

Utah Worksite Wellness Council Annual Conference

“Identifying, Measuring, and Quantifying Your Program's
Main Goals and Objectives”

DEFINING YOUR OBJECTIVE

May 8-9, 2017
Snowbird, Utah

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Identifying, Measuring, and Quantifying Your Program's Main Goals and Objectives

A **goal** is defined as the purpose toward which an endeavor is directed; the result or achievement toward which effort is directed or aimed.

Goals

- General
- Intangible
- Broad
- Abstract
- Strategic



An **objective** has a similar definition but is supposed to be a clear and measurable target; steps towards goal.

Objectives

- Specific
- Measureable
- Narrow
- Concrete
- Tactical

Identifying, Measuring, and Quantifying Your Program's Main Goals and Objectives

- Why the Affordable Care Act (ACA, Obamacare)?

In 2009

- The average family health insurance was \$13,375.
- 2000-2009: 131% increase while inflation rose only 28%.

<http://moneyland.time.com/2009/09/16/health-insurance-premiums-up-131-in-last-ten-years/#ixzz26AWZBhq9>

<http://money.cnn.com/2016/09/16/news/economy/health-care-costs-rise-most-in-32years/>



Identifying, Measuring, and Quantifying Your Program's Main Goals and Objectives

- Estimated to increase another 166% by 2020
- CNN reported in September 2016: health insurance rose the highest since 1984 and is now \$18,142 for family health insurance.

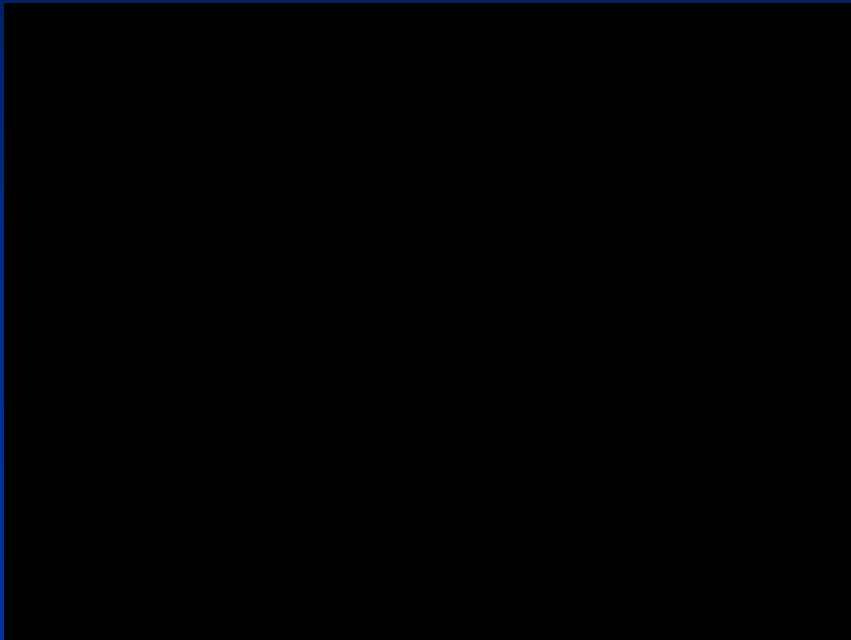
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<http://money.cnn.com/2016/09/16/news/economy/health-care-costs-rise-most-in-32years/>



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Video “the prayer”



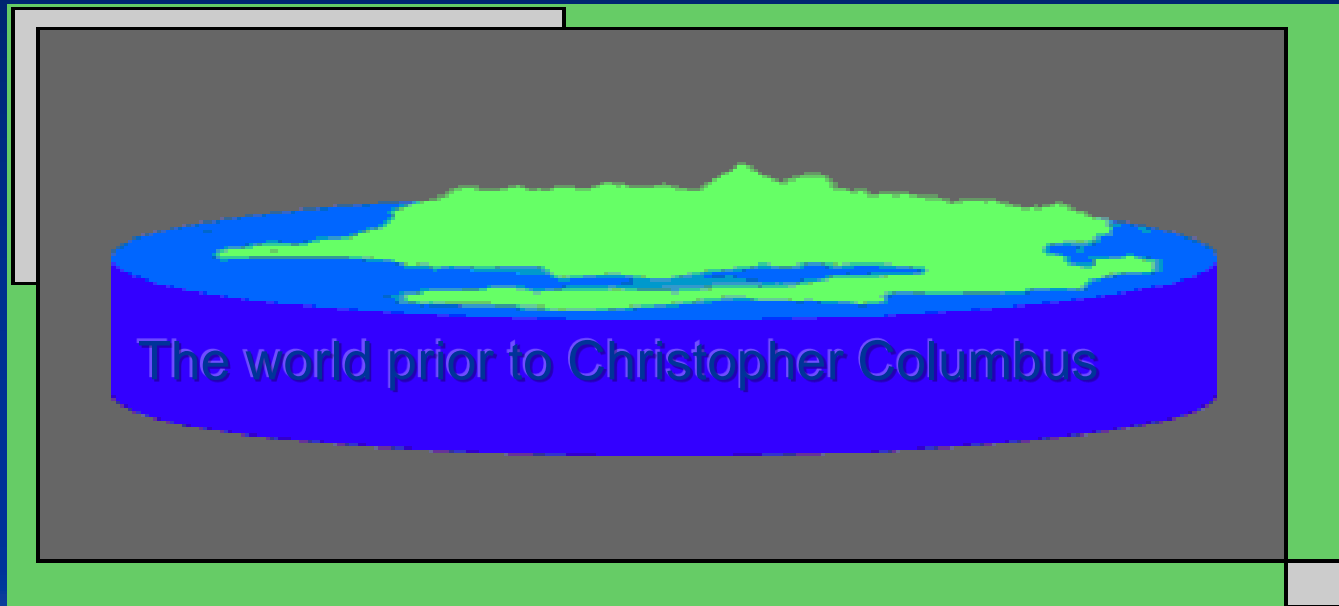
- How to show success when healthcare inflation just keeps going up at astronomical rates?



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“If we all worked on the assumption that what is accepted as true is really true, there would be little hope of advance.”

– Orville Wright



The Discovery Channel reported that the Columbus' crew members were more afraid of sea monsters than falling off the edge of the earth. (Discovery Channel 9/05)

Identifying, Measuring, and Quantifying Your Program's Main Goals and Objectives

- Need to be able to understand your population and get to know them.

Video

“He’s Not 18
ANYMORE!”



Identifying, Measuring, and Quantifying Your Program's Main Goals and Objectives

Defining Your Objective with Tracking:

- Dee Eddington: How do you know where you are going if you don't know where you have been?



- 1, 2, 3, or more activities per year
- 3-year history

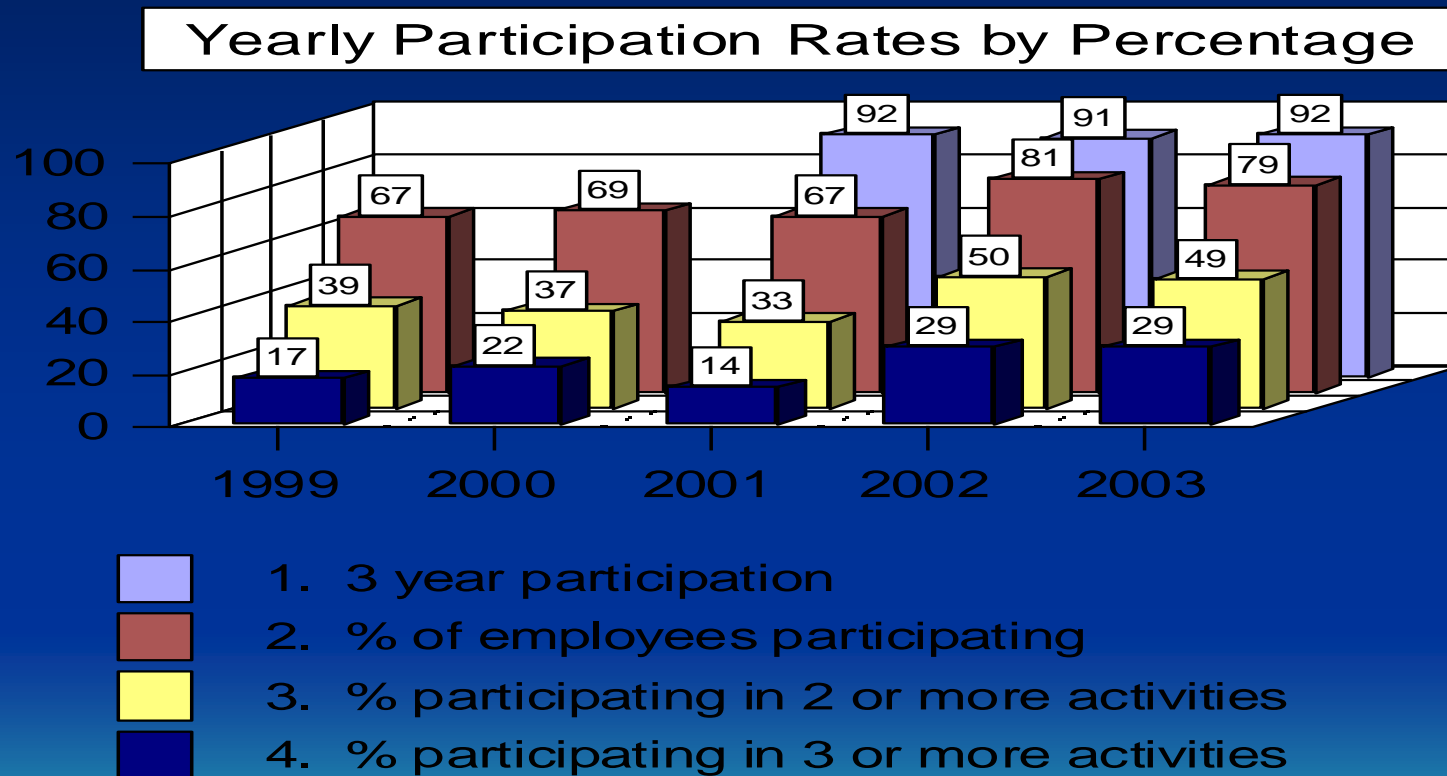
"The Case for Low-Risk Maintenance" by HMRC Director Dee W. Edington and Senior Research Analyst Shirley Musich appeared in the April 2003 issue of *Absolute Advantage*, published by Wellness Councils of America.

1999	Cholesterol Test	Activity Pyramid	Fitness Profile	Flu Shot	Fitness Test	Skin Cancer Screening	Target 0	Total
^4G4J0± 0↓22↓02	1			1		1		3
^40±G± 0±▽0	1			1				2
^±500±5G± 400▲								0
00G5G± 0↓0↑0Δ0								0
00G± 0↓200								0
00GJ0± 00Δ0022	1	1	1			1		4
000JG± 002020	1	1	1			1		4
000JG± 0±00Δ◀			1			1		2
00^0G^00± 02±▲0					1	1		2
00^02G± 0±0020								0
000±40^± 4200	1		1			1		3
000G± 0±00Δ◀ 0±±±←0								0
00±± 0000		1	1					2
00000±± 0±▽00								0
00^±±G0^5G± 00±◀◀								0
00±±±± 0±00Δ◀				1				1
000G0± 0Δ↓0								0
002G0± 0Δ0↓→	1	1	1	1	1		1	6
TOTAL FOR TECHNICAL SERVICES	32	20	28	38	7	35	10	170
TOTAL EMPLOYEE PARTICIPANTS	113	70	103	160	29	130	31	636
SPOUSES	29	23	2	1	8		2	
RETIRED EMPLOYEES	10	3	13	3		1	3	
LADWP EMPLOYEES						1		
TOTAL NUMBER OF PARTICIPANTS	152	96	118	164	37	132	36	

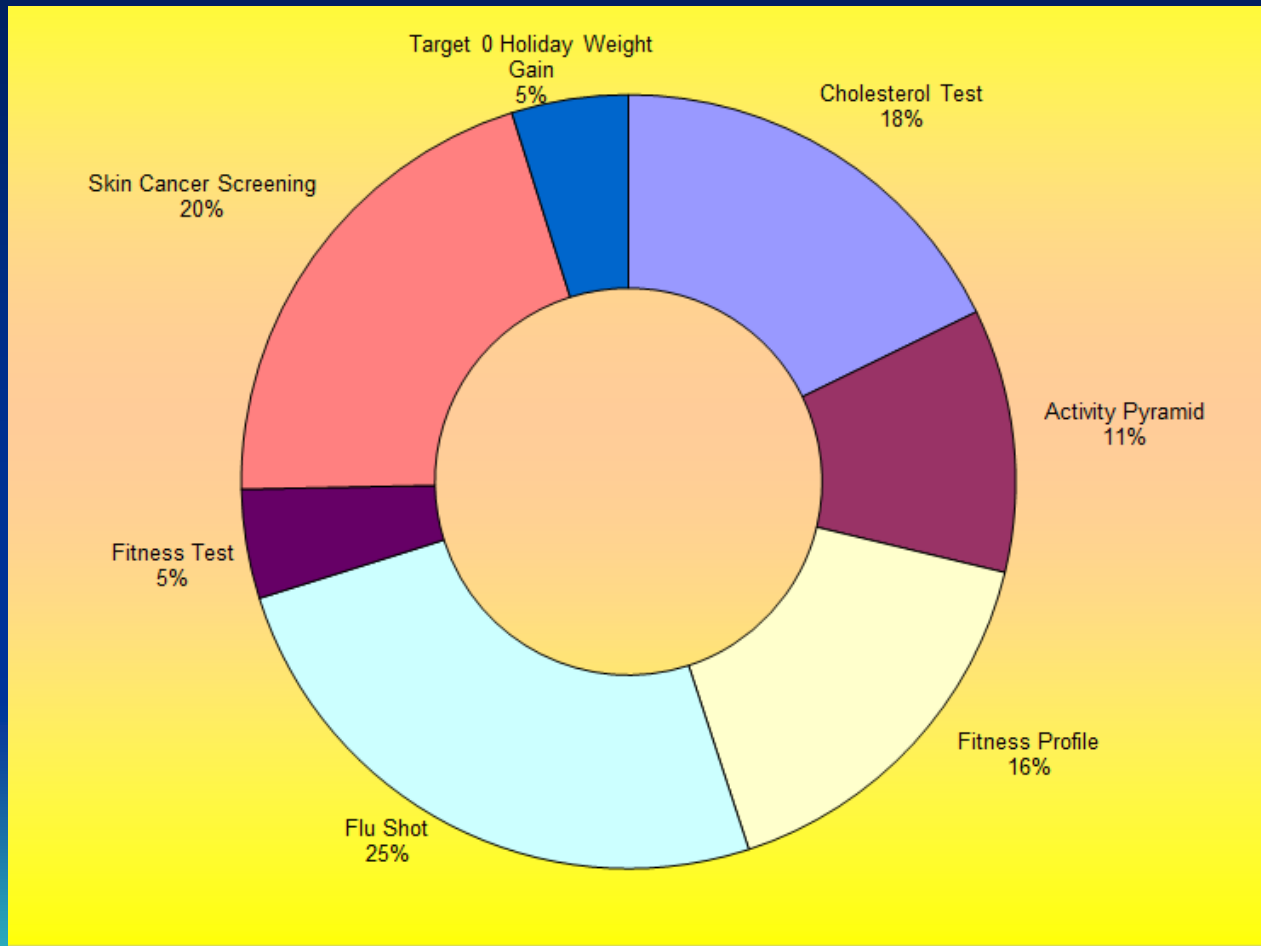
IPSC in 1999:
only 7 initiatives
held during the
year.

Identifying, Measuring, and Quantifying Your Program's Main Goals and Objectives

Things are not always as we assume



Identifying, Measuring, and Quantifying Your Program's Main Goals and Objectives



Identifying, Measuring, and Quantifying Your Program's Main Goals and Objectives

- Lessons Learned from Tracking by Name:

Spreadsheet helps us know:

- Who participates and who doesn't
- Not everyone participates in all programs
- There seems to be a pick and choose attitude or criteria exclusion and inclusion. Why?

Pie Chart:

- The more options offered, the more people will participate at some point
- Help widen our objectives



Identifying, Measuring, and Quantifying Your Program's Main Goals and Objectives

Program Design and Defining Your Objectives

Participant
failure
is
my
fault!



Identifying, Measuring, and Quantifying Your Program's Main Goals and Objectives

Trends and Patterns

- Which program had highest and lowest participation (year to year)?
- What is commonality (easier, less tracking, stringent objectives, self-control, spouses)?
- What was the incentive?
- Did the program promote failure?

2009	Family Health Series	Kick Start	Health & Fitness Day	Fun Walk	Closest to the Pin	Shoe and Foot Class	Enduring Fitness (Exercise)	Enduring Fitness (Nutrition)	Prostate Health Class	Vision Health	Grief and Loss Class	Health Maintenance Class	PSA	Blood Pressure	Glucose	Cholesterol	Pre-Hunt Condition	Reach Your Fitness Peak	Target 0	Green Card	Beat the Blues	Total	Spouse	Spouse's Name
2009	1								1				1	1	1	1		1				7	1	Linda
2009			1						1				1	1	1	1						5		
2009				1	1	1			1	1	1							1				7	1	Amy
2009																						0		
2009																		1	1			2	1	Shai
2009																						4		Lesa
2009																						1		
2009	1					1			1		1	1	1	1	1	1			1			10		Margaret
2009																						2	1	Savannah
2009																		1				0		Donna
2009																						5		
2009			1											1	1	1	1			1		2		Kathy
2009																						4	1	Anita
2009														1	1	1	1					1		
2009																						0		
2009																						1		Pat
2009																						2		Debbie
2009			1	1	1				1		1									1		6	1	Rachel
2009														1	1	1	1					4		
2009														1	1	1	1			1		6		Debbie
2009			1	1	1	1								1	1	1	1			1	1	12	1	Cally
2009						1	1							1	1	1	1					6	1	Jenny
2009			1	1	1	1			1					1	1	1	1			1	1	4	1	Janet
2009		1	1	1										1	1	1	1			1	1	10	1	Linda
2009		1	1	1			1	1						1	1	1	1			1	1	10	1	Ron
2009																						0		Barbara
2009																						1		
2009			1											1	1	1	1			1		6	1	Penny
2009														1	1	1	1					4		Susan
2009														1	1	1	1					7		
2009		1	1	1										1	1	1	1					4	1	Jill
2009																						1		
2009																						4	1	Tamara
2009																						0		Danna
2009			1			1			1										1	1		4	1	JoAnne
2009																						3		Marcie
2009			1																			1		
2009				1					1		1								1	1		5	1	Kim
2009			1	1					1		1			1	1	1	1			1	1	9		
2009	1					1	1	1	1	1				1	1	1	1		1	1		13	1	Ilita
2009																						1		Jeanette
2009						1			1					1	1	1	1					6		Candi
2009														1	1	1	1					7		Darlene
2009			1	1										1	1	1	1			1	1	8	1	Lori
2009									1		1	1								1		4		Sheri
2009																						0		Tanya
2009																								
2009	2	11	43	41	14	21	11	10	40	15	48	17	62	62	61	62	12	5	35	67	9	643	42	

Identifying, Measuring, and Quantifying Your Program's Main Goals and Objectives

LESSONS LEARNED

- Females don't participate in programs requiring weight reporting
- Start dates discourage those contemplating change
- Deadlines lead to lower self-esteem and stimulate giving up
- Meeting a daily goal makes people lose faith in themselves
- Complicated tracking looks too hard
- Fit people don't always want to keep track of what they are already doing
- Competitive people want to compete
- Competitions can lead to injury, but doesn't have to



Take Home: To define better and more specific objectives, we need to analyze how a program excluded individuals or caused them to fail.

Identifying, Measuring, and Quantifying Your Program's Main Goals and Objectives

Redefining Participation Objectives

- Remove built-in failure
- No start dates or end dates
- No Holiday Weight Gain Privacy and Repentance
- **NO minimum per day criteria**
 - Days to eat so many servings
 - How long to complete 1000 minutes
- My ideas are not their goals; let them set the objective (stress survey, nutrition habit, etc.)
- Pick your level of participation (readiness to change)
- Un-complicate the record keeping for them; reward if already doing
- Weight loss: 7 pounds vs 14 pounds
- Make them feel successful!



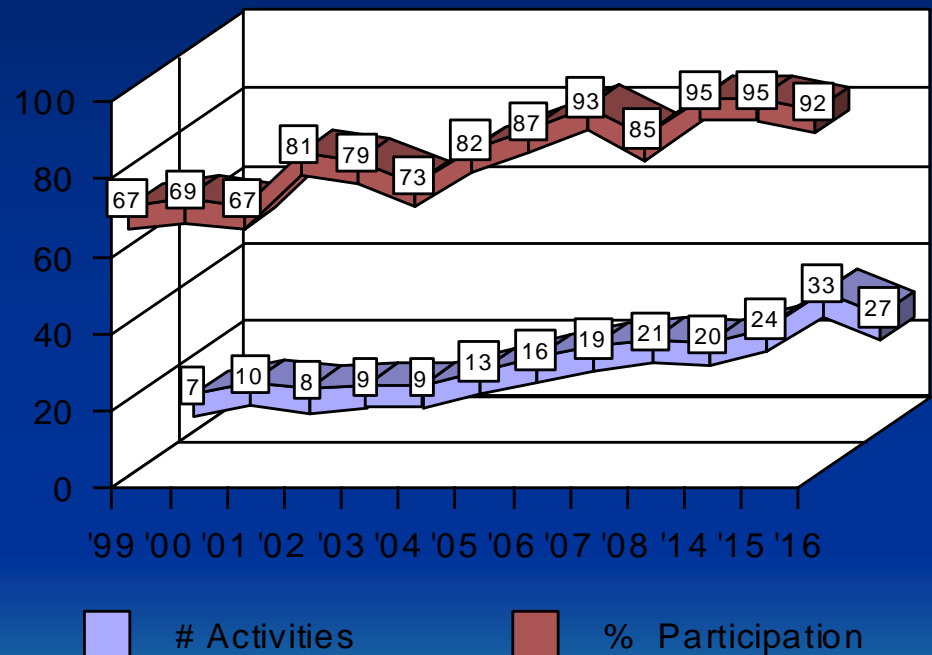
Message: "Everything you do for health is healthful."

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Tracking participation will help you re-**Define your Objectives**.

1. Redesign specific programs and incentives
2. Offer more programs

Activities & Participation



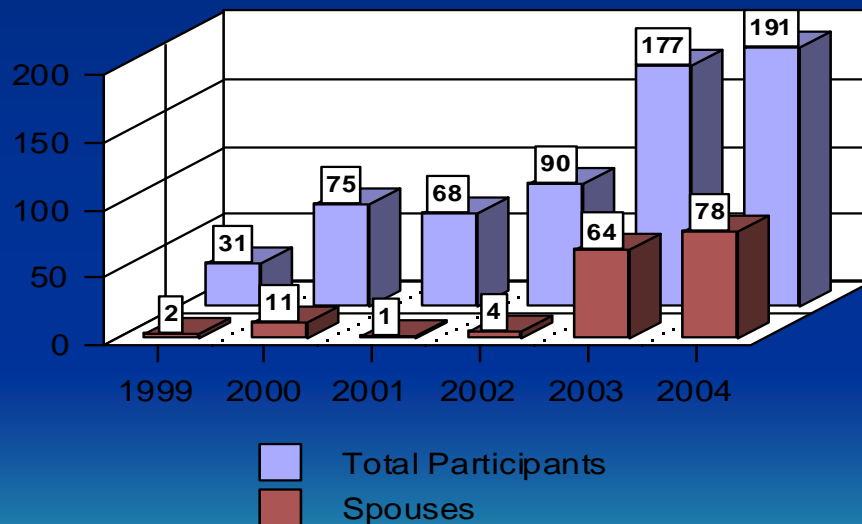
*2002: started offering gift cards

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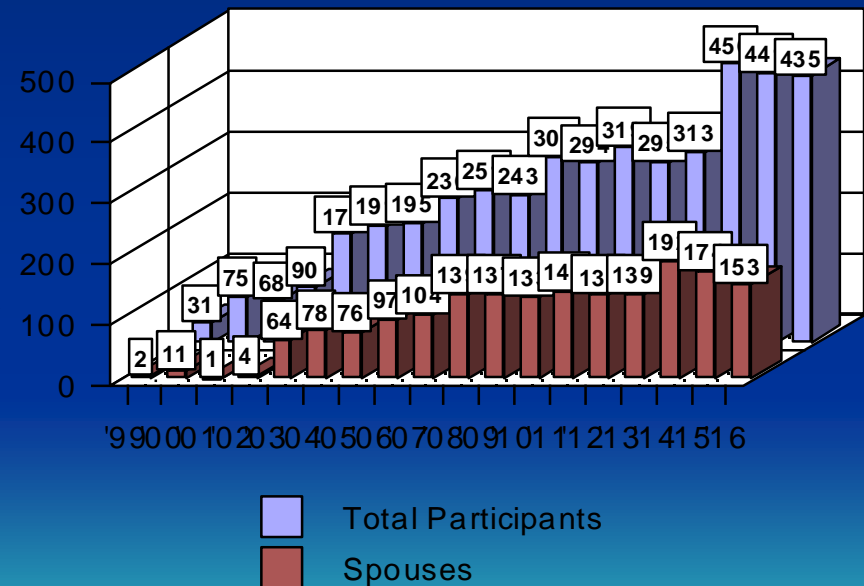
Define Your Objective – Spikes are the result of evaluation and adjusting objectives (privacy, spouses, Plus program).

- **Take home:** Program design can increase or decrease participation. You control that.

Participation Rate



Participation Rate



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Document/Reporting

How many of us feel like those sitting in the front?

VS

How many of us feel like those sitting in the back and *thrive* on it!

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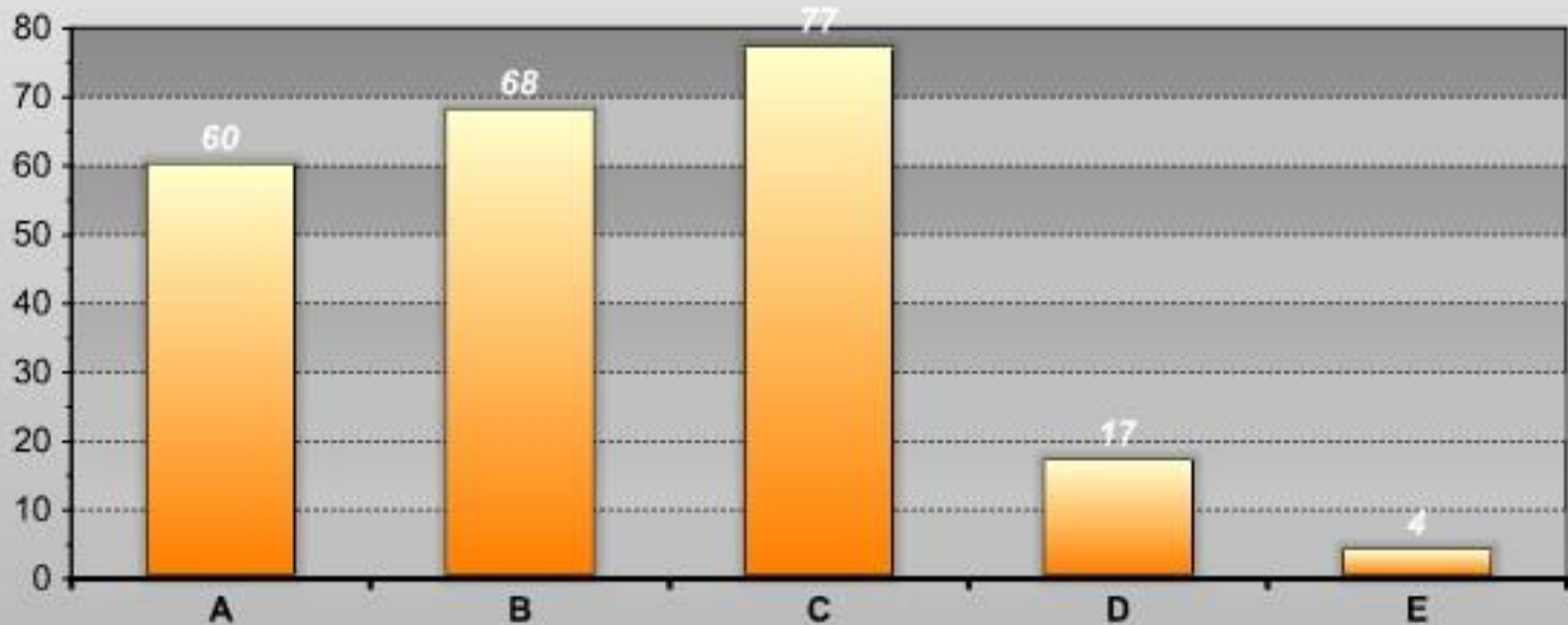


- You don't have to have a PHD
- **Thinking outside of the box:** Are we so busy chasing around the box that we have forgotten about the box?
- It's ok to go back to the box.
- Simple is ok and a great start.
- Quantifying is how we can evolve.

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Question 9

Which equipment do you use when you exercise in the Staywell center? select all that apply



Free weights

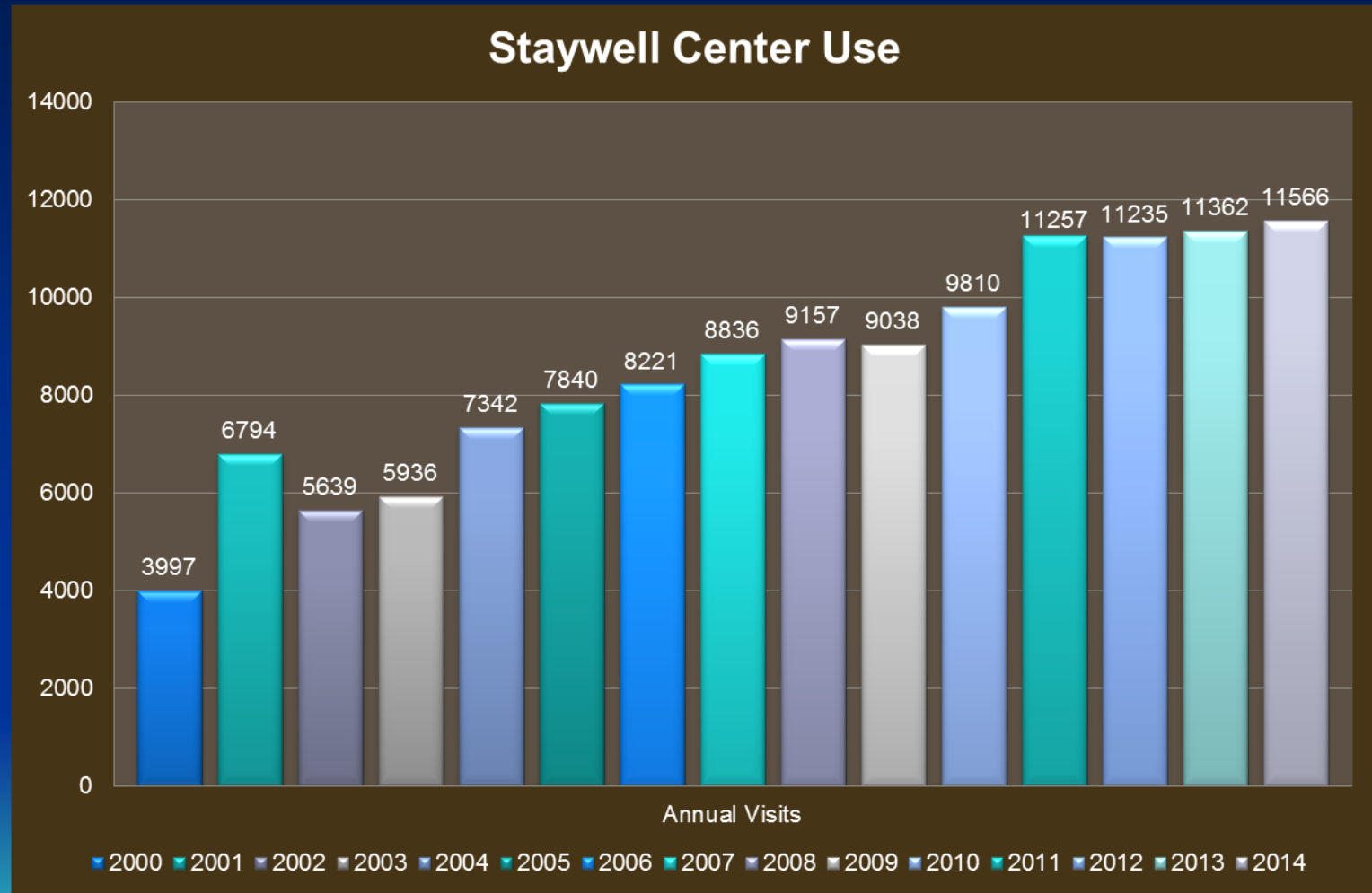
weight machines

cardio machines

aerobic/stretch room

other

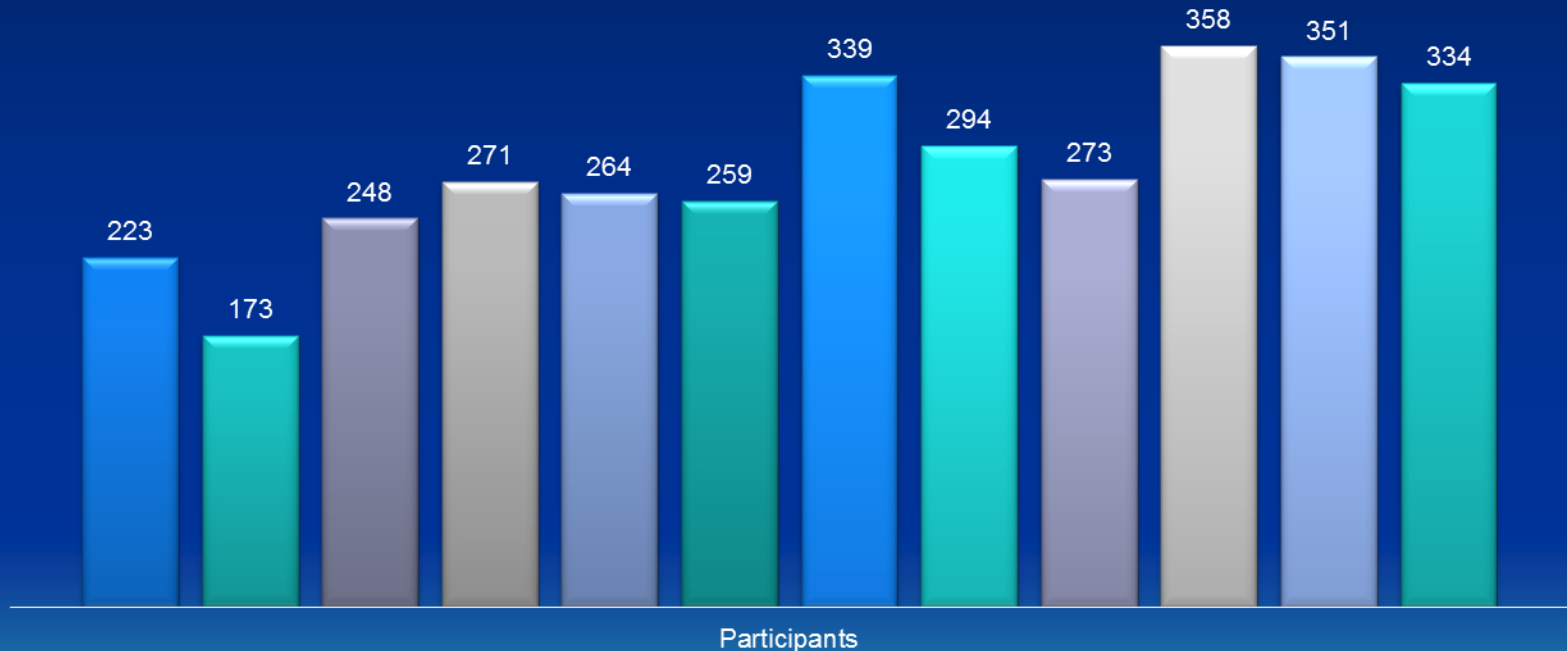
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Identifying, Measuring, and Quantifying Your Program's Main Goals and Objectives

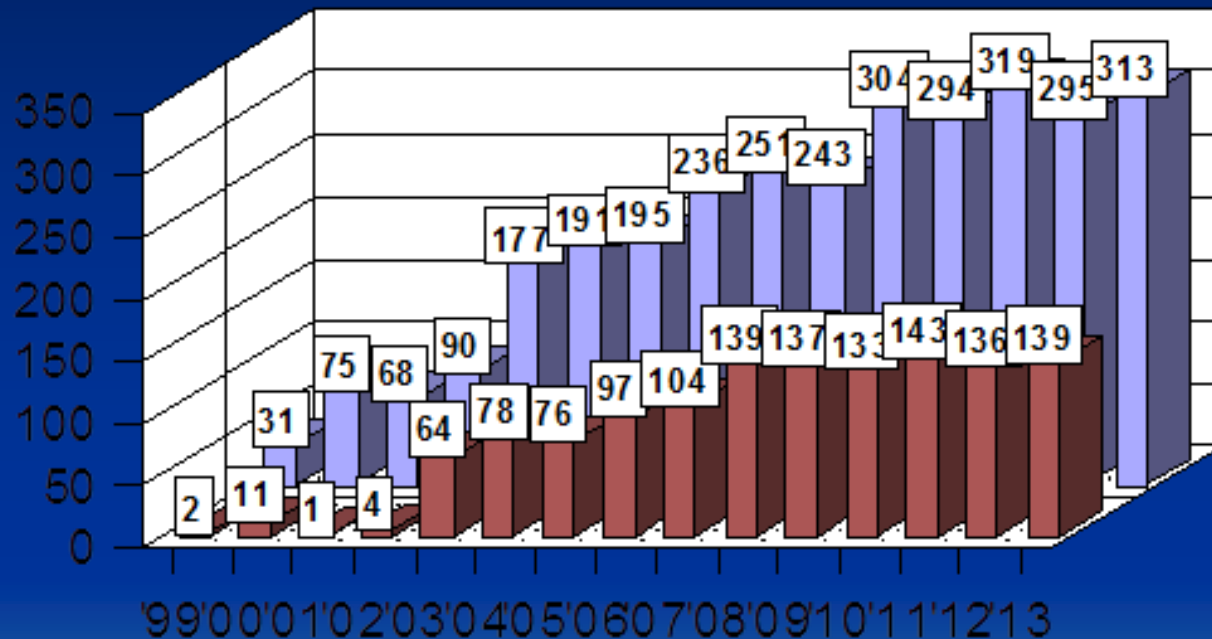
IPSC Health Fair

2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016



Identifying, Measuring, and Quantifying Your Program's Main Goals and Objectives

No Holiday Weight Gain Participation Rate



Legend:
Total Participants
Spouses

Identifying, Measuring, and Quantifying Your Program's Main Goals and Objectives

Take Home

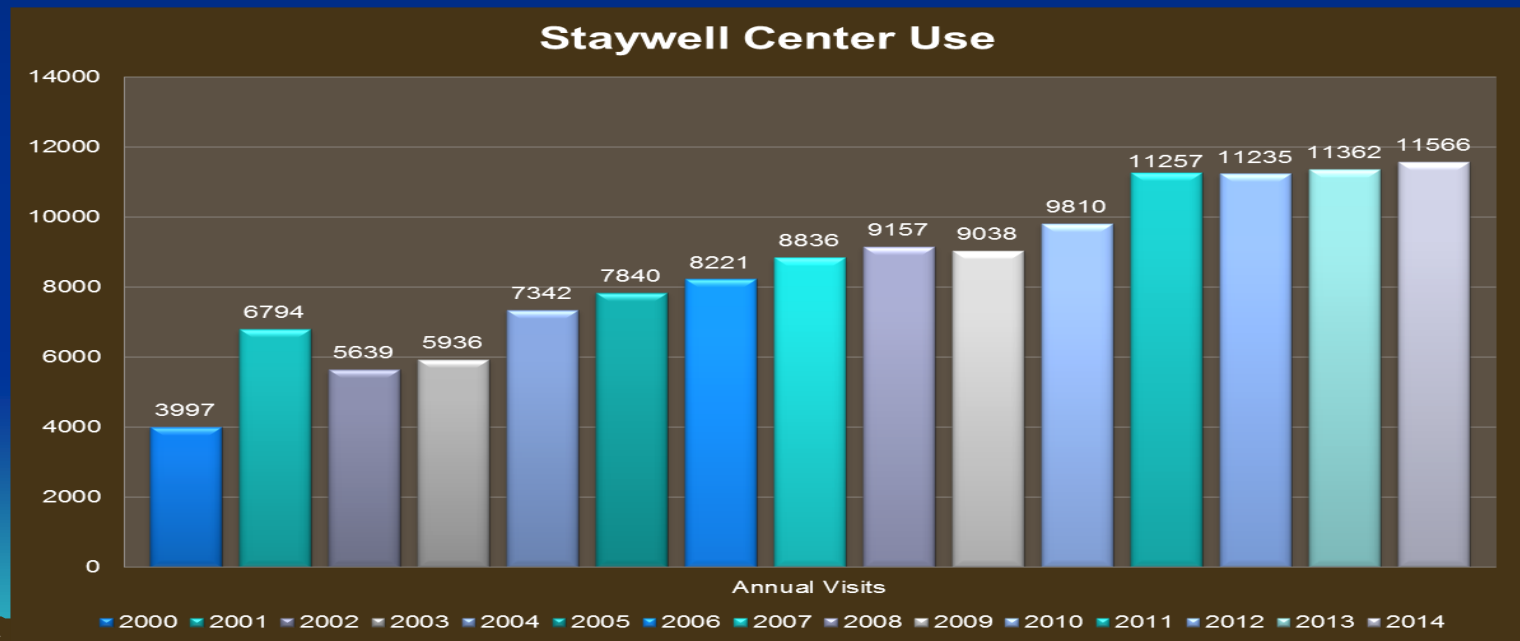
- Documenting your program does not have to be complicated or overly time-consuming.
- Simple charts and graphs can provide important information.
- Chart it, graph it, document it.
- Be prepared!



Identifying, Measuring, and Quantifying Your Program's Main Goals and Objectives

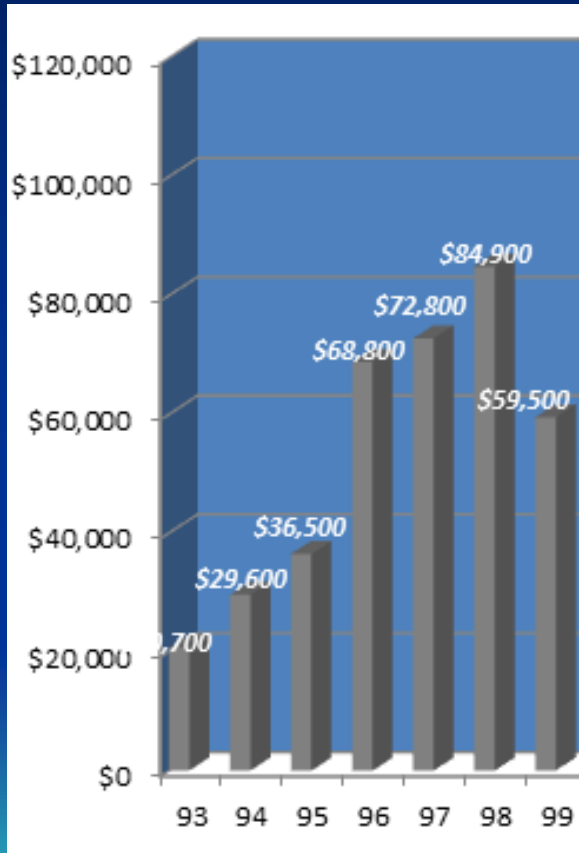
Management Support

- ✓ First Capital Equipment Request vs 1997 Governor's Council on Health and Fitness Silver Award
- ✓ In 2002, started adding graphs and charts to Board Report. Now “What do you need?” “Do you have enough?”

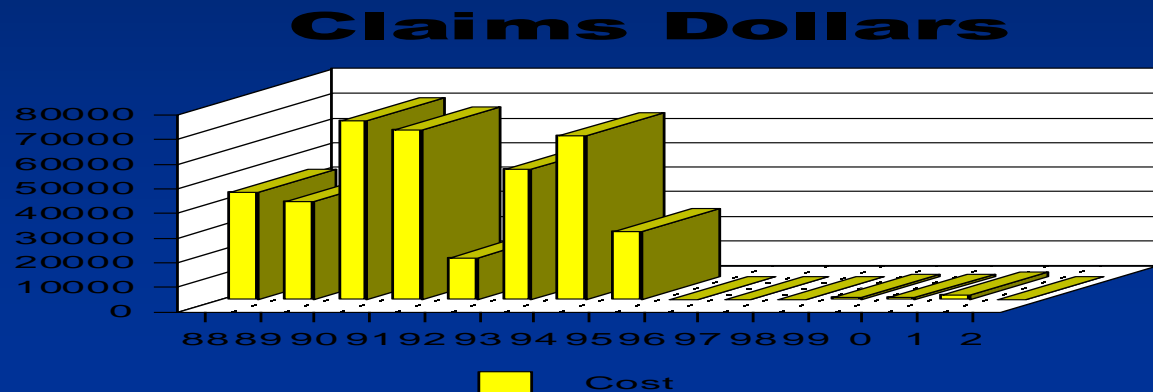


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Rehab: why be prepared?



Work-Related Lower Back Injuries

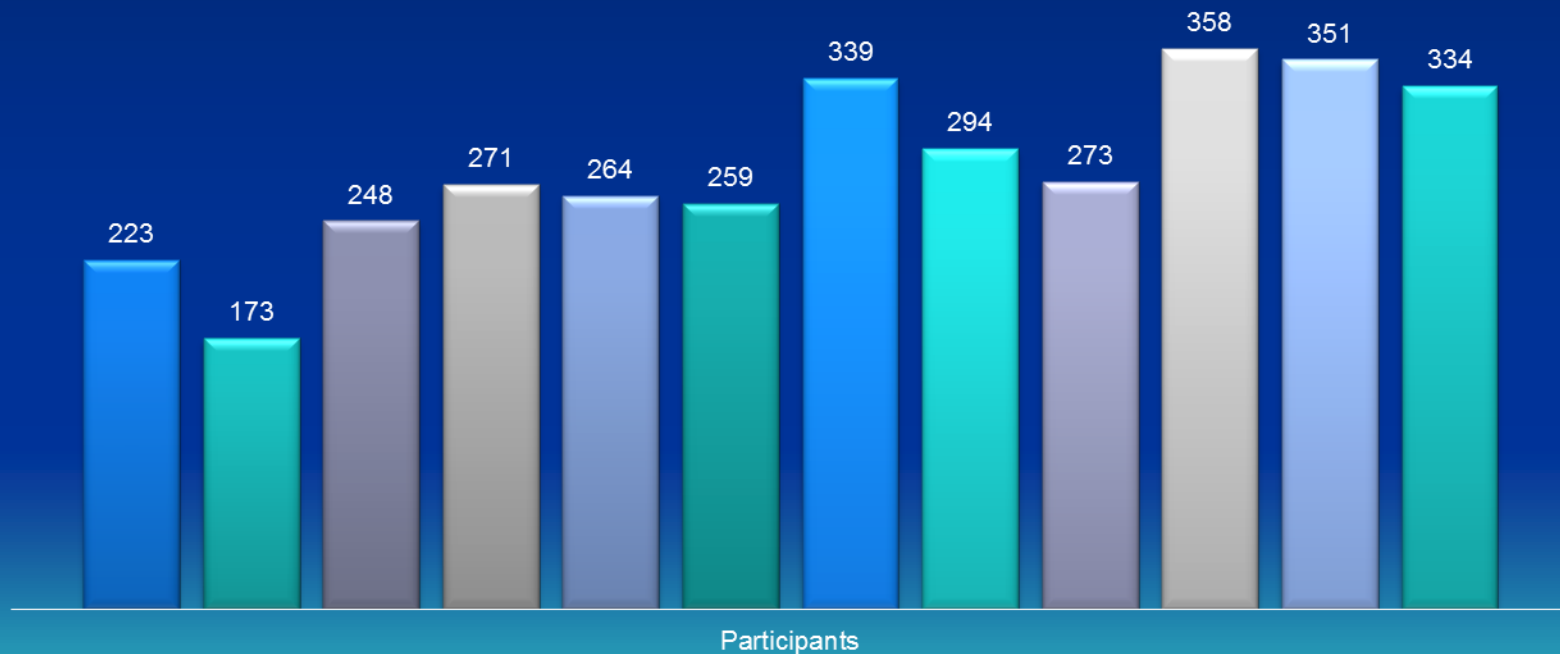


Identifying, Measuring, and Quantifying Your Program's Main Goals and Objectives

Why be prepared?

IPSC Health Fair

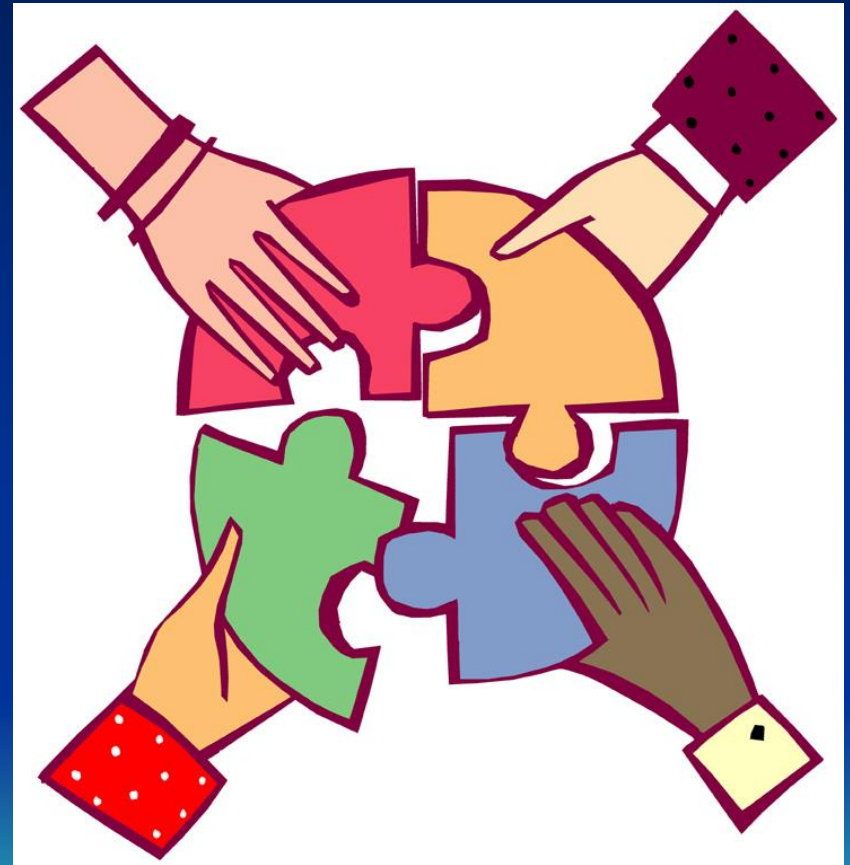
2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016



Identifying, Measuring, and Quantifying Your Program's Main Goals and Objectives

Take Home:

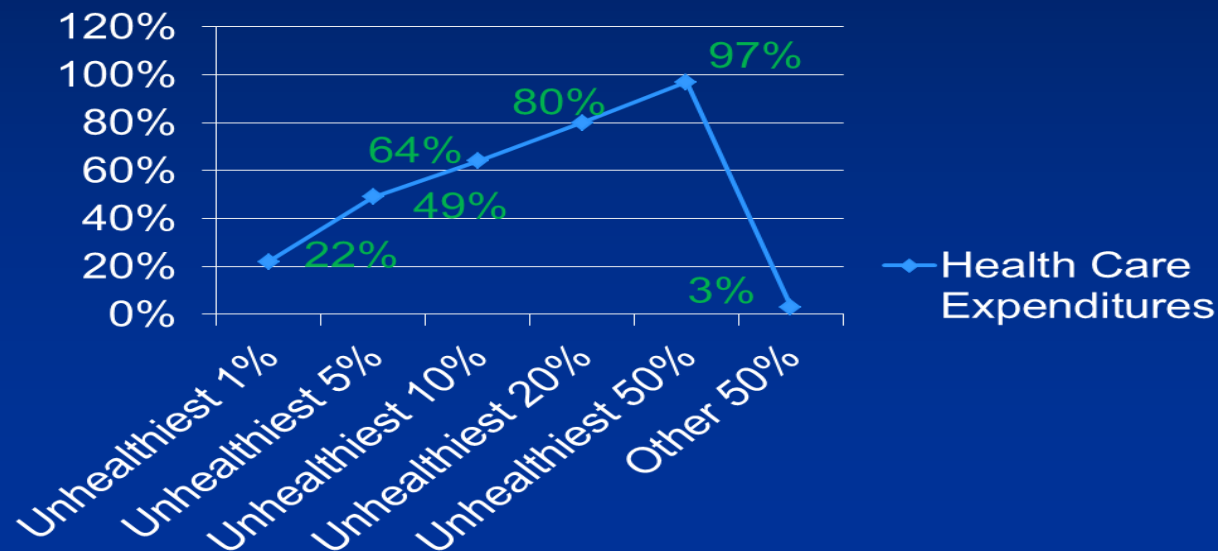
- To win management's support, you need to keep them informed of successes and failures.
- How much do we want them to begin thinking for themselves (positively/negatively)? If you don't keep them educated, it could lead to problems.
- **Be proactive.**
- Be prepared when questions do arise and find good answers.



Identifying, Measuring, and Quantifying Your Program's Main Goals and Objectives

All populations need help: Are we keeping healthy individuals from progressing up the evolutionary chain to poor health, as well as helping the unhealthiest 20%?

Health Care Expenditures



Source: Conwell LJ, Cohen JW., Characteristics of people with high medical expenses in the U.S. civilian noninstitutionalized population, 2002. *Statistical Brief #73*. March 2005. Agency for Healthcare Research and Quality, Rockville, MD. Web site: http://meps.ahrq.gov/mepsweb/data_files/publications/st73/stat73.pdf. Accessed April 7, 2006.

Identifying, Measuring, and Quantifying Your Program's Main Goals and Objectives

- Defining our Objective
- Who are we going after?
 - IPSC HRA uses 3 Health Classifications
 - Ideal
 - Borderline
 - High Risk
 - But we also have
 - Worried well
 - High morbidity
 - Stages in between



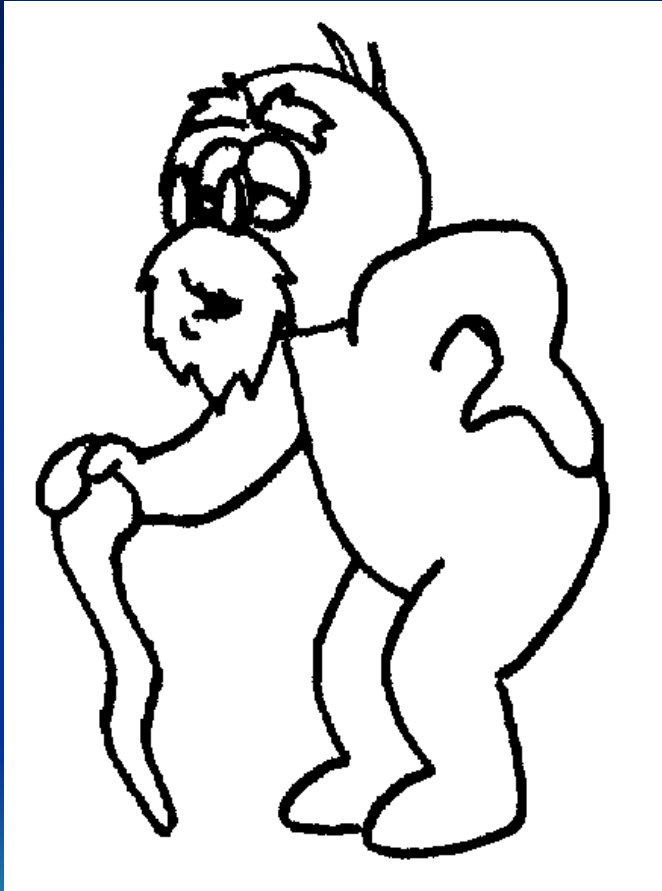
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- Who am I targeting?
- Why?
- How do I involve them?
- Am I helping the healthy or borderline from progressing to risk?
- How do I involve everyone and high risk?

Back to our chart example. . .

- ✓ Had a low participation group, but high injury group each year after the hunts
- ✓ Mechanics: physical, hard labor every day
- ✓ Don't want to workout on breaks
- ✓ Want to rest and replenish
- ✓ What interests do they have in common?
- ✓ New Objective: Pre-Hunt Conditioning Program with giveaways

Identifying, Measuring, and Quantifying Your Program's Main Goals and Objectives



In 2013, if they all stayed working 5 years, IPSC would have had 186 employees >60 years of age by 2018 (40%) .

How can we use this to better
Define our Objectives?

Identifying, Measuring, and Quantifying Your Program's Main Goals and Objectives

Health, Safety, and Rehab Committee asked the question: what issues are those aging populations facing?

- Aging parents/death of parents
- Retirement
- Health issues (hearing)

How could we help?

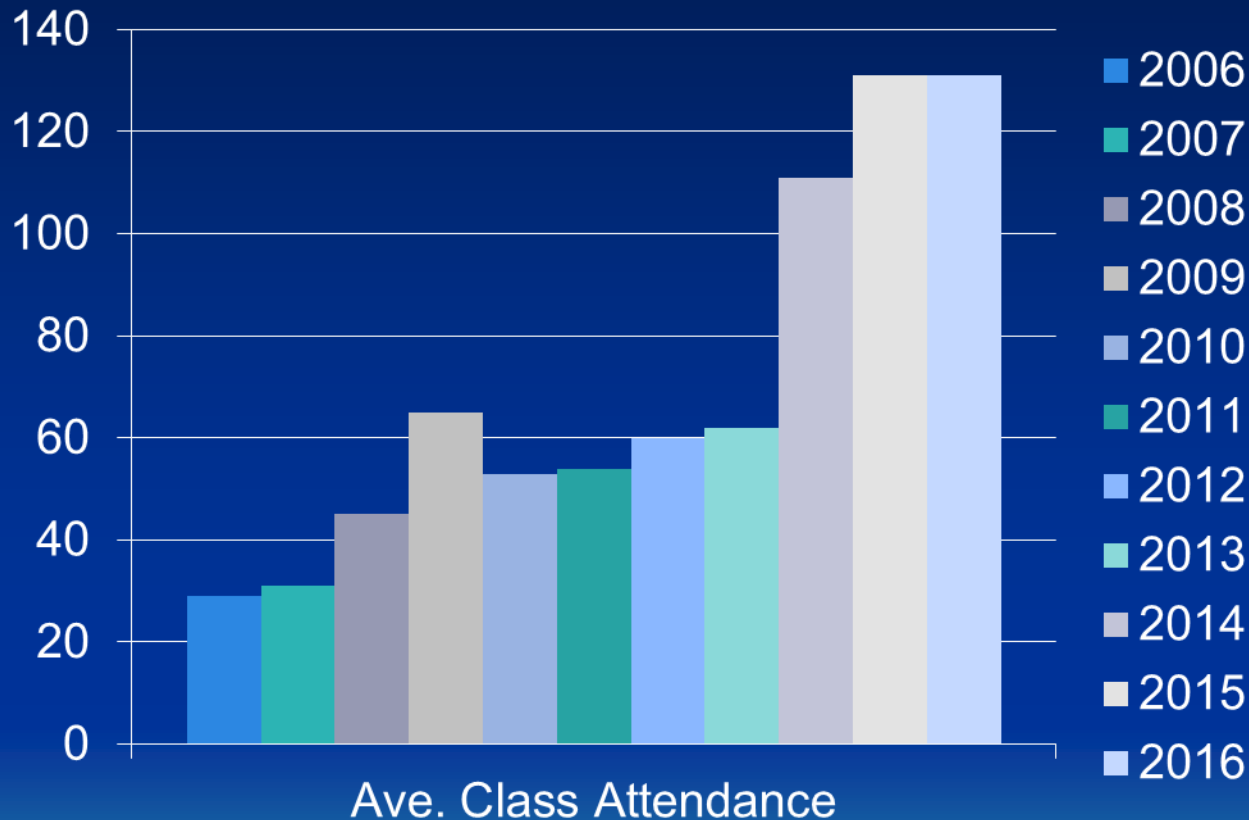
- Internment planning
- Hearing aids
- Cyber bullying

How do we get them to come?

- Incentives/Health Fair/Drawings
- Video for those who cannot attend or shift workers



Identifying, Measuring, and Quantifying Your Program's Main Goals and Objectives



Tracking participation helped us to re-Define our Objectives

Identifying, Measuring, and Quantifying Your Program's Main Goals and Objectives

Define Your Objectives

- Do your initiatives promote success?
- Do your initiatives carry over from event to event, quarter to quarter, and year to year?
- Do they help individuals sustain progress?
- Do they help individuals be successful or do they instill fear and guilt?



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Take Home Ideas to promote/interact/maintain success:

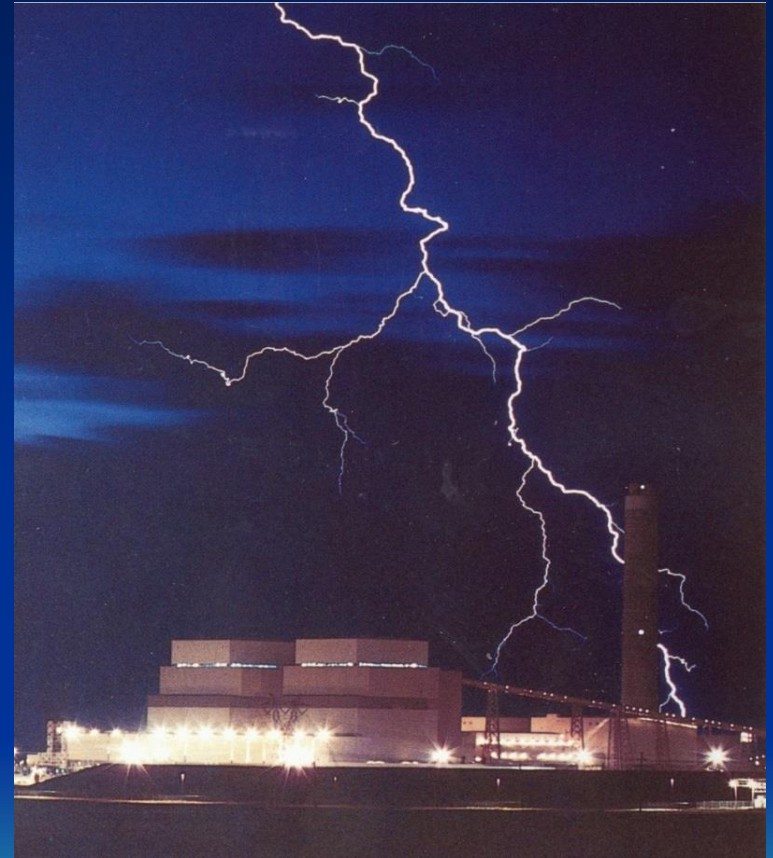
- Set your own health goal: Cut the Junk, Real Age Calculator, reward the already fit.
- Olympicfest Program (3 levels: bronze, silver, gold)
- No Holiday Weight Gain, Repentance to New Year's Resolution of Weight Loss to maintenance (but can start fresh and join anytime)
- Health Fair screenings followed by Health Screening Improvement Initiative with follow-up testing offered to participants. Maintenance till next Health Fair.



Identifying, Measuring, and Quantifying Your Program's Main Goals and Objectives

Take Home Ideas (continued):

- Outages – Outage preparation, Outage Stretching and Hydration, Outage Recovery, Health and Fitness Day, Summer Initiative Kick-Off, followed by Health Fair, followed by Health Improvement Program
- **Pre-Hunt and Reach Your Fitness Peak now connected to Health Fair**
- New quarterly safety incentive - can count attendance at a lunchtime wellness class, participation in wellness initiative, reading health letter as option for safety program throughout the year



Identifying, Measuring, and Quantifying Your Program's Main Goals and Objectives

Using Simple Outcome Reporting as an Objective

- Self-administered fitness test (pre-, post-, healthy)
- Pre- and post- pushups, sit-ups, pull-ups, dips, etc.
- Fatigue survey; Sleep survey
- Participation survey; Needs survey
- Nutrition survey; Stress survey
- Subjective report of success survey
- HRA
- Real Age Calculator
- Biometric measures (percent fat, glucose, BP, etc.)



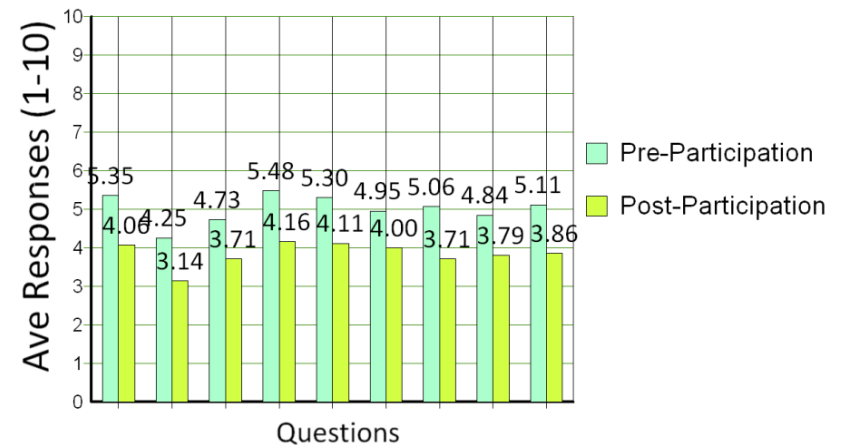
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Pre-participation Survey (Respond based on an average day or most days.)	
1) To what degree are you now feeling fatigue?	None 1 2 3 4 5 6 7 8 9 10 Extremely
1) Do you have fatigue that is interfering with work or activities you enjoy?	None 1 2 3 4 5 6 7 8 9 10 Excessive
1) To what degree are you now feeling ...	Awake 1 2 3 4 5 6 7 8 9 10 Sleepy
1) To what degree are you now feeling ...	Very Refreshed 1 2 3 4 5 6 7 8 9 10 Tired
1) To what degree are you now feeling ...	Energetic 1 2 3 4 5 6 7 8 9 10 Unenergetic
1) To what degree are you now feeling ...	Patient 1 2 3 4 5 6 7 8 9 10 Impatient
1) To what degree are you now feeling ...	Relaxed 1 2 3 4 5 6 7 8 9 10 Tense
1) To what degree are you now feeling ...	Able to Concentrate 1 2 3 4 5 6 7 8 9 10 Unable to Concentrate
1) To what degree are you now feeling ...	Able to Remember 1 2 3 4 5 6 7 8 9 10 Unable to Remember

Total Score: _____

Beat the Blues

Average Response Scores



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TARGET '0' NO HOLIDAY WEIGHT GAIN Sign-Up Form

Name: _____ Employee or Spouse (please circle)

Pre-holiday weight: _____ or _____ I prefer to keep Private / Post-holiday Result:

Please check one
____ Lost ____ lbs
____ Stayed the same
____ Gained ____ lbs
____ Gained Private

REMINDER: To be eligible for movie passes or other incentives, preholiday form must be submitted to Brian Coles or Ginger Whatcott by November 23, 2016. If we are gone, place form in sealed envelope and slide under door.

***Note:** if you registered your spouse, you need to report those results before receiving your tickets in January.

****If** you drop off your registration after hours, please indicate where you live so I know which movie tickets to send you.

Delta Area _____. If you live outside of Delta area indicate Nephi _____, Payson, _____, or Utah County _____.

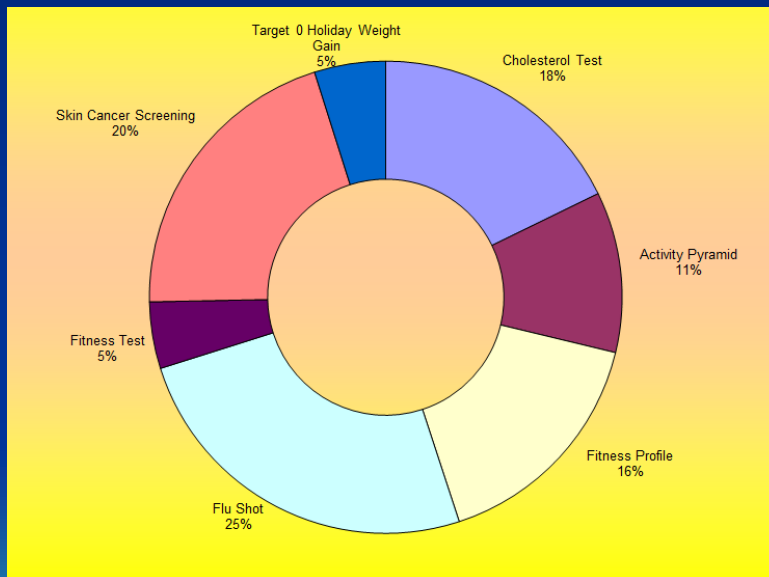
Take Home:

- Simple outcomes can help you re-Define your Objectives
- Outcomes do not have to be complicated
- Having participants do your data gathering makes it much easier to produce outcomes
- Don't wait to develop outcomes

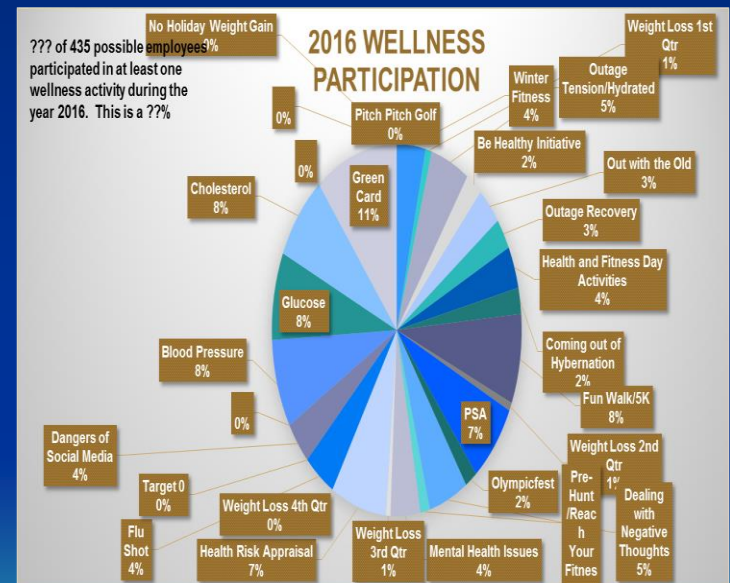
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- UWWC Awards will help evolve your program and win management's support

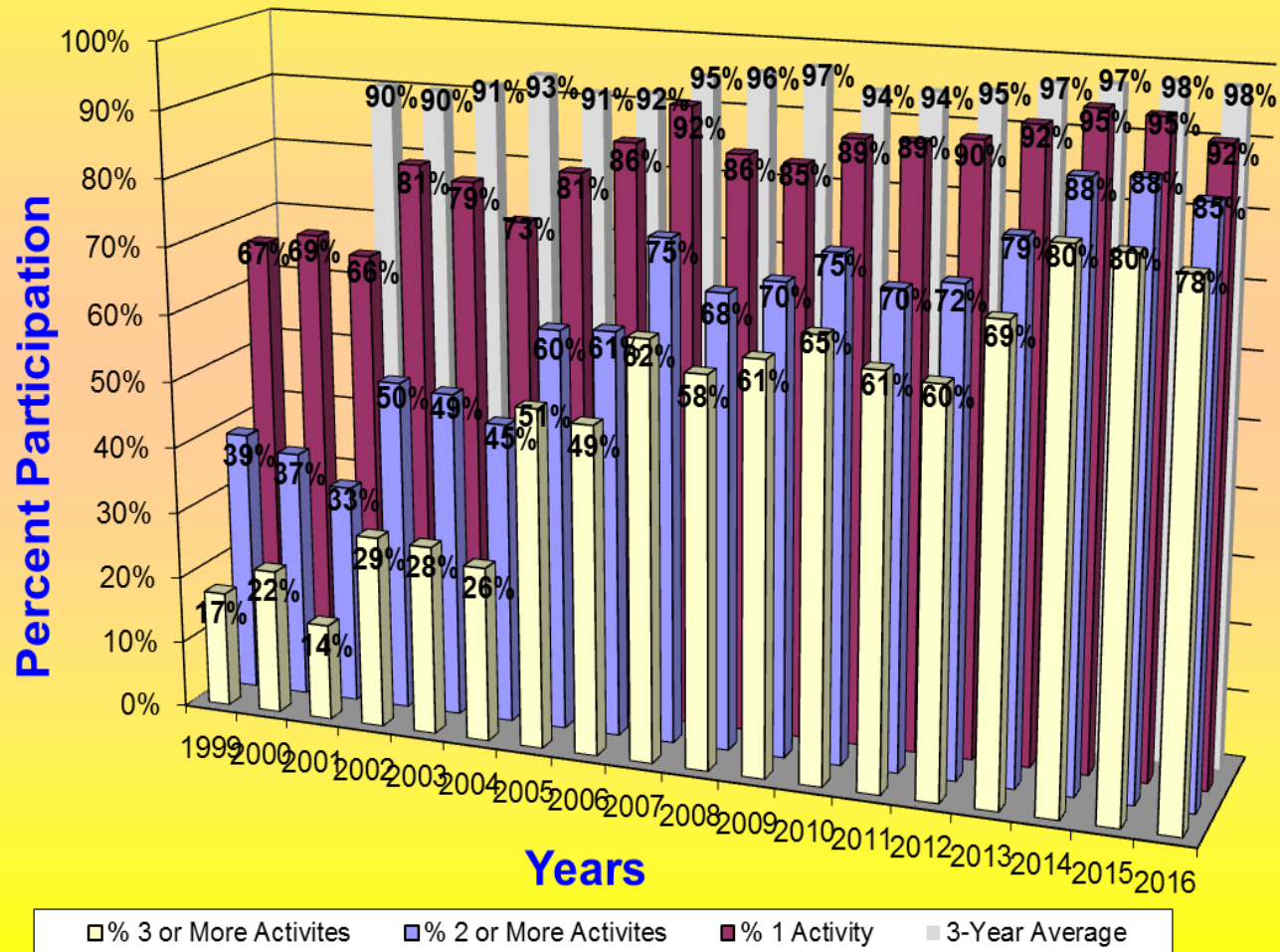
Then



Now



YEARLY WELLNESS PARTICIPATION



Identifying, Measuring, and Quantifying Your Program's Main Goals and Objectives

SUMMARY

Define Your Objectives

1. Track participation to learn trends to target your populations and support corporate goals.
2. Determine if program objectives eliminate certain populations and why.
3. Remove failure from your programs!
4. Don't wait to be asked . . . chart it, graph it, document it, report it!
5. Win management's support by using the charts, graphs, and documentation.
6. Provide initiatives for all levels of readiness to change and all populations.
7. Keep programs adaptable and design to maintain current and/or previously achieved objectives. Build throughout the year.
8. Include simple outcomes in the program (pre-tests/post-tests/surveys, etc.).
9. Evolve your programs by reviewing outcomes, participation and *Re-Define Your Objectives.*

Identifying, Measuring, and Quantifying Your Program's Main Goals and Objectives

"You may never know what results come of your action, but if you do nothing, there will be no result."

- Mahatma Gandhi



- My philosophy :
Keep the “Worried Well” worried . . .
keep the “Healthy” healthy . . . keep the
“Competitive” competitive . . . and help
the “Unhealthy” restore quality of life
and health. Meet ***their*** needs and
issues, not just mine.

Get everyone involved!