

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

GRANT APPLICATION COVER SHEET -- Attachment A

Project Title: Worksite Wellness Initiative for Taylor County Coalition Name: Wellness Coalition of Taylor County
Planning Grant ___ or Implementation Grant X (select one) Amount Requested: \$20,000

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

Legal Name Memorial Health Center Clinics

Address 137 South Gibson Street

Medford, WI 54451

Phone 715-748-8128 FAX 715-748-8792 Attention: Shelley West

2. Administrator, Executive Director, or CEO

Name Angela Hupf

Title VP of Human Resources & Community Relations

Phone 715-748-8166

Email ahupf@aspirus.org

3. Contact Person for Application

Name Shelley West

Title Occupational Health Nurse

Phone 715-748-8128

Email wests@aspirus.org

4. Person authorized to sign the grant contract

Name Angela Hupf

Title VP of Human Resources & Community Relations

5. Federal ID # of applicant organization:

390964813

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:

Patty Krug-Dept of Health-Taylor County; Tom Tessendorf; Patricia Prusinski; Nancy Bellendorf; Shelley West

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.

Signature

Shelley West

Date

7/21/09

Executive Summary

Worksite Wellness Initiative for Taylor County

The worksite has been identified as a key component in improving the culture of health. Workers that are encouraged and supported in their attempts to quit smoking, increase physical activity, and eat healthier diets, have an enhanced chance of incorporating these changes permanently into their lives. The worksite offers the advantage of influencing most of an employee's waking hours. In addition, the peer pressure, supervisory pressure, and the company that "holds the purse strings", can all be great motivators. Workers that implement healthy habits exhibit and promote these behaviors within their family and other relationships.

Our initiative will collect baseline data, plan and pilot a worksite wellness program for some of our area businesses. Companies will be chosen through an application process. The Wellness Coalition of Taylor County (WCTC) will develop a scoring mechanism for the application. The application will determine the level of management support and commitment to a program, along with other key determinants. Factors that will determine our ability to offer to 560 employees or more, will depend on company size, pricing of a Health Risk Assessment (HRA) tool, and any of our participating companies' willingness to financially contribute to the cost. The application, HRA completion, and post-assessment evaluation will be completed by August 2010.

Employers will be provided with a "Worksite Wellness Resource Kit" education seminar in September. We will acknowledge they have less benefit dollars to improve the health of their employees and the value of a wellness program. Specifically: improved productivity; lowering of health insurance costs; less absenteeism; and increased employee satisfaction and loyalty. Most of employers' health care costs are due to the prevalence of chronic conditions, which have a high correlation to lifestyles. By educating employees and offering incentives to make changes, companies can realize significant return on investments.

According to the University of Wisconsin Population Health Institute Wisconsin County Rankings, Taylor County ranks in the lower half of the state for obesity, lack of physical activity and consumption of fruits and vegetables (see attachment). Healthy People Taylor County 2009-2013, a community health improvement plan, addresses the priority related to nutrition, obesity and lack of physical activity with goals involving worksite wellness (see attachment).

This grant will begin the process of building the local infrastructure to implement the Taylor County CHIP program and improve our county ranking. This will be accomplished by utilizing survey tools, educational campaigns and the worksite interventions.

By incorporating multiple aspects of the local community, we are ensuring that the intervention is available to as many people as possible. In addition, WCTC will work to assess community capacity for implementing a program more widespread, by investigating other populations that would benefit from a preventative program such as farms, and self-employed businesses.

WCTC's collaboration with local public health, healthcare institutions, and businesses to address how preventive healthcare can help save businesses money, will improve health outcomes for the population, and build a network among rural communities in Wisconsin. WCTC can become a model for rural health improvement.

Coalition Information

WCTC was formed in July 2008. The coalition began the initiative to assume the responsibility of meeting the objectives of the Taylor County CHIP plan. The Taylor County Health Department, along with community partners, completed Healthy People Taylor County 2009-2013, the community health improvement plan in December 2008. Coalition members are committed to seeking initial funding to begin worksite wellness programs. The coalition has maintained a commitment to developing strategies for future initiatives if a funding opportunity would become available.

WCTC is comprised of businesses, health care providers, and community stakeholders. Memorial Health Center (MHC) is a critical access hospital in Medford, a 100-bed nursing home, a therapy and fitness center, and 4 clinics operating in the community. MHC has a history of a successful wellness program and was recently recognized as one of the Wisconsin Governor's Worksite Wellness Gold Level awardees in November 2008.

The coalition's major strengths and assets are their enthusiasm and readiness to implement the goals and strategies of the Healthy People of Taylor County plan in this area. Two members who were involved in the CHIP development are committee members.

The formation of three subcommittees under the direction of the WCTC includes worksite wellness, nutrition, and physical activity.

Worksite Wellness Subcommittee

Leader is Nancy Bellendorf, OT with Worksafe Therapy and board member of Medford Council of Safety.

Members include: HR and Wellness Director of Medford Cooperative, which includes a hardware store, propane and fuel distributor, a full service grocery store, a convenience store, gas station, and feed mill; clinic nurse and on-site occupational health nurse for MHC; Cardiovascular Community Health Coordinator for Aspirus Heart and Vascular Institute, and member of the Healthy Marathon County Coalition; Corporate Benefits Manager from Weather Shield; Director of Taylor County Health Dept.; AHEC (Area Health Education Center)intern; Safety Director from Phillips Plastics, and board member of the Medford Council of Safety; Occupational Health Nurse.

Nutrition Subcommittee

Leader is Patricia Pruzinski, Volunteer Coordinator and Marketing at Memorial Health Center. Other members: Food Service Manager at MHC; Countryside Publishing and Master Gardener; writer, organic farmer, Master Gardener; local community supported agricultural farm owners; local small business owners organizing efforts for improving access to farmer's markets; RD at MHC; Associate Professor of Family Living, UW-Extension in Taylor County; Occupational Health Nurse.

Physical Activity Subcommittee

Leader is Dr. Tom Tessendorf, local Chiropractor and member of the Medford Area Chamber of Commerce. Other members: 2 PTA at Medford Therapy and Fitness; SW at MHC; Occupational Health RN; Family NP at MHC.

The subcommittees will actively seek additional community members to assist in their identified areas through actively outreaching via media and the Healthy People Taylor County website, face to face recruiting, and their involvement in other community organizations and events.

Many local organizations participate on the WCTC. The following organizations currently have at least one employee serving: The Bone and Joint Clinic of Medford, Taylor County Health Dept.; Taylor County Commission on Aging; 2 area Chiropractors; UW-Extension, Taylor County Office; Medford Area School District; Gilman Area School District; Rib Lake Area School District; Phillips Plastics Corporation; Weather Shield Windows and Doors; Medford Area Chamber of Commerce; Medford Therapy and Fitness; Gilman Volunteer Fire Department; Master Gardeners Club; Cardiovascular Community Health Coordinator for Aspirus Heart and Vascular Institute and Marathon County's Health Initiative; Medford Cooperative; an Area Health Education Center intern with a high level of interest and commitment.

Problem/Need Being Addressed

The most recent report from the Wisconsin County Health Ranking 2008 developed by the University of Wisconsin Population Health Institute reveals Taylor County ranks 61st of 72 counties for healthy behaviors. We rank 66 out of 72 counties in obesity, 49th insufficient fruits and vegetables intake and 41st in physical inactivity.

The Worksite Wellness Coalition recently mailed a worksite wellness survey to 265 businesses in our area utilizing public health funding. This was to gauge their involvement in current worksite wellness programs or their interest to initiate a program. Determining an interest level, will guide the coalition in offering an application process for the free or reduced cost HRAs for their employees. The survey will also provide an avenue for increasing membership in the coalition, resulting in more utilization of the Wisconsin Worksite Wellness Resource kit. It will also provide direction to improve and implement identified evidence-based strategies in our community towards accomplishing our goal of a healthier community and improve our ranking for healthy behaviors in the future.

This grant will assist in the collection of baseline data, plan and pilot a worksite wellness program, to encourage healthy eating, increase activity and physical fitness of workers and their families. By initially offering 6 (total 560 employees) worksites in our area the opportunity to offer HRAs to their employees at low to no cost, we will be able to analyze baseline health information, and identify problem areas/needs for each business. There will be a unique worksite wellness program developed for each business, focusing on the needs identified in the HRA. We will use strategies identified in the Worksite Wellness Resource Kit, which was developed by the State of Wisconsin Dept. of Health Services, Nutrition and Physical Activity Section.

WCTC believes by demonstrating healthier behaviors, this can impact the economy of the region through increased worker productivity, fewer sick days, and reduced insurance premiums. Worksite wellness programs can increase the profitability of businesses, stimulating economic growth through a relatively modest investment.

Work Plan

Activities	Timeline	Responsible	Outcomes
1. Conduct a survey of Taylor County businesses utilizing the Wisconsin Worksite Wellness Survey tool.	August 2009	Ashley Woest, CHIP Intern	Identify needs and areas of interest of businesses that do not have a worksite wellness program. In addition, gather information from those who currently have a program to gauge their need for additional information and interests. COMPLETED

2. Develop, distribute, and promote an application to area businesses for assistance in establishing or enhancing current wellness program.	October 2009	Worksite Wellness Subcommittee	Develop key criteria for assessing interest and other factors in an organization that will support a successful program.
3. Chose 6 businesses to participate in the Worksite Wellness Initiative.	November 2009	Worksite Wellness Subcommittee Shelley West	The coalition would like to have approximately 560 employees participate.
4. Businesses will complete HRA and be screened for fasting glucose and lipid panel.	March 2010	<ul style="list-style-type: none"> • Worksite Wellness Subcommittee • Nutrition Subcommittee • Physical Activity Subcommittee 	Analyze baseline HRAs, identifying problem areas for each business. Promote strategies identified in the Worksite Wellness Resource Kit.
5. Unique Worksite Wellness programs will be developed for each business, focusing on addressing needs identified in the HRA.	June 2010	Worksite Wellness Subcommittee	Written plan from participating businesses outlining their worksite wellness program initiatives.
6. Complete post assessment using the Worksite Wellness Assessment Checklist.	August 2010	Worksite Wellness Subcommittee	To assist in evaluating any health culture changes in the worksite.

Evaluation Plan

1. 25% of businesses will complete and return surveys. As of July 13, 79 of 265 businesses have responded to the survey. This is a 30% return rate.
2. 25% of applications for the Worksite Wellness Initiative will be returned and reviewed.

3. Baseline assessments will be completed on 6 businesses' employees. At least 35% participation rate among employees. Promoting the program internally, and also having WCTC members promoting this program in the community will increase awareness and interest. This should translate into more employees taking advantage of this.
4. By determining where most of the health care needs are, and where the highest interest level is among employees, a custom wellness program will be tailored to improve the health outcomes for the most employees.
5. The coalition will continue to measure outcomes as part of our ongoing efforts through survey tools for the employer and the employees.
6. 80% of the employees from the 6 businesses that completed the worksite wellness initiative, will complete the post assessment evaluation. This tool will measure: readiness to change; and actual behavior changes, along with other measures to be determined.

Budget

Worksite Wellness Initiative for Taylor County

Budget Category	Description	Grant Request	Matching/In-Kind Contributions	Total Project Expense
Wages	Shelley West .10 FTE		\$12,558 (MHC)	\$12,558
Fringe Benefits			\$3,768 (31.5% of wage)	\$3,768
Travel				
Equipment				
Supplies	Paper & color printing of reports		\$560 (MHC)	\$560
Consultant/Contracts	560 HRAs with fasting glucose & lipid panel @ \$34.60 each	\$19,700		\$19,700
Other Costs	Postage & envelopes	\$300	\$500 Taylor County Health Department	\$800
TOTAL		\$20,000	\$17,386	\$37,386

This budget reflects the approximate cost of supplying, administering, compiling data, and delivery of the Health Risk Assessments for 560 employees.

Bios of Key Project Staff

Memorial Health Center has formed a partnership with Aspirus Occupational Health. **Shelley West**, is an Occupational Health Nurse employed by MHC/Aspirus Occupational Health. Shelley is one of the founders and the Chairman of WCTC. For the 6 years she has worked for Aspirus Occupational Health, she has educated area business on wellness topics, helped them to initiate wellness programs, and administered health risk assessments. As a result, most of the county businesses are familiar and have a relationship with her.

Nancy Bellendorf, Worksite Wellness Subcommittee Chairman, is the owner of Work Safe Therapy & Ergonomics, and is an industrial occupational therapist. She enjoys working primarily in industry-“a clinic without walls”. With over 20 years of experience, her efforts are focused on onsite injury prevention and return to work management. Services performed include: job analysis, early intervention, case management, functional testing of workers and new applicants, and other ergonomic services.

Nancy works with many Wisconsin employers, workers, physicians, and insurance companies. She has spoken at local, state, and national therapy, safety and rehab conferences. Numerous presentations have been provided to employees and company management on injury prevention and ergonomic topics.

Patti Prusinski, Nutrition Subcommittee Chairman, is a Marketing & Development Assistant/Volunteer Coordinator for Memorial Health Center, has been a member of the agricultural community for over 30 years; owning and operating an organic dairy farm. She has served on the Wisconsin Milk Marketing Board/Taylor County Dairy Promotional Committee and has been active with several other local organizations. She takes special interest in farmer's markets and the growing and sharing of nutritional products.

Tom Tessendorf, is an area chiropractor for the past 24 years. Dr. Tessendorf is an active member of the Wisconsin Chiropractic Association and the International Chiropractic Association. He is Board Chairman of the Medford Area Chamber of Commerce and Chairman for Physical Activities for the WCTC. He is also a member of the Medford Council of Safety.