

from "check the box" to "out of the box" wellness



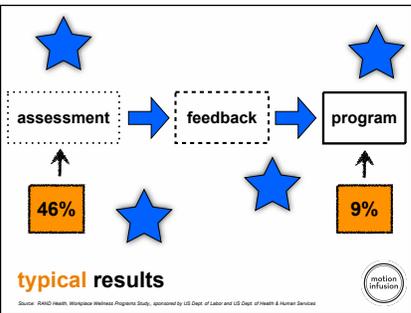
Laura Putnam, MA, CEO & Founder of Motion Infusion
WorkWell Summit 2014
September 24, 2014



why the **current approach** is not working

- 1. Carrots & sticks → what's meaningful
- 2. Individual → culture & environment
- 3. Wellness → what really matters

and what **we can do about it**



typical results

Source: 2010 Health Workplace Programs Study, sponsored by US Dept. of Labor and US Dept. of Health & Human Services



1. overly relying on the "good dog - bad dog" approach



shortcut to nowhere

57% (2009) to 86% (2013)

- Used to incentivize assessment, participation, outcomes
- May motivate short-term, *simple* changes, but little evidence to suggest long-term impact

Source: Department of Labor, Department of Health & Human Services. The use of incentives to encourage workplace health and safety programs. 2013. www.dhs.gov/xpress/pressdetail.cfm?id=25522

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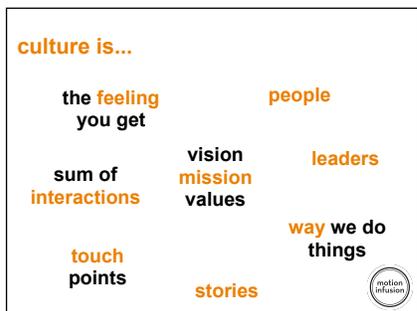
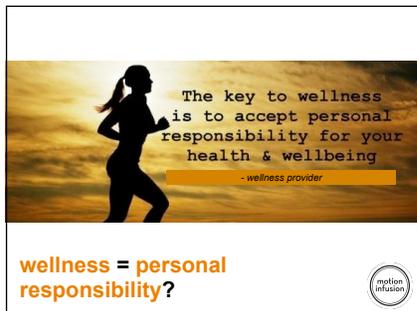
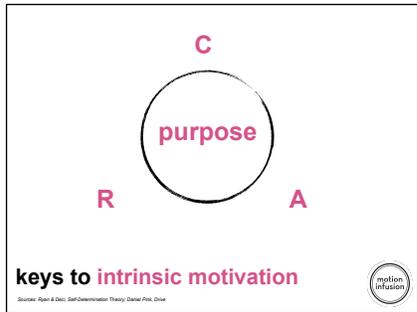


"After 35 years of studying wellness as an economic strategy, [we need to] move wellness to a more mature field and to a higher level of purpose, values, mission and vision. Wellness is too important to reside at the level of economic gain and the use of incentives which are built on the belief that 'health can be bought.'"

- Dee Edington, PhD (Jan 2013)

health can't be **bought**





BASICS: Do employees have what they need to do their job?
-
SAFETY: Do employees trust their co-workers and boss?
-
CAMARADERIE: Do employees have fun at work?
-
GROWTH: Do employees have opportunities for career growth?
-
INSPIRATION: Do employees feel a deep sense of purpose everyday?

is the culture supporting or sabotaging?



which image best captures your day-to-day experience?



Unhealthy culture:
Reactive
Compliance
Rules
Blaming the individual
Imbalanced
Short-term

Healthy culture:
Proactive
Engagement
Ownership
Examining the culture
Balanced
Long-term



Mental Health Programming



Lack of Employee **Autonomy**

the all-too common mismatch



NUDGE: make the healthy choice the easy choice



healthy eating nudges

- ▶ Healthy options in the vending machines
- ▶ Healthy options in the cafeteria
- ▶ Nutritional labeling in the cafeteria
- ▶ Available water station
- ▶ Refrigerator available for employee use
- ▶ Healthy foods served at meetings
- ▶ Fruit bowl instead of candy bowl in the reception area



more movement nudges

- ▶ Prominent, well lit stairs
- ▶ Showers & lockers
- ▶ Place to lock up bikes
- ▶ Biking & walking paths
- ▶ On-site gym
- ▶ On-site fitness classes
- ▶ Stand-up and moving workstations
- ▶ Stationary bike instead of seats in the waiting area
- ▶ Slow elevators... And, no mirrors



design with the end in mind



"It's not just a building..."

Expectations establish future results - integration examples



Granted Permission from Bioside Health



- Competency
-
- Autonomy
-
- Social Connections
-
- Sense of Purpose

how can you build a "want to" culture?



Cues = Cultural prompts, "It's normal to..."

Nudges = Environmental prompts, "It's easy to..."

think **cues & nudges**



3. we need to **stop** calling it wellness,



go "stealth" and connect with what really matters



case study

Leader in health care industry

- Focused on wellness
- 167,000 employees
- \$48 B annual revenues
- Dept. with 25 employees




PHYSICAL: Morning stretch, standing meetings

-

EMOTIONAL: Appreciation campaign, buddy system

-

CAREER & FINANCIAL: Career growth plans, professional development

-

CREATIVE: Personal projects

embedded well-being



	Total \$	\$/ee	Hours	Referrals	Required?	Timing	Reception
A Life Well Led	\$3K	\$120	6	Within	Optional	Lunch time	Nice to have
Be the Change	\$20K	\$800	40	Lateral & Upward	Required	Work time	We need you

what was the difference?



	Total \$	\$ PEPPY	Hours PEPPY**	Required?	C-Level Title?
Worksite Wellness	\$6 B	\$169*	Limited	Optional	Few CWOs
WLP	\$164 B	\$1,195	30**	Mandatory	CLO is Standard

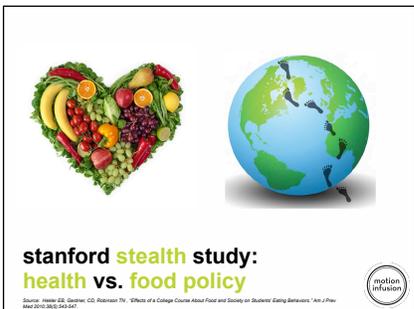
what is the difference?

*Including medical
**Only work hours in relation to "off the job"
Source: 2010 Report American Society of Training & Development 2011 State of the Industry Report




- Safety training
- Leadership training
- Management training
- Team development
- On-boarding
- Culture change

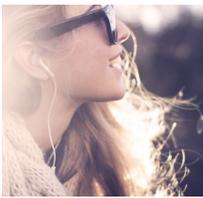
top opportunities for embedded well-being

**stanford stealth study:
health vs. food policy**

Source: Heller EA, Slatore CD, Robinson TN. "Effects of a College Course About Food and Society on Students' Eating Behaviors." Am J Prev Med 2010;36(5):424-431





#1 predictor of longevity = level of education

- Cheerful, optimistic people less likely to develop CAD
- Populations that defy physical risk factors

health > physical risk factors



Source: Lisa R. Yanek, MPH, et al. Johns Hopkins University School of Medicine

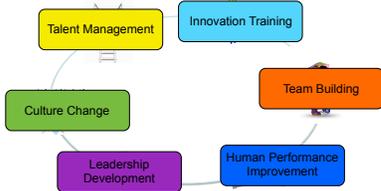


from surviving to thriving



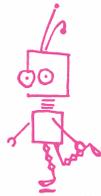
Source: Tom Rath & Jim Harter, Wellbeing: The Five Essential Elements

wellness to stealth well-being



Source: Jim Harter and Tom Rath, Essential Elements of Well-Being

1. Wean ourselves off of incentives - and tap into intrinsic motivators
2. Stop blaming the individual - and start changing the culture & environment
3. Go stealth - and connect with what really matters



"out of the box" in 3 steps



platform built to last



upcoming book (wiley publisher):
well-being @ work



10 steps to infuse well-being into any workplace

