



## Creating a Structure For Wellness Sustainability: Engaging Committees and Champions to Carry Out Strategy

Janice Arsenault, Director  
Health and Wellness  
MaineDOT

# What You Will Learn

- Ways to get leadership support
- Committee building process
- Communication strategies
- Ways to engage a multi-aged population and reaching multiple locations state-wide



# LEADERS NEED TO KNOW THE CULTURE OF THEIR ORGANIZATION!

## *Current Culture of the MaineDOT Wellness Program*

.....Why we fail.....why an individual “falls of the wagon”



- Trees have fallen- no documented support from leadership
- Leaves are all over the ground- we have many programs, but no roots, branches or trunk to support the leaves

**Leadership:** managers and supervisors are not fully engaged- Time to change direction and focus on Benefits!

# THE FULL COST OF EMPLOYEE POOR HEALTH



Sources: Edington DW, Burton WN. *Health and Productivity*. In McCunney RJ, Editor. *A Practical Approach to Occupational and Environmental Medicine*. 3rd edition. Philadelphia, PA. Lippincott, Williams and Wilkins; 2003: 40-152. Loeppke, et.al., *JOEM*, 2003; 45:349-359 and Brady, et.al., *JOEM*, 1997; 39:224-231

# MOVING THE PARADIGM **FROM**

“Cost of healthcare” (Treating disease)

**TO**

“The Total Value of Healthcare”  
(Managing Health Status)

**TO**

“Health is Free”  
(Healthcare Costs < Total Benefits)



Dee W. Edington, University of Michigan

# MaineDOT Creating and Sustaining a Healthy Workforce...Why?

## Goals for DOT

- Improve overall health and safety of employees; maintain good health with age
- Increase happiness and engagement
- Improve productivity
- Reduce absenteeism and presenteeism
- Increase retention
- Improve recruitment
- Reduce health plan costs

# DIABETES IS HERE & DOT IS SELF-INSURED!!!

- 8.3% of Mainers are diagnosed with diabetes (Nationwide 6%)
- 3.1% have it but don't know it (Nationwide 3%)
- Total of 11.4% of Mainers, and rising!! (Nationwide 9%)
- Diabetes cases have tripled in the past 20 years
- Estimated that by 2050, 33% of Americans will have diabetes
- Many more have Prediabetes

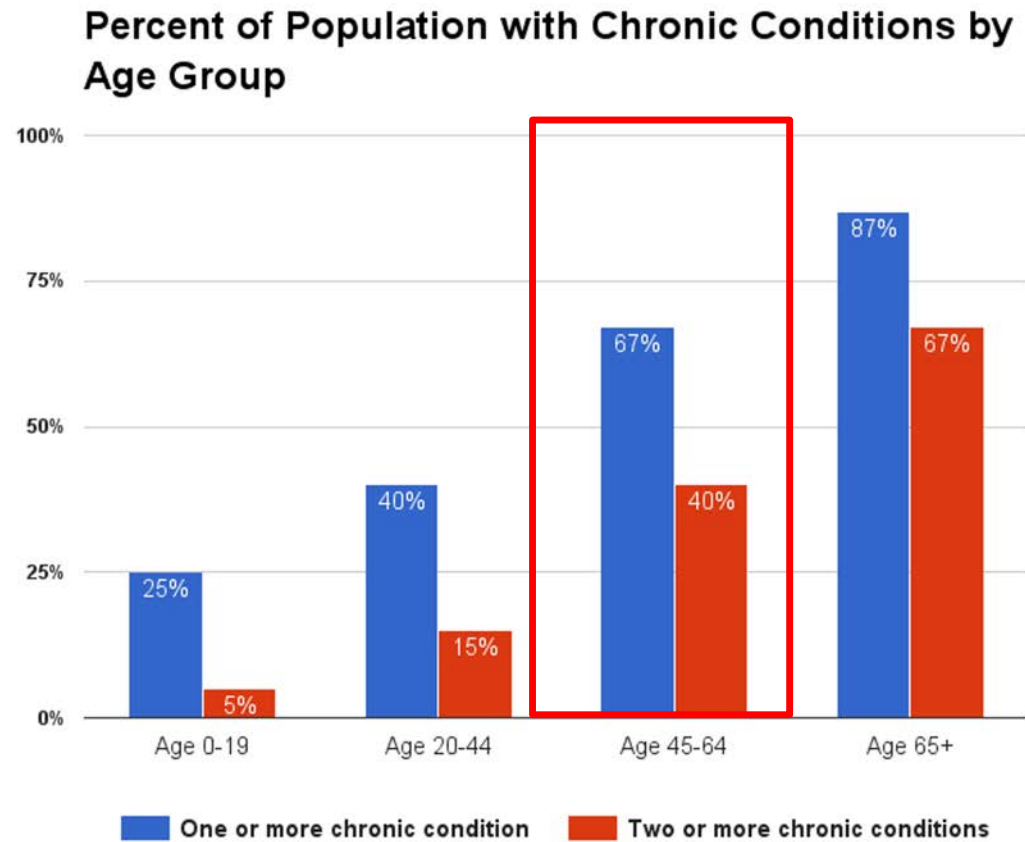
## Impacts

- Heart disease, stroke, kidney disease, blindness, amputations, nerve damage

## Costs

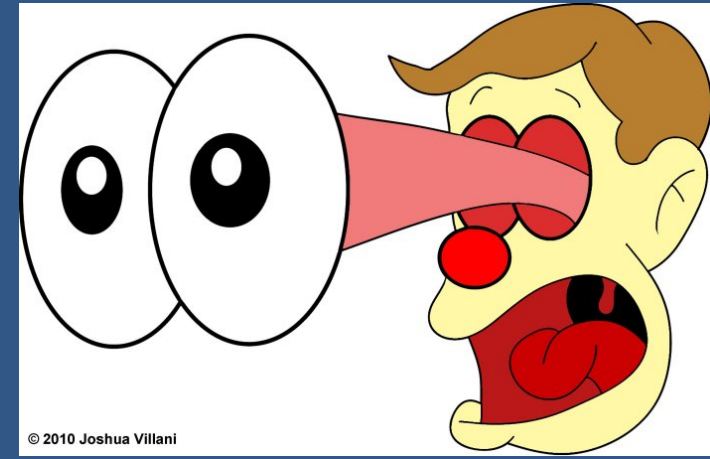
- State of Maine Health Plan - Per Person Per Year (PPPY) Costs
  - ▢ Pre-Diabetes - \$8,328 PP Active; \$24,828 PP Retirees
  - ▢ Diabetes - \$15,465 PP Active; \$135,420 PP Retirees

# WE ARE NOT GETTING YOUNGER!





# LEADERSHIP IS INTERESTED....



## Assess your current culture- survey (75% responded)

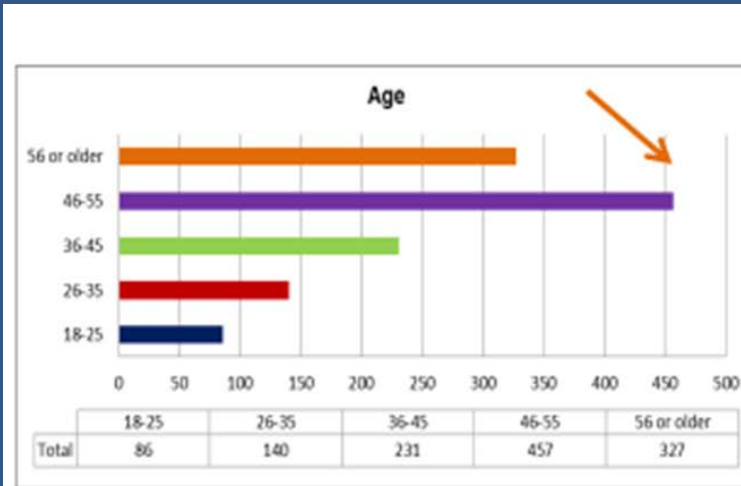
Where is your employees and mid-managers?

### Survey Goals:

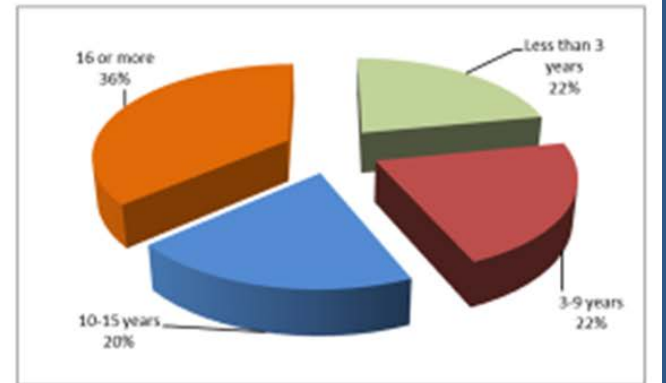
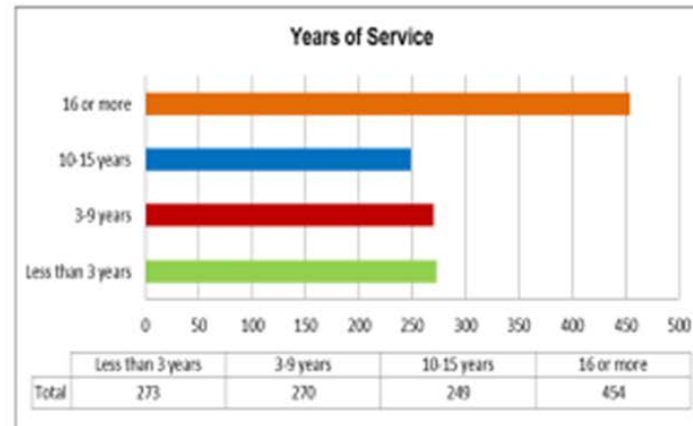
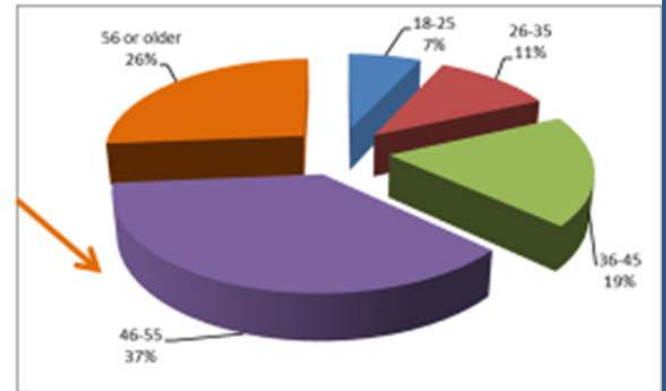
- Increase personal accountability and employee engagement
- Improve supervisor/management support
- Enhance employee and management working together for a cultural shift
- Identify obstacles to change and areas of interest

# SURVEY SECTIONS

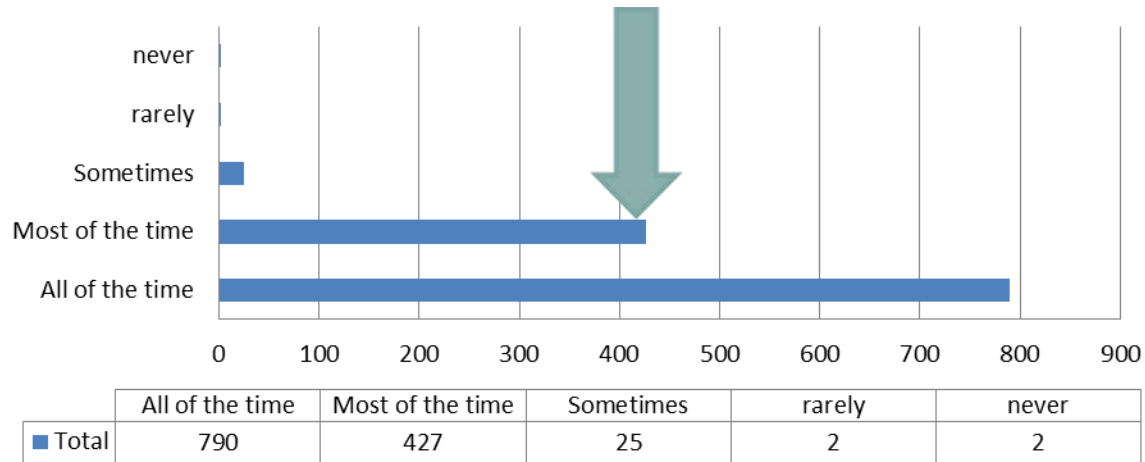
- Demographics
- Safety Related
- Employee/Manager Relationship
- Employee Engagement
- Lifestyle Changes
- Physical Activity
- Healthy Food Choices
- Mental Health
- Supervisor and Department Support for a Healthy Workforce
- Preventive Care



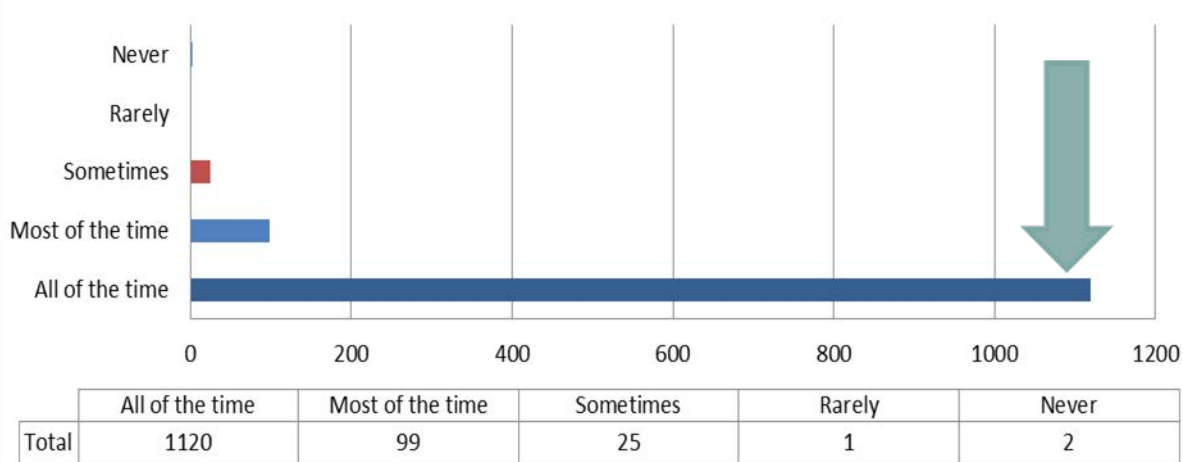
**Age and Yrs. of Service**



### I follow good Safety practices



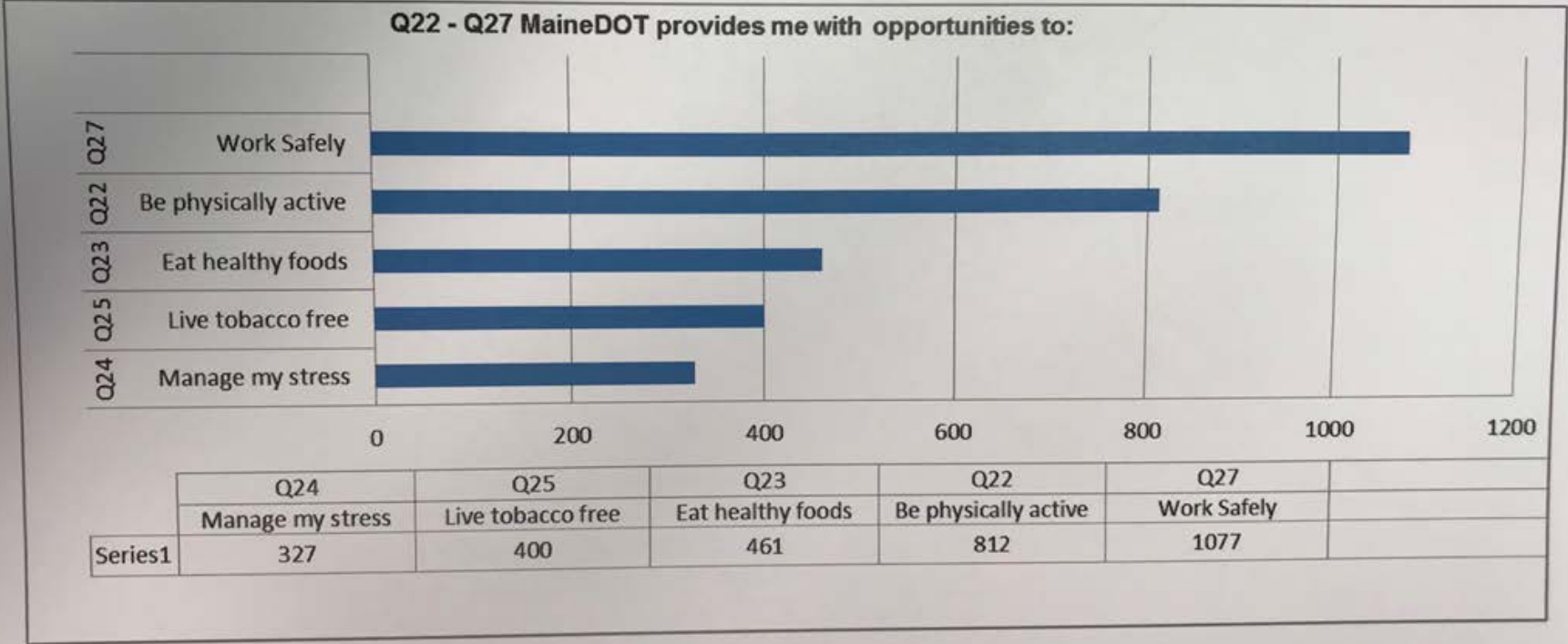
### My supervisor expects me to work safely.



**98% of time employees follow good safety practices; again, notice differences in how the employee feels they work safely VS. how they feel their supervisor expects them to work**

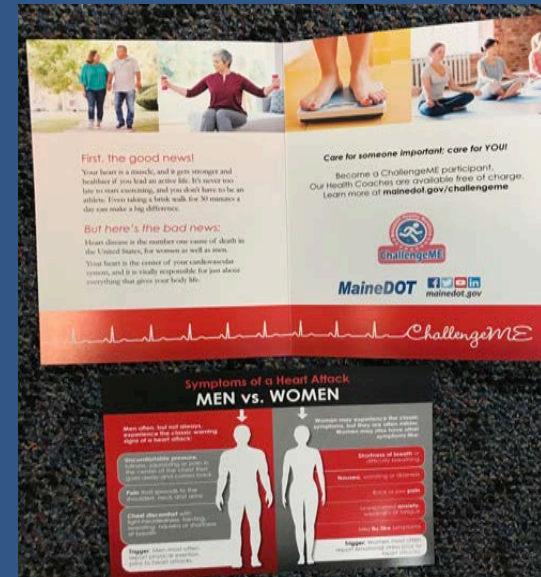
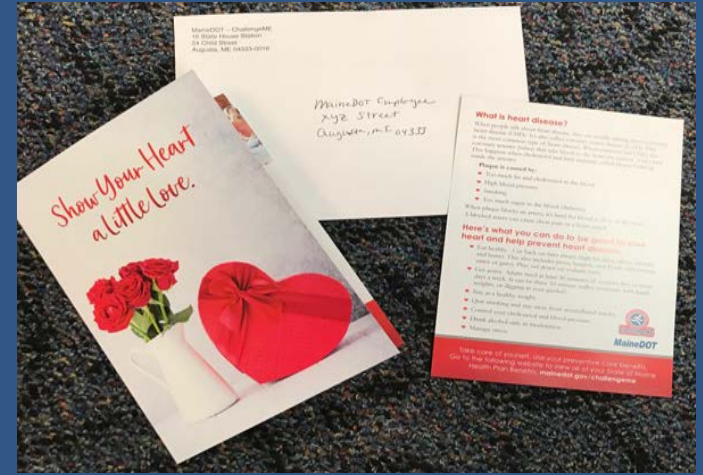
# RESULTS

## Summary of the Areas MaineDOT Support the Most



# RESULTS: FOCUS AREAS

1. Educating employees on our SOM Health Care benefits
2. Healthy eating
3. Staying physically active
4. Tobacco cessation
5. Stress management and mental health





# DATA, CULTURAL, COSTS AND RESULTS.....REEL THEM IN!

- ❖ Executive Manager Retreat
  - ❖ Overview of State of Maine Wellness Plan & with State Wellness Coordinator
  - ❖ Results of survey
  - ❖ Presentation by MaineGeneral- their results & practices
  - ❖ Establish strategies and action items
- ❖ Mid-Manager Retreat
  - ❖ Presentation by LL Bean- mid-manager and like program

What the **HECK**  
is

Employee  
Engagement

# ROLE OF MANAGERS/SUPERVISORS

- Understand importance of the program
- Realize commitment
- Communicate the message that wellness is now an important part of who we are and what we do at MaineDOT
- Be a part of the wellness culture change
- Find champions in region and form wellness committee





# CHARTER

- Establishes the intent of committees
- Helps with implementation of programs and activities
- Spells out the responsibilities
- Defines the composition of committees and their responsibility
- Directs requirements of meetings
- Provides Leadership with a role-engagement and ownership in the initiative

## Region ChallengeME Committee Charter

### 1.0 Scope

This procedure establishes the frame work and intent of the Region ChallengeME committees. Through the cooperative effort of labor and management, the ChallengeME committees assist in implementing the statewide ChallengeME programs and activities in their region that support and encourage their employees to lead a healthy lifestyle. To accomplish this purpose the ChallengeME committees should:

A. Conduct regularly scheduled monthly meetings, with directions from the MaineDOT Wellness Committee, developing, implementing and promoting health and wellness initiatives and distributing health and wellness information to employees.

B. Develop an annual Wellness Fair in each Region.

### 2.0 RESPONSIBILITY

2.1 Region Managers are responsible for ensuring that their Region develops a successful ChallengeME committee and for ensuring that the committee supports and promotes health and wellness initiatives. Region Managers are responsible for creating a diverse and representative membership, confirming the volunteer ChallengeME members and ensuring that the ChallengeME members are allowed to attend meetings. Once Challenge ME members accept the nomination, they are expected to attend and participate in committee meetings and to support and promote a positive health and wellness culture.

2.2 ChallengeME Members are responsible for:

1. Assisting Management in educating, communicating and supporting statewide ChallengeMe initiatives within the Region
2. Considering and making recommendations to support and promote health and wellness, with direction from the MaineDOT Wellness Committee
3. Advising in the development of health and wellness initiatives
4. Assisting in the development and presentation of annual Wellness Fairs.

2.3 The MaineDOT Wellness Committee shall oversee the development, implementation, review, and revision of the ChallengeME committees, disseminate relevant information, and provide direction and assistance to Region Managers.

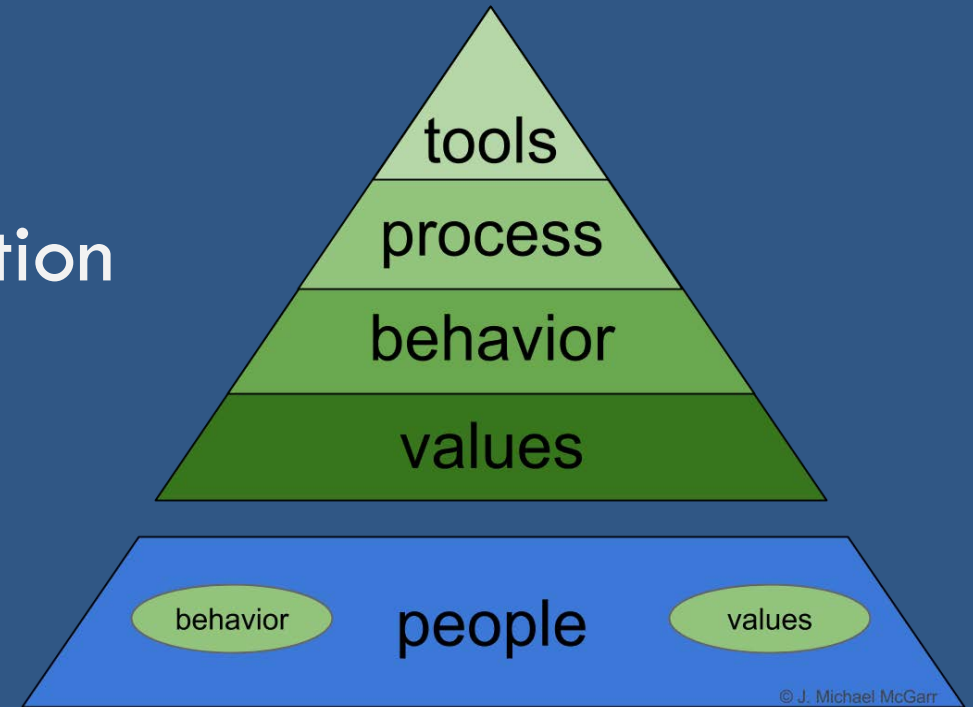
2.4 Supervisors shall ensure members are allowed to attend regularly scheduled meetings.

2.5 The ChallengeME Chairperson plays an essential role by:

1. Attending quarterly MaineDOT Wellness Committee meeting
2. Following directions from the MaineDOT Wellness Committee.
3. Preparing an agenda
4. Inviting advisory / resource persons as required.
5. Guiding meeting as per agenda.

# START TO DEVELOP THE CULTURE

- ❑ Shared attitudes, values, goals, and practices that characterizes an institution
- ❑ Pattern of knowledge, beliefs, and behaviors
- ❑ Key is to lead to positive behavior changes





## MAINEDOT WELLNESS STEERING COMMITTEE FORMED

- Established Business Case
- Planning programs
- Priorities
- 3 Year Work Plan
- Budget
- Toolkit
- Develops and feeds the monthly focus areas to region committees for consistency

# YOUR WELLNESS SUPPORT SYSTEM

**Commissioner**

**HQ Steering Committee (Director/Manager level)**

**Bureau Directors**

**Environment**

**HR**

**Planning**

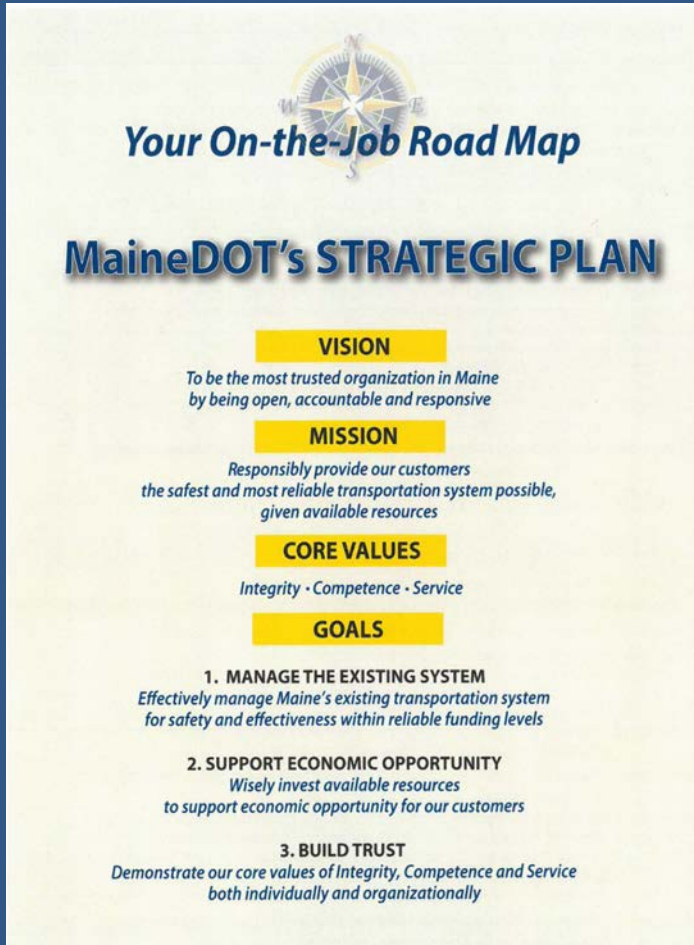
**Finance**

**Region Manager**

**Maintenance and Operations Director**

**Results and Information Office**

# LINK TO YOUR STRATEGIC PLAN



*Your On-the-Job Road Map*

**MaineDOT's STRATEGIC PLAN**

**VISION**  
*To be the most trusted organization in Maine  
by being open, accountable and responsive*

**MISSION**  
*Responsibly provide our customers  
the safest and most reliable transportation system possible,  
given available resources*

**CORE VALUES**  
*Integrity · Competence · Service*

**GOALS**

- 1. MANAGE THE EXISTING SYSTEM**  
*Effectively manage Maine's existing transportation system  
for safety and effectiveness within reliable funding levels*
- 2. SUPPORT ECONOMIC OPPORTUNITY**  
*Wisely invest available resources  
to support economic opportunity for our customers*
- 3. BUILD TRUST**  
*Demonstrate our core values of Integrity, Competence and Service  
both individually and organizationally*

**BUILD TRUST**  
demonstrate our  
core values of  
integrity,  
competence and  
service, both  
individually and  
organizationally

**Objective 3.1: Provide for open  
exchange of key information**

**Objective 3.2: Develop  
productive, customer-focused,  
healthy employees**

# NEW OBJECTIVES

*Objective 3.2: Develop productive, customer-focused, healthy employees (OLD)*

Objective 3.2: Improve employee health (NEW)

Objective: 3.3: Create a safe working environment for employees

Objective 3.4: Develop and Retain Productive, Customer- Focused Employees

# OBJECTIVE 3.2: IMPROVE EMPLOYEE HEALTH

## Strategy 3.2.A

Create a sustainable\_healthy workforce culture

## Strategy 3.2.B

Reduce employee's health risks

# STRATEGY 3.2.A CREATE A SUSTAINABLE HEALTHY WORKFORCE CULTURE

- Educate employees on health plan benefits, resources, programs, and other information
- Develop a toolkit to help managers and supervisors share and promote wellness
- Develop and implement communication and education plans
- Develop performance measures to help assess progress towards a healthy workforce culture



# STRATEGY 3.2.B

## REDUCE EMPLOYEE'S HEALTH RISKS

- Develop and implement targeted disease prevention programs
- Develop and implement a tobacco cessation program
- Develop and implement a stress management program
- Educate employees on the benefits of making healthy food choices

## STRATEGY 3.2.B REDUCE EMPLOYEE'S HEALTH RISKS, CONT.

- Educate employees on the benefits of physical activity
- Educate employees on the importance of knowing and understanding their biometric health numbers
- Develop performance measures to assess the effectiveness of wellness programs

# REGIONAL WELLNESS COMMITTEES

**5 Regions State-wide and 6 Committees: (contract with Workplace Health to oversee and communicate Steering Committee info to regions)**

Transportation Crews

Bureau of Project Development

Fleet Services

Exception Staff

Traffic Engineering Division

Ferry Services

PROGRAM MANAGEMENT  
WORK PLAN 2019



Month	Focus/Topic	Program Content/Description	Target Date Info. to Creative Svcs	Target Date for Program Action	Creative Services Deliverables	Specs & Owner of the Deliverable (F) Fusaideas (M) MaineDOT
Jan	Pledges to Improve Health	<ol style="list-style-type: none"> <li>1. Contracts</li> <li>2. Challenges</li> <li>3. Health Coaches promote with their employees they are coaching</li> <li>4. Office Mini Workout</li> <li>5. Postcard emphasizing what one can get from Health Coaching</li> </ol>	Dec. 10th	Jan. 7th	<ol style="list-style-type: none"> <li>1. Contract</li> <li>2. Posters</li> <li>3. Update Website</li> <li>4. Postcard Mailer</li> </ol>	8.5x11 document (F) 11x17, 4C (F) Copy/Photos (M) Large postcard (F)
Feb	Heart Health	Follow-up on January communications and encouragement to set goals and get started – ask for help from a Health Care Coach	Jan. 4	Feb. 4	<ol style="list-style-type: none"> <li>1. Email</li> <li>2. Counter Card</li> <li>3. Heart Valentine Card Mailer- with “keep” insert</li> <li>4. Website Update</li> <li>5. Post-Email</li> </ol>	HTML email (F) 9x12, easel back (F) 5x7 Greeting Card with simple insert (F) Info and photos (M) HTML email (F)
Mar	Nutrition	Tic-Tac-Toe Nutrition things to focus on a sheet they mark off when completed to get tic-tac-toe	Feb. 1	Mar. 4	<ol style="list-style-type: none"> <li>1. Presentation</li> <li>2. Handouts</li> <li>3. Website Update</li> <li>4. Refrigerator Magnets</li> </ol>	PowerPoint (F) 8.5x11 4C (F) Copy/Photos (M) Size TBD (F)

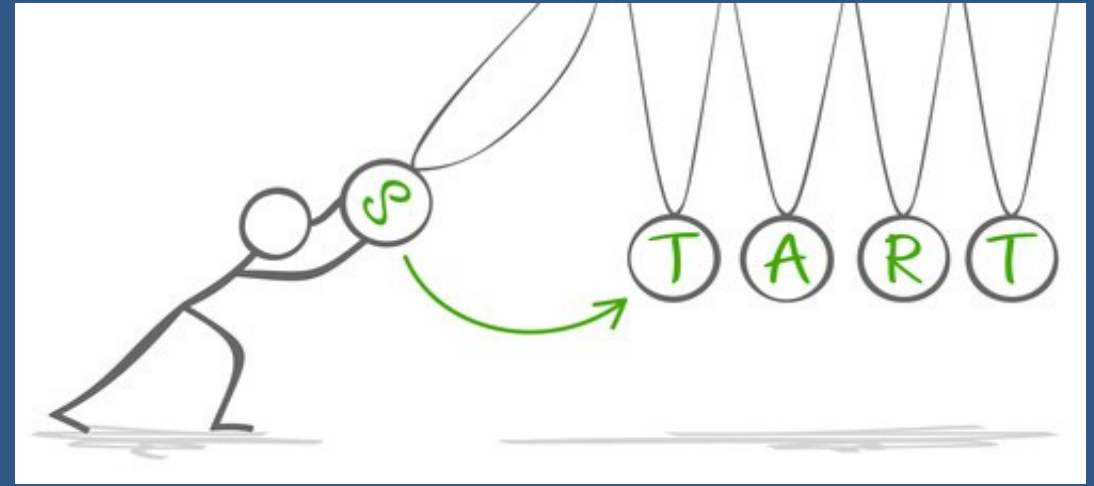
# THE WORKPLAN-MONTHLY FOCUS

- It communicates to all
- Organizes the plan
- Keeps the committees “in-the-loop”
- Allows ample time for the work to be done by all
- Professional
- Makes your volunteers on committees have direction and time to develop additional programs

# THE KICK-OFF



Was Created

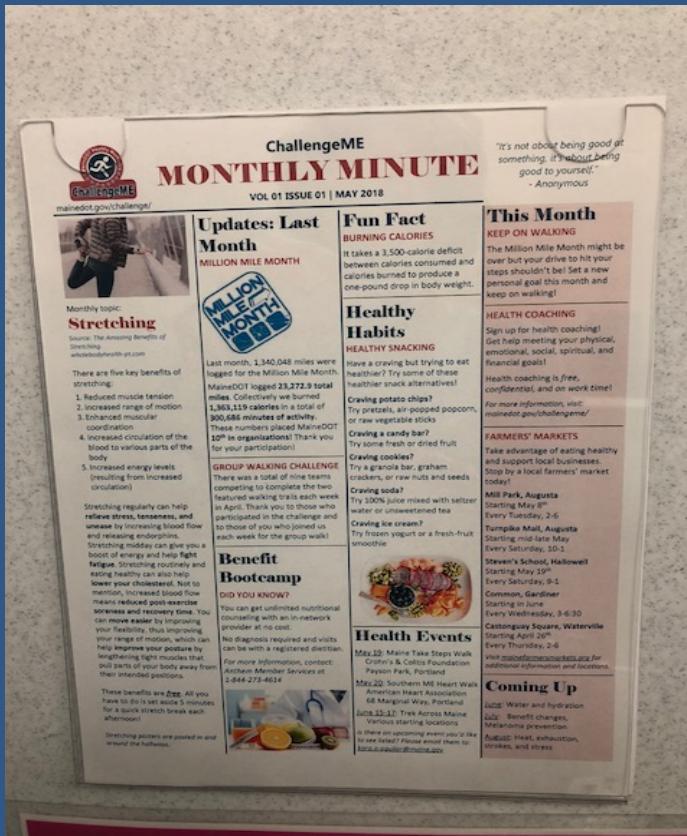


- Commissioner's video- fun, light-hearted with branding
- Each floor assigned to a time to come see presentation and hear Commissioner introduce it
- Every region across the state to do the same
- Flyers produced
- Survey results communicated and a plan was rolled out

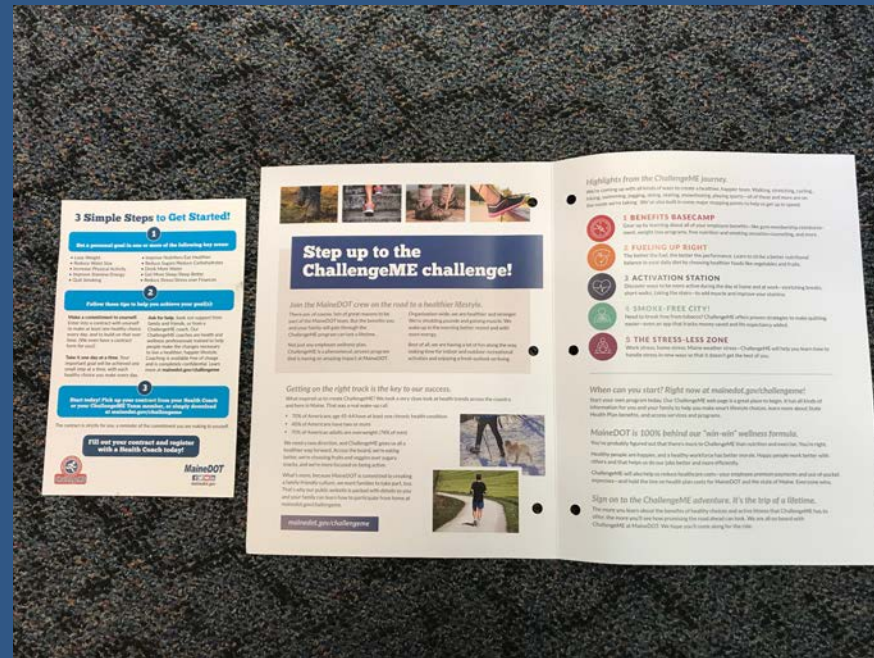


# COMMUNICATION STRATEGIES

- ChallengeME Website \* Lunch & Learns
- Postcards to home \* Videos created
- Intro flyer on the initiative NEWIS
- Weekly e-mail message \* Posters
- Contractors- Marketing & Committee Oversight
- Racks in all pantries @ regions \* Safety/Wellness fairs



Placed on every bathroom stall door monthly



# Welcome to ChallengeME - Your Road To Lasting Wellness!

## Walking Challenge - May 2019



Visit the [May Topic page](#) to learn more about the Walking Challenge!

Do you want to begin a walking program? Maybe you are already walking and want to ensure that you get 10,000 steps a day as a goal!

Try the 3 different levels of the [“My Fitness Pal 30 Day Walking to 10,000 Steps” program](#)

What makes walking a successful form of exercise? Part of it is simplicity. Putting one foot in front of the other helps you walk off weight, and dramatically reduces your risk of heart disease, high blood pressure, stroke, depression, osteoporosis, diabetes, and high cholesterol, and helps clear artery-clogging plaque. And walking is an everyday function that doesn't require classes, gyms and fitness gadgets.

What you need is a simple routine that you can build on, week by week, to make you stronger and fitter at a pace that you can manage. The 30-Day MyFitnessPal Walking Challenge is an easy to follow plan that has three levels: beginner, intermediate, and advanced.

- [How to Walk Properly for Fitness \(PDF\)](#)
- [Proper Footwear \(PDF\)](#)
- [Why is it Important to Wear Good Walking Shoes \(PDF\)](#)
- [View the Activation Station](#) and find more information on walking and hiking

### Health Coaching

### Focus Areas

### Monthly Topics

### Gallery

### Videos

- March 25, 2019: [Lunch and Learn - Dietician \(Adobe Connect\)](#)
- January 28, 2019: [ChallengeME- Health Coaching Six Month Results | MaineDOT \(Adobe Connect\)](#)
- December 6, 2018: [Add More Happy to your Holidays! | MaineDOT's ChallengeME \(Adobe Connect\)](#)
- October 15, 2018: [Impacts of Tobacco | MaineDOT's ChallengeME \(Adobe Connect\)](#)
- September 21, 2018: [How to Adopt a Healthy New Habit | MaineDOT's ChallengeME](#)
- August 21, 2018: [Knowing your Health Benefits \(Adobe Connect\)](#)
- April 26, 2018: [ChallengeME Health Coaches | MaineDOT](#)
- Feb 13th, 2018 [How to Self-Measure Blood Pressure](#)
- June 5th, 2017 [Staying Safe During Tick Season](#)
- March 28, 2017: [Understanding Food Labels](#)
- March 10, 2017 [The Million Mile Month Program](#)
- February 24, 2017: [How the Initiative Began, Why We need ChallengeME and How it Will Help Us](#)
- February 23, 2017: [Choosing the Right Fitness Tracker](#)
- January 27, 2017: [What is ChallengeME? - Commissioner Dave Bernhardt](#)

## Benefits Basecamp

### Resources

- [Available Programs \(PDF\)](#)
- [Health Benefits Presentation -June 2018 \(Power Point\)](#)
- [MaineDOT Wellness Toolkit \(PDF\)](#)
- [Wellness Resources \(PDF\)](#)
- [Medical - See a Doctor 24/7 \(Offsite\)](#)

[+ Health Benefits](#)

[+ Find a Provider](#)

[+ Preventive Care Coverage: For Active Employees and Non-Medicare Retirees](#)

[+ Wellness Resources](#)



# ENGAGING MULTI-AGED AND STATE-WIDE

**MaineDOT** Office Stretching Program

**Calf Stretch:** With both hands on a supportive surface place one leg behind the other. Bend the front knee keeping the rear leg on the ground. Hold the position 10-15 seconds. Repeat 2-3 times on each side.

**Neck Retraction:** Place 2 fingers on your chin, gently glide the neck and then back. Be sure to keep your head level. Hold each position 10-15 seconds. Repeat 2-3 times each side.

**Neck Side Bending:** Identify a wall or door to use as a stabilizer. Allow your arm to stretch your neck. Be sure to add pressure on your neck. Hold the position 10-15 seconds. Repeat 2-3 times each side.

**Hamstring Stretch:** With feet on a low object, or with an elevated heel, place your arms straight out and lean forward at the hips. Don't bend your back. Try to bring your heels closer to your buttocks. Hold 10-15 seconds. Repeat 2-3 times each side.

**Quad Stretch:** Holding an object for support, reach back and grab your right leg. Gently bring your heel towards your buttocks. The goal is not to touch your buttocks but to bring your leg toward the buttocks with your feet. Hold 10-15 seconds. Repeat 2-3 times each side.

**Hip Flexor Stretch:** With both hands on a supportive surface for one hand place one leg behind the other. Bend forward by bending forward leg, with slight arch. Place of rear leg by pushing leg forward. Hold the position 10-15 seconds. Repeat 2-3 times on each side.

**Wrist Flexor Stretch:** Place hands palm together at chest level. Gently bring hands down towards left hand until gentle stretch is felt. Hold 10-15 seconds. Repeat 2-3 times. This will stretch both sides of the same arm.

**Wrist Extensor Stretch:** With hand palm down, straighten elbow, bend wrist down. Add gentle pressure from other hand if needed. Hold 10-15 seconds. Repeat 2-3 times on each side.

**Back Extension:** With your hands on hips, gently bend backwards at your waist. Keep your knees straight and don't pressure on pressure off. Repeat 2-3 times.

**Posture Stretch:** With your elbows at your sides, separate the shoulder blades. Imagine pinching a pencil between the shoulder blades. Hold each stretch 10-15 seconds. Repeat 2-3 times.

**Trunk Side Bending:** Stand with your hands at your sides. Bend at the trunk and if you are reaching down the side of your leg. Hold this position 10-15 seconds. Repeat in the opposite direction 2-3 times.

**MaineDOT**

- Stretch at least twice daily
- Stretch slowly and gently
- Modify moves if uncomfortable
- Never bounce

**Seasonal Readiness**  
**Preparing the worker for the physical demands that will be placed upon them in the work environment in order to decrease injuries, prevent overexertion, and to increase the quality of work and health for MaineDOT employees.**

**Targeted at decreasing and eliminating over-exertion injuries**



# WHAT'S IN IT FOR ME?

No matter what condition or what age the employee is.....knowing your population's needs are key!

- Musculoskeletal issues- Ergonomics: Office, vehicle, heavy fleet, mechanics
- Age related issues- Computer Safety, Benefits promoted toward prevention
  - Diabetes programs, Caretaker assistance, Blood Pressure Program, Health Coaching
- Modifications given for all activities
- Challenges get the whole team involved

A flyer titled "New Health Coaching at MaineDOT" with the subtitle "On The Road To Better Health!". The flyer lists benefits, eligibility, and how the coaching works. It includes icons for various health-related topics like smoking, nutrition, stress, and physical activity.

**New Health Coaching at MaineDOT**  
On The Road To Better Health!  
Confidential • Personalized • FREE

At MaineDOT, we are committed to helping our employees protect their health for a lifetime. We have partnered with Occupational Medical Consulting, LLC (OMC) to provide personal health coaching for our employees at their convenience, while at work, on a statewide basis. OMC has over 20 years of experience delivering wellness and health coaching services to companies of various sizes and industries from Maine to Florida. All MaineDOT employees are eligible for this free service. Participation is voluntary. Registrations are taken on a first-come, first-served basis through the ChallengeME website: [mainedot.gov/challengeME](http://mainedot.gov/challengeME)

**GET PERSONALIZED SUPPORT FOR YOUR HEALTH**  
Understanding your health is one of the single most important steps that you can take in leading a long and healthy life. Our health, good or bad, isn't a matter of luck. Rather, our health depends greatly on the lifestyle choices that we make daily. The leading causes of sickness and death are preventable: smoking, poor nutrition, physical inactivity, high-risk alcohol use and stress.

Health coaching provides personalized support to help you set and achieve meaningful health goals. Your trained health coach uses motivational interviewing to help you identify what's important to you and to help you determine your focus areas.

**ONE SIZE DOES NOT FIT ALL**  
Health coaches can help you with:

- Sleeping better
- Managing stress
- Staying or getting more physically active
- Losing weight
- Eating healthier foods
- Identifying your triggers for emotional eating
- Cutting down or quitting tobacco
- Improving overall wellbeing
- Helping you prepare for your doctor's visits
- Understanding your health insurance
- Accessing preventative services that can help you stay healthy.

**HERE'S HOW IT WORKS:**  
Your health information is strictly confidential. This is in accordance with Federal HIPAA privacy laws.

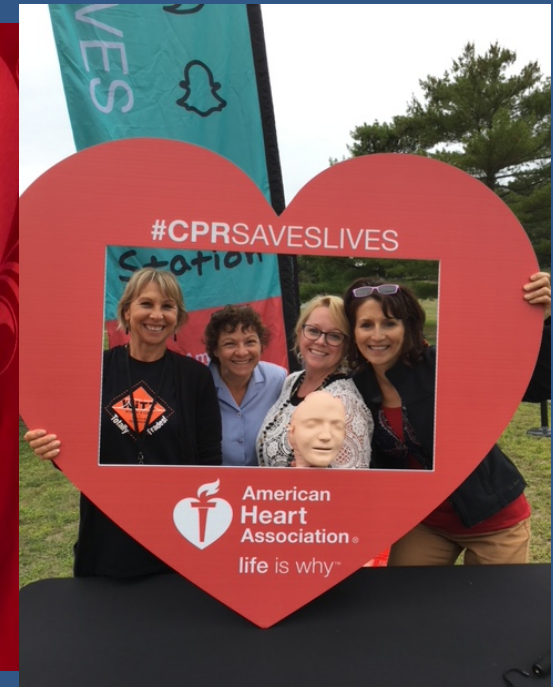
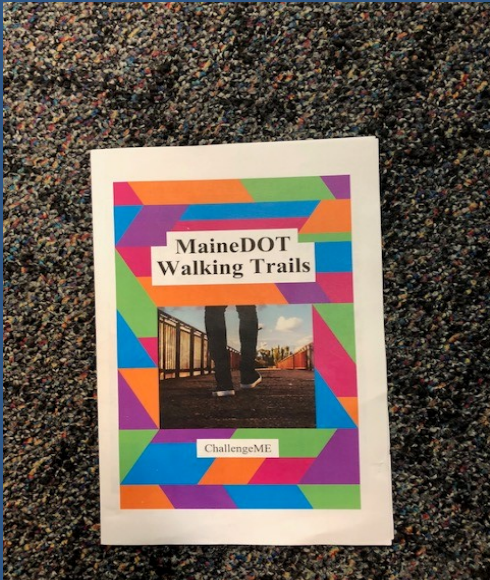
**Your initial health interview session:**

- Is conducted in person, during the workday, and will last about 30-45 minutes.
- You should provide your Biometric (WellStarME) screening results to your health coach to complete your health profile.
- The coach will take your blood pressure, height, weight and waist circumference to look for potential health risks.

# PROGRAMS ENGAGE & COMMUNICATE

Crews Get Healthy....Making Healthy Snack Choices

Fun While You Learn



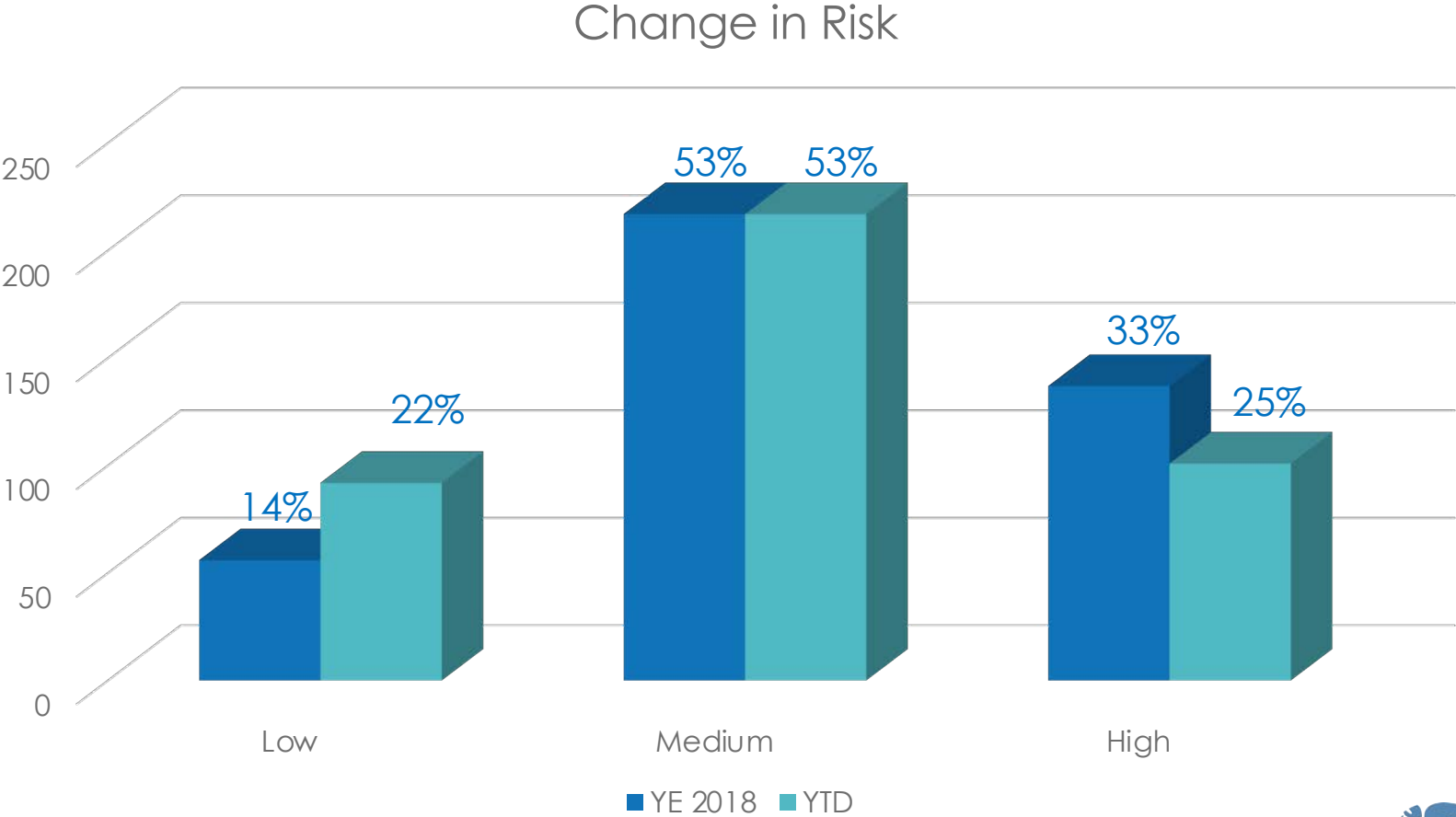
Walking meetings are okay



Health Coaching at



# What have we been up to?



N= 410

# Change in Behavior Risks as of 8/31/2019

Cost Risks are in Red

Behavior Risk	#Start	# End	Change
At Risk Nutrition-Processed Foods	234	209	-10.7%
Seriously Overweight	226	218	-3.5%
Existing Medical Condition	220	219	-0.5%
Inactivity	210	180	-14.3%
Diabetes Screening	200	203	1.5%
Partial Activity Credit	167	153	-8.4%
At Risk Nutrition-Fruits and Vegetables	162	136	-16.0%
Poor Sleep Hygiene	151	144	-4.6%
No Annual Flu Shot	150	151	0.7%
At Risk for Sleep Apnea	128	121	-5.5%
At Risk Nutrition- Whole Grains	127	112	-11.8%
Allergies	113	113	0.0%
Low HDL Cholesterol*	110	108	-1.8%
Family History Heart Disease	103	105	1.9%
At Risk Nutrition-Sugary Beverages	102	87	-14.7%
Personal Safety At Risk	100	93	-7.0%
Elevated Risk of Colon Cancer	99	99	0.0%
Arthritis	92	93	1.1%
Negative Health Perception	92	90	-2.2%

\*Missing values  
For 161  
Participants

N=366



# Health Coaching Impact on Focus Areas

- 17% reduction in those consuming too much **processed foods**
- 19% reduction in those not consuming enough **fruits and vegetables**
- 13% reduction in those not consuming enough **whole grains**
- 15% reduction in those not meeting the minimum **activity** requirement
- 21% reduction in those consuming too many **sugary beverages**
- 8% reduction in **life dissatisfaction and distress**

# And.....

- 46% reduction in those with **Stage 1 Hypertension**
- 28% reduction in those with **Stage 2 Hypertension**
- 6% reduction in those with **Low HDL**
- 4% reduction in those with **High Total Cholesterol**
- 4% reduction in those with **BMI >30**





What will I get  
out of coaching?

- "What I like best about the health coaching is that YOU get to decide what you want to talk about and work on, but someone is giving you their undivided attention (who doesn't like that?), is as motivated as you are to help you meet your goals, and is non-judging."

- - DOT participant

# MaineDOT

**\*\*Out of 196 participants, 125 completed 100% of their goal!**

**\*\*Jean Perron cycled 982 miles and became number 7 overall across the states**

**\*\*Maine was 6<sup>th</sup> in top states competing**

**\*\*MaineDOT came in 10<sup>th</sup> in top organizations**

**\*\*Total miles we all did.....23,272!**

**Family Members Participated!!!!**

**One Million Miles  
One Month  
One Community**



**April 1 - April 30, 2018**

**Register Today**

My

# HOW DID LEADERSHIP GET INVOLVED AND MAKE IT FUN?

Good afternoon  
MTEx:  
It's official....we  
made it to the  
Grand Canyon!  
2751 miles!



# MADE IT FUN, INTERACTIVE, COMPETITIVE AND USED VISUALS

Our first stop after the Canyon was Hoover Dam (aka Boulder Dam). The chief engineer during construction was Francis Crowe, a UMaine civil engineering graduate.

We had a tough time pulling some of our folks away from all that CONCRETE!



MyFr



Thank you all for taking this trip with me – I appreciate it! I wonder how far we can make it next year???

Rick

MyFreePPT



# VIRGIN PULSE

A Wellbeing Initiative-



A platform that allows all employees the opportunity to become engaged in their personal health, challenges to participate in, health data and information, track, dashboard and sync with many devices

**Fun\*\*\*Engaging\*\*\*Attracts Gen Ys\*\*\*Helps Change Behavior**

# HOW HAS CHALLENGEME IMPACTED EMPLOYEES?

“ChallengeME has inspired me to focus on my health at work and not just at home. I have learned different ways to be healthy and active in the workplace that may have not been obvious to me before.”



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“When I use my lunch break to go to the gym, I feel less guilty now and supported in my decision to exercise. Exercise has definitely played an important part with keeping my stress to a minimum.”

Half dozen quit smoking (**One of our GOALS!!**)

A dozen using the gym reimbursement program on a regular basis

Several have become more active

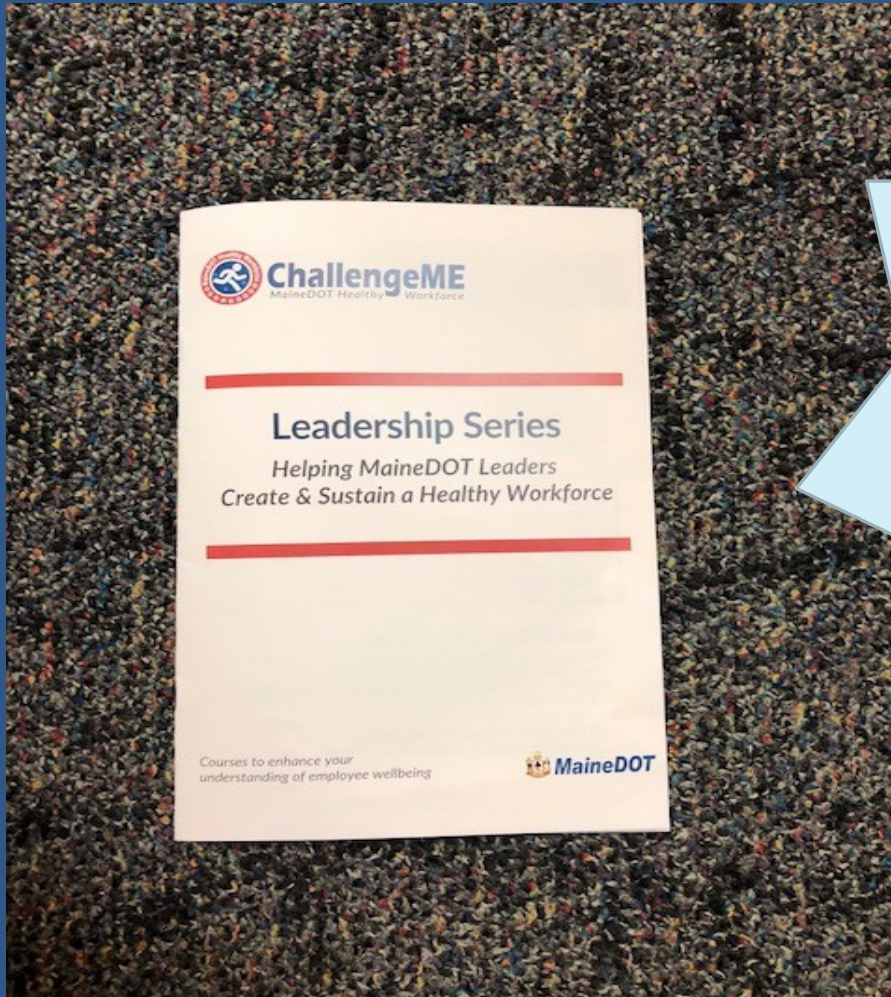
More knowledge on the health benefits

2 smoke free camps (**A Focus Area**)

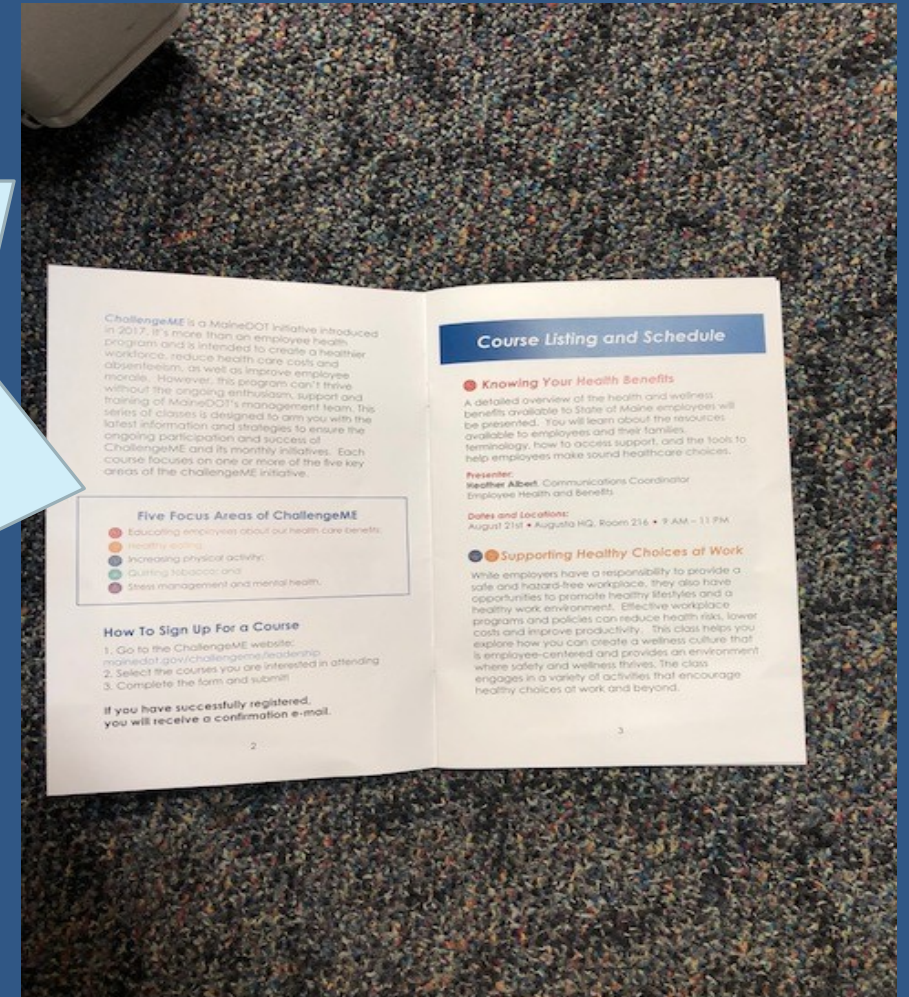
More conversations about health and wellness

# THE LEADERSHIP SERIES.....

## A SERIES OF PRESENTATIONS BY EXPERTS IN THE FIELD



### Leadership Sustainability



# SUMMARY

- Where are you now with wellness?
- What have you done with wellness so far?
- What's in it for everyone?
- What will it do for your company?
- What is leadership's role?
- Find your champion leader to help get the ball rolling
- Know your employee make-up and demographics, including current aggregate health data
- Be consistent







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