

Leverage Your Wellness Dollar

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Summary: This handout is about saving time and saving money! Start or enhance your wellness benefit by becoming familiar with the many no- and low-cost health promotion resources that will enhance your program while they stretch your wellness budget. Feel “free” to share your examples as well!

1. Leverage existing resources

- **Health Insurance, Health Assessment, EAP**
Integrate these programs into your health promotion benefit
Assure that sensitive data is protected
Know the policies of your organization, union policies if applicable

- **Existing Resources**
Programs
Facilities
Staff expertise

2. Integrate new resources

- **Worksite Toolkits**
 - California Fit Business Kit
www.dhs.ca.gov/ps/cdic/cpns/worksite/FitBusinessKit.htm
 - CDC Healthier Worksite Initiative:
www.cdc.gov/nccdphp/dnpa/hwi/toolkits/index.htm
 - CDC Swift Worksite Assessment and Translation (SWAT):
www.cdc.gov/nccdphp/dnpa/hwi/program_design/swat/index.htm
 - Healthy Arkansas Worksite Wellness Toolkit:
www.arkansas.gov/ha/pdf/worksite_wellness.pdf
 - HERO: Health Enhancement Research Organization: www.the-hero.org
 - Minnesota Work Well toolkit: www.health.state.mn.us/hmwi

- Prevention Institute ENACT workplace strategies:
www.preventioninstitute.org/sa/enact/members/strategiesshow.php?e=5&se=6&945d888c97d39b1b6bd067ef8147e4d7
- Take Action! Free, 10-week, Web-based program to increase fruit and vegetable consumption and physical activity in the worksite:
www.takeactionca.com/
- WELCOA: The Wellness Council of America: www.welcoa.com
- Wisconsin Worksite Wellness Resource Kit:
<http://dhs.wisconsin.gov/health/physicalactivity/Sites/Worksitekit.htm>
- **Return on Investment (ROI)**
 - East Carolina University's ROI for physical activity calculator:
www.ecu.edu/picostcalc
- **On-line Tools**
 - Free on-line surveys for program registration, tracking, and evaluation; employee interest surveys, and more.
 - Sample employee interest survey:
www.surveymonkey.com/s.aspx?sm=lccmMYh_2bOkL5j_2fbb0tMhSg_3d_3d
 - SurveyMonkey: www.surveymonkey.com;
 - Zoomerang: <http://zoomerang.com>
 - Google docs for sharing and collaborating: www.google.com
 - On-line invitations can be used to increase attendance:
<http://www.evite.com> or <http://www.circleup.com/my/cu/home>
 - A blog for giving your program a home, program updates, and sharing photos: or <http://wordpress.com>
 - Time and Date Countdown Timer:
www.timeanddate.com/counters/customcount.html
 - Social marketing Web sites like Facebook: www.facebook.com, MySpace: <http://www.myspace.com>, Flickr: <http://www.flickr.com>, or LinkedIn: <http://www.linkedin.com>, can be used for networking, marketing, and sharing resources

- On-line video sharing sites like www.YouTube.com for education, physical activity in meetings, humor, stretching video, gratitude dance, funny Thai health promotion, Where the he** is Matt?.
- Wiki: A *wiki* is one or more Web pages designed to enable anyone who accesses it to contribute or modify the content. A wiki could be used to gather ideas and encourage chat among program participants, www.wiki.com, www.wetpaint.com/ or www.openplans.org.
- **"Lunch and Learn" Presenters**
 - Advantage Health: <http://www.advantagehealth.com>
 - American Red Cross: www.redcross.org
 - Arthritis Foundation: <http://www.arthritis.org>
 - Asthma and Allergy Foundation of America: <http://www.aafa.org>
 - American Diabetes Association: <http://www.diabetes.org>
 - American Heart Association: <http://www.americanheart.org>
 - American Lung Association: <http://www.lungusa.org/>
 - Community Health Charities of Minnesota has a speakers bureau: <http://healthcharitiesmn.org>
 - DVD such as those from Discovery Health or the library: <http://health.discovery.com>
 - Financial services companies
 - Health champions among your employees with healthy passions to share
 - Instructors from health clubs and others health educators and providers in the community may provide free demonstrations to promote their business
 - Kennedy Vision Center, Dr. Anthony Traverse, doctor@kennedyvision.com
 - Minnesota Environmental Fund has 21 groups with speakers. Free speakers are available to employers and organizations across Minnesota throughout the year: www.mnenvirofund.org/pages/SPEAKERSBUREAU.html
 - North Memorial Hospital, nutritionist Deb Vevea, Deb.Vevea@NorthMemorial.com
 - Ruth Anne Plourde for tai chi and stress management: <http://www.ruthanneinnergizes.com>
 - Shoe stores like Marathon Sports will have someone come in and assess feet: <http://www.marathonrunwalk.com>
 - Top 20 Training: <http://www.top20training.com>
 - Working Family Resource Center: www.workingfamilyresourcecenter.org.
- **Free Health Promotion Posters**
 - Canada Public Health's Stairway to Health: <http://stairway.hc-sc.gc.ca/calcalc.aro>

- Douglas County Public Health monthly Toilet Paper:
http://www.co.douglas.mn.us/PH_Programs/PH_Monthly_Health_Topics.htm
 - Learning ZoneXpress 8.5" x 11" free monthly poster:
www.learningzonexpress.com
 - National Sleep Foundation offers sleep facts sheets and posters:
<http://www.sleepfoundation.org>
 - National Institutes of Health to download free fact sheets:
<http://www.nhlbi.nih.gov/health/public/sleep/healthysleepfs.pdf>
 - North Carolina Division of Public Health Eat Smart posters:
<http://www.eatsmartmovemorenc.com/Resources/wwtoolkit/eatsmart.html>
 - North Carolina Division of Public Health Manage Stress posters:
<http://www.eatsmartmovemorenc.com/Resources/wwtoolkit/managstress.html>
 - North Carolina Division of Public Health Move More posters:
<http://www.eatsmartmovemorenc.com/Resources/wwtoolkit/movemore.html>
 - North Carolina Division of Public Health Quit Now posters:
<http://www.eatsmartmovemorenc.com/Resources/wwtoolkit/quitnow.html>
 - UGA Campaign for Every Body:
<http://www.uhs.uga.edu/everybody/campaign-posters.html>
- **Free Newsletters and Reports (*favorites)**
 - American Cancer Society:
<http://em.mansellgroup.net/acs/becausewecare/Jan08/EmailWeb.htm>
 - California Fit Business tips:
<http://www.cdph.ca.gov/programs/CPNS/Pages/FitBusinessTips.aspx>
 - A Comprehensive Model of Worksite Health Promotion:
<http://www.imt.net/~randolfi/CWHP.html>
 - *Health@Work Monthly e-tips; <http://www.hennepin.us/health@work>
 - *Hope Health "Workplace Weekly" weekly e-newsletter for managers and many free reports; <http://www.hopehealth.com/>
 - Mayo Clinic Housecall: <http://www.mayoclinic.com/health/housecall-newsletter/Housecallarchive>
 - *MDH Health News Summary: <http://www.health.state.mn.us/> go to upper right-hand corner for eSubscribe
 - News from the Cooper Institute;
<http://visitor.constantcontact.com/email.jsp?m=1101553122788>
 - Northwestern Health Sciences;
<http://www.nwhealth.edu/healthyU/index.cfm>
 - *Nutritional Action Healthletter Archives:
<http://cspinet.org/nah/index.htm>
 - NYC Department of Health and Mental Hygiene monthly Health Bulletin;
<https://www.nyc.gov/portal/site/nycgov/menuitem.ce6bc138adfcc897070523102f8089a0/>

- Health bulletins:
<http://www.nyc.gov/html/doh/html/pub/pub.shtml?y=alert>

- **Health Promotion Web Links**

- Alberta Centre for Active Living:
<http://www.eatsmartmovemorenc.com/Resources/wwtoolkit/managessress.html>
- American Diabetes Association: ADA Winning at Work program:
<http://www.diabetes.org> diabetes fast facts, information sheets, public service announcements, and handouts
- Blue Cross Blue Shield do. campaign: <http://www.do-groove.com/>
- Business Case for Breastfeeding:
<http://ask.hrsa.gov/detail.cfm?PubID=MCH00251>
- Carver County Worksite Wellness Resource Center:
http://www.co.carver.mn.us/departments/PH/workplace_wellness.asp
wide range of resources and links
- Cater to Health: <http://www.catertohealth.org>
- Centers for Disease Control and Prevention Healthier Worksite Initiative:
www.cdc.gov/nccdphp/dnpa/hwi/index.htm
- Dakota County:
<http://www.co.dakota.mn.us/HealthFamily/HealthyLiving/default.htm>
- Employee Wellness Programs:
http://www.mapnp.org/library/emp_well/emp_well.htm
- Fruits and veggies more matters: www.fruitsandveggiesmorematters.org
- Google pedometer and Google maps: <http://www.gmap-pedometer.com/>
and <http://maps.google.com/>
- Health Enhancement Systems: <http://www.hesonline.com/>
- Health Resources: <http://healthresourcescorp.com>
- Hennepin County Health@Work has a resource directory, downloadable programs, and a Wellness by Design recognition program:
<http://www.hennepin.us/health@work>
- Joe's Goals, free on-line goal tracking, <http://www.joesgoals.com/>
- Mayo Clinic: <http://www.mayoclinic.com/>
- National Business Group on Health: <http://www.businessgrouphealth.org>
- National Wellness Institute: <http://www.nationalwellness.org>
- Northland Regional Chapter of the ACSM: <http://www.d.umn.edu/~nacsms>
- Nutrient Facts: <http://www.nutrientfacts.com>
- Pedestrian and Bicycle Information Center; <http://www.walkinginfo.org>
- Quitplan; <https://www.quitnow.net/quitplan/>
- Ramsey county worksite wellness resources:
http://www.co.ramsey.mn.us/ph/hb/worksite_wellness.htm
- Resources for healthy, happy living: <http://cherylmillerville.com>
- University of Toronto Health Communication Unit:
<http://www.thcu.ca/Workplace/about.htm>

- U.S. Department of Health and Human Services Healthfinder: <http://www.healthfinder.gov>
- Weight Watchers: <http://www.weightwatchers.com>
- Wellness Councils of America: <http://www.welcoa.org/>
- Wellness Junction: <http://www.wellnessjunction.com>
- Wellness Proposals: <http://www.wellnessproposals.com/>
- Worksite Wellness for Tompkins County: <http://www.tompkins-co.org/wellness/worksite/>
- WebMD: www.webmd.com
- Yale University Rudd Center for Food Policy and Obesity: <http://www.yaleruddcenter.org>

- **Low Cost Marketing Materials**

- Staff expertise around marketing
- Take digital photos, have a photo scavenger hunt, make photo enlargements at office supply store
- Various low cost sources:
 - www.makestickers.com (bumper stickers and more);
 - <http://www.zazzle.com> (T-shirt and more);
 - 4Imprint (<http://www.4imprint.com/>)
 - VistaPrint: <http://www.vistaprint.com> (car door magnets, window clings, window signs)

- **Miscellaneous Free Resources**

- County libraries: DVDs, educational materials, interlibrary loan
- Free conference calls: <http://www.freeconference.com>
- Free periodical *Health care News*: <http://www.mppub.com/Minnesota%20Health%20Care%20News.html>
- U of MN Academic Health Center has research studies related to weight-loss, exercise, smoking cessation, blood pressure: <http://www.ahc.umn.edu/research/trials/home.html>
- U of MN School of Public Health Friday morning seminars: <http://www.epi.umn.edu/news/seminars.asp>

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