhibitor/vendor:  
\_\_\_\_\_

Contact name:  
\_\_\_\_\_

Phone number:  
\_\_\_\_\_

e-mail address:  
\_\_\_\_\_

#### Exhibitor/vendor evaluation

48940.0408

## Tip!

Summarize your evaluation results and share them with executives and your committee members.

## Create cultural change

Obesity is an epidemic—one of the top health threats in the United States. You can help your employees combat obesity by providing education and awareness, as well as a supportive environment that fosters weight loss success. Offering better snack choices in your vending machines is one step toward a cultural shift to wellness.

**Face Up to Your Health** provides communications and tools needed to roll out the healthier vending machine program. The color-coded system gives your employees an at-a-glance opportunity to choose a healthier option—green for the best choice, yellow for foods you should indulge in occasionally and red for snacks to avoid.



### Employer flier

45449.0408

### Vending machine sign

46155.0408 - English

46156.0408 - Spanish

### Promotional poster

46159.0408 - English

46160.0408 - Spanish

### Table tent

46163.0408 - English

46164.0408 - Spanish

### Monthly signs

46171.0408 - English

46172.0408 - Spanish

### Green price tabs

46195.0408

### Yellow price tabs

46197.0408

### Red price tabs

46199.0408

### e-banner

46167.0408 - English

46168.0408 - Spanish

### e-mail copy

49967.0408 - English

49968.0408 - Spanish

### Nutritional analysis and

### color-coding calculator

49969.0408

## Tip!

Find a list of popular vending selections and use the **Color-coding Calculator** to categorize snacks that may not be included on the **Nutritional Analysis List**. Conduct frequent audits to make sure snacks are re-stocked according to the price-tab color.

# BlueResource | *Vending program*

## A program with proven results

When piloted at Health Care Service Corporation, of which BCBSTX is a division, **Face Up to Your Health** showed tremendous initial results and is continuing to be successful over time. Heightened employee awareness yielded:

- More products sold from machines, boosting commission by 24 percent
- Increased sales of green and yellow products; decreased sale of red products

## Tip!

**Face Up to Your Health** can be a win-win program if your organization generates profit from vending machines. Using promotional communications will encourage healthier choices which can lead to more products being sold in your machines.





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