

Be a Superhero

Who, Why and What
Champion Wellness in Your Workplace



*Erika Taylor, Principal, Taylorred Fitness
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What makes Superman a
hero is not that he has
power, but that he has
the wisdom and the
maturity to use the power
wisely. - Christopher Reeve

Who

Why

What

Who are we?





Are you a person of influence?

noun:

1. the capacity to have an effect on the character, development, or behavior of someone or something, or the effect itself.

synonyms: effect, impact;

control, sway, hold, power, authority, mastery, domination, supremacy;

guidance, direction;

pressure

2. a person or thing with the capacity or power to have an effect on someone or something.

synonyms: example to, (role) model for, guide for, inspiration to

verb:

have an influence on

synonyms: affect, have an impact on, impact, determine, guide, control, shape, govern, decide;

change, alter, transform



H uenc





Time to workout. Yea!!!!

Why are we here?

“Well being enables not only each individual to reach his or her goals and aspirations, but also the society to achieve many of it’s common goals.”

-Finnish Minister of Health and Social Services, Maria Guzenina-Richardson

U.S. Workforce Illness Costs

\$576,000,000,000

That's **BILLION**

Annually

Why the Workplace?

Why would an organization take this on?



Why the workplace works for wellness

- We are already there (1700 hours a year)
- We are already organized into teams
- We have a built in support structure
- We have common goals

What does fitness mean to you?



The one you will DO!

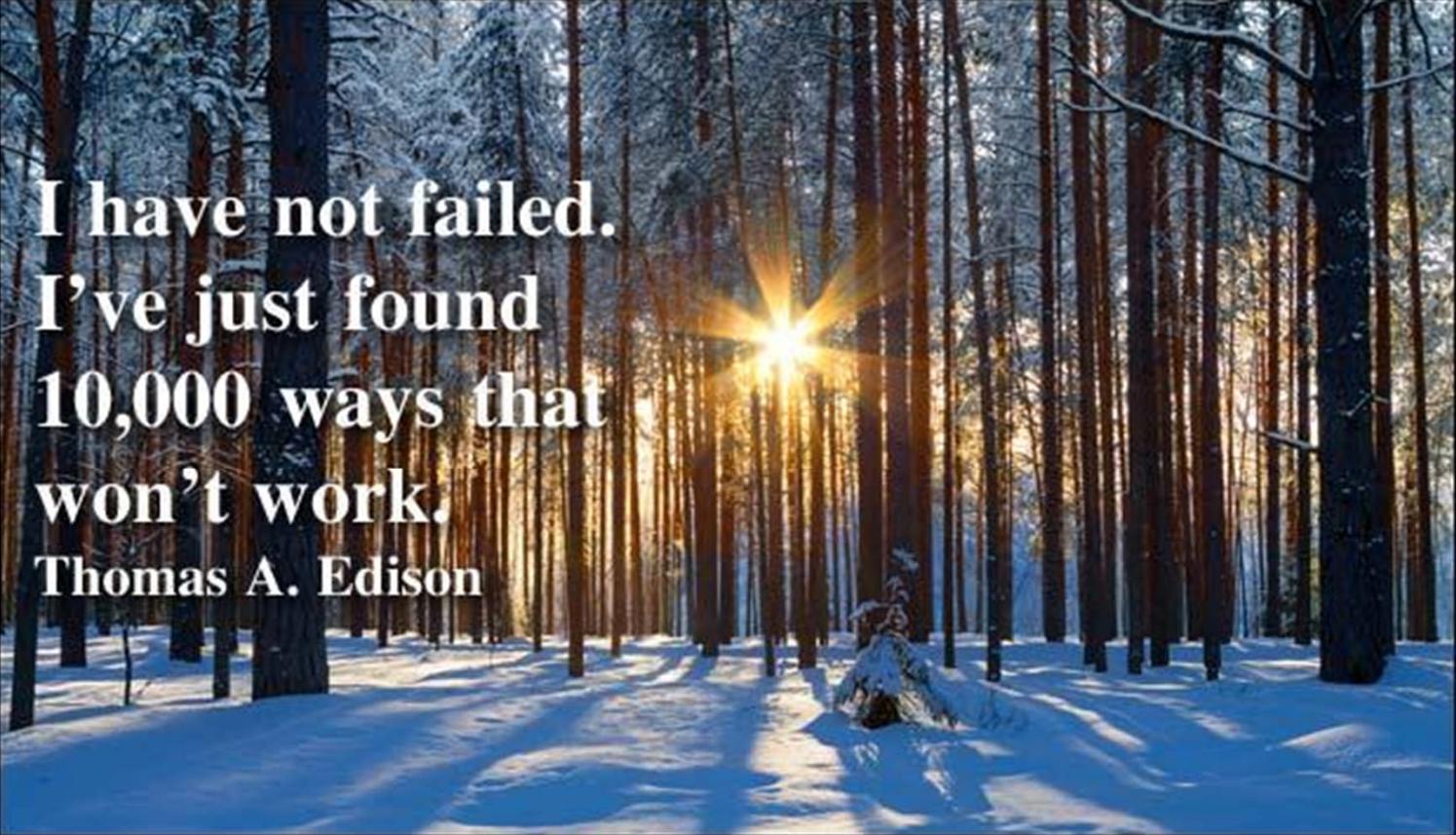
What does modern research science tell us is the very best workout a person can do to promote overall health and well-being?

What are we currently doing?

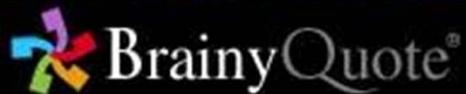
What works?

What needs work?





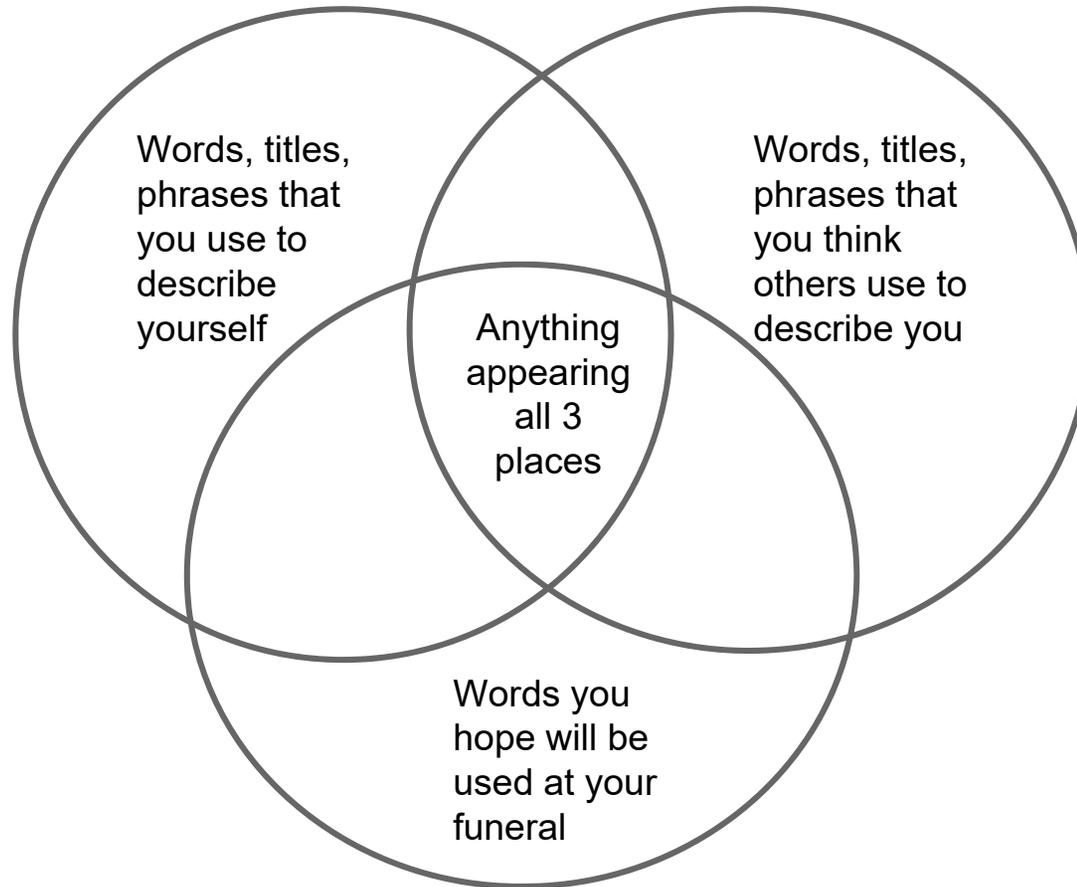
**I have not failed.
I've just found
10,000 ways that
won't work.
Thomas A. Edison**



Time to workout. Yea!!!!

Start with 'Who?'

An exercise to help us define who we are.



Then figure out 'why?'

What is your why?

Personally

Organizationally





Values help determine your 'why.'

When were you happy?

What were you doing?

Who was there?

What else was going on?

What words come to mind when you think about this time in your life?

When were you proud?

Why were you proud?

Who shared it?

What else was going on?

What words come to mind when you think about this time in your life?

Pay attention to words and themes that repeat.

Some common ones

Communication

Wealth

Innovation

Loyalty

Honesty

Recognition

Humor

Collaboration

Resilience

Health

Challenge

Kindness

Independence

Team

Build

Family

Coworkers

Fun

Education

Church

Community

History

Future

Plan

Service

Then we can talk about ‘what?’

What is Wellness?

“A multidimensional state of being describing the existence of positive health in an individual as exemplified by quality of life and a sense of well-being”

-Charles B. Corbin, Arizona State University

The Seven Components of Wellness

Emotional Occupational
Environmental Social
Spiritual Physical
Intellectual

Emotional

What it looks like:

Optimism

Self-esteem

Self-acceptance

Ability to share feelings

Ability to manage stress

Feelings of 'time to enjoy life'

How to get it:

Surround yourself with a support network

Ask for help

Eat well

Manage time appropriately

Practicing relaxation techniques

Exercise

Occupational

What it looks like:

- Making use of your gifts, skills, and talents
- Satisfaction with choice of profession
- Having career ambitions
- Quality job performance
- Using resources enhance your growth.

How to get it:

- Professional development at work
- Worksite wellness
- Purposeful training and/or reading
- Resume building
- Networking and professional conferences

Environmental

What it looks like:

- Awareness of the state of the earth
- Knowing the effects of your daily habits on the physical environment
- Involved in socially responsible activities
- Protecting the environment

How to get it:

- Reduce consumption
- Reusing resources when possible
- Recycling
- Education about environmental topics
- Encourage 'green' practices at home and work

What it looks like:

- Having personal connections
- Interaction with friends and others
- Involvement in socially responsible activities
- Feeling at peace with your contributions with society as a whole

How to get it:

- Volunteering
- Involvement in groups or organizations
- Cultivating communication skills
- Creating a support network of friends and family

Social

What it looks like:

- Possessing a set of guiding beliefs or principles
- Having values that help give direction to one's life
- Having faith and hope,
- Having a sense of meaning and purpose.

Spiritual

How to get it:

- Spend time in nature
- Appreciate or practice art and/or music
- Meditation
- Practice good deeds

What it looks like:

- Ability to enjoy recreational activities
- Freedom from symptoms of disease
- Stamina to perform daily activities
- Recognition that behavior impacts health

How to get it:

- Get adequate sleep
- Practice regular exercise
- Eat well
- Get regular health check ups

Physical

What it looks like:

- Openness to new ideas
- Motivation to master new skills
- Sense of humor
- Possessing creativity and curiosity

How to get it:

- Take enrichment courses
- Stay up with current events
- Attend theatre or arts activities
- Practice brain-stimulating activities such as crossword puzzles and language learning

Intellectual

Time to workout!

**What can we
DO?**

Why do Wellness programs “fail”?

Reasons are the same in organizational programs and personal programs (diets)

- No Leadership - No Champion
- We focus on outcomes
- We do too much too fast
- No accountability
- Lack of Motivation - No discussion of individual “Why

What makes a great program?

- ❑ Leadership - Champion
- ❑ Focus on behaviors
- ❑ Baby Steps
- ❑ Accountability
- ❑ Motivation - discussion of “Why?”
- ❑ Cue
- ❑ Habit
- ❑ Support
- ❑ Reward
- ❑ Completion (change)
- ❑ Community

Who?

Leadership



Maricopa County CIO - David Stevens

Why?

Motivation

What is your why?

Personally?

Organizationally?



What?

Internal Programs

Reduce Health-Care Costs
Improve Productivity
Retain quality team members



Community Programs

Engaging the public
Inspiring your employees
Setting the example



We focus on outcomes.

Know the outcomes you want and work backward!

What behaviors will produce the outcomes we want?



We do too much too fast.

“Behavior change occurs when programs help people have a sequence of small successes. Taking baby-steps helps build confidence and moves people forward to take on bigger things.”

“Only three things will change behavior in the long term.

Option A. Have an epiphany

Option B. Change your environment (what surrounds you)

Option C. Take baby steps”

-BJ Fogg

Director of the Behavior Design Lab at Stanford University (Tiny Habits)



Baby Steps - How to make a habit

Cue

Habit

Support

Reward

Completion (change)

Community



Acco

Weigh

My Fit

Fitbit

Jawbo

Health

Peers

Online



What is our biggest Challenge?

Globally, around 31% of adults aged 15 and over were insufficiently active in 2008 (men 28% and women 34%).

Approximately 3.2 million deaths each year are attributable to insufficient physical activity.

Strong evidence shows that physical inactivity increases the risk of many adverse health conditions, including major non-communicable diseases such as coronary heart disease, type 2 diabetes, and breast and colon cancers, and shortens life expectancy.

Choose one thing
Globally, around 31% of adults aged 15 and over were insufficiently active in 2008 (men 28% and women 34%).

What is our biggest Challenge?

Sitting sucks.
Approximately 3.2 million deaths each year are attributable to insufficient physical activity.

Strong evidence shows that physical inactivity increases the risk of many adverse health conditions, including major non-communicable diseases such as coronary heart disease, type 2 diabetes, and breast and colon cancers, and shortens life expectancy.

As soon as you sit:

Electrical activity in your legs shuts off

Calorie burning drops to 1 per minute (about 1/3 that of when walking)

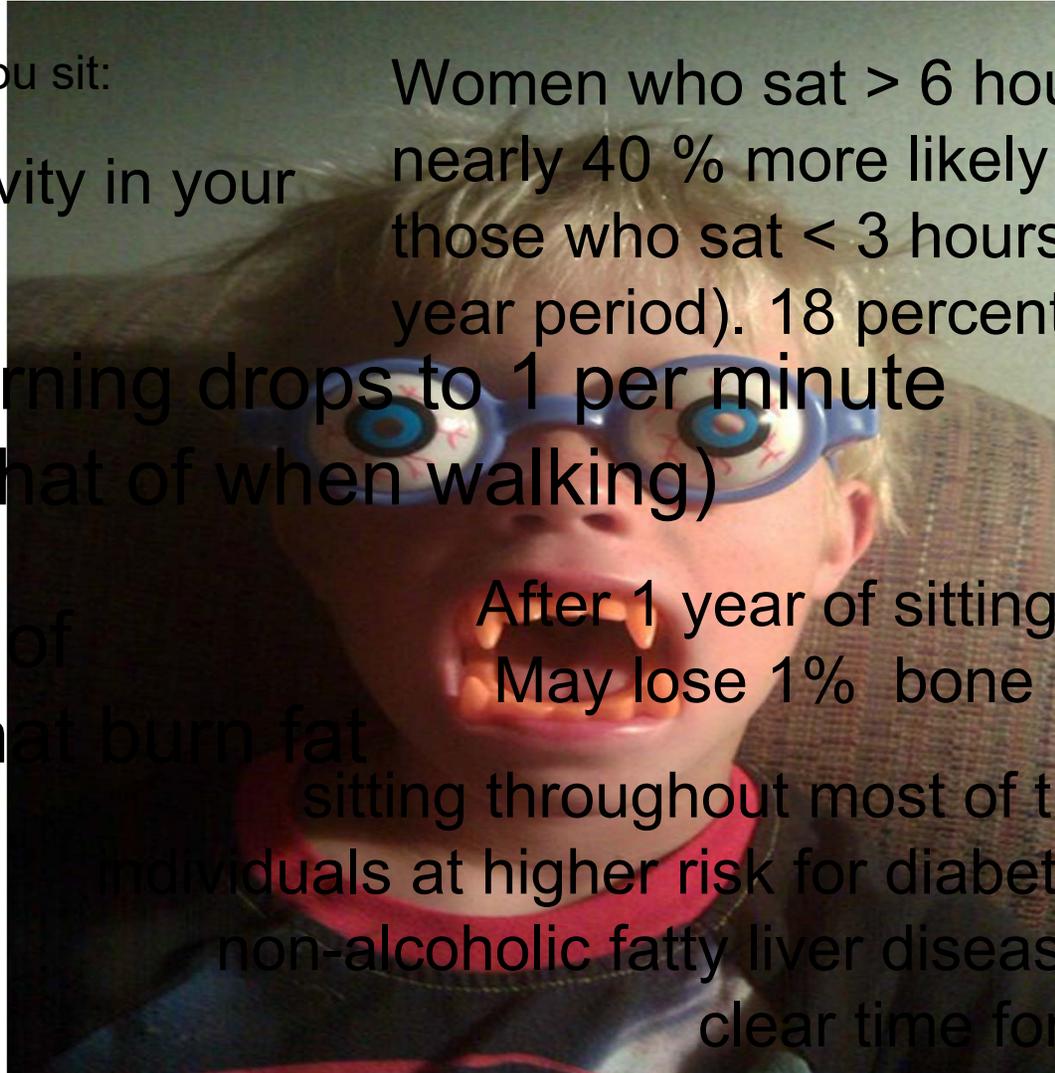
Production of enzymes that burn fat drop 90%

Women who sat > 6 hours a day, nearly 40 % more likely to die than those who sat < 3 hours (over a 13 year period). 18 percent for men

After 1 year of sitting 6 hours a day:

May lose 1% bone mass

Individuals sitting throughout most of the day may put individuals at higher risk for diabetes, obesity and non-alcoholic fatty liver disease -- even if you clear time for daily exercise.



Luckily I can solve this for you
right now.

WALKING

MEETINGS?

WALKING IS LEGAL
AROUND THE WORLD



WARNING: Texting while walking causes more accidents than texting and driving

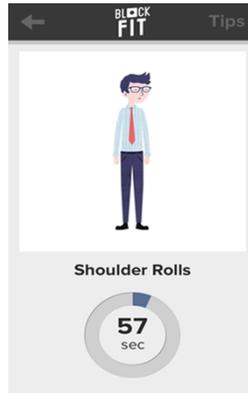
ae-stressing.

INSPIRED BY NILOFER MERCHANT'S TED TALK
SOURCE: BLOG.TED.COM
BY JESSICA GROSS ON

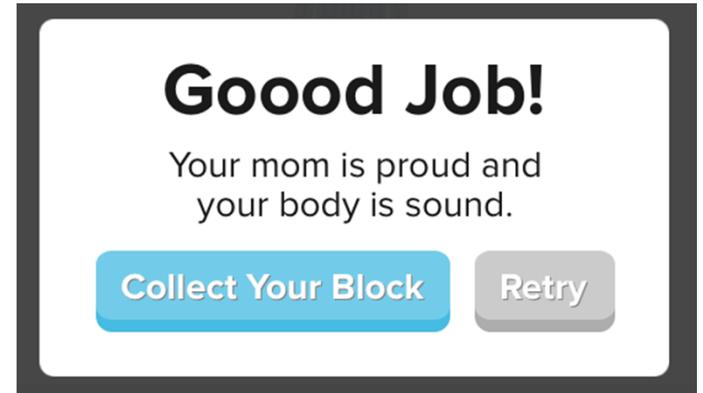
TED



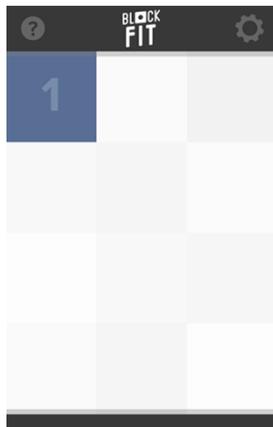
Cue



Action



Support



Reward



Completion

Congratulations!

You finished all of your exercises



Community



Or try my super-high-
tech new fangled
mobile app...

Office Workout

Hustle up one flight of stairs*

10 push ups

Run up another flight

10 situps

One more flight

10 squats

Run down 3 flights

Repeat.

Enjoy!

***no stairs? 30 jumping jacks will work just fine!**



www.taylorredfitnessonline.com



Time to workout!

And design your perfect in office workout

How do you get people to play?



“A hero is someone who has given his or her life to something bigger than oneself.”

-Joseph Campbell

Everybody is somebody's role model.

Q. What is the number one reason people don't join?

A. no one asks them to.



Incentives

Carrots vs. Sticks



What to give carrots for...

Taking the Health Assessment
Participation in programming
Recruitment (instigation)
Achievement
Innovation
Championing

Get Help!



What are we folks doing?





<http://www.naco.org/programs/csd/Pages/HealthyCountiesInitiative.aspx>

Healthy Counties Database

Welcome to NACO's Healthy Counties Database, where you can search for model policies, programs and initiatives that counties nationwide have enacted to support overall community health. No need to reinvent the wheel. Find out what innovative health initiatives peer local government leaders have implemented to promote prevention and wellness, improve health care delivery and coverage and reduce the incidence of chronic diseases.

The Healthy Counties Database was launched in June 2008 through support from Leadership for Healthy Communities, a national program of the Robert Wood Johnson Foundation to highlight county initiatives that support healthy eating and active living. The database continues currently through NACO's Healthy Counties Initiative, and NACO is in the process of expanding the scope of the database to include a wide range of health initiatives.

We are continually seeking county submissions in order to build the resource. To submit a policy or practice, please complete this form and return to Emmanuelle St. Jean at estjean@naco.org.

For more information on NACO's Healthy Counties Initiative, please visit www.naco.org/healthycountiesinitiative

or contact
Emmanuelle St. Jean, MPH, Program Manager
202.942.4267 • estjean@naco.org



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State:

PopulationRange:

BestPracticeType:

TopicAreas:

OR

Search in all columns for:

Search

Reset



Hinsdale County, Colorado

Healthy Counties Database - BMI Tracking of Students	
Healthy Counties Database: BMI Tracking of Students	
Close	
ProgramName	BMI Tracking of Students
ProgramID	40
County	Hinsdale County
State	CO
Population	790
Area	1,118
Density	0
BestPracticeType	Program
Years	2004
Description	<p>In the fall of each year, health screenings are performed on every student. The State of Colorado requires this for certain grades and students, but because our school is so small we are able to screen all students. The screening includes height, weight, vision, and hearing. The Public Health Nurse decided to use this data to track BMI of students in order to look for trends, particularly in risk for obesity. In the four years the nurse has been tracking BMI, the number/percentage of students who are at risk for obesity has slowly risen each year. She shares this information with the physical education instructor, parents, and school staff. The PE department addresses this issue with curriculum and activities. Last year public health and the PE department partnered to initiate a 6 week walking program for participating students. Each participant tracked their number of steps daily. Parents had to sign off each week to verify numbers. Parents reported that the program really made their children aware of physical activity and the relationship it had with body weight and food intake.</p>
Department	Hinsdale County Public Health with Lake City Community School
FundingSources	The Public Health Nurse position is already funded by the county, and she took on the responsibility of tracking BMI using existing data.
Contact	Candy Beebe

TRY THIS west virginia

Building Blocks for
Healthy Communities

About this Web site

Index

How to Use This Site

Healthy Eating: Community

Healthy Eating: Schools

Fitness: Community

Fitness: Children

Policies & Infrastructure

Fighting Chronic Disease

Funding

Troops & Volunteers

Getting Your Message Out

Churches

Introduction



How to use this site



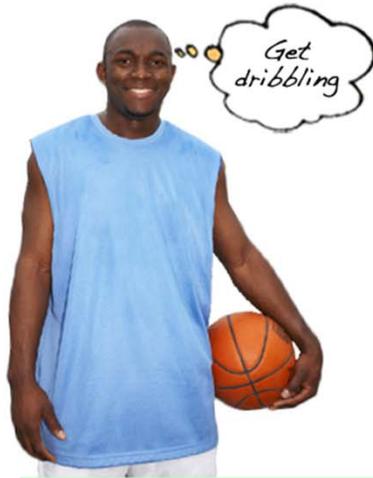
Index



The Try This Conference: June 6-7, 2014

[Click here for more info](#)





- Home
- LIVEWell Blogs ▶
- LIVEWell Challenges ▶
- LIVEWell Kids
- LIVEWell Recipes
- LIVEWell Resources ▶
- The Charleston Gazette
- WVU Extension Service

**LIVEWell West Virginia
Weekly E-mail Reminder
Sign-up!**

First Name:

LIVEWell Community Challenge

Can your county go the distance toward better health and wellness? Help your county win the designation of a "Live Well West Virginia Community," by participating in the Live Well Community Challenge: Summer Steps.

Summer Steps is a walking program to motivate West Virginians to get active. Individuals can track their personal mileage through [WVU Extension's online tracker](#). Tracking your distance is as easy as 1-2-3.

1. Register for your free account
2. Select the county for which you want your miles to count toward
3. Track your mileage between June 1 and Aug. 31

Maybe you prefer to ride bikes, swim, or play soccer. If walking isn't your favorite way to workout, don't despair; you can count 20 minutes of physical activity as one mile.

The winning county will be announced in September. The winner will receive a community sign and designation as a "Live Well West Virginia Community." The County will also receive a free walkability study provided by WVU Extension Service's [Community, Economic and Workforce Development](#) program.

Resources

[Wild Wonderful Walking Kit](#): The Wild Wonderful Walking Kit has practical tools to keep walkers motivated. Download the Leader's Guide if you've got a group. [County leaders can download the Member's Guide.](#)

Sponsored by



The screenshot shows the website's header with the logo "County Health Rankings & Roadmaps" and the tagline "Building a Culture of Health, County by County". It also features a navigation bar with "Rankings" and "Roadmaps" dropdowns, and links for "TOOLS & RESOURCES", "WEBINARS", "BLOG", "Search site", "ABOUT", and "FAQ". A secondary navigation bar includes "Home > Policies" and social media icons.

Keyword Search
 GO

Policies & Programs

- [All Policies & Programs](#)
- [New Policies & Programs](#)

Health Factors

- Health Behaviors
 - [Alcohol and Drug Use \(36\)](#)
 - [Diet and Exercise \(64\)](#)
 - [Sexual Activity \(18\)](#)
 - [Tobacco Use \(15\)](#)
- Clinical Care
 - [Access to Care \(36\)](#)
 - [Quality of Care \(20\)](#)

What Works for Health

Policies and programs that can improve health

[Access to places for physical activity](#) **Scientifically Supported**
Enhancing access to places for physical activity involves changes to local environments (e.g., creating walking trails), building exercise facilities...
Diet and Exercise

[Activity programs for older adults](#) **Scientifically Supported**
Programs for older adults offer educational, social, or physical activities in group settings that encourage personal interactions, regular...
Diet and Exercise · Family and Social Support

[AHRQ Health Care Innovations Exchange](#) **Scientifically Supported**
The Agency for Healthcare Research and Quality (AHRQ) Health Care Innovations Exchange profiles new approaches in health care service delivery and...
Quality of Care

www.countyhealthrankings.org/policies

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play well, together.

Success Stories

For Employers

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Log In

simple changes can make a big splash
JUMP IN WITH HUBBUB CHALLENGES &
GET STARTED TODAY

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up for some healthy competition?

what's all the hubbub?



DougGuitar entered 4 times in
[Breathe Deep](#)



www.fitnessblender.com



[WORKOUTS](#) ▾

[MY CALENDAR](#)

[EXTRAS](#) ▾

[ABOUT US](#)

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High-quality, full-length workout videos for every fitness level.

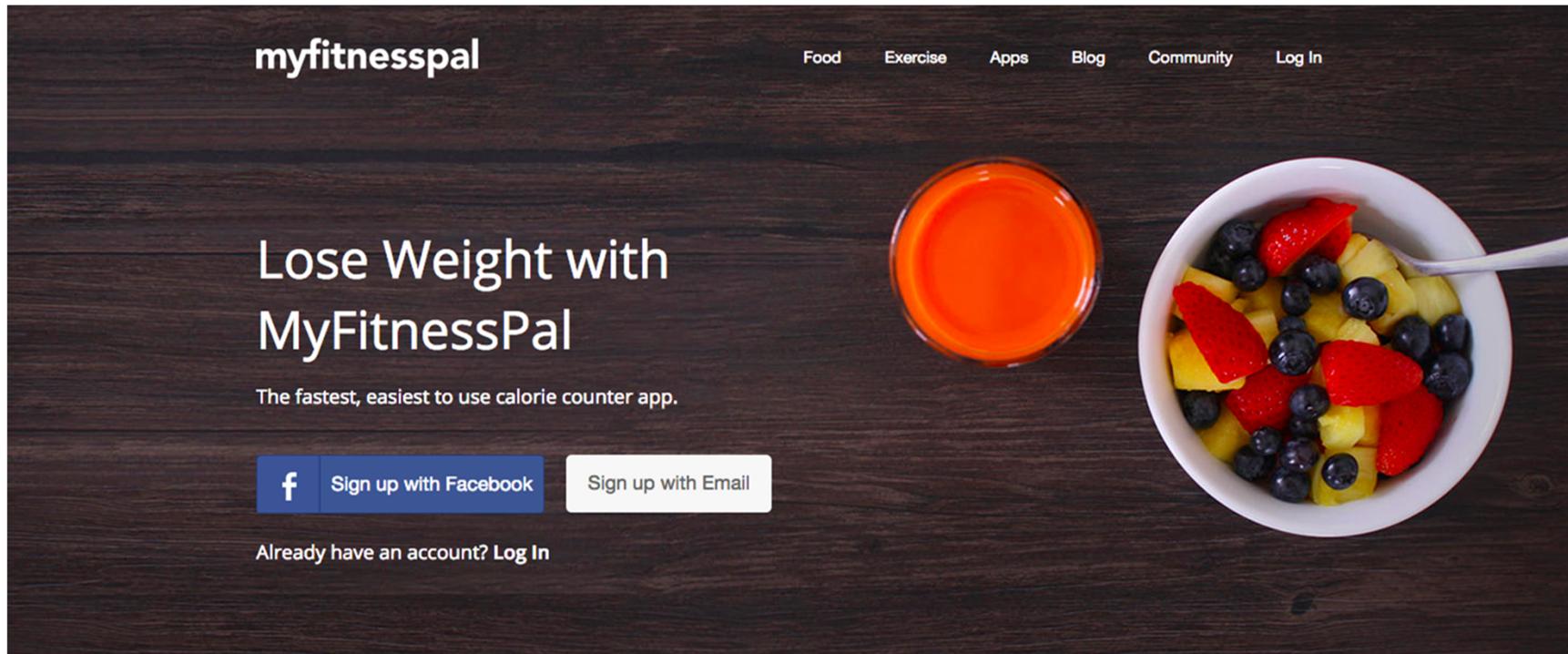
Absolutely free

At Fitness Blender, we believe fitness should be accessible to everyone, everywhere, regardless of income level or access to a gym. That's why we provide full-length workout videos and quality health information completely free of charge. It's our goal to make sure everyone has access to what they need to keep their bodies strong and healthy.

[I'VE GOT THIS »](#)

[HELP ME GET STARTED »](#)

www.myfitnesspal.com



myfitnesspal

Food Exercise Apps Blog Community Log In

Lose Weight with MyFitnessPal

The fastest, easiest to use calorie counter app.

 Sign up with Facebook

Sign up with Email

Already have an account? [Log In](#)

Other Online tools

<http://www.uscorporatwellness.com>

<https://www.welcoa.org>

<http://www.uscorporatwellness.com>

www.trythiswv.com

<http://www.weightwatchers.com>

<http://www.myfitnesspal.com>





Who c



ss in your

How to get a hold of me

Call or text me:

303.908.6658

Email:

erika@tayloredfitnessonline.com

sign up for our mailing list:

<http://www.tayloredfitnessonline.com/contact-us>



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Resources - continued

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Wellness Program ROI Depends on Design and Implementation

By Steven F. Cyboran and Sadhna Paralkar, M.D. © Sibson Consulting / The Segal Group 7/26/2013

- See more at: <http://www.shrm.org/hrdisciplines/benefits/articles/pages/wellness-roi-design.aspx#sthash.oQvIp7o4.dpuf>

Do Workplace Wellness Programs Save Employers Money? Rand Health 2014

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<http://www.outsideonline.com/blog/sitting-down-might-be-shortening-your-life-and-adding-inches-to-your-waistline-according-to-an-article-in-the-new-york-times.html>