

Wellbeing Program Uptake – Drivers & Barriers

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Health
& Wellbeing



feelinggood@work

Career
& Development



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Rewards
& Benefits



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Community



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Introduction

- WorkSafe health & wellbeing culture
- Historical drivers for the program
- Program elements
- KickStart initiative
- Outcomes & Learning's



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Building a Wellbeing Culture

- Foundation stone for our corporate vision
- Clear links to our people strategy, seeking to positively influence:
 - Attraction, development and retention of quality employees
 - Building a workplace culture of engaged employees
 - Supporting Work-life Balance
- Planned and collaborative in design
- Appropriate provision of resources
- Active promotion & support
- Tangible representation of commitment
- Fun

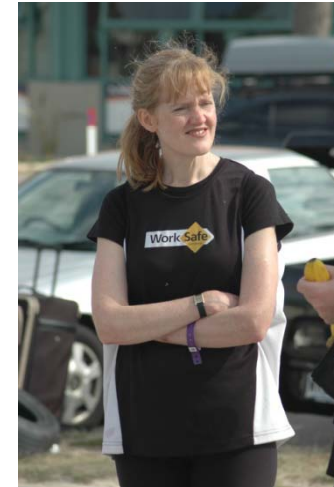


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Historical Drivers



- Understand health issues facing our people
- Promote, encourage, support employee wellness
- Clear management commitment and the right resources
- Partnering with providers to strengthen and develop the program
- Broad range of integrated programs
- Delivery modes aligned with demographics
- Ultimate goal of achieving positive health change outcomes



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Physical Wellbeing Offer

Programs in place prior to a review in 2007

- Gym subsidy reimbursement
- Corporate Games etc (team based sporting activities)
- Flu Vax
- Support for employees wanting to quit smoking

Programs introduced in 2007

- Online wellness site
- Annual Executive Health Checks
- Onsite fitness squads and physical trainers
- Annual team based walking challenge (GCC)
- Monthly fruit drops
- Annual Healthy Heart Checks
- Facilitated weight loss programs



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Partnering with Fitness2Live



The screenshot shows the 'feelinggood@work' website interface. At the top left is the WorkSafe VICTORIA logo. To its right are 'LOGIN' and 'REGISTER NOW' buttons. Below the logo is a navigation menu with 'Home', 'Active Life', 'Articles', 'Membership', and 'Login'. A search bar is also present. The main content area features a 'Feelinggood@work' header with a description of online services. Below this are several article tiles: 'LOSE WEIGHT', 'RATE YOUR HEALTH', 'ACHIEVE FITNESS GOALS', 'DIET & WORKOUT PLANS', 'REGULAR PRIZE DRAWS', 'FEELINGGOOD@WORK', and 'HOT TOPIC'. A 'START' button is visible on the left side of the 'THE ENERGY BALANCER' section.

Historical Participation

Year 1	460 registrants
Year 2	614 registrants
Now	739 registrants and growing

Employee population = 1150



Physical Wellbeing

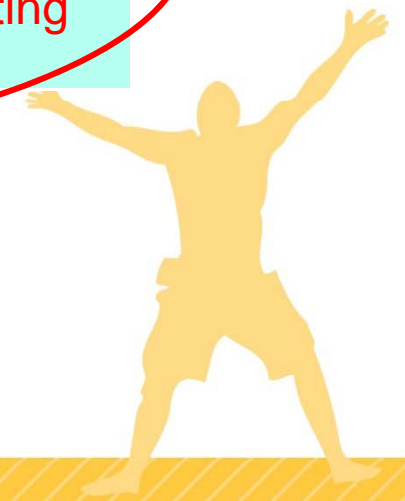
- 2009 results:
 - Participation rates increased across key programs by 47%
 - There has been an overall decrease in chronic health risk factors (e.g. cholesterol, glucose, blood pressure, diet etc.)
 - High risk employees who are using the fitness2live website have had significantly reduced risk factors
 - For those employees we are aware of that have reduced risk factors there is a theoretical cost saving of \$408,211 per annum based on accepted methods of calculation (Burton et al. 2005).
- What's next?
 - Nutrition Policy
 - Kickstart 2



KickStart: Understanding the challenge



Target Groups			
1	At Risk	Aware	Participating
2	At Risk	Aware	Not Participating
3	At Risk	Unaware	Not Participating



Program Elements: **KickStart**



Component	Details
Recruitment	Targeted campaign
Medical Clearance	Doctor's consultation
Seminar/Launch	Health Psychologist
Nutritionist Consultation	1 on 1
Fitness Groups	2x a week
Global Corporate Challenge	4 Months
Telephonic Case Mgt	5 times over 4 months
Baseline Data	Most recent HRA
Healthy Heart Check	
Progress Data	End of Program HRA



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Participant Demographics

Average Age	
KickStart Participants (All)	42.6
Male	47.2
Female	39.6
Fitness2live WorkSafe Participants	41.2
Fitness2live Corporate Participants	38.1



KickStart Results



Half of the participants (20) attended the wrap up session

Highest weight loss = 14.2% (15kg)

All reported positive health change

KickStart Participants - Average Number of Health Risks		
Initial		Current
2.68		2.26
Change		Corporate ave.
↓	-0.42	2.06



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KickStart: What we have learnt...



- Employees will self nominate as high risk
- Self nomination opens the door for direct support
- Peer support important
- Medical Clearance essential
- Male over 45 target group – difficult to engage
- Participants appreciate ‘caring pressure’
- Linking programs delivers multiple benefits
- Our wellbeing culture evolves!



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