

Successful Program Planning: Meeting Employees at their Level of Readiness

Blue Cross and Blue Shield of Vermont

Health and Wellness Team:

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Objectives

- Understand the Wellness Program Strategic Planning Cycle
- Understand Wellness Goals & Measurable Objectives
- Be able to create a plan for programs based on Awareness, Education, Behavior Change and Cultural Enhancement(s)/Supportive Environment(s) & the Stages of change

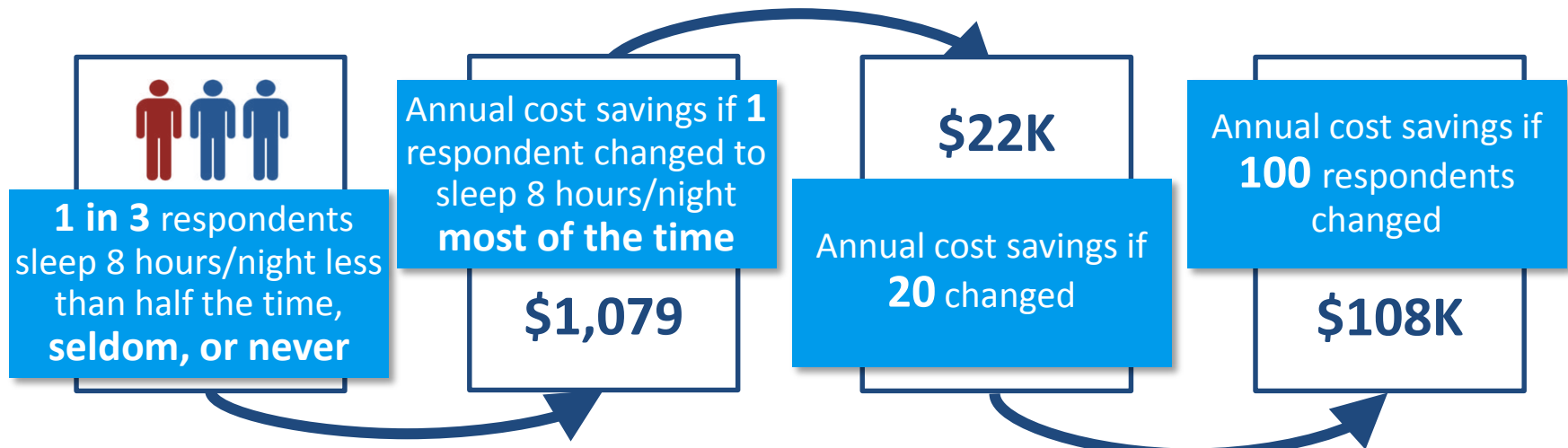
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What do the numbers say about sleep?



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Wellness Program Strategic Planning Cycle

ASSESS

Collect Data

Participation rates & satisfaction
Changes in Behavior or Knowledge
Biometric Measures
Productivity
Medical Claims
Assessments and Surveys

PLAN

Create a Wellness Action Plan

Goals
Measurable Objectives
Program Activities
Campaigns

Evaluate

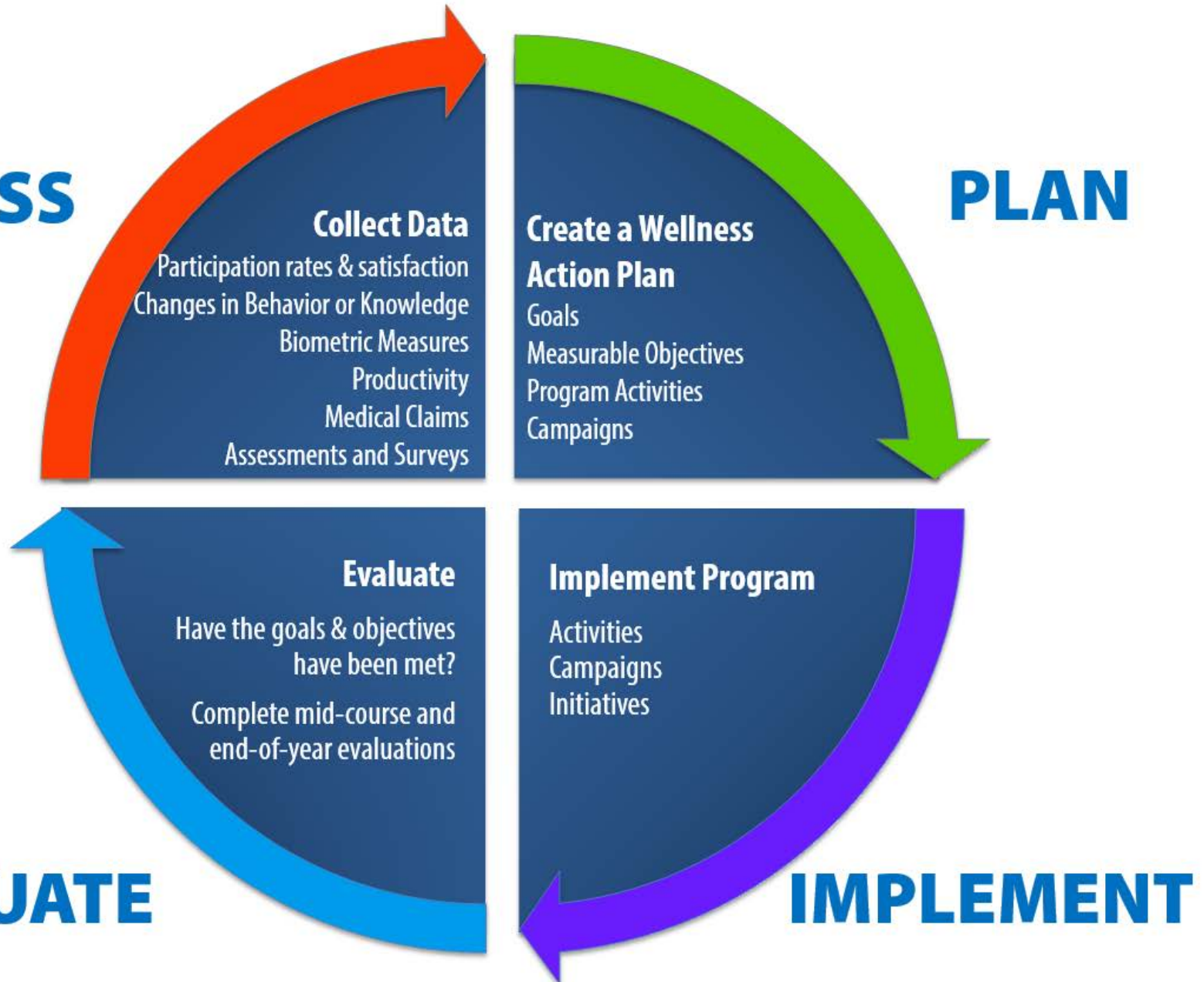
Have the goals & objectives
have been met?
Complete mid-course and
end-of-year evaluations

EVALUATE

Implement Program

Activities
Campaigns
Initiatives

IMPLEMENT



What is a goal?

A program goal is a broad statement towards a desired outcome. Creating health and wellness goals is an important step to drive specific wellness outcomes and guide campaigns and activities.

GOAL: Improve the quality and quantity of sleep for employees.

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What is a measurable objective?

Objectives are a measure of anticipated change in behavior, attitude and/or knowledge. There can be multiple objectives that target a specific goal. (SMART)

Objectives
should be:

Specific

Measurable

Achievable

Realistic

Time-bound

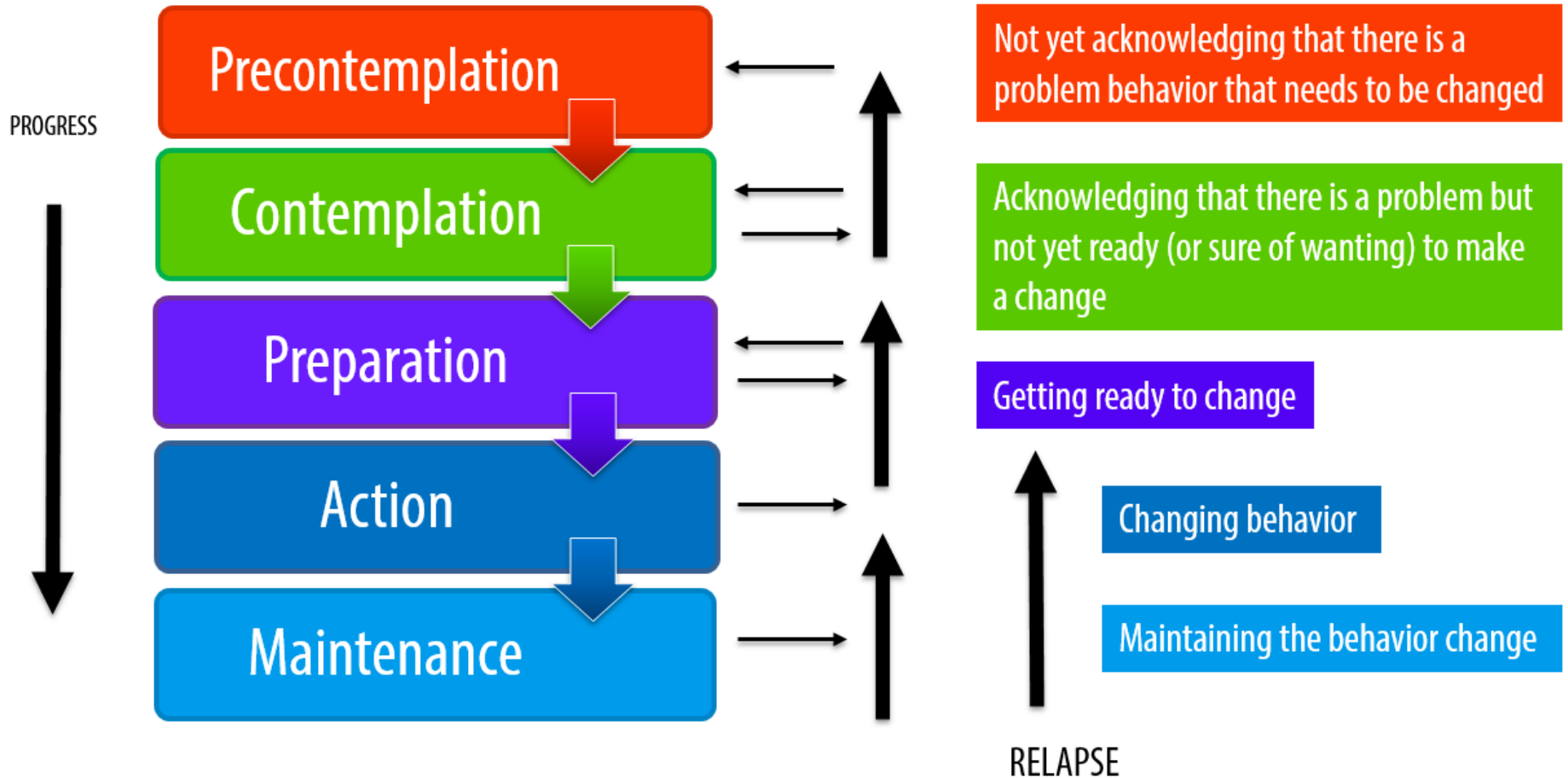
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Stages of Change



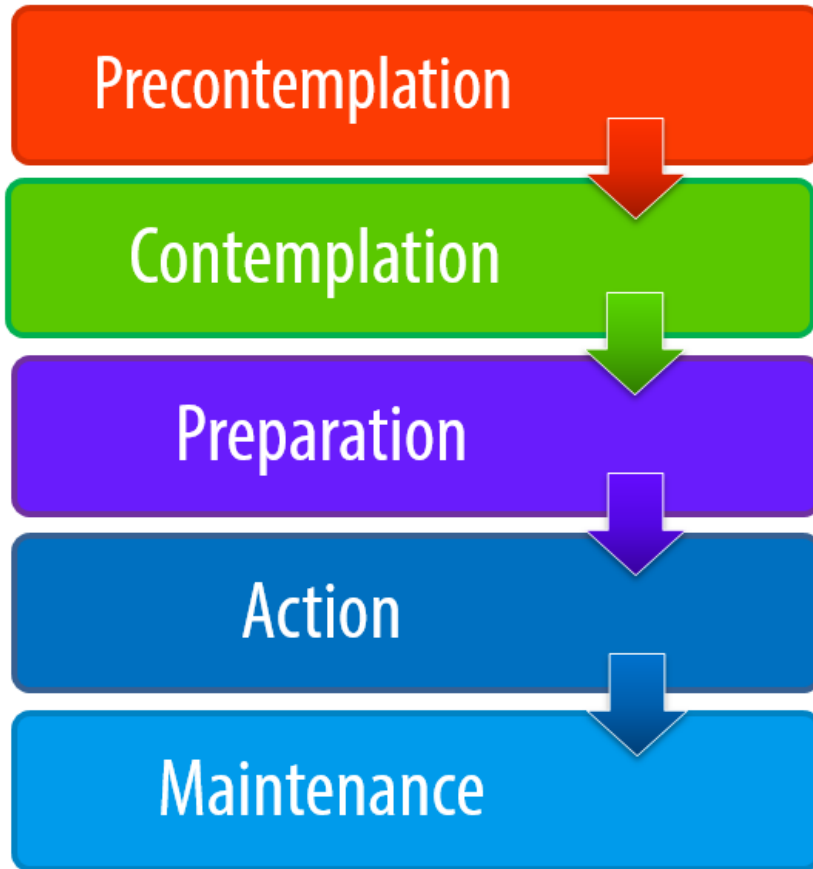
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Stages of Change | Program Type



- **Awareness**
- **Awareness** → **Education**
- **Education** → **Behavior change**
- **Behavior Change**
- **Behavior Change**

Culture and a supportive environment is important at all stages of change

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Awareness

Pre-contemplation/Contemplation

Awareness is the sharing of information.

GOAL: To improve the quality and quantity of sleep for employees.

OBJECTIVE 1: Share 5 tips with employees via desk drops about how to get a better night's rest by June 2018.

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**What types of programs
can you implement that
will raise awareness of
the importance of sleep?**

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Awareness-based Campaign – Program Ideas

- Hang posters around the office
- Provide desk drops with tips and a small trinket such as a index-sized card with a sleep tip and a packet of chamomile tea
- Send monthly e-mails with educational information about the importance of sleep
- Did your employees complete a health assessment?
Share the sleep results

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Education

Contemplation/Preparation

Education is the process of facilitating learning.

GOAL: To improve the quality and quantity of sleep for employees.

OBJECTIVE 1: 25% (n=100) of employees will attend a lunch and learn presentation on “Sleep Hygiene” by April 1, 2018.

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**What types of programs
can you implement that
will educate employees
on the importance of
sleep?**

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Education-based Campaign – Program Ideas

- Host a lunch and learn on sleep hygiene and sleep environment
 - Contact a local sleep lab to hire a speaker or find a credible online video that could be played on a large screen in a conference room
- Set up an educational kiosk in a common break area for a couple of hours. Have employees drop by to play a 5 minute educational game on sleep facts.
- Incent employees to complete an online sleep workshop

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Behavior Change

Preparation/Action/Maintenance

Behavior change is providing support and a process for facilitating individual change.

GOAL: To improve the quality and quantity of sleep for employees.

OBJECTIVE 1: 10% (n=100) of employees will show an increase number of hours slept from the baseline during the March challenge.

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**What types of programs can
you implement that will
move employees towards
action in improving their
sleep habits?**

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Behavior Change - Program Ideas

- Implement a sleep hygiene challenge
- Provide journals or trackers to help employees get their baseline
- Encourage employees to set a sleep goal for and track progress over time
- Provide on-site wellness coaching to work on healthy sleep habits

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Cultural Enhancement/ Supportive Environment

Precontemplation → Maintenance

Cultural enhancement encompasses organizational wide wellness goals and norms & the built environment.

GOAL: To improve the quality and quantity of sleep for employees.

OBJECTIVE 1: Create a policy around opportunities for rest and recharge during the workday in 2018.

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**What types of changes
can you make at your
workplace/environment
that will support
employees in improving
their sleep habits?**

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Cultural Enhancement/ Supportive Environment - Program Ideas

- Create a policy and a space for people to regenerate and revive/ nap or meditation room
- Provide regular education (a sleep series) and support for those who want to improve sleep and habits
- Make sleep a topic of conversation across and through the organization and have an organizational goal to increase the number of people reporting 7-8 hours of sleep
 - Did your employees complete a health assessment? Share the sleep results with leadership

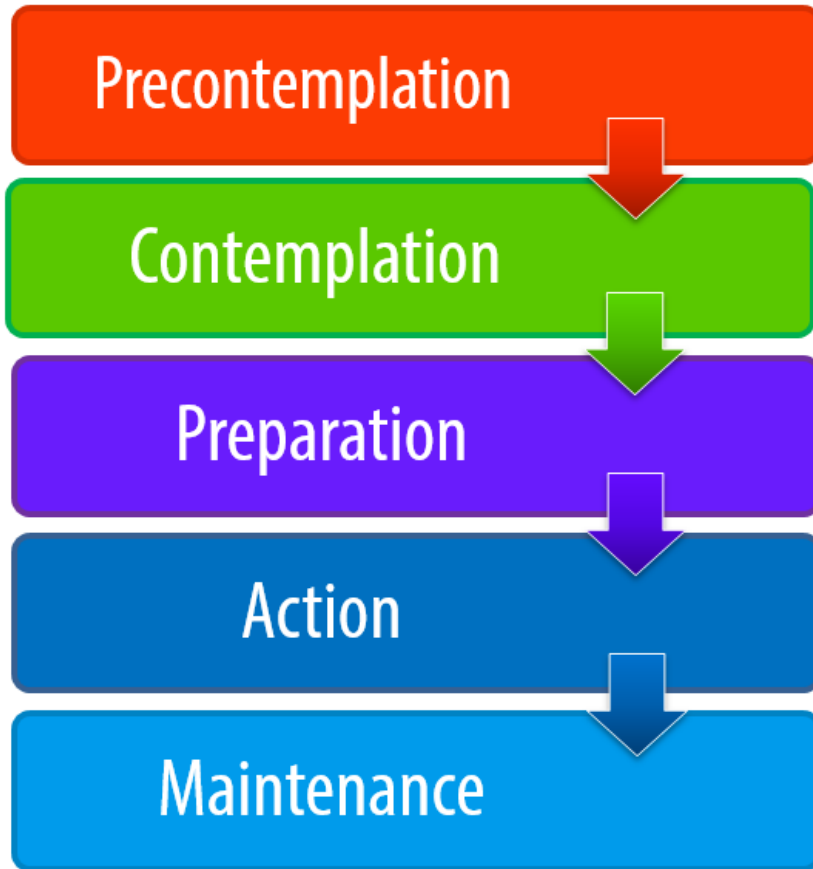
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Questions?

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Resources

- Stages of Change
http://www.smartrecovery.org/resources/library/Articles_and_Essays/Stages_of_Change/Stages_of_Change.pdf
- Welcoa - <https://www.welcoa.org/>
- Vermont Department of Health - <http://www.healthvermont.gov/wellness/physical-activity-nutrition/worksite>
- Sleep Foundation - <https://sleepfoundation.org/>
- The Better Sleep Council – <http://bettersleep.org>
- Sleep Education – <http://sleepeducation.com>
- Centers for Disease Control – <https://www.cdc.gov/sleep>
- Northern Vermont Center for Sleep Disorders <https://www.copleyvt.org>
- Rutland Regional's Center for Sleep Disorders <https://www.rrmc.org>
- University of Vermont Medical Center's Sleep Program <https://www.uvmhealth.org/medcenter>
- My Blue Health Wellness Center <https://mybluehealth.bcbsvt.com>

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