



Fall River Small Worksite Wellness Project

Health,
Workplace and
Environment:
Cultivating
Connections



Where is Fall River?

- Bristol County, MA
- Part of the South Coast



Who lives in Fall River?



What will you find in Fall River?



www.gfrpartners.com

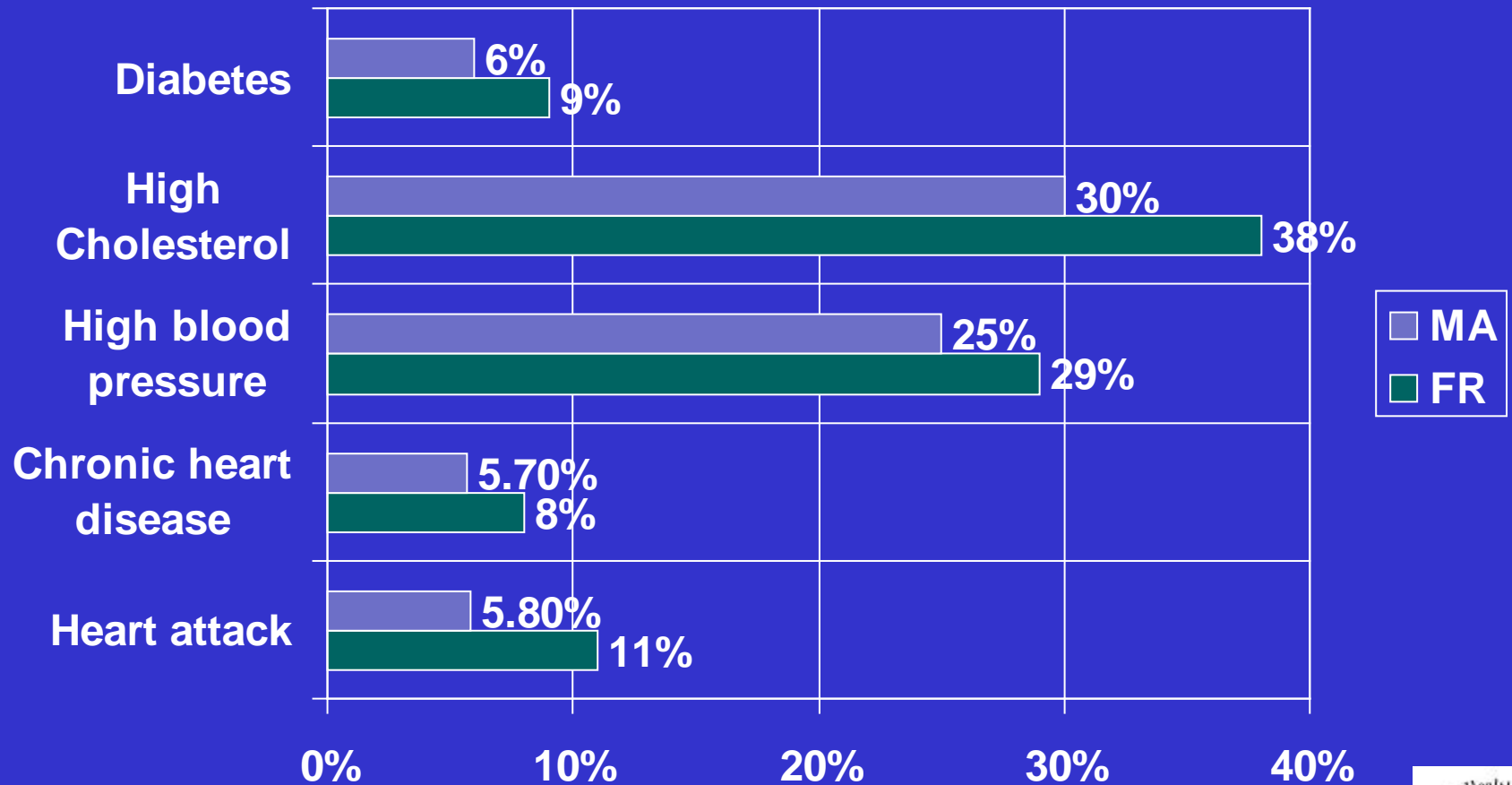


You will also find . . .

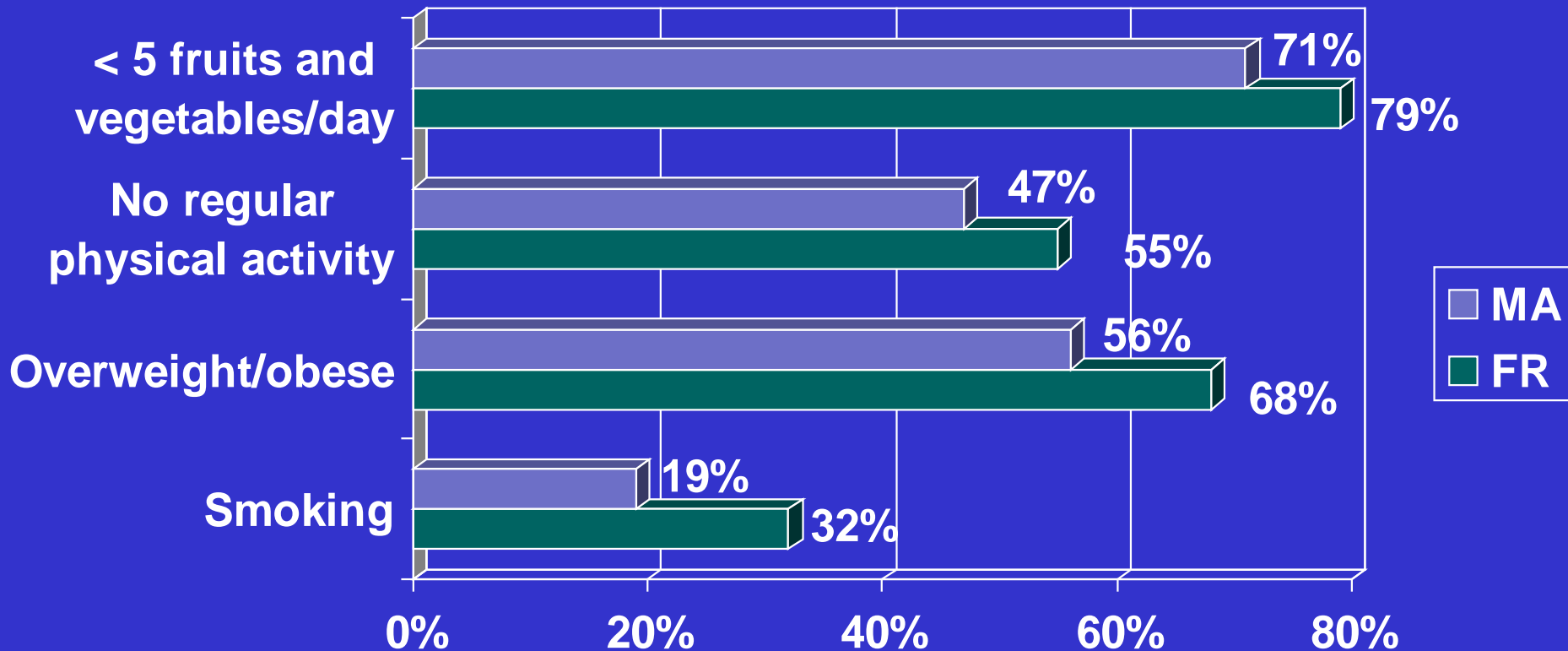




Fall River's disease rates are significantly higher than state averages



Fall River's high disease rates are related to specific health behaviors



Health challenges are related to a number of population factors

- Second highest rate of premature deaths statewide
- Higher percentage of families w/children in poverty
- High rates of unemployment
- Higher life stress levels related to economic status
- Lower rates of school completion
- Steady high rates of immigration and resultant language and cultural barriers that decrease the comprehension of health promotion messages.



What have we achieved?



One of six communities in the US awarded the Roadmaps to Health Prize by the Robert Wood Johnson Foundation for our efforts to improve health over the past five years



RWJF Roadmaps to Health Prize

Learn more at
HealthyCityFallRiver.org

Some of our ongoing projects

- Tobacco & drug laws (e.g., pharmacy sales)
- Alcohol laws (e.g., social host & server laws)
- Reduction of crime and youth violence
- Improved school meals & wellness policies
- Improved food supply (markets, restaurants)
- Youth and adult physical fitness
- Improving access to healthcare
- Integration of health with health care
- Park and open space development
- Walking & bicycle route development



Worksite Wellness Efforts



- Decided to add worksite wellness in 2011 to complement our work in schools and the community and hired a full-time Worksite Wellness Coordinator



- We needed to “close the loop” so that health promotion was occurring at home, at school and at work.

Worksite Wellness Efforts

We began by working with larger employers, some of which already had worksite programs, and all had a “wellness director”



Worksite Wellness Efforts

We already had a well-developed Worksite Wellness Collaborative that held monthly meetings and put on an annual conference



Fitness Challenge

Our large worksites were participating in an annual 5-month fitness program



Challenge of the Small Business

Our biggest challenge was how to engage our smaller businesses in worksite wellness by using the resources that were already available in the community.



Challenge of the Small Business

A survey of 175 local businesses revealed:

- 92% of worksites have between 1-49 full-time employees; we estimate 80% < 25
- 81% do not have anyone who oversees programs related to health and fitness
- Only 2 % of worksites give paid time-off to employees for participation in physical fitness, 96% do not
- Only 7 % of worksites currently participate in any wellness-related program

Challenge of the Small Business



- The owner is the Human Resources department!
- Getting the work out is the #1 priority
- There is no “down” time
- Staff are often part-time and are rarely ever together as one group
- Employee health is not a priority
- Insurance providers often have no role with employee health

Challenge of the Small Business

- But, we already had no or low-cost health resources such as fitness programs, nutrition education, smoking cessation, substance abuse prevention, stress management, and occupational health and safety in our city.
- We had a full-time person who could coordinate wellness for many businesses.
- With the grant, we would not have to charge for our services initially & could experiment with the model & learn lessons for the future.

Challenge of the Small Business

Our plan was to offer small businesses:

- A MA DPH "Working On Wellness Toolkit" and assessment tool
- Ten hours of on-site consultation
- \$20 in promotional items per employee
- On-site educational presentations
- Notebook of local resources
- Web-based resource listings
- Invitations to the Fitness Challenge and the Worksite Wellness Collaborative

Research objectives

1. Effectiveness of program promotion
2. Response to the program offerings
3. In which of ten defined Program Elements did the employer engage
4. Employers' rating of the helpfulness and effectiveness of each Program Elements
5. Employees' rating of the effectiveness on their own health status of each Program Elements in which they engaged

Challenge of the Small Business

We wanted to sign up 20 businesses and would waive an estimated \$50/employee fee

- Advertised through the Chamber of Commerce newsletter and e-newsletter
- Ran 50 radio ads on local talk radio
- Paid for weekly newspaper ads
- Ran a story in the local newspaper
- Networked with small business association leaders and were able to sign up 17

Findings: Recruitment

Made 288 calls, of which 58 were completed:

- 80% did not recall having seen or heard
- 5% vaguely recalled having seen or heard and 9% definitely recalled seeing or hearing something about the program in the Chamber of Commerce newsletter, the newspaper, or on a talk radio show
- 6% did not recall having seen or heard about the program from those sources, but stated someone told them about it.

Challenge of the Small Business

| Type of Business | Number of Employees | Private | State Operated | Corporate Ownership | Engaged in Program | Partially Engaged | Not Engaged |
|------------------|---------------------|---------|----------------|---------------------|--------------------|-------------------|-------------|
| Law Office | 10 | X | | | | X | |
| Pet Grooming | 5 | X | | | | | X |
| Dental Office | 7 | | | | | | X |
| Branch Bank | 10 | | | | | | X |
| Barbershop | 5 | X | | | | X | |
| Cell Phones | 4 | X | | | | | X |
| State Office | 15 | | X | | X | | |
| Produce Distr. | 35 | X | | | X | | |
| Counseling | 10 | X | | | | | X |
| Women's Cntr. | 5 | | X | | | X | |
| Graphic Srvs. | 8 | X | | | | X | |
| Recreation | 5 | X | | | X | | |
| Human Srvs. | 19 | | X | | X | | |
| Human Srvs. | 7 | | X | | | X | |
| Orthopedics | 15 | | | X | | X | |
| YMCA | 20 | X | | | | X | |
| Café & Bakery | 5 | X | | | | X | |

Findings: Use of Program Elements

| | | | | | |
|-----------------------------------|---|-----|--|---|-----|
| 1. Assessment tool | 9 | 75% | 6. Resource notebook | 9 | 75% |
| 2. On-site consultation | 5 | 42% | 7. Web-based resource list | 2 | 17% |
| 3. Promotional items & incentives | 0 | 0% | 8. Low-cost on-site resources | 1 | 8% |
| 4. On-site education | 1 | 8% | 9. Fitness challenge participation | 5 | 42% |
| 5. Listing of local resources | 5 | 42% | 10. Worksite wellness collaborative invitation | 2 | 17% |

Helpfulness: Resource Notebook

The resource notebook was most helpful in terms of morale (“improving the social atmosphere in which we work”), and was seen on average as having “somewhat” of a return on the time invested in the activity as well as reducing stress levels “somewhat”.

| | None (0) | | Slightly (1) | | Somewhat (2) | | Mostly (3) | | Greatly (4) | | Ave. |
|------------------------|-------------|-----|-----------------|----|-----------------|-----|---------------|-----|-------------|-----|------|
| work flow | 2 | 29% | 0 | 0% | 3 | 43% | 2 | 29% | 0 | 0% | 1.7 |
| productivity | 2 | 29% | 0 | 0% | 4 | 57% | 1 | 14% | 0 | 0% | 1.6 |
| morale | 1 | 14% | 0 | 0% | 1 | 14% | 3 | 43% | 2 | 29% | 2.7 |
| attendance | 2 | 29% | 0 | 0% | 4 | 57% | 1 | 14% | 0 | 0% | 1.6 |
| return on investment | 1 | 14% | 0 | 0% | 4 | 57% | 1 | 14% | 1 | 14% | 2.1 |
| reducing sickness | 2 | 29% | 0 | 0% | 5 | 71% | 0 | 0% | 0 | 0% | 1.4 |
| reducing injury | 2 | 29% | 0 | 0% | 4 | 57% | 1 | 14% | 0 | 0% | 1.6 |
| reducing stress levels | 2 | 29% | 0 | 0% | 2 | 29% | 2 | 29% | 1 | 14% | 2.0 |

Helpfulness: Other Prog. Elements

Ratings of the assessment tool, on-site consultation, listing of resources, low-cost on-site resources, and worksite wellness collaboration were seen as most helpful in terms of improving morale (average rating of “somewhat”) as well as having “somewhat” of a return on the time invested in the activity

| | None (0) | | Slightly (1) | | Somewhat (2) | | Mostly (3) | | Greatly (4) | | Ave. |
|------------------------|-------------|-----|-----------------|----|-----------------|-----|---------------|-----|-------------|-----|------|
| work flow | 8 | 53% | 0 | 0% | 4 | 27% | 3 | 20% | 0 | 0% | 1.1 |
| productivity | 7 | 47% | 0 | 0% | 7 | 47% | 1 | 7% | 0 | 0% | 1.1 |
| morale | 3 | 20% | 0 | 0% | 3 | 20% | 6 | 40% | 3 | 20% | 2.4 |
| attendance | 8 | 53% | 0 | 0% | 6 | 40% | 1 | 7% | 0 | 0% | 1.0 |
| return on investment | 5 | 33% | 0 | 0% | 4 | 27% | 5 | 33% | 1 | 7% | 1.8 |
| reducing sickness | 8 | 53% | 0 | 0% | 7 | 47% | 0 | 0% | 0 | 0% | 0.9 |
| reducing injury | 8 | 53% | 0 | 0% | 4 | 27% | 3 | 20% | 0 | 0% | 1.1 |
| reducing stress levels | 6 | 40% | 0 | 0% | 6 | 40% | 2 | 13% | 1 | 7% | 1.5 |

Fitness Challenge Participation

Feedback on “Fitness Challenge Participation” revealed only one site that responded to this element.

Table 4: Fitness Challenge Participation (n=2)

[illegible]

Employee Satisfaction Survey

A total of 104 employees from 12 worksites responded to the survey. Most (64%) were women; and most were between the ages of 30 - 45

| | under 30 | | 30-45 | | 46-55 | | 56+* | |
|--------|----------|----|-------|-----|-------|-----|------|-----|
| Male | 6 | 6% | 2 | 12% | 11 | 11% | 0 | 10% |
| Female | 5 | 5% | 3 | 22% | 18 | 17% | 8 | 17% |

Employees asked to rate their overall satisfaction with the activity at their site were mostly or greatly satisfied (average response: “mostly”).

| | None (0) | | Slightly (1) | | Somewhat (2) | | Mostly (3) | | Greatly (4) | | average |
|--------------|----------|----|--------------|----|--------------|-----|------------|-----|-------------|-----|---------|
| satisfaction | 5 | 9% | 2 | 4% | 7 | 13% | 12 | 22% | 29 | 53% | 3.1 |

Employee Satisfaction Survey

One employer, a small law office, wrote after the conclusion of the study:

“We now have a resource center encompassing the manual you provided as well as a bulletin board to post ideas and information on local wellness events and activities.

A few members are participating in our own little “walking club” . . . And we will soon be evaluating our workspace for improved functionality and design.”

Conclusions

- A sustained and wide-spread advertising campaign was not successful in raising awareness of the program among smaller employers, but word-of-mouth worked
- Employers who agreed to participate found assessment tools, resource notebooks, listing of local resources, fitness challenge participation and on-site consultation the most helpful elements

Conclusions

- Employees of small businesses were mostly satisfied with the resources that were provided by their employers through the SWWP project, with women employees over the age of 56 most likely to be satisfied
- Overall, it appears that a program to encourage employers of small businesses can be recruited to participate in a wellness program that leverages existing community resources.

Conclusions

- Assessment tools and information about local resources are the most helpful to these employers.
- Employees appeared to be aware of their employer's attempts to provide wellness resources and found these helpful even though they may not have experienced less stress, sick time, or fewer injuries as a result.

Questions ?

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