

Wisconsin Rural Hospital Flexibility Program
Rural Communities Grant Program 2009-10

Project Title: Edgerton Employee Health Initiative **Coalition Name:** City of Edgerton Worksite Wellness Coalition

Planning Grant **or Implementation Grant** (select one) **Amount Requested:**
\$4983.00

1. Applicant Organization (entity with which the grant contract is to be executed)

Legal Name Edgerton Hospital and Health Services

Address 313 Stoughton Road

Edgerton, WI 53534

Phone 608-884-1489 FAX 608-884-1606

2. Administrator, Executive Director, or CEO

Name Jim Pernau

Title CEO

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3. Contact Person for Application

Name Angie Sullivan

Title Community Education Coordinator

Phone 608-884-1489

Email asullivan@edgertonhospital.com

4. Person authorized to sign the grant contract

Name Jim Pernau

Title CEO

5. Federal ID # of applicant organization:

39-0819992

6. List all active partners (those responsible for activities and/or contributing matching/in-kind contributions). Use an additional page if necessary—this will not count against your page total:

Sara's Health & Fitness Peterson Chiropractic

Rock County Health Department Rock County UW Extension

<p>I certify that the information contained within this application is true and accurate to the best of my knowledge. I submit this application on behalf of the applicant organization.</p>	<p>Signature</p> <p>Date</p>
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Executive Summary

Project Title: Edgerton Employee Health Initiative

Edgerton Hospital and Health Services' mission is to provide exceptional health care for the communities that we serve. In addition to serving our communities, Edgerton Hospital is dedicated to improving the health of our employees. In 2007, an employee wellness coalition was formed to assess, plan and implement a health and wellness program to the employees of Edgerton Hospital. The committee is comprised of a multi-discipline team of employees representing over eight different departments from nursing care to the dietary staff. The coalition has completed a needs assessment, annual health screening, lunch and learn activities, organized walking events, etc. In 2009, the wellness program received the Silver Award for Worksite Wellness from the Wisconsin Governor's Office.

Edgerton Hospital and Health Services would like to take what we have learned in regards to employee wellness, and create awareness within the business community of the importance of worksite wellness. First, we will expand our current coalition to include members of the local business community. A kick-off breakfast will be held to recruit new members. An invitation will be created and sent to all local businesses. The kick-off event will include Suzy Favor-Hamilton (a local former Olympic athlete) as a motivational speaker. The goal of the kick-off event is to have Edgerton employers learn the benefits of having an employee wellness program, and commit to joining our newly expanded coalition. After the coalition has been expanded, a needs assessment tool will be created with the assistance of an employee wellness consultant. The assessment tool will provide the coalition with valuable information in regard to what businesses in the area are currently doing in terms of employee wellness, and what they may be planning to do in the future. The created instrument will first be pilot tested on three local businesses to ensure its validity. After the coalition receives the results of the pilot, the necessary changes will be made to the instrument. Once we have the completed assessment tool, it will then be distributed to all local businesses. The employee wellness consultant will tabulate the results of the returned assessments and create a summary.

After expanding our coalition and conducting a needs assessment of our entire business community, our future objective will be to implement various employee wellness programs in several businesses within the City of Edgerton.

Coalition Information

Currently, the coalition consists of ten Edgerton Hospital employees. The group was formed in 2007 to promote health education among Edgerton Hospital and Edgerton Care Center employees and to address rising health care costs. The coalition's focus over the past two years has been to promote healthy lifestyles and disease prevention. Past activities have included organized walks, multi-week incentive programs, health risk assessments, massages, stress management and financial management classes among others. In February 2009, the employee wellness program at Edgerton Hospital was presented with the Silver Award for Worksite Wellness from the Wisconsin Governor's Council.

As a part of the current coalition, we have several active members representing various departments within our hospital including human resources, benefits, community education, radiology, physician credentialing, laboratory, cardiac rehabilitation, speech pathology and dietary. Angie Sullivan, who is the Community Education Coordinator for Edgerton Hospital, is co-chair along with Amy Stepp, the hospital dietician. Due to our solid foundation, we feel we would be successful in expanding our coalition.

If awarded this grant, the current coalition will expand to include local business representatives including the local Chamber chapter, School District of Edgerton, Sara's Health and Fitness, Peterson Chiropractic, City of Edgerton, IKI, Piggly Wiggly, Rock County Health Department, University of Wisconsin – Extension, among others. Steps have already been taken to gather interest from the business community. Sara Karman, the owner and director of the local fitness club in Edgerton, has agreed to attend coalition meetings and share her expertise of health and fitness with the coalition. (See Appendix C/Memorandums of Understanding) All employers in Edgerton will receive an invite to attend a coalition breakfast kick-off event.

Another addition to the coalition will be Laura Hanson, an employee wellness consultant. Due to the fact that the project coordinator is a part-time employee, assistance will be needed to complete all the required work in a timely manner to ensure the greatest success. The employee wellness consultant will be responsible for attending the large coalition meetings, developing the assessment tool, and for providing the coalition with the results of the needs assessment. Laura has an extensive background in managing successful employee wellness programs and will be a valuable part of the coalition.

Problem/Need Being Addressed

More than 62% of Wisconsin adults are overweight or obese. The annual obesity-related medical cost is estimated to be \$1.5 billion, of which \$626 million are Medicaid and Medicare expenditures. Overweight and obesity also increases the risk of many chronic diseases such as diabetes, heart disease, some cancers, arthritis and others. This epidemic is placing a huge burden upon our healthcare systems and the economy.

Due to the fact that individuals spend a large portion of their day at work, worksites are an important venue to address wellness-related issues. Creating a work environment that supports and encourages good health makes good moral and economic sense. Health promotion impacts the bottom line of any organization in some tangible way. Consistent reinforcement of healthy behaviors or opportunities to create a healthier lifestyle makes a difference. Companies who have established employee wellness programs report improved morale, reduced turnover, increased recruitment interest, reduced absenteeism, containment of health care costs, and other benefits that accrue when employees have and maintain improved health and wellness (*Absolute Advantage*, 2002).

The City of Edgerton is largely dominated by small businesses, which is consistent with the report by the U.S. Small Business Administration which states that 99.7% of all businesses in the U.S. are small businesses. Furthermore, small businesses employ 50% of the entire working population in this country. (*Absolute Advantage*, 2008). Despite the fact that small businesses comprise 99% of all businesses in the U.S., employees in these settings often have access to fewer benefits than do employees who work in larger business settings. Therefore, many of people who work in small business settings do not have legitimate access to healthcare. Thus, given the enormous number of people who work in small businesses and relative lack of access to benefits and healthcare, health promotion programs are gaining momentum.

Illness and injury associated with an unhealthy lifestyle or modifiable risk factors is reported to account for 25% of employee health care expenditure (Anderson, 2000). Medical costs attributed to obesity and being overweight are estimated to be \$395 annually (36%) higher than those for normal weights (Strum, 2002). Obese employees are nearly 75% more likely to experience high rates of absenteeism (seven or more absences during a six-month period) than normal weight individuals (Tucker, 1998). Many of the risk factors for chronic diseases are both preventable and modifiable.

Work Plan

The project goal is to expand our existing employee wellness coalition to involve the Edgerton business community and assess their health needs. To accomplish our proposed goal, two major objectives will be met.

Objective 1: Develop a City of Edgerton Worksite Wellness Coalition

The initial step in completing our goal will be to expand our current Edgerton Hospital employee wellness coalition and develop a worksite wellness coalition consisting of local business representatives. In October 2009, an invitation to attend a coalition kick-off breakfast will be sent to all Edgerton business from large employers to small family owned businesses. The kick-off event, which will take place in December 2009, will include a motivational speaker, Suzy Favor-Hamilton. In addition to educating businesses on the benefits of employee wellness, the kick-off event will be used as a tool to get commitment from local businesses to participate on our coalition. After establishing coalition members, meeting dates and times will be established and communicated to all participants. Coalition meetings will be held quarterly throughout 2009/2010; however work groups consisting of coalition members will be used to assist with programs and projects as they arise. Our hope is to have coalition commitments from the School District of Edgerton, Sara's Health and Fitness, Peterson Chiropractic, Rock County Health Department, IKI, City of Edgerton, and UW-Extension among others.

The project coordinator, Angie Sullivan, will facilitate all aspects of the development and implementation of the coalition and will be assisted by the employee wellness consultant, Laura Hanson. The success of the coalition development will be determined by the number of participants attending the kick-off breakfast and the number of committed employers to participate in the coalition.

Objective 2: Conduct an Employee Wellness Needs Assessment to the Edgerton Business Community

After the coalition has been established, the first project will be to develop a survey instrument to distribute to all the area businesses. The survey will be used to assess what is currently being done in terms of employee wellness in their business, if they feel it's important to them and what services they would provide if they had the knowledge, resources (i.e. money/staff) and tools necessary to develop a sustainable wellness program. Once the tool has been developed it will be piloted to three businesses (February/March 2010). By piloting the tool, the coalition can make the necessary adjustments to assure that our survey is measuring what we intended it to. After completing the pilot project and making changes to our tool, we will then be ready to distribute to the entire business community. The coalition will determine if it will be sent electronically or by the US postal service. Once the surveys have been distributed and returned, the employee wellness consultant will tabulate the results and develop a report summarizing the results. In August 2010, the summary of the needs assessment results will be provided to all participating businesses; the coalition will determine by what means that will take place.

After establishing a coalition and conducting a needs assessment of our local business community, we will be have the data and manpower to move forward into implementing employee wellness programs into businesses that have been identified.

Work-plan Reporting Format

Project Goal:	Expand our existing employee wellness coalition to involve the Edgerton business community and assess their health needs.		
Outcome measure:	Number of participants on the coalition; number of needs assessment returned		
Objective 1:	Develop a City of Edgerton Worksite Wellness Coalition		
Outcome measure:	Established coalition representative of our target audience (local employers)		
Activity	Timeframe	Responsible Person	Measures and Anticipated Outcomes
1.1 Send an invitation to a coalition breakfast kick-off event to all Edgerton employers	October – November 09	Angie Sullivan & Graphic Designer	<ul style="list-style-type: none"> To have a 40% participation rate of invitees
1.2 Conduct breakfast kick-off event	December 09	Angie Sullivan & Employee Wellness Consultant	<ul style="list-style-type: none"> Number of employers attending event Number of employers committing to join newly formed coalition
1.3 Conduct quarterly coalition meetings	December 2009-September 2010	Angie Sullivan & Employee Wellness Consultant	<ul style="list-style-type: none"> Have 100% participation from 80% of members

Conduct employee wellness needs assessment to the Edgerton Business Community			
Summary of needs assessment results			
Objective 2:	Outcome measure:	Activity	Measures and Anticipated Outcomes
		Timeframe	Responsible Person
2.1	Develop & pilot needs assessment instrument	February- March 2010	Angie Sullivan & Employee Wellness Consultant & Coalition
2.2	Distribute survey to the Edgerton business community	April - May 2010	Angie Sullivan & Employee Wellness Consultant
2.3	Analyze survey results	June - August 2010	Angie Sullivan & Employee Wellness Consultant
			<ul style="list-style-type: none"> Completed need assessment instrument Choose 3 local business and administer instrument After piloting the tool, make necessary changes to finalize instrument Assessment will be sent to all local business in Edgerton To have 40% of the total surveys sent returned Summary of survey results provided to all participants

Evaluation Plan

The success of the City of Edgerton Worksite Wellness Coalition will be measured using various indicators described throughout this proposal. The first indicator will be used to measure how well the current coalition has expanded. We will look at the number of people who attended the coalition kick-off event, number of individuals committing to participating on the newly expanded coalition and the number of coalition and work group meetings held throughout the grant funded period. The goal is to have 40% of all Edgerton businesses who were invited attend the kick-off event. Of those attending the coalition kick-off, the goal is to have 40% commit to active participation of the expanded coalition. Active participation will be measured by coalition members attending 80% of scheduled meetings. Therefore, the goal of the coalition development is to expand from the current ten individuals representing one organization and grow to approximately 30 individuals representing 20-30 separate businesses, from the family-owned business to the large business.

Another measure of success will be the creation of a quality needs assessment tool. The needs assessment will be piloted to three Edgerton businesses to be determined at a later date. After those assessments are reviewed by the coalition and the employee wellness consultant, they will make the necessary changes. Our hope is that by piloting the assessment, businesses will have a quality tool which is quick and easy to complete. Success of the needs assessment will be measured by the number of surveys returned. Needs assessments will be sent to approximately 150 businesses, the goal is to have a 40% return rate (60 assessments).

Edgerton Employee Health Initiative Budget

BUDGET CATEGORY	DESCRIPTION	GRANT REQUEST	MATCHING/IN-KIND CONTRIBUTIONS	TOTAL PROJECT EXPENSE
Wages	Health Educator	\$0	10% of Health Educator Wages = \$3556.80	\$3556.80
Fringe Benefits	Health Educator	\$0	10% of Health Educator Wages = \$1484.47	\$1484.47
Travel	Wisconsin Worksite Wellness Conference & mileage for 3 coalition members Mileage for consultant Madison – Edgerton Roundtrip = 60 miles x 6 trips (.55 per/mile)	N/A \$198.00	\$259 Registration Fee .55 x 180 miles = \$99 x 3 employees= \$1074.00	\$1272.00
Equipment	N/A	N/A	N/A	N/A
Supplies	Postage for mailings Paper for print agendas and materials for coalition meetings	N/A	.44 x 600 = \$264.00 10 reams of paper @ \$7.50 per/ream = \$75	\$339.00
Consultants/ Contracts	Speaker fee for kick-off event – (Suzy Favor-Hamilton) Employee wellness consultant to assist with development and analysis of survey tool Invite design by graphic designer Invite printing \$2 x 200	\$1000 40 hours x \$50 = \$2000 \$225 \$400	N/A	\$3625.00
Other Costs	Room rental for breakfast kick-off event (\$50 per/hour) Food for breakfast kick-off event 70 x \$8 per/person = \$560.00 Food for coalition meetings/ 4-6 meetings	\$150 \$560.00 \$450.00	N/A	\$1160.00
TOTAL		\$4983.00	\$6454.27	\$11437.27

Budget Narrative

Wages: The wages represented in the budget have been based on approximate estimates, and represent 10% of a health educator's position for 11 months. This is an in-kind contribution.

Fringe Benefits: The dollars represented in this budget line are based on 10% of a health educator's salary. This information was obtained from the benefits specialist at Edgerton Hospital and is an in-kind contribution.

Travel: Registration fee and mileage for three coalition members to attend the Wisconsin Worksite Wellness Conference are represented in this line item. Approximately 90 miles at .55 cents per/mile will be attributed to the wellness conference. The employee wellness consultant at 60 miles per/trip at .55 cents per/mile x 6 total trips will equal \$198.00. The total cost for those attending the conference will be approximately \$1,074.00.

Equipment: No equipment is needed for this planning grant proposal.

Supplies: This budget line item represents postage for numerous mailings at .44 cent/per item at 600 items for a total of \$264.00 which will be an in-kind contribution. Edgerton Hospital has also agreed to donate the paper needed for the project, which was approximated at 7 reams x \$7.50 for a total cost of \$75.00.

Consultants/Contracts: This line in the budget represents a speaker fee of \$1,000 for a motivational speaker to present at the kick-off breakfast event. The price was provided by Suzy Favor-Hamilton. Also included is \$225 to hire a graphic designer to create an invitation to the kick-off event. A additional \$400.00 has been added for the printing of the invitation. The price is an estimate based upon similar projects that have been completed. An employee wellness consultant fee of \$2000 is also included in this line item. The consultant fee is based upon \$50 per/hour for a total of 40 hours throughout the funding period.

Other Costs: A room rental fee of \$150 at a rental rate of \$50 per/hour has been added to this line item. The cost is based upon rentals for similar events. A cost of \$560 has been added for the cost of food for the breakfast kick-off event; this estimate is based on \$8.00 per/person x 70 attendees. The fee was an estimate from local caterers. An additional cost of \$450.00 was added for food at coalition events held throughout the funding period.

Total Costs: The total requested funding amount is \$4983.00. An additional \$6,545.27 is estimated as an in-kind contribution by Edgerton Hospital and Health Services. The total project expense will be \$11437.27.