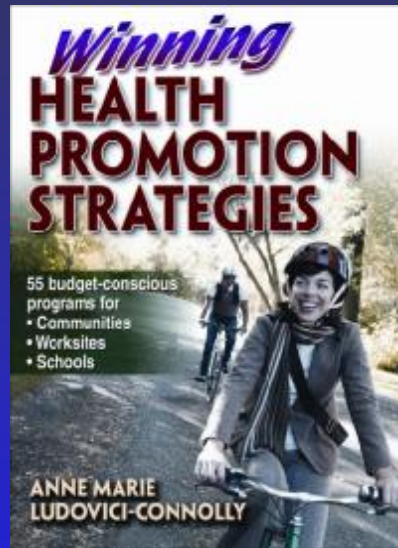
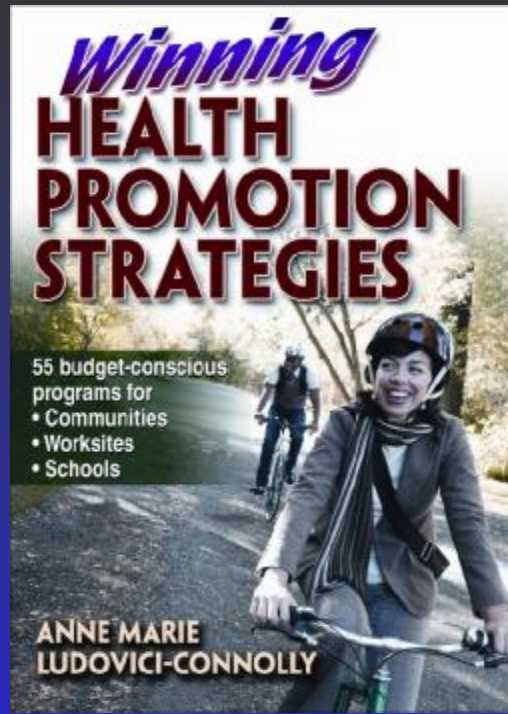


Making Wellness Programs Work:

Maximizing Recruitment, Participation, and Engagement



Our presentation will begin at 1:00pm Eastern. Beginning at 12:45, we will make an announcement every 5 minutes. If you do not hear the announcements, be sure your computer speakers are turned on, or look for the audio broadcast box in the upper left hand corner of your screen. Adjust the volume control and try clicking the stop button and then click play. If difficulties in audio quality persist, you may call in to 1-408-600-3600, access code 669 024 860.



**Making Wellness Programs Work:
Maximizing Recruitment, Participation, and Engagement**

Anne Marie Ludovici-Connolly



National Health Facts and Stats

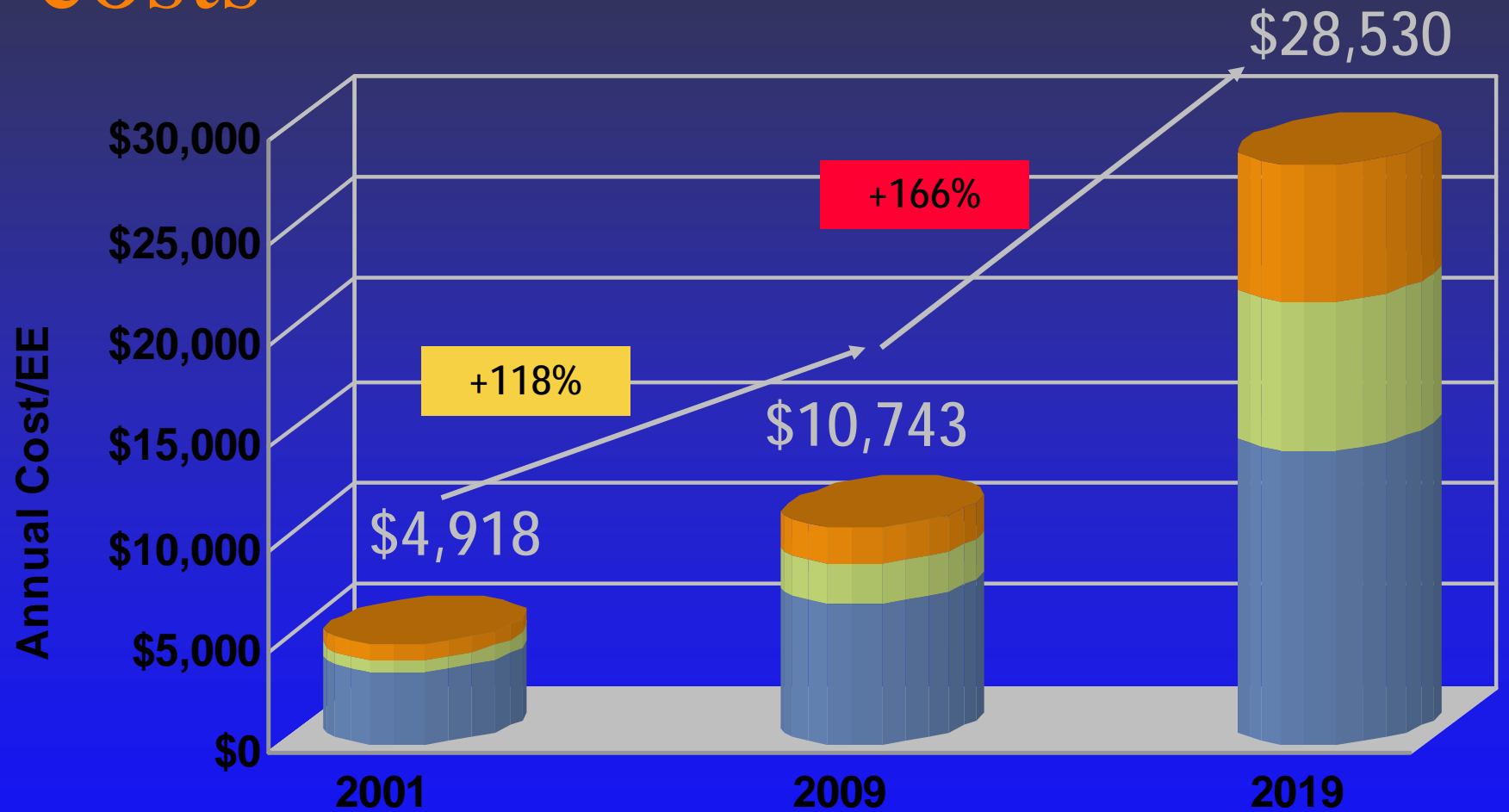
- β 67% of the U.S. adult population is overweight/obese
- β 68% of U.S. adults don't get enough physical activity to benefit their health
- β Binge and excessive drinking is on the rise
- β 20% of U.S. adults smoke
- β 32% of U.S. adults have been diagnosed with hypertension



Health Care Costs on the Rise

- β Global health economy growing at faster rate than gross domestic product
- β 35% growth in world's expenditure on health between 2000 and 2005

Projected trends in health care costs

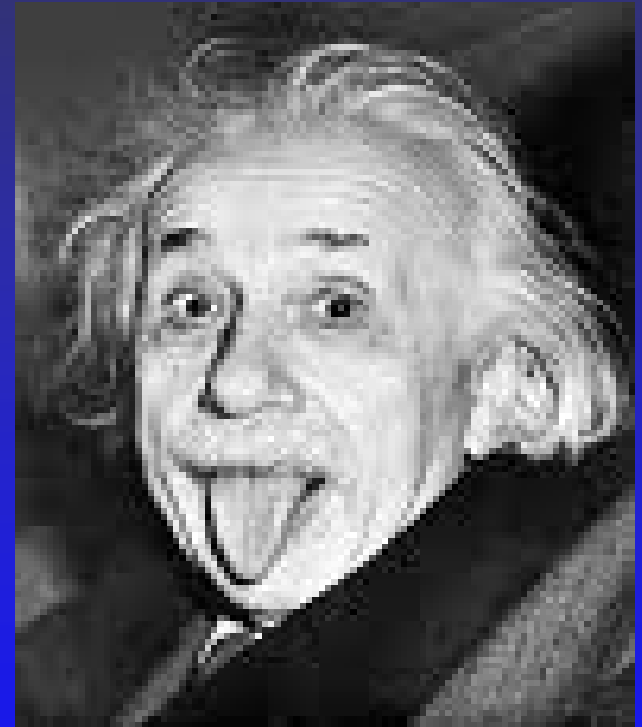


■ Employer Cost ■ Employee Payroll Contributions ■ Employee Out of Pocket Expenses

Source: A Report to Business Roundtable by Hewitt Associates LLC, September 2009

An Era of Change

- ⌘ Einstein's definition of insanity: "Doing the same thing over and over and expecting different results."
- ⌘ Influences health behavior – individual, societal, economic, psychosocial
- ⌘ Art and Science





An Era of Challenge

- ⌘ Perceived barriers on the rise
- ⌘ Global epidemic of obesity, chronic disease

An Opportunity to *Inspire!*

To *Inspire* a population...

- β discover
- β recruit
- β maintain

Become "*rock stars*" of wellness





How To Maximize Recruitment, Participation and Engagement

Include the following key elements

- ⓑ Infrastructure
- ⓑ AEI Programming
- ⓑ Create Engaging Initiatives
- ⓑ Social Marketing
- ⓑ Keep Building Momentum

Infrastructure

Senior Leader Support

- β How to get it
- β How to sustain it
- β Examples-
Governor, CCRI,
others

Critical positions:
Staffing
discussions



Infrastructure

A Culture of Health

- β Dee Edington's 5 Pillars
 - β Senior Leadership
 - β Operations Leadership
 - β Self Leadership
 - β Rewarding Behavior
 - β Quality Assurance
- β The 3 Vs
 - β Visual
 - β Verbal
 - β Visceral





Infrastructure

Start and Sustain with a PLAN

- ⌘ Your roadmap to success
- ⌘ Data driven, strategic, and targeted
- ⌘ Failure to plan is planning to fail

AEI Programming

- ⌘ Attract all employees in all stages of change
- ⌘ Supplement online or telephonic programs with WHPS programs
- ⌘ Encourage clients by sustaining the 3 Vs



Creating Engaging Wellness Initiatives

β Club Med

- β Staging – sensory appeal
- β Lose the clinical vibe
- β Evidence-based and FUN





Creating Engaging Wellness Initiatives

- ⌘ Theories of behavior change
- ⌘ Barriers to change
- ⌘ Pros of change
- ⌘ Social networking
- ⌘ Incentives



Social Marketing

β The 4 Ps

β Product

β Promotion

β Place

β Price

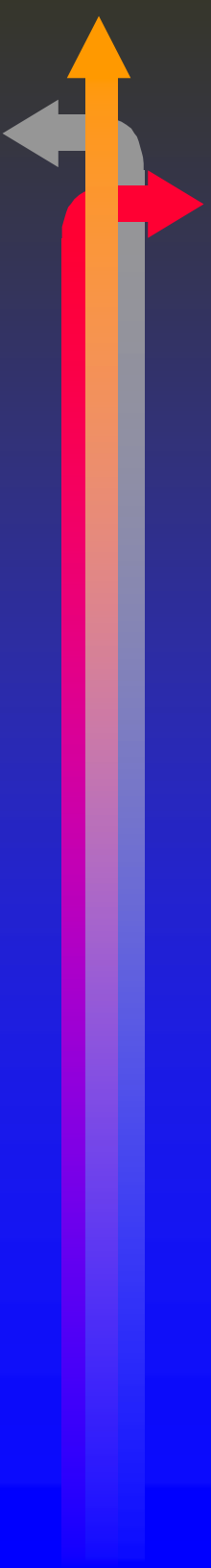
β Go beyond templates

β Client training

Keep Building Momentum

- ⌘ BTB: Evaluating for a strong foundation: communicating with clients
- ⌘ Taking it to the next level
- ⌘ Policy
- ⌘ Environmental supports





Questions?



Thank you!

Contact Info:

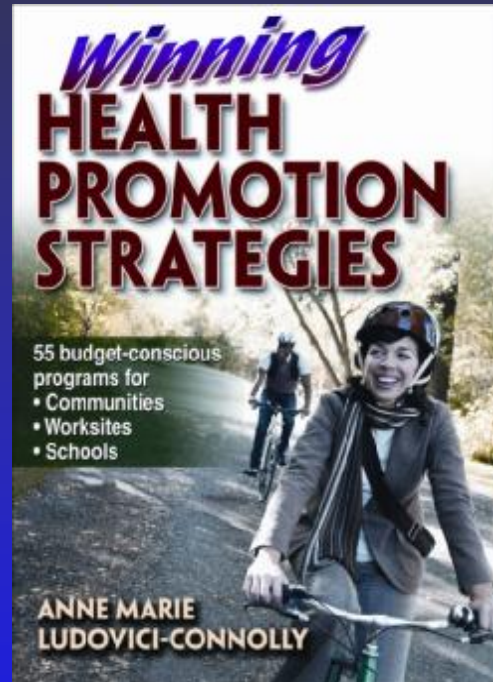
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