Wellness and Prevention
Proposed Strategies Update:

Healthiest Maryland Campaign and
Worksite Wellness for State Employees

Maryland Health Quality and Cost Council
Meeting 6: October 1, 2009

Frances Phillips, R.N., M.H.A.
Deputy Secretary for Public Health Services, DHMH
Proposed Strategies

1. The “Healthiest Maryland” campaign
2. State of Maryland as a model employer in worksite wellness
3. The alignment of hospital and payer community benefits
4. Reimbursement for evidence-based self-management education programs
5. Strategies to champion in coordination with other State agencies and councils
“Healthiest Maryland” Social Marketing Campaign

This campaign launches a statewide movement:

– A social marketing campaign aimed at “grasstop” local leadership across Maryland

– A recognition program honoring and highlighting participating organizations statewide

– Personal and online resources for best practice tool kits and policies

– Utilizing
  • Organizational health policy self-assessment
  • Encouragement toward policy changes

*Grasstops refers to local opinion leaders and policy makers:
  CEOs and business leaders, Mayors and county execs, school board members and superintendents, health care leaders, other community leaders
Healthiest Maryland
Targeted Behaviors

- Risk factors for diabetes and obesity
  - Nutrition
  - Physical activity
- Risk factors for complications of diabetes, obesity, and cardiovascular risks
  - Tobacco cessation
  - Medical screening
- These are also common risk factors for many chronic diseases
Healthiest Maryland
Goals and Objectives

1. Increase business and community organizations’ awareness of their current health and wellness policy strengths and opportunities for improvement.

2. Increase the number of Maryland business and community leaders implementing best practices from evidence-based wellness and prevention policies into their organizations.

3. Compile current resources for these leaders to facilitate successful implementation of evidence based practices.

Healthiest Maryland
Targeted Sectors for Partnership

1. Business and industry
   – Employers will be geographically diverse and represent rural, suburban and urban communities throughout Maryland
   – Target employers of populations disproportionately affected by chronic diseases and their risk factors
   – Target industries whose products and services impact chronic disease risk factors (schools, childcare, healthcare, food service, video game developers, fitness and recreation)

2. Educational institutions

3. Local government
Healthiest Maryland
Initial focus – Business and Industry

Strengths

– Partnership with Mid-Atlantic Business Group on Health

– *Leading by Example*, Partnership for Prevention’s health policy assessment as accepted model by other state governments and Maryland employers

– Can build on current county-level worksite wellness initiatives
Healthiest Maryland
Campaign Strategy

1. Message Dissemination
   • Use the influence of Governor O’Malley and Lt. Governor Brown and professional business organizations to network with grasstopt leadership
   • Media campaign to gather recognition and interest
   • Capitol for a Day events to showcase local participating businesses

2. Recognition
   • Governor and Lt. Governor awards for organizations that participate in Healthiest Maryland and subsequently meet identified criteria

3. Support Services
   • Website that houses an extensive list of evidence-based tools
   • Example of best-practice policies
Healthiest Maryland
Measurement

• Online survey tool to complete health policy self-assessments
  – Provides organizational results
  – Points participants toward resources in areas of opportunities for improvement
  – Allows for statewide aggregate data collection

• Adapted from Partnership for Prevention’s Leading by Example, CDC’s School Health Index and CDC CHANGE tool

• Reporting of success stories, including policy changes
Healthiest Maryland
Success

1st Year

• 75 multiple sized businesses representing public, nonprofit and private sector employers sign the letter of commitment and take the online survey

• Demonstrate Maryland’s statewide results
# Healthiest Maryland Timeline

<table>
<thead>
<tr>
<th>Date</th>
<th>Task</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Phase 1a</strong>&lt;br&gt;July-Oct 2009</td>
<td>Internal development of campaign components</td>
</tr>
<tr>
<td><strong>Phase 1b</strong>&lt;br&gt;Sept-Dec 2009</td>
<td>Network with business champion partners and stakeholders</td>
</tr>
<tr>
<td><strong>Phase 2</strong>&lt;br&gt;Jan 2010</td>
<td>Launch statewide campaign targeting businesses</td>
</tr>
<tr>
<td><strong>Phase 3</strong>&lt;br&gt;Dec 2010</td>
<td>Assess statewide progress in implementing policy changes</td>
</tr>
<tr>
<td><strong>Phase 4</strong>&lt;br&gt;Jan 2011</td>
<td>Provide funding for resources to facilitate necessary changes,&lt;br&gt;(dependent on funding availability)</td>
</tr>
<tr>
<td><strong>Phase 5</strong>&lt;br&gt;Jan 2011</td>
<td>Expand to schools, local governments, and community organizations,&lt;br&gt;(dependent on funding availability)</td>
</tr>
</tbody>
</table>
Healthiest Maryland Investment

• Budget costs:
  – Moderate; requires staffing, marketing, and implementation resources for environmental and policy change

• Return benefit to Maryland citizens:
  – High
  – Policy change is sustainable
Worksite Wellness for Maryland State Employees
Worksite Wellness

Program Goal

• State of Maryland as model employer

• To offer low-cost, sustainable worksite wellness initiatives to promote healthy eating, regular physical activity and smoking cessation among Maryland state employees.

• The pilot program at State Center provides a “proof of concept” leading toward a statewide program
Worksite Wellness
Examples from other states

<table>
<thead>
<tr>
<th></th>
<th>Delaware</th>
<th>Virginia</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program</td>
<td>DelaWell*, since 2007</td>
<td>CommonHealth**, since 1986</td>
</tr>
<tr>
<td>Wellness vendor?</td>
<td>Yes</td>
<td>Initially yes, now admin within HR</td>
</tr>
<tr>
<td>Staff</td>
<td>3</td>
<td>10: Includes 9 health educators</td>
</tr>
<tr>
<td>Program components</td>
<td>• Health Risk Assessment (HRA)</td>
<td>• Health checks every 2 years</td>
</tr>
<tr>
<td></td>
<td>• Onsite education</td>
<td>• Quarterly programs around specific health topics</td>
</tr>
<tr>
<td></td>
<td>• Clinical health screening</td>
<td>• Disease management via insurance providers</td>
</tr>
<tr>
<td></td>
<td>• Disease management coaches</td>
<td>• Future moms program</td>
</tr>
<tr>
<td></td>
<td>• Tobacco cessation</td>
<td>• Tobacco cessation (vendor)</td>
</tr>
<tr>
<td></td>
<td>• Online resources</td>
<td>• Newsletter</td>
</tr>
<tr>
<td></td>
<td>• Help line</td>
<td></td>
</tr>
</tbody>
</table>


Worksite Wellness

Stakeholders and Support

• Wellness and Prevention Workgroup
• Department of Budget and Management
• Department of General Services
• Dept of Health and Mental Hygiene
• Health insurance vendors
• Employees
Worksite Wellness
State Center Pilot Program

Policy & environment
• Healthy on-site food options
• Walking challenge
• Quiet room
• Smoke-free campus
• Smoking cessation classes
• Lactation room

Education
• Biweekly health tips
• Lunchtime seminar series
• On-site weight management program
• In-service disease self-management training
• Dedicated website

Healthy eating
Regular physical activity
Smoking cessation

Health screening
• Evidence-based clinical health screening
• Referral to health care providers, smoking cessation support and on-site vendor-supported counseling

Benefits
• Enhanced communication of existing benefits (website)
• Maximizing available benefits with health insurance providers
Worksite Wellness
Measurement

• Needs assessment at baseline
• Participation in Healthiest Maryland and completion of *Leading by example* self-assessment
• State Center pilot will include process indicators for:
  – participation in wellness offerings
  – smoking status
  – employee satisfaction
• Data sources:
  – event attendance records
  – employee surveys and feedback
# Worksite Wellness

## Timeline

<table>
<thead>
<tr>
<th>Phase 1</th>
<th>Initiate low-resource pilot at State Center for DHMH and DGS employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Jan 2010)</td>
<td></td>
</tr>
<tr>
<td>Phase 2</td>
<td>Expand to comprehensive pilot</td>
</tr>
<tr>
<td>(July 2010)</td>
<td></td>
</tr>
<tr>
<td>Phase 3</td>
<td>Disseminate and assist with spread among state agencies</td>
</tr>
<tr>
<td>(Jan 2011)</td>
<td></td>
</tr>
<tr>
<td>Phase 4</td>
<td>Expansion of existing benefits to include evidence-based preventive strategies</td>
</tr>
<tr>
<td>(July 2011)</td>
<td></td>
</tr>
</tbody>
</table>
Worksite Wellness Investment

Estimated costs: **Low-Medium**

- Minimum investment – worksite wellness coordinator
- Greater investment – necessary for expansion to other State employees, improvement in benefit design to cover evidence-based preventive services
Worksite Wellness

Benefits

• Established health benefits through prevention and appropriate management of chronic disease

• State of Maryland as model employer to demonstrate the role of wellness and prevention in improving health quality and cost containment