Successful Program Planning: Meeting Employees at their Level of Readiness

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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
What do the numbers say about sleep?

1 in 3 respondents sleep 8 hours/night less than half the time, seldom, or never

Annual cost savings if 1 respondent changed to sleep 8 hours/night most of the time: $1,079

Annual cost savings if 20 respondents changed: $22K

Annual cost savings if 100 respondents changed: $108K

We’ll see you through.
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.
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:

- **S**pecific
- **M**easurable
- **A**chievable
- **R**ealistic
- **T**ime-bound
Stages of Change

- **Precontemplation**: Not yet acknowledging that there is a problem behavior that needs to be changed.
- **Contemplation**: Acknowledging that there is a problem but not yet ready (or sure of wanting) to make a change.
- **Preparation**: Getting ready to change.
- **Action**: Changing behavior.
- **Maintenance**: Maintaining the behavior change.

We’ll see you through.
Culture and a supportive environment is important at all stages of change
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.
What types of programs can you implement that will raise awareness of the importance of sleep?
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
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.
What types of programs can you implement that will educate employees on the importance of sleep?
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
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.
What types of programs can you implement that will move employees towards action in improving their sleep habits?
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
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.
What types of changes can you make at your workplace/environment that will support employees in improving their sleep habits?
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
Stages of Change    Program Type

- Precontemplation
- Contemplation
- Preparation
- Action
- Maintenance

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

*Culture and a supportive environment is important at all stages of change*
Questions?
Resources

- Stages of Change
- 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