

Reaching the Hard-to-Reach

Presented to Agency Wellness Champions
7/29/08

Hard-to reach defined several ways:

- **Unwell employees**
- **Well employees**
- **Those who read e-mails and those who don't**
- **Those who read posters and those who don't**
- **Those who like “!” and those who don't**
- **Leaders**
- **Supervisors**
- **Union reps and legislators**

I. All Employees:

Your target market is *every* employee.

Smokers: 22%

Overweight/obese 59%

Inactive 66%

Risky drinking 21%

These unhealthy behaviors co-exist, so sum is >100%

9.7% of the population has zero risk factors.

Our target audience is 90% of the population.

But this picture is not static. People move in and out of unhealthy states.

Triangle theory:

5% of the population accounts for 55% of the claims. But 50% of those high-cost claimants will be low cost next year. Others will move in to high cost.

The high cost claimant will never be as inexpensive as someone who maintains their good health.

The biggest health care expense today is your employees with acute or chronic illness. The biggest cost savings over time will come from keeping your healthy employees healthy.

Strategies:

- Design programs that will touch each employee every few months or over the year.
- “Start where you are” messages and programs
- Messages and programs that meet people at their stage of change
 - Precontemplation - lack of awareness that life can be improved by a change in behavior;
 - Contemplation - recognition of the problem, initial consideration of behavior change, and information gathering about possible solutions and actions;
 - Preparation - introspection about the decision, reaffirmation of the need and desire to change behavior, and completion of final pre-action steps;
 - Action - implementation of the practices needed for successful behavior change
 - Maintenance - consolidation of the behaviors initiated during the action stage;

So wellness offerings range from education to opportunities to participate in programs, and programs vary from relaxation to physical activity competitions.

- Communicate breadth of services provided by health plan/DOER e.g. disease mgmt.
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- Don’t just respond to the “need showers” requests.

Example: MDH

What is Work Well?

Work Well is the worksite wellness program for *all* Minnesota Department of Health employees. The vision of Work Well is to create a workplace in which employees care for themselves as well as they care for all Minnesotans.

- Move well
- Eat Well
- Be Well (relaxation/stress/EAP/sleep)
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II. Those who read e-mails and those who don't:

Those who read posters and those who don't:

Those who like “!” and those who don't:

Strategies:

- Use multiple communications vehicles.
- What are the guidelines in your department around communications?
 - posters
 - brochures
 - e-mails/ all agency tool
 - Web pages
 - Word-of-mouth/Champions/Managers and other leaders
- Listen to employees. (Collect all comments.)

Example: MDH Survey/focus group

III. Leaders/Upper Management

Strategies:

- (See previous “Creating Management Support” presentation.)
- Managers fall in these categories. Focus first on the 50% of managers who are quiet supporters or wellness champions:

Active Opposition 1-2% -- Don't antagonize

Quiet Opposition 15-25% -- Listen

Neutral 40-50%-- How can they get involved if they wish

Quiet Supporters 30-40%-- Pair with a wellness champion

Wellness Champions 5-10%-- Recognize! Keep informed!

IV. Supervisors

Strategies:

- Build a toolkit
 - Share toolkit
 - Be available to speak at meetings about your program
 - Encourage upper management to promote to supervisors

V. Union reps and legislators

Strategies:

- Be aware of concerns and ready to communicate program benefits and cost-savings