Employee Well-Being: Collaborative Partnerships Between Campus Recreation, Wellness and Human Resources

Sponsored by Cornerstone

April 26, 2018
Presenters

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Todd Misener, Chief Wellness Officer, Oklahoma State University

Jamie Payne, Assistant Vice President and Chief Human Resources Officer, Oklahoma State University
NIRSA: Leaders in Collegiate Recreation

- 75% of students use on-campus recreation center facilities, programs, and services.
- 80% of these students participate at least once a week.
- NIRSA’s nearly 900 institutional members serve an estimated 10.6 million students annually.

- Health and Wellbeing is one of NIRSA’s six Strategic Values
2014 White Paper on Employee Wellness

- Employee Wellness Programs: Collegiate Recreation Trends Research
  - Published April 2014
  - Focused on seven employee wellness programs as NIRSA-member institutions
    - Oklahoma State University and Stanford University featured
    - What has changed? What persists? What has evolved?
Eric Stein,
Senior Associate Athletics Director,
Stanford University

Neal Evans,
Director, Health & Life Programs,
University Human Resources,
Stanford University
In addition to providing incentives, BeWell promotes the well-being of the Stanford community as a whole. BeWell features original articles on every aspect of wellness from emotional health to financial wellness, and so much more. BeWell-sponsored events, including the Cardinal Walk and Wellness Fair, highlight the goal of living healthier lifestyles while bringing the campus together for a more supportive journey toward getting there. Learn how to get healthy and earn rewards at bewell.stanford.edu. If you have questions about BeWell, please contact the team at bewell@stanford.edu or 650-721-2984.

**COMMIT to YOUR HEALTH with BeWell@STANFORD (Employees)**

The BeWell Program encourages benefits-eligible employees and their spouse/registered domestic partner to adopt (or maintain) healthy behaviors. By committing to health and wellness, you’ll not only feel better—you can also earn rewards!

All benefits-eligible employees can earn the maximum incentive, whether or not they elect to receive medical benefits from Stanford. This $560 taxable incentive is earned by completing the Stanford Health and Lifestyle Assessment (SHALA) and the following activities by November 30:

**Stanford Health and Lifestyle Assessment** (11,000 participants per year)

**Wellness Profile** ($200) Paid same year (8,200 participants per year)

**Screening, advising and an online plan.**

**Engagement ($260)** Paid following year. Choose one of these four opportunities: Coaching, Class, Commitment to Family/Community, Healthy Work Environment. (6,000 participants per year)

**Six BeWell Berries** ($100) Paid same year (3,000 participants per year) BeWell Berries are health-related activities that help employees put wellness goals into action. Berry options include the following list:

- Personal Training
- Fitness Assessment
- Fitness Classes
- Lunchtime Workshops
- Emergency Preparedness
- Ergonomics trainings

**Spouse or Partners are part of the program** A spouse or registered domestic partner of a BeWell participant can earn a $220 taxable incentive if he or she completes the SHALA and the Wellness Profile.

**Other Rewards** In addition to monetary incentives, BeWell participants receive other rewards, including free tickets to select Stanford Athletics events, workshops, fitness assessments and personal training sessions.
FITNESS and HEALTHY LIVING CLASSES

Did you know that the Health Improvement Program and Stanford Recreation offer 250 fitness and health education classes each quarter?

Recreation and Wellness (2500 participants per Quarter)
Through Recreation & Wellness you have access to a variety of athletic, recreation and wellness facilities, including two sports and recreation centers; a recreational pool; a driving range; tennis courts; indoor climbing walls; playing fields and a world-class aquatic center.

If you are a BeWell participant and have completed your SHALA, you can purchase a group fitness pass offering unlimited drop-in classes through Stanford Recreation for only $60 per quarter.

Find a class or activity that interests you at recreation.stanford.edu.

Health Improvement Program (HIP) (3,000 participants per Quarter)
Part of the School of Medicine
If you are a BeWell participant and have completed your SHALA, you are eligible to purchase two discounted $30 group fitness classes per quarter through the Health Improvement Program (HIP), which also offers Berry-eligible Healthy Living Classes on topics such as stress management, nutrition, weight management, environmental health and wellness at work.
OUR PARTNERS

BeWell pulls together Stanford’s wellness resources into an easily accessible hub for the Stanford community. We’ve partnered with a diverse range of campus organizations to offer wellness programs and services, such as healthy options in on-campus dining facilities, special events, and educational workshops and seminars.

The Department of Athletics, Physical Education and Recreation
- physical activity classes, fitness assessments and personal training cardinalrec.stanford.edu

Health Improvement Program
- healthy living, behavior change and fitness classes hip.stanford.edu

Stanford Prevention Research Center
- disease prevention research prevention.stanford.edu

Stanford Coordinated Care
- team of medical professionals and care coordinators stanfordhealthcare.org/medical-clinics/coordinated-care

Cardinal at Work
- medical insurance, retirement and benefits cardinalatwork.stanford.edu

Vaden Health Center
- student physical, mental and social health vaden.stanford.edu

Wellness and Health Promotion Services
- student wellness and health education vaden.stanford.edu/wellness

Environmental Health & Safety
- work safety services ehs.stanford.edu

Residential & Dining Enterprises
- healthy food choices and locations dining.stanford.edu

Faculty-Staff Help Center
- counseling services and workshops helpcenter.stanford.edu

WorkLife Office
- parenting resources and elder care worklife.stanford.edu

Parking & Transportation Services
- alternative transportation transportation.stanford.edu

Sustainable Stanford
- sustainability programs on campus sustainablestanford.stanford.edu

Stanford Blood Center
- blood, plasma and platelet donations bloodcenter.stanford.edu

Learning and Organizational Effectiveness Development
- organizational development consultation loe.stanford.edu

Stanford Continuing Studies
- classes on diverse subjects for adult learners continuingstudies.stanford.edu
## OUR EVENTS

A variety of events are offered each year including the following

<table>
<thead>
<tr>
<th>Events</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cardinal Walk</td>
<td>3,000</td>
</tr>
<tr>
<td>Wellness Fair</td>
<td>3,000</td>
</tr>
<tr>
<td>Carillon Concert*</td>
<td>400</td>
</tr>
<tr>
<td>Pac-12 Fitness Challenge</td>
<td>2,277</td>
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<tr>
<td>Healthy Taste of Stanford</td>
<td>2,000</td>
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<tr>
<td>BeWell Recognition Event</td>
<td>800</td>
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<tr>
<td>BeWell Ticket Promotion (tickets)</td>
<td>7-10,000</td>
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<tr>
<td>BeWell Blood Drives#</td>
<td>500</td>
</tr>
<tr>
<td>BeWell Harvest Festival</td>
<td>400</td>
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</tbody>
</table>
PROGRAM PARTICIPATION

In 2008, a total of 7,565 employees completed the SHALA and 2,529 Berries. Since then, participation has been opened to spouses, Berry opportunities have expanded, and BeWell has seen greater participation numbers. Employees have also been able to participate in the Berry activities at the same time they are working on their Wellness Profile. The Berries continue to support and encourage health behavior change. Participants who complete at least six Berries receive an additional taxable $100 incentive.

### Program 2017

| Program                                                        | 2017     |
|                                                               | employees |
| STANFORD HEALTH AND LIFESTYLE ASSESSMENT (SHALA)              |          |
| Employees                                                     | 9,725    |
| Spouses/RDP                                                   | 1,308    |
| WELLNESS PROFILE (SCREENING, ADVISING AND PLAN) AND ENGAGEMENT|          |
| Employees - only Wellness Profile                             | 1,120    |
| Employees - Wellness Profile and Engagement                   | 5,983    |
| Spouses/RDP - only Wellness Profile                           | 849      |
| BERRIES                                                       |          |
| Fitness Assessment                                            | 1,520    |
| Personal Training                                             | 1,092    |
| Stress Workshop                                               | 1,071    |
| Manage Health Workshop                                        | 1,509    |
| Commit to Community Workshop                                  | 453      |
| Nutrition Workshop                                            | 171      |
| Healthy Living Class                                          | 4,276    |
| Physical Activity                                             | 3,814    |
| Well-visit                                                    | 621      |
| BeWell Walkers*                                               | 1,083    |
| Eligible for Berry Incentive                                  | 2,921    |
| Video Workshops                                               | 1,414    |
| HEALTHY WORK ENVIRONMENT                                      |          |
| Completed at least one 10-week quarter                        | 1,506    |
ASSESSMENT PRACTICES
MEASURING SUCCESS

In 2017, over 11,000 members of the Stanford community took the SHALA as part of the BeWell program. While all personal information remains private, the aggregate data depict the health and lifestyle behaviors of the Stanford community as a whole.

The following percentages illustrate the percent of Stanford community members who meet the stated target behaviors or risk factors in 2017 and the community’s percent change, highlighted in purple, since 2008. Percentages highlighted in green denote a health behavior that meets the Healthy People 2020 target. Percentages highlighted in yellow denote a health behavior that meets the Healthy People 2020 baseline but falls short of the Healthy People 2020 target. Percentages highlighted in red denote health behaviors that fall short of the Healthy People 2020 baseline. Of note is that questions about sleep and alcohol consumption were not asked in 2008 so comparisons could not be made.

- **54.7%** are at a healthy weight
  - 0.4% decrease since 2008

- **14.3%** are obese
  - 0.4% decrease since 2008

- **1.6%** currently smoke
  - 2.1% decrease since 2008

- **8.4%** recently experienced depressive symptoms
  - 2.4% decrease since 2008

- **66.4%** get more than 7 hours of sleep on average in a 24-hour period

† These items were assessed slightly differently before 2012 vs. since 2012, due to SHALA updates to reflect revisions in national physical activity recommendations; therefore percentages from before 2012 are not included and statistical tests for change over time for meeting level 1 and level 2 aerobic exercise guidelines from 2008 to 2017 could not be run.
## HEALTH REPORT CARD

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Activity Description</th>
<th>Increase Since 2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>83.3%</td>
<td>Performed 150+ minutes/week of moderate or 75+ minutes/week of vigorous intensity exercise or an equivalent combination</td>
<td></td>
</tr>
<tr>
<td>65.5%</td>
<td>Performed 300+ minutes/week of moderate or 150+ minutes/week of vigorous intensity exercise or an equivalent combination</td>
<td></td>
</tr>
<tr>
<td>37%</td>
<td>Strength train 2+ days/week</td>
<td></td>
</tr>
<tr>
<td>74.9%</td>
<td>Stretch 1+ day every 2 weeks</td>
<td></td>
</tr>
<tr>
<td>57.2%</td>
<td>Walk for transportation</td>
<td></td>
</tr>
<tr>
<td>65.8%</td>
<td>Eat 2+ servings of fruit/day</td>
<td>9.5% increase since 2008</td>
</tr>
<tr>
<td>49.4%</td>
<td>Eat 3+ servings of vegetable/day, including 1+ serving of dark green leafy or yellow/orange vegetables</td>
<td>15.9% increase since 2008</td>
</tr>
<tr>
<td>24.1%</td>
<td>Eat 3+ servings of whole grain/day</td>
<td>2.1% increase since 2008</td>
</tr>
<tr>
<td>20.3%</td>
<td>Engaged in binge drinking of alcoholic beverages during the past month</td>
<td></td>
</tr>
<tr>
<td>21.6%</td>
<td>Drank excessively in the past 30 days</td>
<td></td>
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WELLNESS PROFILE AND ENGAGEMENT SURVEYS

Participants are sent surveys on their experience with the Wellness Profile and Engagement after completing each. We use the data to improve our program offerings and to gain more understanding of our participants so we can better serve them.

Participants describe BeWell as:
- Supportive
- Understanding
- Personable
- Caring
- Health Experts

Participants appreciate that BeWell helps them:
- Learn about campus resources
- Reflect on their habits, behaviors, health and life
- Keep their health at the forefront of their minds
- Monitor their numbers year to year
- Get health tips from an expert

84% valued their Advising session
89% felt their BeWell Coach effectively supported them in pursuing their desired wellness action
92% felt they had a tangible goal to implement from their Advising session

76% found Engagement very or extremely helpful in supporting a wellness action that would have been difficult to do alone

97% would recommend the Wellness Profile to others

Participants valued Engagement because they liked:
- The accountability Engagement provides (29%)
- Having an additional check-in point (26%)
- Further refining their plans (19%)
- Learning something new (12%)
- Speaking to someone with specific expertise (12%)

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- Personable
- Caring
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KEY TAKEAWAYS
OVERCOMING BARRIERS

1. Program Incentive Dollars
   • Fringe Benefits

2. Engaging the Unengaged & Uninformed
   • Top down communication from Provost
   • Managers involved
   • Emails & Newsletters

3. Collaboration & Integration Across Campus
   • Athletic tickets
   • Reduced class prices
   • Work life workshops
   • Berry eligibility
   • Wellness Fair
   • Cardinal Walk
   • Bike to Work Day
CAMPUS INITIATIVES:
CAMPUS INITIATIVES:

• Established Chief Wellness Officer position.
• “Wellness Innovator” program
• “Share the WEALTH” peer health educator program.
• “Certified Healthy Department” program (122 departments in 2017/18)
• Free F/S membership to campus recreation centers.
• Wellness Dollars
CAMPUS INITIATIVES:

• #iamOKSTATE (Student engagement program)
• Data driven third party EW programs.
• “Healthy Union”
• “Work Readiness Program”
• “Family Fit”
• Employee Biometric Screenings.

• “Wellness Wednesdays” lunch & learn series.
• National College Health Assessment (Healthy Campus 2020)
• Integrated wellness website (August 2018)
CAMPUS INITIATIVES: Challenges

- Marketing & Communication
- Funding
- Baseline data & data tracking
- De-centralized wellness programming.
SHARING ASSESSMENT PRACTICES

DEPARTMENT OF WELLNESS

• Student Engagement
• Employee Engagement
• National College Health Assessment: HC2020
• Campus Health & Wellness Service Engagement
• Campus Incident Reports
• Retention & GPA

HUMAN RESOURCES

• Employee Engagement
• Employee Biometric Tracking
• Health care cost trends
• Third Party Programming Engagement & Outcomes
Fall 2015 & Fall 2016 First Year Freshman Engagement Level in Campus Recreation and Retention Rate (n = Entire First Year Freshman Class).

- **No Engagement**: 66.4% 65.0%
- **Low Engagement**: 78.1% 80.0%
- **Medium Engagement**: 87.0% 87.0%
- **High Engagement**: 88.0% 85.0%
- **Average Retention Rate**: 80.0% 80.0%

**ENGAGEMENT LEVEL**

- **15/16 Retention Rate**
- **16/17 Retention Rate**
Comparison of Undergraduate Fall 2016 Term GPA and Number of Health Behaviors Reported (n=1717)

Source: OSU Fall 2016 National College Health Assessment aggregate results. OSU Department of Wellness
Fall 2016 College Affiliation and Average Student Health Behavior Score

<table>
<thead>
<tr>
<th>College</th>
<th>Health Behavior Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>College of Agriculture</td>
<td>6.01</td>
</tr>
<tr>
<td>Arts &amp; Sciences</td>
<td>5.94</td>
</tr>
<tr>
<td>College of Education</td>
<td>6.28</td>
</tr>
<tr>
<td>Engineering</td>
<td>6.17</td>
</tr>
<tr>
<td>Health Sciences</td>
<td>6.04</td>
</tr>
<tr>
<td>Business College</td>
<td>6.20</td>
</tr>
<tr>
<td>University College</td>
<td>6.01</td>
</tr>
<tr>
<td>Average</td>
<td>6.08</td>
</tr>
</tbody>
</table>
KEY TAKEAWAYS:

• Collaboration (shared resources)
• Communicate
• Campus outreach is ESSENTIAL
• Engagement
• Embrace shared values
Q & A

Don't forget to submit your questions to our presenters.

How? Click on the chat tab on the left.
Thank You!

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