

## COMPANY PROFILE

### THE COMPANY:

NAME Barren River Area Development District

LOCATION 177 Graham Avenue, Bowling Green, Kentucky 42101

TYPE OF INDUSTRY / BUSINESS (WHAT DOES THE COMPANY PRODUCE OR SERVICES PROVIDED)

The BRADD is a Special District created under a State Statute. The BRADD is a social service agency that serves the ten county area development district. The BRADD development district covers: Allen, Barren, Butler, Edmonson, Hart, Logan, Metcalfe, Monroe, Simpson and Warren County. The BRADD offers Workforce Investment, Aging, and Community and Economic Development services.

### COMPANY MISSION

The ADDs strive to foster regional strategies, solutions and partnerships that achieve sustainable economic growth and improve overall quality of life to the citizens of Kentucky.

### CEO / MANAGEMENT SUPPORT

The initial interview was completed with Mrs. Peggy Thompson. To quote her, "The BRADD is extremely interested in a WHP program." She mentioned that they have had several programs in the past and that some had been very successful.

### WORKFORCE & WORKPLACE:

NUMBER OF EMPLOYEES 56 Paid full and part-time employees.

GENDER MAKEUP 46 females and 10 males

ETHNIC MAKEUP 95% white and 5% minorities.

AVERAGE AGE 30-45 years old.

ANY UNION INVOLVED There is not any kind of employee union at the BRADD

GEOGRAPHICAL MIX 20% of the employees commute more than 15 miles. The other 80% live less than fifteen miles from the BRADD.

WORK ROTATION One shift 8:00-4:30 Monday through Friday.

### MAJOR WORK ACTIVITIES:

The majority of the work is completed using a computer. Employees at the BRADD spend a large amount of time sitting.

**PRODUCTIVITY/PROFIT TRENDS ( LAST 5-10 YEARS)**

The BRADD is a non-profit agency. Therefore, it is difficult to measure productivity. The BRADD has grown in the last five to ten years and has started to see much more financial funding.

**TYPES OF HEALTH PROMOTION PROGRAMS ALREADY AVAILABLE:**

The BRADD does not currently have any type of health promotion program.

## PHASE I

MUST FIRST ANSWER FOUR BASIC QUESTIONS: (These can be answered from the company profile interview)

1. Organization's readiness for a WHP?

The organization is interested in a WHP. When I spoke with Peggy Thompson, she was very excited about this project. The organization has had several different WHP programs in the past and many of these were successful. Mrs. Thompson said that the most people at the BRADD are ready for a WHP program to begin.

2. Does the company expect realistic outcomes?

The company does expect realistic outcomes because they've participated in other WHP in the past and know what to expect. Last year, members of the BRADD participated in the Weight Watchers program.

3. How participative will management be?

Management will be extremely supportive and participative with the addition of this program at the BRADD. Mrs. Thompson was extremely excited about my WHP class project and expects me to implement some sort of program. She also mentioned that the Executive Director, Rodney Kirtley has a passion for health and would be more than willing to help distribute WHP incentives.

4. How extensive does management want the programs to be?

Mrs. Thompson stated that she thinks the WHP should involve a mixture of education and physical activities, and stated that this is also the general consensus of the other management members. She stressed that the WHP should take into consideration that some staff may have physical limitations and there should be different programs targeted for these individuals.

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## PHASE II

### Identification

(These are listed in descending order, beginning with the most prevalent issue)

- 1.) Overweight or obese employees
- 2.) High blood pressure
- 3.) Stress management
- 4.) Smoking

The health-related problems were identified during the initial interview with Mrs. Peggy Thompson and are a product of secondary data sources. She listed the issues that she felt were most prevalent at the BRADD. Mrs. Thompson did not feel comfortable with examining health insurance claims. The organization had never completed any type of health risk assessment.

### Assessment

The BRADD has never completed an interest or any type of feasibility study. The following information was compiled using information from my interview with Mrs. Thompson.

#### QUESTIONS FOR A FEASIBILITY STUDY:

- 1.) WHAT ARE THE ORGANIZATION'S MOTIVES FOR CONSIDERING THE DEVELOPMENT OF A PROGRAM?

The organization has seen an overall decrease in the health of its employees since the last WHP program was discontinued. One of the BRADD's largest motives is to improve the overall health of staff members. The BRADD also has problems with chronic absenteeism. Decreasing the amount of absenteeism is a large motivator for the BRADD. The BRADD also has a large number of employees that are in the 50-60-age range. Preserving and improving the health of their aging workforce is a large motivator for the BRADD.

- 2.) WHAT ARE THE ORGANIZATION'S GOALS FOR CONSIDERING THE DEVELOPMENT OF A PROGRAM?

One of Mrs. Thompson's largest goals for a WHP is to maintain or decrease their healthcare costs. She has noticed that these costs have increased over the years and feels that a WHP program may help alleviate this increase. The second goal of the BRADD is to increase their overall productivity. Mrs. Thompson feels that the health of some staff affects their ability to work. She hopes that a WHP program will improve the health of the staff and increase their ability to do quality work.

- 3.) IS THIS PROGRAM COST EFFECTIVE FOR THE ORGANIZATION? YES OR NO AND WHY?

The program will be cost effective for the organization. The most expensive portions of the WHP program will be the salary of the WHP employee, EAPs and the \$15.00 monthly gym subsidy. These costs may be rather high. However, the initial investment will return an exponential amount, if the employees take advantage of all the opportunities.

- 4.) WHAT IS THE LEVEL OF SUPPORT, NEED, AND INTEREST AMONG EMPLOYEES, MIDDLE MANAGERS AND TOP MANAGERS?

All members of the top and middle management are interested and support a WHP. When I asked Mrs. Thompson about the employee interest and support of a WHP she said "50% of our total employees participated in Weight Watchers." Thus, she feels that at least 50% of the employee population would be interested and supportive of a WHP

program. She also stated that the majority of the at-risk employees are tired of being unhealthy and are ready to turn their health around. Many at-risk employees simply lack the motivation to make these changes need this program in order to do so.

5.) DOES THE ORGANIZATION HAVE ACCESS TO RESOURCES NEEDED?

In the past the organization included an in-house fitness center. That room has since been converted into an office. However, some of the fitness center equipment is still available. Unfortunately, an in-house fitness center is not a realistic option due to a limited amount of space. The BRADD does have a large conference center that could be used to host health and fitness education programs. The BRADD also has an outdoor path that can be utilized for walking or running. Short of the available equipment, the conference center and the walking path, the BRADD currently has a limited amount of resources. If The BRADD wishes to participate in a WHP, they may need to consider contracting some of their WHP components.

6.) WHAT ARE THE KEY FACTORS TO BE CONSIDERED DURING THE DESIGN OF THE PROGRAM?

Mrs. Thompson stated that she wants the program to be cost effective. The program should pay back every dollar that is invested into it. She also wants a program that combines education and physical activities. The program must take into account the physical limitations that some employees may have. The program must also involve health screenings; i.e. blood pressure checks, blood glucose checks, and cholesterol checks. The program should also include a mental health aspect, focusing mainly on stress and depression management.

**Planning**

REVIEW COLLECTED DATA IN PREVIOUS SECTION TO ANSWER THE FOLLOWING FOUR QUESTIONS:

1.) HOW PREVALENT IS THE PROBLEM?

Health problems are prevalent at the BRADD. Mrs. Thompson and I were able to determine that 21 of the 44 total employees are experiencing one or more risk-factors, or are suffering from one or multiple chronic diseases that were listed in the above section.

2.) WHAT ARE THE CONSEQUENCES OF THE PROBLEM?

The health problems, i.e. obesity, high blood pressure, high stress and smoking are causing multiple problems in the workplace. There are employees that have a hard time getting through the workday because of their weight. Some employees suffer from back pain as a result of being overweight or inactive. Employees that suffer from high blood pressure have to take prescription medications, which cause an increased burden on the

BRADD's health insurance system. High levels of stress are causing some employees to ignore their work or lash out at other employees, in turn causing an unpleasant environment. Employees who smoke are at an increased risk of many chronic diseases, which creates a burden on the BRADD's health insurance system. The employees that smoke can also be a nuisance to non-smokers who don't want people to smoke in the vicinity.

3.) WHAT ARE THE CAUSES OF THE PROBLEM?

The overwhelming cause of obesity and high blood pressure are due to a lack of exercise and poor nutrition. The BRADD is a great place to work, however, the work environment does not support healthy nutrition. The vending machine is full of unhealthy snacks and the front lobby is always fully stocked with candy. Nutrition and education counseling would greatly benefit the BRADD. The majority of the employees do not participate in exercise. This could be due to a lack of exercise knowledge or not having a place to exercise. To address this problem, I suggest that the WHP program provide exercise education and counseling. Also, the walking trail that surrounds the BRADD could be used to promote exercise. The WHP program will also offer a \$15.00 gym subsidy to encourage employees to exercise.

Stress and depression are issues that are not always easy to recognize. Mrs. Thompson and I feel that the WHP should address these aspects of mental health. The WHP will provide separate stress and depression education programs. If an employee feels that they need assistance with stress, depression, or any other mental issue, the WHP will offer an Employee Assistance Program that will address that issue.

Smoking is an issue at the BRADD. Mrs. Thompson and I do not feel that the BRADD should go totally smoke-free at this time. However, we do feel that we need to cut down on the number of smoking areas. We feel that this will discourage the practice of smoking. The WHP will offer an educational course on the dangers of smoking that will offer information on how to drop the habit. There will also be an EAP smoking cessation program for any employee that wishes to quit smoking.

4.) WHICH WORKERS IN THE COMPANY ARE AT GREATEST RISK?

Our employees that are in the aged 45 and up are at the greatest risk. This is the age range where the most significant health risks and chronic conditions occur. The WHP will need to focus on this age group.

### DEVELOP MISSION STATEMENT AND VISION

Mission Statement: To provide opportunities that will help our employees to live healthy lives and to have an environment that promotes health. Our purpose is to improve the lives our employees and improve our organization.

Vision: To have a happy and healthy workforce at the BRADD.

The WHP program will be called BRADD Buddies.

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### DEVELOP GOALS AND OBJECTIVES

Goal 1.) Reduce the number of obese employees.

--Objective 1A.) By the end of the third month, we want to see 25% of our population participating in some form of exercise. Exercise will be tracked on a dry-erase board in the employee kitchen. The employee that has completed the most amount of exercise will be crowned the BRADD Buddies Wellness Champion. The monthly Wellness Champion will be recognized on the BRADD Buddies bulletin board and in the monthly BRADD Buddies newsletter.

--Objective 1B.) By the end of the first month, we want to see that 15% of our employees have participated in the WHP nutrition or exercise educational program.

--Objective 1C.) By the end of the second month, we will host a healthy eating luncheon. Participants will prepare healthy recipes and bring samples to share. We want to see 10% our employees participate in this program.

--Objective 1D.) By the end of the seventh month, we want to see that 10% have lost a significant amount of weight. I feel that body weight is not an accurate way to create a measureable objective. For the purposes of this objective, a significant amount of weight will be a noticeable change in body composition.

Goal 2.) Reduce the number of employees with high blood pressure.

--Objective 2A.) The WHP will offer nutrition and exercise educational classes. Better nutrition and increased exercise will reduce your BP level. By the end of the first month, we want to see that 15% of our population has attended one of these programs.

--Objective 2B.) We will offer on-site blood pressure screenings, every other month. At the end of one year, we hope to see that 15% of our population has attended at least two of these screenings.

--Objective 2C.) We will offer an in-house blood pressure meter. Employees will be encouraged to use this machine and the person at the front desk will track use. By the end of the first month, we hope to see 10% of our population using this machine.

--Objective 2D.) By the end of the sixth month, we hope to see that 25% of our population is using the in-house BP machine.

Goal 3.) Reduce the number of employees that smoke.

--Objective 3A.) Gradually reduce the number of "designated" smoking areas. Currently, the BRADD allows smoking at every exit. There are 6 exits. By the end of the first month, we want to have 5 smoking areas.

--Objective 3B.) By the end of the third month, we want to have three smoking areas.

--Objective 3C.) By the end of the ninth month, we want to have only one smoking area.

--Objective 3D.) Offer EAP programs that will help employees quit smoking. Currently, the BRADD only has six smokers. We want to see at least one of our smokers enroll in an EAP smoking cessation program by the end of the sixth month.

--Objective 3E.) By the end of the first year, we want to see that one of our employees has fully quit smoking.

Goal 4.) Improve the way that our employees handle stress and other mental issues.

--Objective 4A.) We will offer a stress and other mental issue EAPs. One of the BRADD Buddies lectures will include the topic of stress and mental issues. By the eighth month, we want to see that one of our employees has utilized the stress management EAP.

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Activities

1.) Members of the WHP program will meet once a month. During these our monthly "BRADD Buddies" meetings we will have an educational lecture. The WHP program planner will conduct the lecture, if he has any adequate understanding of the material. An outside speaker will present the remaining educational lectures. Each lecture will have supplementary educational handouts. Some topics will vary depending on the age of the WHP attendant. To accommodate our different age range, the supplementary handouts will be split into three different age groups. At the end of the monthly meeting, a survey sheet will be passed out. This will give program participants the opportunity to give feedback on the program.

Educational lectures will cover these topics:

- 1.) Nutrition and healthy eating
- 2.) Exercise; with age-appropriate supplementary materials
- 3.) Chronic disease management focuses on these topics; high BP, diabetes, and obesity
- 4.) Skin Cancer
- 5.) Cancer education and prevention
- 6.) Stress management
- 7.) Depression

- 8.) Financial Health
  - 9.) Open forum; topic will be chosen by WHP program participants
  - 10.) Open forum; topic will be chosen by WHP program participants
  - 11.) Open forum; topic will be chosen by WHP program participants
  - 12.) Open forum; topic will be chosen by WHP program participants
- 2.) We will create a BRADD Buddies exercise and WHP program participation tracker. This will be a bulletin board in our break room. This tracker will allow us to keep track of who is participating in our WHP program activities and how much exercise they are getting. The person who has the highest score each month will be featured on the board as the BRADD Buddies Monthly Wellness Champion. The Wellness Champion will also be featured in the monthly newsletter.
- 3.) The WHP will encourage people to exercise. The BRADD will revamp its walking track and design an indoor walking track at the BRADD. People who exercise during their lunch break will earn double exercise credit.
- 4.) We will have an outside agency conduct blood pressure screenings; every other month. Participation will be tracked on the "BRADD Buddies" board.
- 5.) We will purchase an in-house electronic BP monitor. People will earn BRADD Buddies credit for participation.
- 6.) We will offer an EAP program to help our employees quit smoking.
- 7.) We will offer a depression management EAP.
- 8.) We will offer a stress management EAP.
- 9.) We will gradually decrease our smoking areas.
- 10.) If our employees are interested in a gym membership, we will help them find one that meets their budget and give them a \$ 15.00 monthly gym subsidy.
- 11.) We will send out a monthly BRADD Buddies newsletter.
- 12.) The program will cost \$ 5.00 a month.
- 13.) There will be a monthly written feedback survey. This will allow our participants to give feedback on the program
- 14.) At the end of the program, the participants will fill out a Health Risk Survey. This will be used for evaluation purposes.
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BUDGET: EXPENSE MANAGEMENT GRID

	Personnel	Facilities	Utilities	Equipment	Materials	Advertising	Maintenance
Full-time	\$ 30,000	N/A	N/A				
Services negotiated		N/A	N/A	\$7920			
Services contracted	\$ 3480.00	N/A	N/A				
Services donated		N/A	N/A				
On-site operation		N/A	N/A		\$ 500.00		\$500.00
Off-site operation		N/A	N/A				
Purchase new		N/A	N/A	\$ 140.00	\$ 700.00	\$700.00	\$ 500.00
Purchase used		N/A	N/A				
Leased		N/A	N/A				
Donated		N/A	N/A				
Rented		N/A	N/A				
Other (list)		N/A	N/A				

TOTAL ESTIMATED ONE YEAR BUDGET = \$ 52,240

BUDGET NARRATIVE:

Personnel

Salaries & Wages	
Director Salary	
Fringe Benefits (salary x 26%)	\$ 30,000.00
Consultants (\$\$/hr)	\$ 7,800.00
On Site BP Screenings	\$ 780.00
Public Speakers	\$ 1,200.00
	\$ 1,500.00

Equipment

Bulletin Board	\$ 65.00
Blood Pressure Monitor	\$ 75.00
Participant Incentives	\$ 700.00

<u>Materials</u>	
Walking Track Renovation	\$ 500.00
<u>Advertising</u>	
Brochures	\$ 350.00
Signs	\$ 350.00
<u>Maintenance</u>	
Walking Track Maintenance	\$ 500.00
<u>Miscellaneous</u>	
Monthly Gym Subsidy	\$ 7,920.00
Wiggle Room	\$ 500.00
	\$52,240
TOTAL BUDGET	

\*The EAP (Consultants) amount is estimated. It was obtained from data from the Employee Assistance Society of North America (EASNA, 2009, p.14).

### PHASE III

#### DEVELOPMENT & IMPLEMENTATION

##### Product

Question 1.) What is our product or service?

-The product is a workplace wellness program that focuses on nutrition, exercise, and mental health. The program will encompass educational materials, health screenings, and Employee Assistance Programs. Some of these services will be offered at the facility and others will be located off-site.

Question 2.) Is it tangible, visible and measurable?

--The BRADD Buddies program is tangible, visible and measurable. When the program is introduced to the workplace, all of the employees will be aware of its existence. There will be email notifications and for employees that do not access a computer, there will be paper flyers located at the employee sign-in sheet. The BRADD Buddies program will be quite visible throughout the facility, especially since participants will be tracking their exercise activity in the employee break room. There will also be onsite health screenings and health educational programs. The BRADD Buddies program has goals and objectives that are both tangible and measureable. The goals and objectives will involve activities that require the participant to participate in real-life scenarios. Educational programs will involve the employees to get up,

move and actually touch the things that they are learning about. I feel that this is the best way to promote learning. The exercise educational programs will be designed in this same way.

Question 3.) What is the employee's need for the product or service?

--To look and feel more better. We have employees that are overweight, smoke and suffer from stress. We feel that the BRADD Buddies program will help them to look and feel better.

--To be more productive. Our employees will be more productive because of the BRADD Buddies program.

--To lower health risk. The BRADD Buddies program will help employees lose weight. The program will also help employees quit smoking or improve their stress. This will help to lower health risks.

--To socialize with others. We feel that the educational programs and exercise programs will increase the level of commodity within the workplace.

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#### Price

Question 1.) Should we charge participants?

--The BRADD Buddies program will charge participants \$ 5.00 a month. This will help the program offset costs. The monthly fee may encourage more people to participate. Throughout the semester, we have mentioned that people are more likely to participate if they have paid for the service.

Question 2.) Can the employee/company reasonably afford the product/service?

--The company can afford the BRADD Buddies program, especially since we will be charging members a monthly fee. The BRADD is a state agency and grant funding could also be possible.

Question 3.) Does the product or service produce a greater benefit than costs?

-- The BRADD Buddies program will return every dollar that is invested into it. It is highly likely that a large percentage of the employee population will participate. The BRADD is a very tight-knit community. If one employee does not participate or skips a meeting, it will be highly likely that several people will irritate them until they return to the program. The BRADD has had a positive experience with WHP programs in the past. Several of them helped our employees to lose weight. I think this foreshadows the success of the BRADD Buddies program. It is highly likely to produce a greater benefit than cost!

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#### Placement

Question 1.) Who will receive the product or service?

--All employees will be able to participate in the BRADD Buddies program. I encourage all program participants to attend every educational lecture, even if they are not directly affected by the topic. The BRADD Buddies program will be offered to the employees dependents.

Question 2.) Which employees are likely to benefit from the service or product?

--Any person that takes part in the BRADD Buddies program is likely to benefit from it. In any workplace there are low-risk, mid-risk and high-risk employees. The mid-risk and high-risk employees are more likely to gain something from the program. These are the people that need the most change in their lives.

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### Promotion

Question 1.) What types of incentives can be used to make the product or service appealing?

--I would use a good mix of freebies, things like t-shirts and monetary incentives. The WHP program will offer free EAPs and a monthly \$ 15.00 gym stipend. The EAPs are appealing because they will help people to deal with their problems. The gym stipend is extremely appealing. Everyone loves free money!

Question 2.) What is the best time to promote the product or services?

--I think that the middle of April would be a great time to offer the WHP program. The middle of April is when the weather is starting to get nice and people are more motivated to get outside. It would also be a great time to encourage outdoor recreation at the BRADD, i.e. people using the outdoor walking trail.

Question 3.) Where promotional efforts should be directed?

--Promotional efforts should be directed through email and the program will be advertised next to the employee time sheet. Information about the WHP program will also be mailed to the employee's home address. This will help to encourage our workers that may lose the paper on the way home.

Question 4.) What promotion techniques should be used?

--We will use email, building postings and postage mail. This will allow us to target all of our employees.

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# BRADD Buddies

**BARREN RIVER**  
**BRADD**  
AREA DEVELOPMENT DISTRICT

The Barren River Area Development District Workplace Wellness Program

Hello and thank-you for reading the BRADD's first monthly workplace wellness newsletter!

The BRADD's worksite wellness program will be called BRADD Buddies. The BRADD Buddies program will target our workplace's major health issues; obesity, high blood pressure, smoking, stress management and other mental issues.



The BRADD Buddies program will offer education, activities and outside counseling to address these issues.

BRADD Buddies meetings will be held each month. Every meeting will have a different educational topic. The following topics will be addressed

- Nutrition and Healthy Eating
- Chronic Diseases (i.e. high blood pressure, Diabetes, and obesity)
- Depression
- Age-Specific Exercises
- Skin Cancer
- Stress Management
- Financial Management

One on one counseling will be available for smoking cessation, depression and stress management.

Membership Benefits include:

- BP screenings; every other month
- \$15.00 a month gym subsidies
- Monthly education programs
- Employee Assistance Programs
- Monthly prizes

The cost is only \$ 5.00 a month!

For more information and to enroll call  
Joseph F. McCarty ext. 154

## Quick Ways to Eat Better

Did you know a typical McDonald's breakfast can contain over 850 calories?

### Typical McDonald's Breakfast

Plain Sausage Biscuit- 430 calories  
Hash Brown- 150 calories  
Large Iced Coffee- 270 calories  
Total- 850 calories

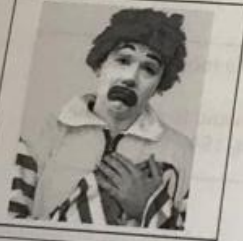
That quick stop to McDonalds or the Minit Mart by the BRADD can really cost you! If you base your diet on a 2000 calorie a day allowance, you have consumed almost 1/2 of your daily caloric allowance! This could potentially lead to weight gain!

To avoid this potential danger, the BRADD Buddy tip of the month is to eat breakfast at home or bring it to work. This can help you cut back on calories and help you lose weight!

### Quick and Easy Breakfast Recipe

Instant Oatmeal- 160 calories  
Peanut Butter Sandwich-344 calories  
Bananna-105 calories  
Glass of Water- 0 calories  
Total- 609 calories

The BRADD Buddies quick and easy breakfast recipe will save you 209 calories and it will help you feel fuller for a longer amount of time!



Instead of snacking on potato chips or your favorite candy bar, try eating a handful of light salted peanuts or a granola bar. This is a quick and easy way to cut back on excess calories!

Your daily caloric needs are determined by you age, height, weight and activity level. Depending on your level of physical activity, you may need more or less calories than your co-worker.

To calculate your caloric intake follow this [link](#):



The BRADD Buddies Newsletter is written by Joseph F. McCarty. If you have any questions or would like to write an article please email him [joseph.mccarty@bradd.org](mailto:joseph.mccarty@bradd.org)

DESCRIBE METHODS TO PROMOTE PROGRAM ADHERENCE AND WAYS TO RECRUIT EMPLOYEES THAT DO NOT PARTICIPATE AND HIGH RISK EMPLOYEES

Before the program begins, we will place posters, flyers and we will distribute email notifications about the BRADD Buddies program. This will be our initial program marketing strategy. After the program is up and running, we will rely on our participant's word of mouth to spread the news of the program. All employees will receive the monthly wellness newsletter. I feel that the newsletter and participant word of mouth will be hard to ignore and this will help some of the non-participants want to be involved in the program.

Written feedback opportunities will be available at the monthly BRADD Buddies meetings. Employee's suggestions will be taken into consideration and necessary changes will be made. The program will be open to change, in hopes of keeping employees happy and involved in the program. The monthly written feedback opportunities will also give employees the chance to identify their values, and interests. This data will be essential to current and future program planning.

The BRADD Buddies program offers several incentives. The largest incentive is the \$ 15.00 a month gym subsidy. I feel that this will motivate people to participate in the program and pursue a gym membership. Each month we will select a BRADD Buddy of the month. The monthly BRADD Buddy winner will receive a prize. I feel that this will motivate employees to participate in the BRADD Buddies program.

DISCUSS HOW THESE INFLUENCING FACTORS MIGHT AFFECT IMPLEMENTATION

Implementation could be delayed or stopped, if there is not an adequate amount of employee support. I do not feel that this would be a problem at the BRADD. However, at other organizations a lack of employee support is a real issue. It is extremely important to gain employee support. The first step in doing this would be to find out what the employees actually want and need. This is often accomplished through a Needs Assessment. If you structure your program around the employee's wants and needs, you should not have a problem with employee support.

The knowledge of the Wellness Planner could have a large impact on implementation. It is essential for the Wellness Planner to be able to set up a realistic budget. An unrealistic budget will cause a wellness program to sink and delay any further implementation plans. Economic trends and layoffs can have a negative effect on program implementation. A wellness program requires funding and this funding is less likely to be present in difficult economic times. A situation like this will certainly have a negative effect on program implementation.

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## EVALUATION

The BRADD Buddies program has objectives that are to be met during the course of the program. Therefore, this portion of our evaluation process will occur during the course of the program. If we are not meeting our programs objectives, monitoring the areas that need improvement will allow us to correct these issues before the program is complete. Correcting issues during the course of the program will increase our chances of having a successful program.

Several of our objectives will be due during the course of the program and others are due towards the end, therefore evaluation will occur throughout the course of the program to ensure the desired outcome of each objective is met. The BRADD Buddies program includes monthly feedback surveys. After the program is completed, I would create a total program survey. This survey would be compared to the results of the monthly surveys, which would allow us to evaluate the total success of our program. This is a form of process evaluation.

The initial program assessment was not completed using any type of Health Risk Appraisals, or Productivity Reports. However, I believe that it would be beneficial to complete a HRA form after the program was completed. HRAs are a form of outcome evaluation. The data from the HRA assessments would then be compared with the initial program data. Results from the same HRA survey would not be compared since one was not available, but the HRA data could be used to measure progress and change. The HRA data would be extremely helpful when designing future WHP programs.

To give feedback to members of the BRADD management, they would be presented with the data from the monthly and final written surveys, and with the results of the HRAs compared to the initial program data. Testimonials from some of the BRADD Buddies participants would also be included in these assessments. The data would then be presented in a written format as well a PowerPoint presentation to show the improvements of the health and wellness of the BRADD's employees after the completion of the WHP program.

Employees would be given feedback through a PowerPoint that summarizes the information that was presented to management. The final edition of the BRADD Buddies newsletter would summarize the success of the program.

## BRADD Buddies Timeline

### **First Month**

#### Objectives Due

- Objective 1B.) By the end of the first month, we want to see that 15% of our employees have participated in the WHP nutrition or exercise educational program.
- Objective 2A.) The WHP will offer nutrition and exercise educational classes. Better nutrition and increased exercise will reduce your BP level. By the end of the first month, we want to see that 15% of our population has attended one of these programs.
- Objective 2C.) We will offer an in-house blood pressure meter. Employees will be encouraged to use this machine and use will be tracked by the person at the front desk. By the end of the first month, we hope to see 10% of our population using this machine.
- Objective 3A.) Gradually reduce the number of "designated" smoking areas. Currently, the BRADD allows smoking at every exit. There are 6 exits. By the end of the first month, we want to have 5 smoking areas.

#### Monthly Activities

- Monthly BRADD Buddies meeting will feature an in-house BP screening
- Monthly BRADD Buddies meeting will have an educational segment regarding the topic of nutrition and healthy eating
- Monthly BRADD Buddies Newsletter
- Monthly BRADD Buddies Wellness Champion will be recognized and featured on the bulletin board and in the monthly newsletter.
- Monthly written feedback survey

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### **Second Month**

#### Objectives Due

- Objective 1C.) By the end of the second month, we will host a healthy eating luncheon. Participants will prepare healthy recipes and bring samples to share. We want to see 10% our employees participate in this program.

#### Monthly Activities

- Monthly BRADD Buddies meeting will have an educational segment regarding the topic of age appropriate exercise
- Monthly BRADD Buddies Newsletter

- Monthly BRADD Buddies Wellness Champion will be recognized and featured on the bulletin board and in the monthly newsletter.
  - Monthly written feedback survey
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### **Third Month**

#### Objectives Due

Objective 1A.) By the end of the third month, we want to see 25% of our population participating in some form of exercise.

--Objective 3B.) By the end of the third month, we want to have three smoking areas.

#### Monthly Activities

- Monthly BRADD Buddies meeting will feature an in-house BP screening
  - Monthly BRADD Buddies meeting will have an educational segment regarding the topic of chronic disease management.
  - Monthly BRADD Buddies Newsletter
  - Monthly BRADD Buddies Wellness Champion will be recognized and featured on the bulletin board and in the monthly newsletter.
  - Monthly written feedback survey
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### **Fourth Month**

\*No Objectives Due

#### Monthly Activities

- Monthly BRADD Buddies meeting will have an educational segment regarding the topic of skin cancer
  - Monthly BRADD Buddies Newsletter
  - Monthly BRADD Buddies Wellness Champion will be recognized and featured on the bulletin board and in the monthly newsletter.
  - Monthly written feedback survey
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### **Fifth Month**

\*No Objectives Due

### Monthly Activities

- Monthly BRADD Buddies meeting will feature an in-house BP screening
  - Monthly BRADD Buddies meeting will have an educational segment regarding the topic of cancer education and prevention.
  - Monthly BRADD Buddies Newsletter
  - Monthly BRADD Buddies Wellness Champion will be recognized and featured on the bulletin board and in the monthly newsletter.
  - Monthly written feedback survey
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### **Sixth Month**

#### Objectives Due

--Objective 2C.) We will offer an in-house blood pressure meter. Employees will be encouraged to use this machine and the person at the front desk will track use. By the end of the first month, we hope to see 10% of our population using this machine.

--Objective 3D.) Offer EAP programs that will help employees quit smoking. Currently, the BRADD only has six smokers. We want to see at least one of our smokers enroll in an EAP smoking cessation program by the end of the sixth month.

### Monthly Activities

- Monthly BRADD Buddies meeting will have an educational segment regarding the topic of stress management.
  - Monthly BRADD Buddies Newsletter
  - Monthly BRADD Buddies Wellness Champion will be recognized and featured on the bulletin board and in the monthly newsletter.
  - Monthly written feedback survey
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### **Seventh Month**

#### Objectives Due

--Objective 1D.) By the end of the seventh month, we want to see that 10% have lost a significant amount of weight. I feel that body weight is not an accurate way to create a measureable objective. For the purposes of this objective, a significant amount of weight will be a noticeable change in body composure.

#### Monthly Activities

- Monthly BRADD Buddies meeting will feature an in-house BP screening
  - Monthly BRADD Buddies meeting will have an educational segment regarding the topic of depression.
  - Monthly BRADD Buddies Newsletter
  - Monthly BRADD Buddies Wellness Champion will be recognized and featured on the bulletin board and in the monthly newsletter.
  - Monthly written feedback survey
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#### **Eighth Month**

##### Objectives Due

- Objective 4A.) We will offer a stress and other mental issue EAPs. One of the BRADD Buddies lectures will include the topic of stress and mental issues. By the eighth month, we want to see that one of our employees has utilized the stress management EAP.

##### Monthly Activities

- Monthly BRADD Buddies meeting will have an educational segment regarding the topic of financial health
  - Monthly BRADD Buddies Newsletter
  - Monthly BRADD Buddies Wellness Champion will be recognized and featured on the bulletin board and in the monthly newsletter.
  - Monthly written feedback survey
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#### **Ninth Month**

##### Objectives Due

- Objective 3C.) By the end of the ninth month, we want to have only one smoking area.

##### Monthly Activities

- Monthly BRADD Buddies meeting will feature an in-house BP screening
- Monthly BRADD Buddies meeting will be an open forum educational segment.
- Monthly BRADD Buddies Newsletter
- Monthly BRADD Buddies Wellness Champion will be recognized and featured on the bulletin board and in the monthly newsletter.
- Monthly written feedback survey

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### **Tenth Month**

\*No Objectives Due

#### Monthly Activities

- Monthly BRADD Buddies meeting will be an open forum educational segment.
  - Monthly BRADD Buddies Newsletter
  - Monthly BRADD Buddies Wellness Champion will be recognized and featured on the bulletin board and in the monthly newsletter.
  - Monthly written feedback survey
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### **Eleventh Month**

\*No Objectives Due

#### Monthly Activities

- Monthly BRADD Buddies meeting will feature an in-house BP screening
  - Monthly BRADD Buddies meeting will be an open forum educational segment.
  - Monthly BRADD Buddies Newsletter
  - Monthly BRADD Buddies Wellness Champion will be recognized and featured on the bulletin board and in the monthly newsletter.
  - Monthly written feedback survey
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### **Twelfth Month**

#### Objectives Due

--Objective 2B.) We will offer on-site blood pressure screening, every other month. At the end of one year, we hope to see that 15% of our population has attended at least two of these screenings.

--Objective 3E.) By the end of the first year, we want to see that one of our employees has fully quit smoking.

#### Monthly Activities

- Monthly BRADD Buddies meeting will feature an in-house BP screening
- Monthly BRADD Buddies meeting will be an open forum educational segment.
- Monthly BRADD Buddies Newsletter
- Monthly BRADD Buddies Wellness Champion will be recognized and featured on the bulletin board and in the monthly newsletter.

-Total program survey will be taken.

-HRAs are given to the population and the final steps of the evaluation process begins

#### References

EASNA. (2009). *Selecting and Strengthening Employee Assistance Programs: A Purchaser's Guide*. Arlington, VA: Employee Assistance Society of North America.  
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