

Engaging Behavior Change

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Wellness Goal: Cultural Transformation

- **Participation** is the first step with a clear, organizationally tailored message that is supported by leadership and backed by strong incentives.
- **Engagement** is the second step and should be driven by robust health coaching, rich resources and fully tailored, long term, in-depth, programming.
- **Reporting** is the last step and is accurate, timely verifiable with a clearly calculated ROI.

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Wellness Program Selection

- Choose activities that are adaptable to challenge all employee levels
- Market to entice all demographic and psychographic populations
- Effective communication methods are essential
- Integrate wellness programs with Health Coaching for optimal wellness behavior change

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Selecting the Right Program

- Align program with interests of employees
 - Wellness trends
 - Community and company events
- Health Risk Assessment results and Health Coaching session discussions generate valuable information that lead to program recommendations
 - Health topics discussed in Coaching sessions
 - Health topics of requests for supplemental information
 - Feedback from participants, including program interests and incentive ideas

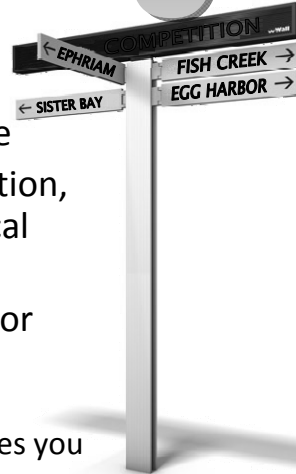
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Road to Fitness

Destination: Door County

- Determine a destination that will entice your audience
- In order to reach the destination, you need to engage in physical activity
- Allow for more than walking or running
 - An activity conversion chart determines the number of miles you travel with each activity



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Participant Comments Received

- “The Road to Fitness program has made me more conscious about my physical activity. The walking program really made a big difference in how I think about staying active.”
- “The support and encouragement you (Health Coach) provide helps keep me on track with my walking goals.”
- “Even though the walking challenge is over, I’ve been able to maintain the walking and feel guilty if I miss a day.”
- “All the thanks go to you and your company. This program has helped me make changes I never would have made otherwise.”

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Integrated Programs

- Employer programs are integrated into Health Coaching before, during and after
 - Integration enables more successful program participation results

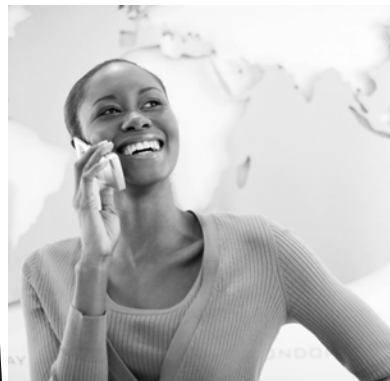


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What is Health Coaching

- Coaching is different from mentoring, consulting, teaching and giving advice
- Coaching is a conversation that elicits best thinking and decision making so people can create results that are important to them



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Integrated Programs

- Health Coaching: before the program
 - o Promotion of activity by Health Coaches
 - o Health Coaches encourage involvement in alignment with participant goals
 - o Elicits change talk and explores barriers and motivation

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Integrated Programs

- Health Coaching: during the program
 - o Assists in goals setting and creating a plan for individual program success
 - o Provides accountability
 - o Provides education and guidance related to health topic (s) of program
 - o Helps ensure participants are making realistic and maintainable lifestyle changes

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Integrated Programs

- Health Coaching: after the program
 - Promotes reevaluation of health goals and adjusted plan for success
 - Supports continued change talk and goal setting for long term behavior modifications
 - Provides follow-up throughout the year and continued support

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How Does Coaching Support Success?



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What Can Be Expected

- Case Study: Manufacturing Company
 - o Eligible population: 5,400
 - Engaged in Company Wellness Activities: Above 80%
 - Engaged in Health Coaching: Above 90%
 - o Spouses and retirees included in program
 - o Multiple Locations: Wisconsin, Indiana, Tennessee
 - o Multiple shifts, including swing shifts

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Metrics and Results

- Results generated by integrating company programming and individualized Health Coaching

	Year 1	Year 2	Net Change
Average Sessions/ Participant	1.1	3.0	+1.9
Nutrition: % at risk	85%	80%	-5%
Cancer: % at risk	86%	80%	-5%
Fitness: % at risk	86%	81%	-5%
Return on Investment	2.76	5.36	+2.6

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From the Experts

“People put their action where they put their attention. Coaching helps you put your attention where you want to create a difference.”

-WELCOA

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Questions



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