

Healthy Steps

For Small Business

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Quality health information is the key to staying healthy.



Introducing Health New England's (HNE) Worksite Wellness Program for Small Businesses. HNE is committed to improving the quality of life and health status of your employees. We want to help you implement a great wellness program in your business. Among other things, this will set you apart as an employer of choice in the community.

Research suggests that for every \$1 businesses invest in workplace wellness, savings are realized through a decrease in absenteeism and worker's compensation claims. This is really important for small businesses, where employee well-being weighs heavily on overall production.

When it comes to designing and delivering an employee wellness program, one size does not fit all! Choose the health promotion ideas that will work best for your business.

Health Promotion Ideas for Every Small Business to Consider

1. Designate a Company Wellness Leader

Identify a wellness leader from among your employees. This can be anyone - a human resources professional, an administrative assistant, or simply an associate who is passionately health conscious.

Look for these qualities when choosing a wellness leader:

- Enthusiastic
- Task-oriented
- Committed to a healthy lifestyle
- Likeable
- Willing to help others
- Attentive to detail



2. Conduct An Employee Health Interest Survey

A brief health interest survey will provide insight about specific programs that interest your employees. By conducting this survey, you can learn which programs your employees will embrace. A sample employee survey is included in your complimentary Healthy Steps for Small Business Kit – *see back cover*.



3. Offer Health Risk Assessments (HRA)

An HRA is a scientifically based tool that provides baseline data to map out a participant's health risk and readiness to change behaviors. The HRA also monitors risk over time and charts the participant's progress as they take part in many helpful health education activities.

HNE's Health Risk Assessment can help employees understand the relationship between their behaviors and their health.



- Employees complete and submit a questionnaire online (a paper version is available for those who do not have internet access).
- Employees will then receive a Personal Plan for Healthy Living designed specifically for them.
- Each individual's plan will identify behaviors that need improvement and provide the tools for making healthy changes.
- Each plan helps employees learn to make healthy lifestyle choices, from disease prevention to quality of life improvements.

To set up your company's HRA, contact HNE's Health Programs Department at 413-787-4000 or 800-842-4464.

A sample copy of the paper HRA is included in your complimentary Healthy Steps for Small Business Kit.



4. Promote Employee Health Screenings

This step provides employees with important information to assess and better understand their own personal health status.

When it comes to prevention, it's important that employees understand their “numbers,” such as blood pressure, cholesterol, and BMI (body mass index).

Promoting health screenings for your employees can serve to:

- Increase productivity
- Communicate a “We care” attitude
- Create a healthier organizational culture
- Reduce healthcare costs

Staying healthy involves commitment to eating right, staying active, and regular routine exams with your doctor. At HNE, we want to help employees and their families keep that commitment. That's why we no longer require a copayment for most in-plan preventive care services. HNE covers these services 100%.

5. Sponsor an Annual Physical Activity Campaign

Get your employees up and moving. Sponsor an annual physical activity campaign.

HNE makes it easy for you to get your employees active. We offer a 10,000 steps walking program. This simple worksite wellness initiative can be easily incorporated at your worksite today. HNE will provide each of your employees with FREE pedometers to get them motivated to start their journey!



A copy of the 10,000 Steps Program – Coordinator and Participants Booklet is included in your complimentary Healthy Steps for Small Business Kit.

There are numerous community health events - fun runs/walks, health fairs, health screenings, and educational seminars -



that can be communicated to your employees as part of your annual physical activity campaign. By simply establishing a list of health promoting events each month, you can take

important steps towards increasing the health and well-being of your employees.

In addition, HNE reimburses members up to \$150 when they (or another covered member of their family) purchase a membership to any qualified health club and remain a member of the club and HNE for at least 4 consecutive months during the calendar year. The maximum reimbursement is \$150 per family per calendar year.

6. Implement Health Promoting Policies



As part of our commitment to improving the quality of life and health status of those who live in the communities we serve, HNE would like to support our employer groups in their efforts to create a healthy work environment for their employees.



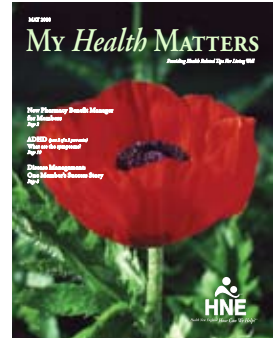
As a small business, consider these four basic policies for your employees:

- Establish a tobacco-free workplace
- Promote an alcohol/drug-free environment
- Require seat belt use by all
- Formulate safety/emergency procedures for disaster preparedness

A copy of the Smoke-Free Workplace Guide is included in your complimentary Healthy Steps for Small Business Kit. And, yes, HNE is a Smoke-Free Workplace.

7. Establish an In-House Employee Wellness Lending Library

Assist your employees in their quest to become healthier by creating an in-house employee wellness lending library. A good wellness library addresses a variety of health topics including physical activity, weight management, stress reduction, smoking cessation, medical self-care, and spiritual wellness.



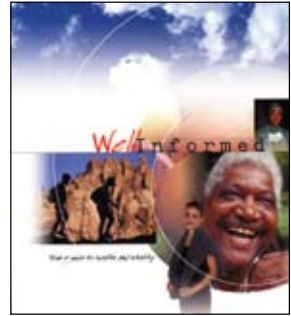
Consider providing your employees with opportunities to learn more about prevention right at the workplace.

A good library includes:

- Medical self-care books
- Health magazines
- Instructional DVD's
- Audio books
- Health related newsletters and brochures
- Behavior change guides
- Healthy cookbooks

To get your lending library started, contact HNE for FREE copies of:

- Assortment of HNE Wellness Brochures (many of which are also available in Spanish)
- Well Informed Self Care Guide
- DVD's on health topics such as Diabetes, Asthma, Healthy Eating
- HNE's Whiz Kidz Pediatric Book Series on important health topics for children



Please see the resource list on page 8 for recommendations of other possible resources.

8. Consider Offering On-Site Lunch & Learn Programs

Because weight and obesity have become two of the nation's most significant health issues, your business may benefit greatly by offering employees seminars on healthy eating.



With talented and informative speakers, employees have the opportunity to learn how to eat better and be healthier right at the workplace. “Lunch & Learns” can provide important support to employees who are wrestling with this behavioral change process.

We suggest checking out the following resources:

- Community health agencies
- Local hospitals
- Universities & colleges
- Health and fitness clubs

Small steps, one step at a time, can lead to big healthy changes for your business. Why not consider taking them today?

As you move forward toward implementing a great worksite wellness program in your business, remember that you don't have to do everything at once. The important thing is to get started and, over time, work toward establishing a worksite wellness program that sets you apart as an employer of choice in the business community.



RESOURCES*

American Institute for Cancer Research

www.aicr.org

AICR's educational brochures provide information on helping to reduce cancer risk, preparing healthy recipes, managing weight, and more. Selected brochures can be viewed, printed, and read or ordered online.

Personal Best

www.personalbest.com

Improve employee health, safety and productivity with affordable and informative newsletters and brochures. These publications are designed to help employees make healthy choices and develop better life management skills that will impact positively on their well-being and work performance.

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For more information or to receive your complimentary Healthy Steps for Small Business Kit fill out this form and return it to:

Health New England
Attn: Health Programs Department
One Monarch Place
Springfield, MA 01144-1500

Business Name (Please Print)

Address (Please Print)

City

State

Zip

This form also is available at hne.com/forms/healthsteps.pdf

If you have any questions, please contact HNE's Health Programs Department at 413-787-4000 or 800-842-4464. We look forward to the opportunity to help you and your employees.

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