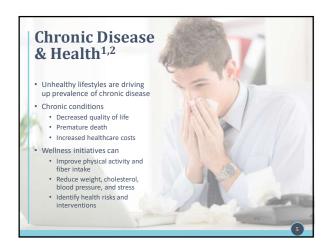






Using Research to Your Advantage

Bringing the Research Into Marketing & Outreach





Benefits to Wellness Initiatives²⁻⁵

ROI/Productivity

- Return on investment with wellness programs
 Reduce presenteeism
 Bettered health and reduced stress

Better patient outcomes

- Medication complianceApplied education

"According to a US Department of Health and Human Services (DHHS) report, worksite health promotion programs have been shown to improve employee health, increase productivity, and yield a significant return on investment for the employer, ranging from \$1.49 to \$4.91 (a median of \$3.14) in benefits for every dollar spent on the program."

Applying the Research

Contract Opportunities

- Employers
 - Relate benefits to employees
 - Productivity, ROI, reduced absenteeism
- - Relate benefits to personal health and improved job
- For Profit
- Engagement of clientele (gym)
- Healthcare
 - Patient outcomes

Outreach to Potential Community Partners









Identifying Expectations Communicating Ground Rules Point person Who will you contact with issues? Who will help you promote? Nurture the relationship What's In It For Both of You Paid vs. free services Written Contract Get it in writing, especially if payment is involved

What Can You Bring to the Table? Creating Relevant Informational Materials & Developing Programming





Wellness Challenges Could be weekly or monthly Relate to health goals/behaviors, i.e. increasing fruit intake Targets Employees – corporation Clients – gym, fitness/yoga studio, senior centers Weekly prizes Could provide incentive Could create/sell program or run it yourself each time

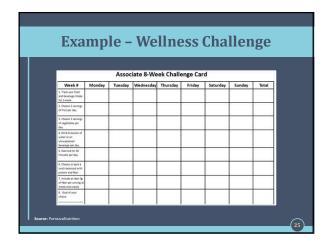
Challenges to Wellness Programs⁴

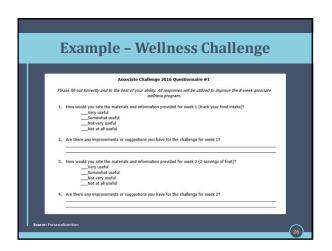
- Large time commitment to create/implement by RD
- Variation in participation rate, lack of motivation
- Negative attitudes toward healthy eating/exercise
- Impaired health prevents participation
- Lack of funds, if there is a cost to join
- Limited knowledge of benefits
- Marketing flops
- Lack of time by participants, especially for corporate programs

Example – Wellness Challenge Associate Health Questionnaire 2016 Please fill-out honestly and to the best of your ability. All responses will be utilized to improve associate health and wellness programs. Thank you for your time and attention! 1. Please check 3 topics that you are most interested in learning about. Weight management Weight-loss Weight gain Heart health Diabetes Healthy cooking General nutrition Label reading Gluter-Flease Spectry Healthy shopping Vegetrain/Vegan Det Other: Flease Spectry Healthy shopping Vegetrainal counseling Associate wellness competitions Information? Associate wellness competitions Information in the receive nutrition information Newsetters (company) ""Please provide your email if you would like to receive the RD's newsletter

Example – Wellness Challenge Associate 8-Week Challenge ("Your Health Matters") Information for Management Goal of Program: To improve deserved very large of the program titled "Your Health Matters." Current Health-Related Issues: According to reports from the CDC in 2011-2012, "More than one-third (34.9% or 78.6 million) of U.S. adults are obser." Alko a concern are the related medical conditions including heart disease, stroke, type 2 diabetes and certain types of cancer. Benefits of a Worksite Wellness Program Antorease employee performance Opercase accorders abscine rates Tour Role Ald in the promotion of the program to your employees. Join the program yourself! Source: PorszazioNatotion

cample - Wellness Challenge
Associate Challenge 2016
Kick start your health with the Associate 8-Week Challenge!
Challenge Information
The objective of this challenge is to built healthy labilst. Each week you will incorporate a new challenge and suid on them during the following weeks. If the need of the programs, you will know made oight new habsts that will help you reach, or maintain, your wellbers goals. Each week you have the opportunity to earn points. The more challenges you complete, the more points you receive and the closer you are to writing!
Checks with the detains on budge of Norday of auth challenge week. They will review a hardoor for the following: week and have the firms to all king quantities on purplemen. They are valuells to detect when the tho determine the condition of t
Weekly Challenges
1. Track your food and beveriage intake for 1 week. "You can use a paper food dainy forcoded by the Diethian). Spectracker online (https://pupertracker.unds.epu/), Myffittess Pill phone application, or a notebook. "When you bete in for ever's 1, you may share your food dainy and gain input on estine patterns. "When you bete in for ever's 1, you may share your food dainy and gain input on estine patterns.
Choose 2 servings of fruit per day. Che serving = 1 piece of fruit, ½ cup chopped fruit, ½ cup dried fruit Fresh, frozen, or canned are all multitious!
"Tips book for no sugar added frozen or canned options. 5. Dooce 3 servings of vegetables per ofler, -One serving = N cop of celery, carrots, tomatore, broccoli, cauliflower, chickpeas, beans, etc. -Fresh, freezen, or canned are all multimosa!
- Tip: look for low sodiums (or no salt added) canned options. Also, drain and ninse to decrease the sodium! 4- Drink 8-ounces of water or an unsweetened beverage per day. - Try swappine a susprise beverage for an insweetened beverage at least 1x per day. Every 8oz = 1 point!

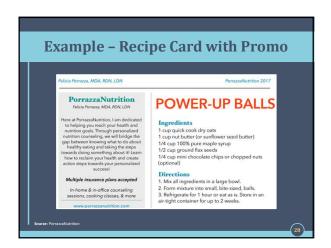




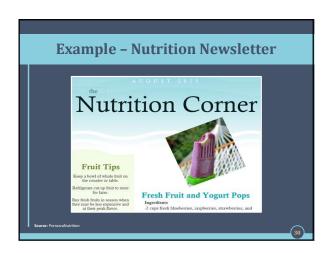
Groups
Nutrition Support
On-site for employees
Weekly or monthly
Topic-based
Less prep involved
During lunch or after work hours
Walking/Fitness
Tied into a program
Stand-alone
During lunch or after work hours
Have a Business Host Your Group
Traffic to business
Marketing/space for you
25

Class Topics		
Jan 4th: Introduction	on, holidays, weight management success, goal setting	
Jan 11th: Portion C		
	Modification Strategies	
Jan 18 . Benavior	Widdincation Strategies	
Support Group Outli	ne	
5:15-5:30pm: Question	ons/Weekly Weigh-ins	
**Weigh-ins		
	uctions (if needed)/Announcements	
-Round table:		
	ghts from last week?	
	strategies or methods used this week?	
	enges from past week?	
	eekly topic/discussion	
6:05-6:10pm: Goal Se		
-Round table:		
	are your goals for this week?	
	new recipes you are going to try?	
6:10-6:15pm: Question	ons	

Food Demos/Classes
Tie Into Another Program Week 5 of challenge Wellness fair – table
Weekly Classes Sampling with short "pitch" Fast-paced work environments College campuses Grocery stores Teambuilding for staff Firehouse meals
Tie-in With Companies Who Have Farm-share Programs









Putting It All Into Action Start Small Local, small businesses in the community Don't Overwhelm Yourself Remember, It Is An Investment Free seminar could lead to paid program Networking event could lead to long-term partnerships Don't Be Afraid to Walk Away If a partnership isn't working If a program doesn't resonate with employees Be open to tweaking first Why communication is key



Credit Claiming

You must complete a brief evaluation of the program in order to obtain your certificate. The evaluation will be available for 1 year; you do not have to complete it today.

CREDIT CLAIMING INSTRUCTIONS:

- 1. Go to www.CE.TodaysDietitian.com/Name
- OR Log in to www.CE.TodaysDietitian.com and go to "My Courses" and click on the webinar title. 2. Click "Take Course" on the webinar description page.
- 3. Select "Start/Resume" Course to complete and submit the evaluation.
- 4. Download and print your certificate.

References

- Mattke S, Liu H, Caloyeras J, et al. Workplace wellness programs study: final report. Rand Health Q. 2013:3(2):7.

- Haines DJ, Davis L, Rancour P, Robinson M, Neel-Wilson T, Wagner S. A pilot intervention to promote walking and weliness and to improve the health of college faculty and staff. J Am Coll Health. 2007;55(4):219-225. Hiller D, Fewel F, Cann W, Shephard V. Wellness at work: enhancing the quality of our working lives. Int Rev Psychiatry. 2005;17(5):419-431.