

2018

How to Create the Supportive Culture Your Wellness Program Needs to Thrive

Forty percent of your wellness program's effectiveness is based in what you do to create pragmatic opportunities for employees to be well at work.¹

Your organization's official policies and values support the goals of your wellness program, but you need to ask yourself if employee wellness is also supported by your unspoken organizational culture and beliefs. If your spoken and unspoken cultures aren't aligned, obstacles may get in the way of employee health improvement and well-being.

Two changes that can make a world of difference when building opportunity for your people would be the addition of a Chief Wellness Officer and a Wellness Champion Network. No matter the industry, these two components can help your culture take a major step forward in achieving a healthier overall culture.





HOSPITAL

TRANSPORTATION

Meet the influencers who can make a culture shift.



Chief Wellness Officer

A range of industries are starting to appoint Chief Wellness Officers - a subject matter expert within the

organization who understands the nuances of each role within the company and because of that knowledge can offer insightful recommendations for work environment and corporate policy changes to remove barriers and improve overall well-being.



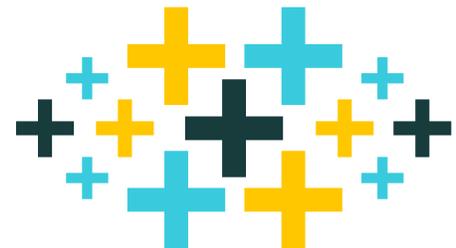
Wellness Champion

Research has shown that people are influenced by the health status and behaviors of their friends, family and

coworkers.² As a result, many organizations are seeking out Wellness Champions: employees who are passionate about good health, demonstrate an ability to lead or influence others, and have good relationships with their coworkers. Wellness champions throughout the organization lead by example and encourage individuals to practice healthy behaviors.

WELLNESS IN THE WORKPLACE | HOSPITAL

Building Resiliency in Hospital Employees



PROBLEM

More than half of physicians are exhibiting signs of burnout.³ Physicians are also at increased risk of suicide compared to the U.S. general population.⁴ Data suggests a similar prevalence of burnout and depression among nurses, nurse practitioners and physician assistants.⁵⁻⁶

Recommendations

Chief Wellness Officer

1. Reduce or transfer clerical duties to allow physicians to spend more time with patients and reviewing cases with colleagues to increase their sense of purpose and accomplishment.
2. Provide access to mental health treatment and support.
3. Create a meaningful mentorship program or peer support groups for residents, physicians, nurses and other members of the healthcare team to build a more resilient workforce.

Wellness Champion

1. Mobilize peer support in stressful situations. Be perceptive in your conversations and interactions with coworkers and be quick to offer assistance, guidance, encouragement, or simply a listening ear.
2. Challenge unhealthy behaviors with empathy and compassion, both directly and indirectly. Set an example that others can follow. Find time in the small or simple moments to be the social support that a resilient team needs.

Making Time for Wellness on the Floor



PROBLEM

Workplace wellness program participation is known to be contingent on many personal and organizational factors, including awareness, perceived value, and leadership and cultural support, to name a few.⁷⁻⁸ In many cases, HR teams work to convince senior management to support wellness, when in reality, middle management holds the key to cultural change. Employees need the permission and encouragement from their managers to take the time necessary to participate in health and wellness activities. It is excellent for a company to offer a fitness facility or on-site clinic, but if employees cannot take time out of their day, or feel guilty about it, they won't be used.

Recommendations



Chief Wellness Officer

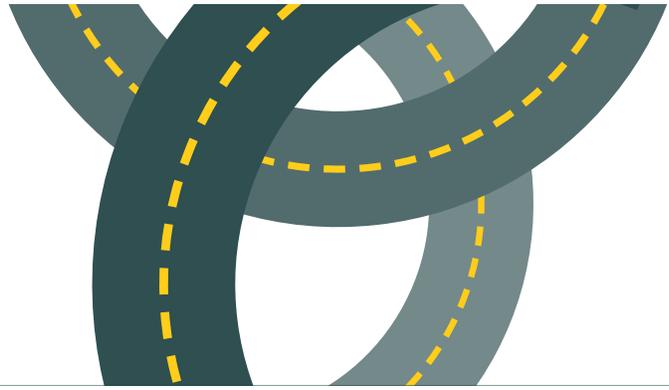
1. Evaluate capacity and ensure staffing is adequate so that productivity does not come at the cost of well-being, but also that well-being does not come at the expense of productivity.
2. Articulate the plan design and reasonable time commitment of the company wellness program activities to middle managers so that the time is permissible — especially activities that may financially impact employees.



Wellness Champion

1. Recruit middle managers to be a part of the Wellness Champion Network and empower them to lead or participate in group wellness activities. Why should employees participate in wellness activities at work if their manager doesn't?
2. Encourage managers and all employees to practice self-care. It's crucial that managers lead by example to help employees manage their stress levels, stay active, and make wellness convenient.

Empowering Healthy Behaviors on the Road



PROBLEM

Sixty-one percent of long-haul truck drivers reported having two more of the following risk factors or health conditions: hypertension, obesity, smoking, high cholesterol, no physical activity and six or fewer hours of sleep per 24-hour period.⁹ Consider the following suggestions to target common health risks among a population that is hard to reach in a centralized location.

Recommendations



Chief Wellness Officer

1. Create a daily calendar for truck drivers to include breaks for physical activity, sleep, and meals with inspirational messages regarding healthy choices.
2. Incent physical activity by providing a wearable step-tracking device and reward meeting weekly goals. Inspire competition between drivers with an online leaderboard and monthly, quarterly or yearly prizes for the most physically active.
3. Offer telephonic coaching for truck drivers to set personalized health goals and break down unhealthy behaviors at their root.



Wellness Champion

1. Create and send trucker-specific marketing materials like worksheets or booklets to help educate truck drivers on healthier meal and snack choices, easy make-at-home recipes, and ideas for physical activity while on the road.
2. Create a wellness podcast so employees can use their time driving to engage in wellness education. You might consider explaining the wellness program on one of the first episodes to drive participation.
3. Create a peer wellness support group for truckers to meet (even if it must be remotely) and share experiences and tips for staying healthy while on the road.

Facilitating a Workforce That's on the Move



PROBLEM

Inactivity and sedentary behaviors like prolonged sitting increases the risk of cancer, cardiovascular disease and early death.¹⁰ Eighty-six percent of full-time employees are required to sit all day, and on top of that, 36 percent sit another 1-2 hours watching TV, 29 percent use their home computer for 1-2 hours, and 25 percent lounge for 1-2 hours for other sedentary activities like reading.¹¹ In an office setting with many full-time computer users, it's important to encourage physical activity both at work and at home.

Recommendations



Chief Wellness Officer

1. Create and encourage participation in programming during lunches to promote physical activity and social connectedness, such as instructor-led classes, a walking group, or healthy potlucks.
2. Plan office-wide events or group challenges on a regular basis to promote physical activity. Invite the families of your employees to build camaraderie between coworkers and encourage healthy behaviors at home.



Wellness Champion

1. Equip wellness champions with conversation starters to make cultural shifts and proactively fight against the peer pressure office workers may feel to work through their lunch or not take time for breaks during the day for physical activity or even just standing.
2. Join an intramural sports league and invite coworkers to participate. Organizations that are large enough may consider multiple teams for different sports and interests, all with the goal of increasing physical activity outside of work hours.
3. Distribute health 101 posters to educate employees on the dangers of too much sitting and practical tips to reduce time spent sitting during the day like booking meetings in a room further than you usually would or scheduling a workout class during lunch.

Let's talk.



Contact us to learn more about how Bravo can partner with you to build a healthier workforce and culture.

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