



Webinar

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

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KNOWLEDGE | RESOURCES | ADVOCACY | CONNECTIONS

cupa·hr™ Webinar

Presenters



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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?



STANFORD

RECREATION & WELLNESS



Eric Stein,
Senior Associate
Athletics Director,
Stanford University



Neal Evans,
Director, Health & Life
Programs,
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CAMPUS INITIATIVES

BeWell PROGRAMS AND PARTICIPATION STANFORD'S CULTURE OF WELLNESS

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

Events	2017
Cardinal Walk	3,000
Wellness Fair	3,000
Carillon Concert*	400
Pac-12 Fitness Challenge	2,277
Healthy Taste of Stanford	2,000
BeWell Recognition Event	800
BeWell Ticket Promotion (tickets)	7-10,000
BeWell Blood Drives[#]	500
BeWell Harvest Festival	400

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

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.



† 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

83.3% performed 150+ minutes/week of moderate or 75+ minutes/week of vigorous intensity exercise or an equivalent combination

65.5% performed 300+ minutes/week of moderate or 150+ minutes/week of vigorous intensity exercise or an equivalent combination †

37% strength train 2+ days/week †
7.9% increase since 2008

74.9% stretch 1+ day every 2 weeks
1.6% increase since 2008

57.2% walk for transportation
13.7% increase since 2008

65.8% eat 2+ servings of fruit/day
9.5% increase since 2008

49.4% eat 3+ servings of vegetable/day, including 1+ serving of dark green leafy or yellow/orange vegetables
15.9% increase since 2008

24.1% eat 3+ servings of whole grain/day
2.1% increase since 2008

20.3% engaged in binge drinking of alcoholic beverages during the past month

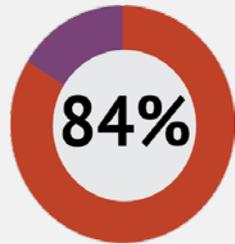
21.6% drank excessively in the past 30 days

WELLNESS PROFILE AND ENGAGEMENT SURVEYS

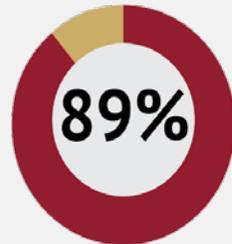
Participants are sent surveys on their experience with the Wellness Profile and Engagement after completing each. We use the data to improve our program offerings and to gain more understanding of our participants so we can better serve them

Participants describe BeWell as:
Supportive
Understanding
Personable
Caring
Health Experts

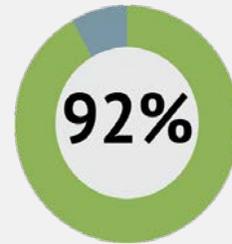
Participants appreciate that BeWell helps them:
Learn about campus resources
Reflect on their habits, behaviors, health and life
Keep their health at the forefront of their minds
Monitor their numbers year to year
Get health tips from an expert



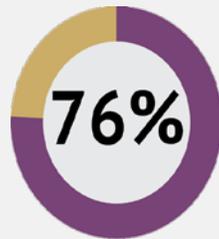
valued their Advisingsession



felt their BeWell Coach effectively supported them in pursuing their desired wellnessaction



felt they had a tangible goal to implement from their Advisingsession



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



Participants **valued Engagement** because they liked...



KEY TAKEAWAYS

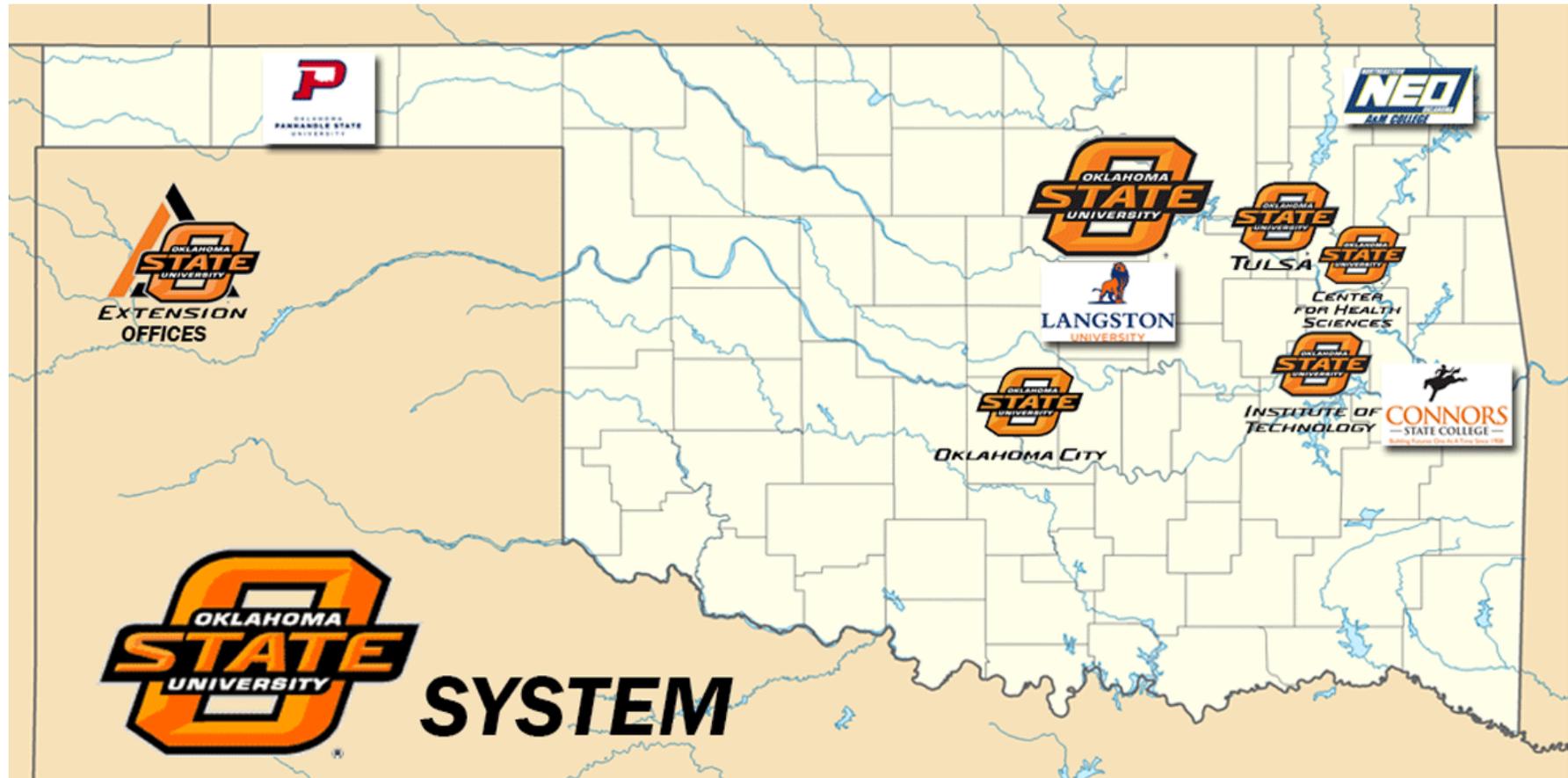
OVERCOMING BARRIERS

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



AMERICA'S **HEALTHIEST** CAMPUS.  AMERICA'S **BRIGHTEST ORANGE.**

CAMPUS INITIATIVES:



AMERICA'S **HEALTHIEST** CAMPUS.  AMERICA'S **BRIGHTEST ORANGE.**

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.

**DISCOVER
WELLNESS**

SHARING ASSESSMENT PRACTICES

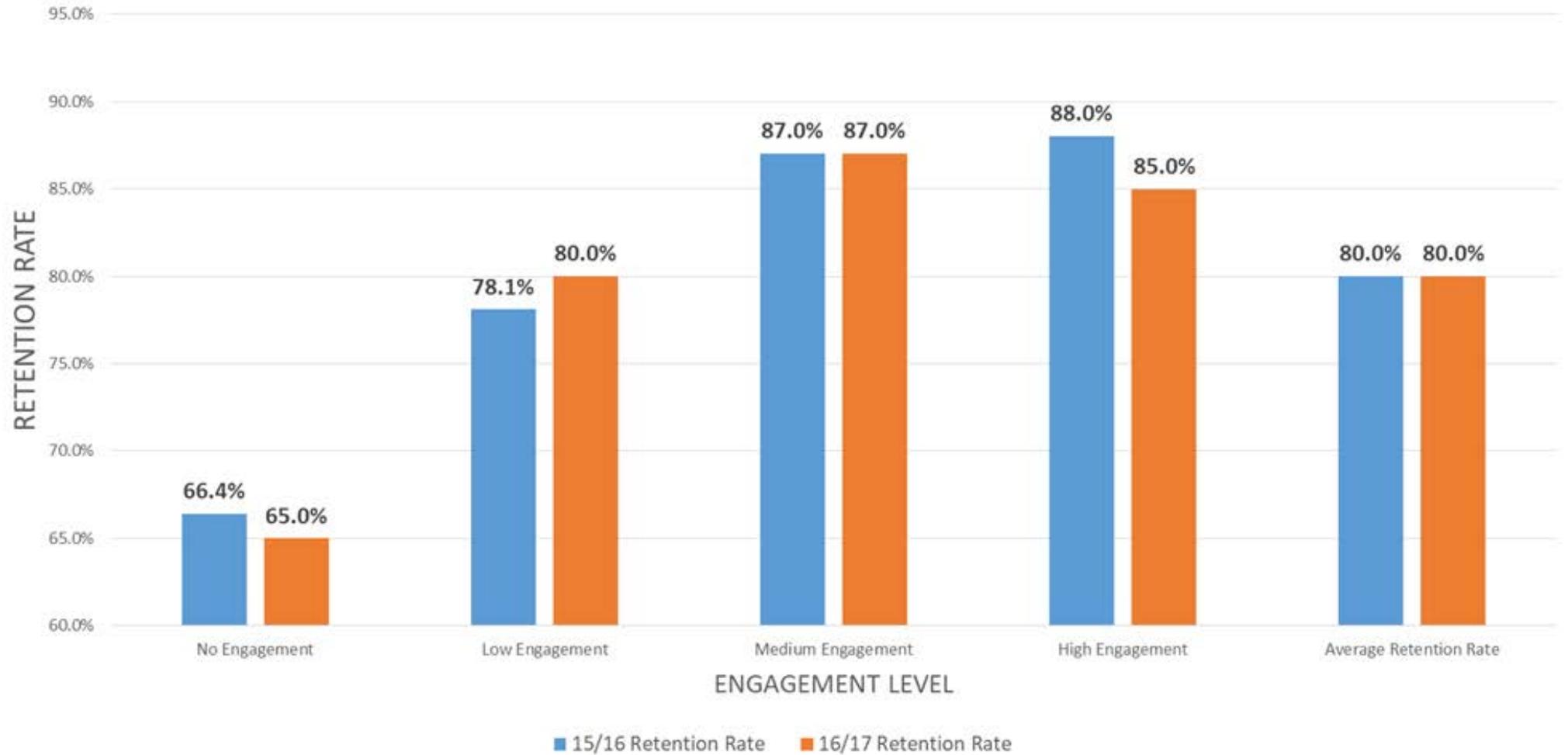
DEPARTMENT OF WELLNESS

- **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).

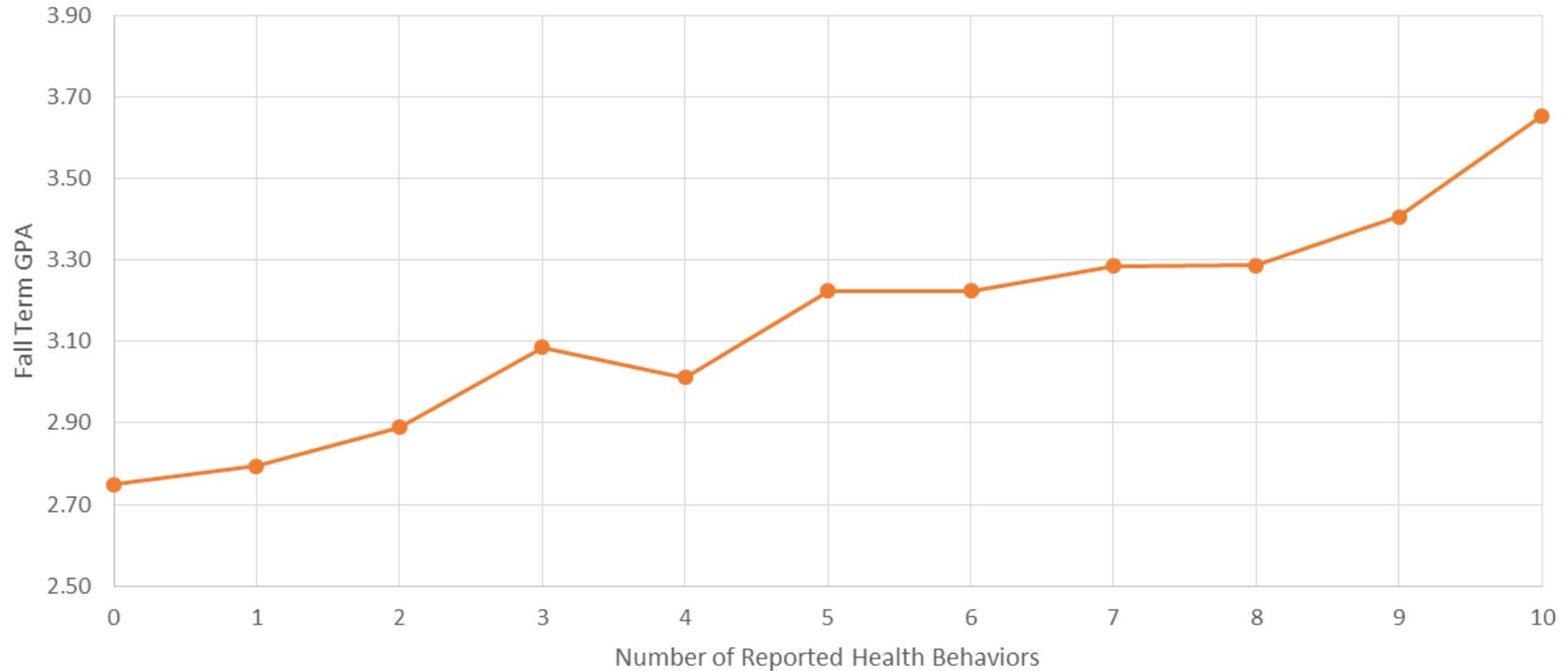


AMERICA'S **HEALTHIEST** CAMPUS.



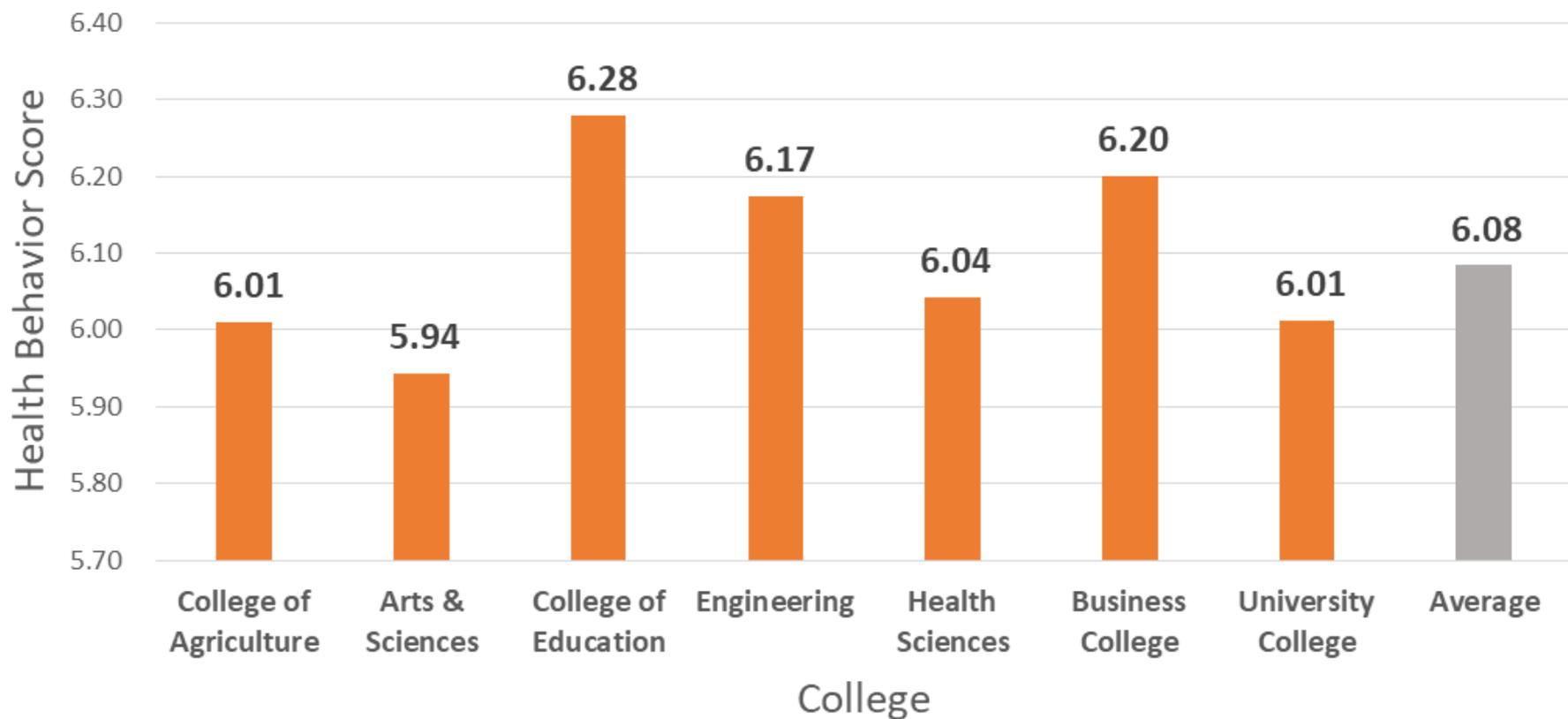
AMERICA'S **BRIGHTEST ORANGE.**

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



AMERICA'S **HEALTHIEST** CAMPUS.



AMERICA'S **BRIGHTEST ORANGE.**

KEY TAKEAWAYS:

- Collaboration (shared resources)
- Communicate
- Campus outreach is **ESSENTIAL**
- Engagement
- Embrace shared values

**DISCOVER
WELLNESS**



Webinar

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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Campus Recreation, Wellness and Human Resources

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