



Department  
of Health



# New York State Public Health Corps (NYSPHC) Fellowship Program

Educational Series

Engaging Your Workforce

UR Medicine

February 14<sup>th</sup>, 2024

# Welcome!

# Agenda

- Welcome and Agenda
- Learning Objectives
- Presentation
- Questions
- Closing/Evaluation/Program Updates

**Welcome Kendra Pokhis!**





# UR Medicine Employee Wellness

## Engaging Your Workforce

**Dedicated to one goal. Yours.**



# Overview

1. Why wellness matters
2. Theory behind motivation & behavior change
3. 6 Factors Driving Engagement
4. Practical implications & implementation



# Employee Wellness: The Numbers

- **52% of U.S. companies** offer wellness programs.
- **72% of employers** saw a reduction in healthcare costs after implementing a wellness program.
- The average return on investment (ROI) for employee wellness programs is **six-to-one**.
- Wellness programs can **reduce absenteeism by 14-19%**.
- **87% of employees** consider health and wellness offerings when choosing an employer.



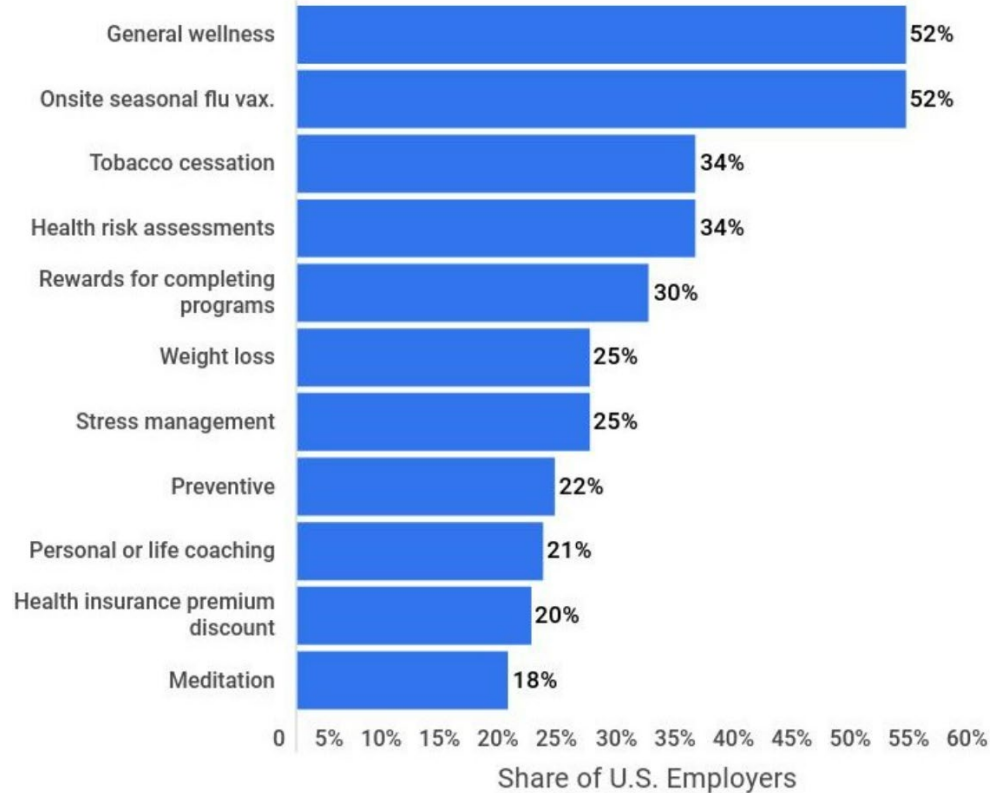
# Employees who participate...

- 56% say they have fewer sick days due to programs
- 60% say they're more productive when they work
- 30% say they've had a disease detected by these programs, allowing them to begin treatment before it progressed
- **Over 80% of employees whose employers are engaged in their wellness say they enjoy work.**
- 85% say they intend to stay at their jobs.
  - In contrast, of those whose employers aren't engaged in their wellness, only about 40% say they enjoy work, and 58% say they intend to stay at their current company.





# What's Being Offered



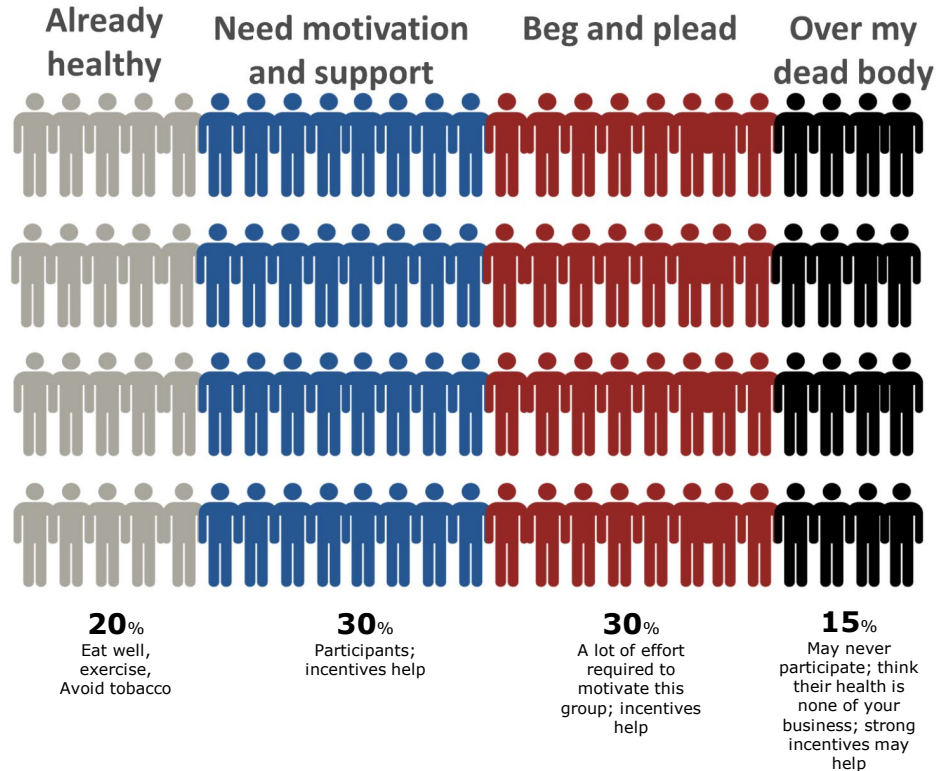


Outcomes are only as  
strong as **engagement.**

Engagement is only as  
strong as **motivation.**



# What Participation Looks Like



# Transtheoretical Model

Intentional behavior change is a process that unfolds over time.

## THE STAGES OF CHANGE



Precontemplation

Not Ready



Contemplation

Getting Ready



Preparation

Ready



Action

Making Change



Maintenance

Keeping Up Change

<https://prochange.com/transtheoretical-model-of-behavior-change/>

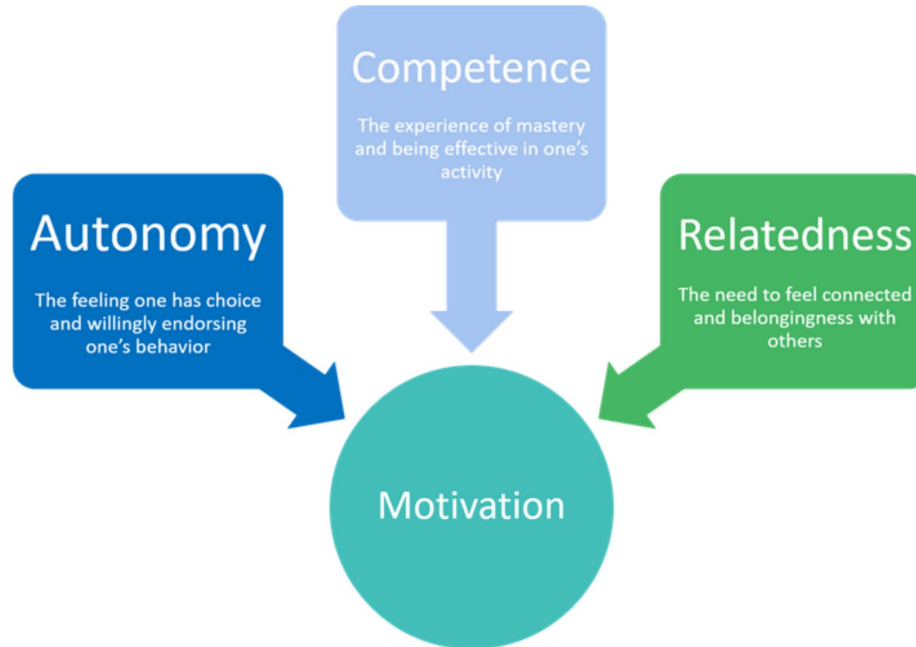
*“Successful wellness program participation requires us to get people to do something many people do not want to do—start living healthy lifestyles.”*



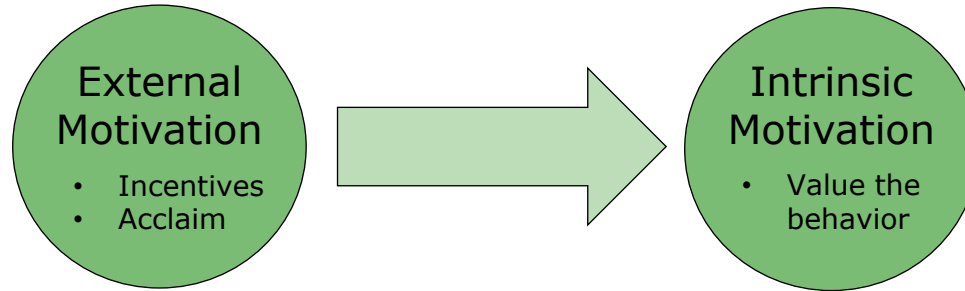
# Self-Determination Theory

***Self Determination: One's ability to make choices and manage their own life.***

People are motivated to grow and change by 3 universal psychological needs:



# Self-Determination Theory



**Intention/agency** – the intention is improving your health

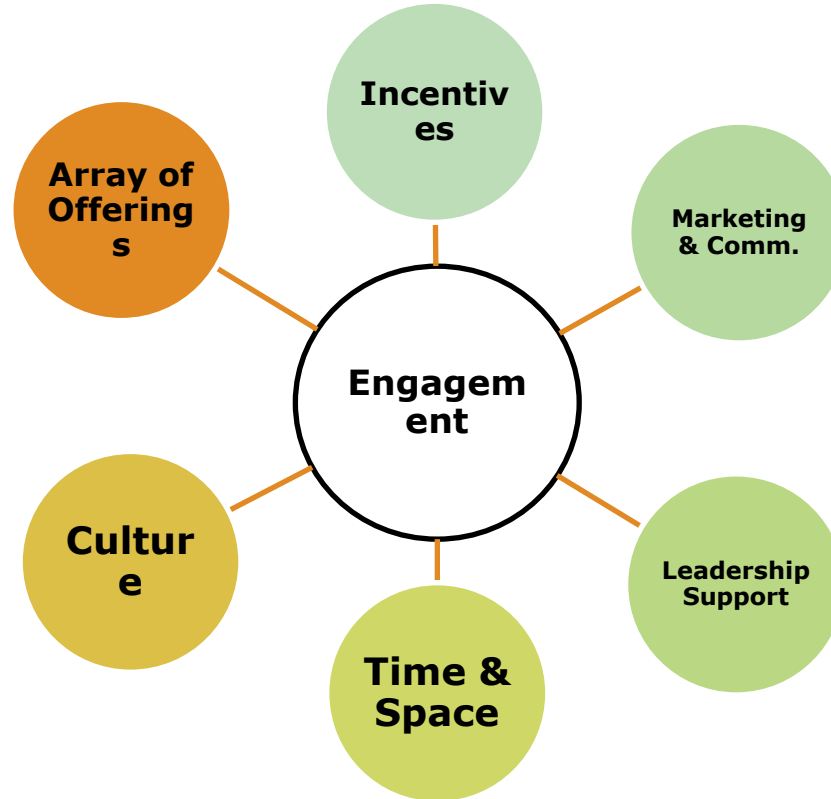
- External motivators work for awhile, but don't create long term lifestyle change

# So, what do employees want?

- An **experience** that goes beyond checking the boxes or perks and policies
- A chance to **break old cycles** and form positive habits, thoughts, and processes that enrich their lives
- **Balance** - physical, social, emotional, occupational, financial, spiritual, intellectual, and environmental support
- **Flexibility & understanding**
- **Authenticity and transparency**



# Getting to Engagement





# Leadership Support

- How involved is senior leadership?
  - Develop/share/implement wellness vision
  - Educate managers/supervisors
  - Leadership campaign
  - Permission to use work time or extend breaks
    - Coordinate schedules/coverage so teachers, etc. can participate
- Identify stressful aspects of work (i.e. workload, inconsistency, lack of clear expectations, etc.), reduce or eliminate those stressors, improve working conditions, and help employees cultivate the necessary skills to handle stress (i.e. personal empowerment, time management etc.).



***People become engaged when they see people they admire/relate to doing something***



- Leaders engaging in health
- A buddy challenge
- A charismatic wellness champion
- Group activities/ challenges, etc.
- Testimonials

# Workplace Culture

*According to Harvard Business Review, culture is the “tacit social order of an organization;” it shapes attitudes and behaviors and “can unleash tremendous amounts of energy toward a shared purpose and foster an organization’s capacity to thrive.”*

## **Employees who work at companies with a strong, positive culture tend to:**

- Feel inspired by the company’s mission.
- Say they are treated well, recognized, and appreciated by their managers.
- Feel “psychologically safe” and free to be their authentic selves.
- Experience less stress and are more engaged.
- Be more loyal and less likely to leave.



# Workplace Culture

## Create and maintain a healthy environment:

- Offer healthy choices
- Encourage movement
- Integrating mindfulness moments/breathing
- Normalize exercise/yoga/meditation
- Flexibility
- Embrace life outside of work
- Kudos board
- Prioritize mental health
- Opportunities for social engagement
- Encourage camaraderie
- Wellness champions
- Role model healthy behavior – openness from managers
- Provide resources



# Organizational Vision

- Include an introduction that highlights the long-term wellness vision
- Identify the organization's core values around employee health and wellbeing
- Communicate motivating factors behind wellness efforts
- Discuss the challenges of traveling from the current space to a healthier one
- Provide details about initial wellness programs and strategies
- Articulate an openness to allow the health and wellbeing process to evolve organically



# Organizational Vision - SAMPLE

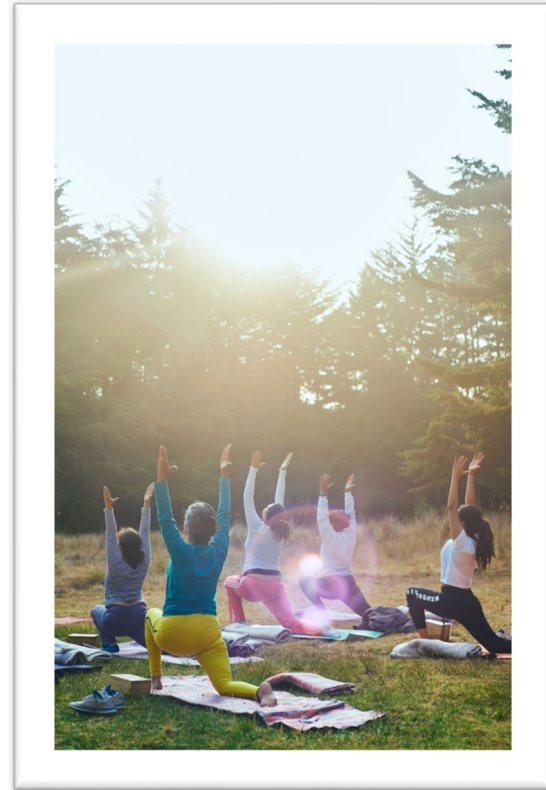
- We are committed to reducing workplace stress and fostering an open dialogue about the mental health challenges we all face.
- We are committed to supporting our valued team members by diligently reducing workplace stress and fostering a healthy environment.
- We remain committed to personal health and will continue to support our valued team members' efforts to stop smoking with no-cost programs.
- Healthy eating is fundamental to feel good and stay fit. Our nutritional support programs are available to design healthy and delicious menu options for staff members and their loved ones.



# Offerings

Determine offerings for the year ahead:

- Biometric screenings/health assessment
- Wellness workshops/topics
- 1:1 coaching
- Financial wellbeing resources
- Challenges
- Apps/digital programs
- Fitness classes/yoga
- Mental health support
- On-site flu clinics



# Effective Marketing

- Host a wellness event
  - Biometric screenings, guest speaker, healthy lunch/snacks, EAP,
- Support a cause
  - Raise awareness for a social issue with a walk/bike/run event
- Social Media
- Host a wellness website
- Consistency
  - Newsletter/emails





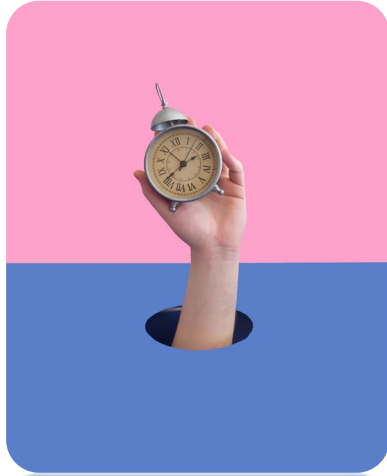
# Communications

- Identify key communication channels
  - Emails, newsletters, video messaging, flyers, in-person/meetings, events
- Determine who is responsible for distribution
- Word of mouth
  - How will we get people talking?



# Time & Space

- Give permission to participate in wellness programs during work hours
- Designate space for personal coaching/EAP calls, etc.
- Provide equipment needed to facilitate programming



# Organizational Vision

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# Incentives

- Incentivize the right programs
  - Gift cards, premium reduction, raffles, giveaways
- Recognition
  - Kudos board, staff highlights
- Group incentive
  - 5% increase in participation = access to a new program
- Use as a gateway
  - Overtime, with the right programs, motivation will change to value-based.



# Your Turn

- Organization
- Current engagement level
- Strategies that have worked
- Challenges



# Thank You!

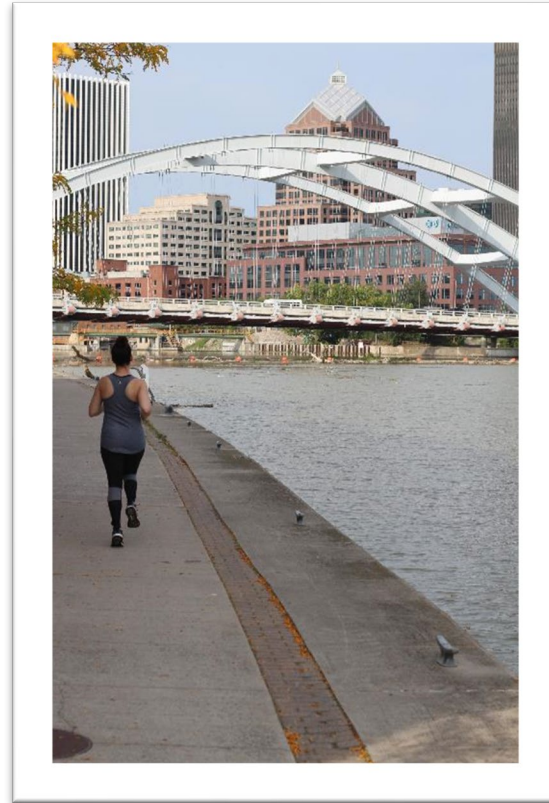
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[urmedicine.org/wellness](https://urmedicine.org/wellness)

Dedicated to one goal. Yours.



**Closing, Announcements,  
Updates, Save the Date**



# New for Fellows: Educational Series Certificate Program!

After today's Educational Series event, we strongly encourage all **Fellows** to return to the LMS to complete the course quiz. **Why?**

In 2024, Fellows will have the ability to receive a professional development certificate of completion for viewing the Educational Series courses in the LMS and answering the associated quiz questions!

We encourage you to complete the three quiz questions associated with today's session in the LMS to receive credit towards the future Educational Series Certificate program!



# Announcements & Updates

- Please complete the Evaluation Survey which you will be prompted to take when you close out of Zoom.
- If you want to continue the conversation, join the NYSPHC Fellowship Program LinkedIn Group to continue networking and professional development:  
<https://www.linkedin.com/groups/14059709>



# Save the Date!

- Educational Series
  - March 13<sup>th</sup>, 2024 12PM-1:15PM\*
  - April 10<sup>th</sup>, 2024, 12PM-1:30PM\*
  - May 8<sup>th</sup>, 2024, 12PM-1PM

## Quarterly Consortia

- March 15th, 2024 10AM-12PM

# NYSPHC Training and Resources Website

<https://nysphcresources.health.ny.gov/training-resource-center>

## Fellowship Program

[Upcoming Events](#)



## Training Resource Center Home



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Fellowship



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NYSPHC Events  
Calendar



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# Thank you!

