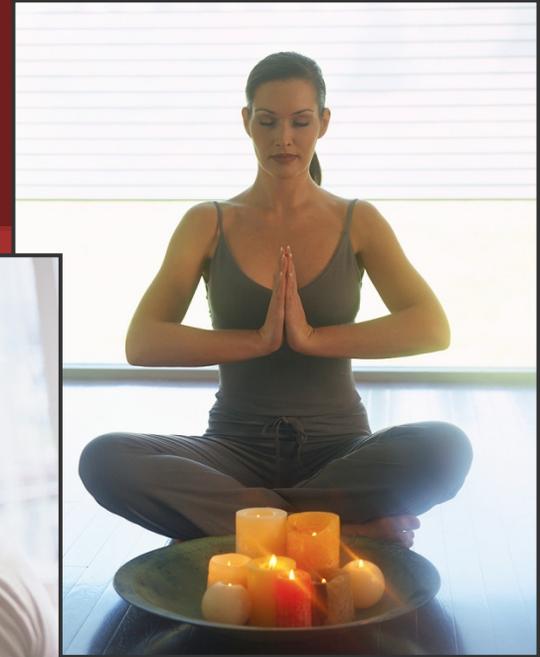


Starting a Wellness Program on a Shoestring Budget



Beth McKinney, Director, CU Wellness Program

Wellness is...



Wellness Is

- **The conscious choices and responsible actions** one makes to balance many integrated dimensions (physical, emotional, intellectual, spiritual, occupational, social) of one's existence to achieve the highest potential for personal health and well-being.

Wellness is...



**Good
Business
Sense**

According to the US Department of Health & Human Services,
for every 100 employees in this country:

- 27 have cardiovascular disease
- 24 have high blood pressure
- 50 or more have high cholesterol
- 26 are overweight by 20% or more
- 10 are heavy drinkers
- 59 don't get adequate exercise
- 44 suffer from stress

Benefits of Wellness



- Recruitment of talent
- Retention of employees
- Reduced absenteeism
- Reduced "presenteeism"
- Reduction of healthcare claims
- Decreased worker's compensation claims
- Enhanced job satisfaction
- Enhanced good will and morale

Money Talks

- ROI = \$1.87-\$10.00 for every dollar spent



- Healthcare costs decrease by 4.7% for every exercising day

ROI



HealthPartners Study, 1999

It's the RIGHT thing to do!



How do you start a Wellness Program?

- Cornell Wellness History
- 1989 – 2007
- 50 members to over 2,000 members
- Started with a grant
- Now funded, in part, by benefits pool

Wellness Membership

How do I Become a Wellness Member?

Member Privileges

Active Wellness classes

Fitness Center Hours

Group Exercise Class Schedule

Pool Hours

Join our Mailing Lists

Contact Us

Meet the Staff

Vision & Mission

President Skorton's Statement on Work, Life and Wellness

Wellness' Statement on Inclusion

Wellness Incentive Fund

Wellness Offerings below are open to the Cornell community

Wellness Offerings

- Advanced Running Technique Class
- Walk This Way Class
- Vegetarian Cooking Class
- Erectile Dysfunction Education Lecture
- Heart Health Lecture
- Pain Medications Lecture
- Training For a Triathlon Lecture
- I Might Quit (Smoking) One Day
- Eat Better Feel Better Webinar
- Smart Eating for Your Busy Life Lecture
- Walk to Run Class

Wellness Offerings

- Diabetes Support Group
- Weight Loss Surgery Support Group
- Weight Loss E-List
- Weight Watchers Groups
- Lyme Disease E-List
- Cancer Support Group
- Fibromyalgia E-List
- Wellness PowerPoint presentations
- Webinars
- Podcasts
- APPs
- Blogs
- Videos
- Mayo Clinic office stretches
- My Yoga Online videos

Wellness Offerings

- Blood Pressure Screenings
- Tobacco Cessation Programs
- Massage Therapy
- Meditation/Relaxation Courses For Your Department
- Life Coaching
- Cornell Campus Walking Map
- Toni McBride Fund
- Toni McBride Wellness Scholarship
- Humor Program
- Cornell Retirees
- Workshops Offered to Departments by Request
- NEHFD Day

Cornell's Fitness Resources

- Cornell Wellness Program
- Cornell Fitness Centers
- Physical Education
- Sport Clubs
- Intramural Sports
- Cornell Outdoor Education
- Family Swim
- Cornell Outing Club
- Reis Tennis Center
- RTJ Golf Course
- Grumman Squash and Raquetball Courts
- Bowling Center

Cornell's Health Resources

- CARE Fund (for employee emergencies)
- Gannet Health Services
- Work/Life Services
- Faculty and Staff Assistance Program (FSAP)
- Musculoskeletal Injury Prevention Program
- Cornell Plantations
- Cornell Food and Brand Lab

National and Local Resources

- National Health Resources
- Ithaca Triathlon Club
- Finger Lakes Cycling Club
- Finger Lakes Runners Club
- Cayuga Medical Center Cancer Support
- Finger Lakes Fencing Society
- Cayuga Nordic Ski Club
- Ithaca Womens Softball

Monthly Highlight

Part of the Aetna Cornell health insurance plan CPHL? **Learn more about CPHL** and its connection to the Wellness Program.

AEA certification coming to Ithaca.

CU Wellness Events



How do you start a Wellness Program?

- How to get started.
- What programs/formats are an easy win.
- How to get people to attend.
- What incentives will bring in participation.
- How to sell it to admin.
- Where will YOU start??



How to Get Started

- Assess your workforce for needs
 - Health Risk Appraisals (HRAs)
 - Surveys
 - Fitness testing
 - Health Care benefit utilization reports
- Survey your workforce for interest

Management will like Metrics!

Need Help?

- WELCOA

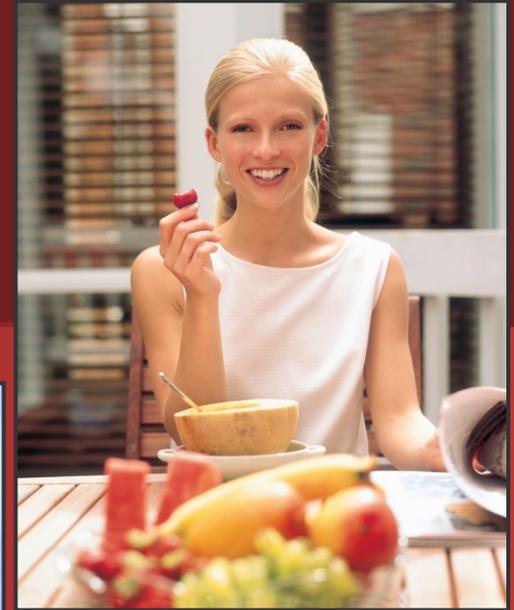
- www.welcoa.org

- The National Wellness Institute

- www.nationalwellness.org

Easy Win Topics

- Fitness
- Nutrition
- Sleep
- Stress
- Heart Health, BP, Cholesterol, etc.
- Free or low cost screenings
- Hot/Recent Health Topics



Easy Win Topics



Effective Formats

- Lectures
- One-on-One appointments
- Classes
- Health fairs
- Traveling to department sites
- Small group meetings

How to get people to attend

- Times
- Locations
- Publicity
- Incentives

Incentives

- \$\$
- Prize drawings
- Community Support
- The Glory!!



How to Get Administration Support?

- Recruitment of talent
- Retention of employees
- Reduced absenteeism
- Reduced "presenteeism"
- Reduction of healthcare claims
- Decreased worker's compensation claims
- Enhanced job satisfaction
- Enhanced good will and morale

How to Get Administration Support?

- Unexpected Resources
 - Member fees
 - Participant fees
 - Physicians
 - Community Health Advocate Groups
 - Your Expertise
 - Majors at your institution
 - Ambassadors

Where will YOU start?

