

Health Means Business Summary

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Introduction/Summary

On February 5, 2016 the Wellness Council of Indiana in cooperation with the Indiana Chamber of Commerce hosted a Health Means Business half day conference in Indianapolis. Over 260 participants, the majority of which resided in the state of IN, shared ideas on opportunities and barriers for worksite wellness practices in Indiana. Key issues discussed by participants were recorded by Wellness Council of Indiana (WCI) Learning Community Fellows from Indiana University and Ball State University. Speaker biographies and workshop agenda was as follows:

<https://www.uschamberfoundation.org/event/indiana-health-means-business-forum>

Why Does Health Mean Business?

Health Director Dr. Francis Collins noted that 20 percent of health outcomes depend on the health care sector. Health is inextricably tied to where we live, learn, work and play. It is shaped by the stability and safety of our housing, the quality of our schools, and the availability of clean, safe, open spaces in our communities. Business is a key place where people are every day. The goal for the conference was to begin discussions on how to make the healthy choice the easy choice. It is difficult to change health care system; building a new system where people can live their lives and be healthy is a better possibility than relying on the health care sector (trained in disease management) to create solutions for our health and wellness at work.

Background/Problems

Richard Crespin, senior fellow of the US Chamber of Commerce Foundation and forum moderator, started the workshop by leading a group discussion on why participants attended. He posed two questions: Why did you come today? What do you want to get out of the workshop?

Brainstorming Questions raised by Richard Crespin included:

- 1) How do we change little things and big things to create more health and wealth?
- 2) Expertise lies with community members; how much will you take control of this forum?
- 3) What is the Number one barrier for you taking control of health/wellness in your community?

Issues from the participants with suggested examples for solutions:

Lack of financial and human capital resources: Roberta Ressler from Dow AgroSciences suggested we need to align with our mission and show outcomes in order to sustain funding. Employee engagement scores they utilized measured via a well-being index. Tool suggestion: <http://www.well-beingindex.com/>

Poverty and drug addiction: Solutions suggested by the Indianapolis Pacers organizations was a food for kids program which combined a meal for hungry kids tied to an exercise program in schools. JumpIn, a program created by Ron Gifford, <http://jumpinforhealthykids.org/> pledged to reduce the childhood obesity rate in Indiana and discussed how small changes can make BIG impacts.

Aligning resources to a common goal: Kim Irwin, from Health by Design

(<http://healthbydesignonline.org/aboutUs.html>) discussed the importance of the business community playing a role to shape conversation about the community. Her business strives to ensure that communities throughout Indiana have neighborhoods, public spaces and transportation infrastructure

that promote physical activity and healthy living. She suggested that across the ages/lifespans we need to make healthy choices easier. The business community voice is CRITICAL. There is a need for policy and environmental changes.

Lifestyle and behavior change: An example of the live Healthy Kroger initiative (<https://www.kroger.com/topic/vaccinations-made-easy>) was given where flu shots are available at the local grocery stores. Live Healthy America creates online challenges that Indiana tried this past spring (<http://www.livehealthyindiana.com/>).

IT'S not easy to be healthy: A focus on policy and pulling people together is a priority. Roberta Ressler; put together a leadership team to envision what their company would look like in 10 years. She, then, decided what to do in the first 1-2 years. She needed this information to convince leadership.

Changing the environment to make the healthy choice the easy choice - How do we help employees make better choices? We engage employees from the beginning and get their input. Positional leaders and implementers was recommended as a place to begin. Richard Crespino asked: "What are the company assets?" Where to park my bike: Vending machines we suggested by Kim Irwin as a place to begin environmental changes. Steve Wagoner, Purdue University Extension hired 36 Community Wellness Coordinators to go help communities/develop an action plan. Every county has a county extension coordinator that partners to improve environment.

Culture/what's in it for me? Kim Irwin discussed how public health spending in Indiana is the lowest in the US 47-50th in the US. We don't commit funding to public health and public health issues. We need to address issues that are bigger than us; show up with policy development ideas within the state.

Leadership support showing the value of the investment/access to employees/connection to community. Roberta Ressler suggested establishing a vision to engage ALL employees. She recommended that efforts be FOCUSED. What inspires employees and you to show progress? Pick partners well on shared value assets. What's realistic to accomplish? Short and long term goals help support employees so outreach continues to reach the community at large.

Health/Wellness is a luxury? Dr. Michael Hicks, an economics professor from Ball State University recommended greater awareness of the fact that we share in our neighbor's wellness/environment. Quality schools are needed. He suggested that no one chooses to live where schools are below average. Amenities for recreational activities are important in neighborhoods. Communities that people want to live in; parks, get to schools easily; walk to grocery store all make wellness easier. Most places have not kept up on parks and trails yet businesses will locate near these trails. Eventually businesses go where their workers are not where land is cheap; but where workers want to come.

Leadership to overcome inertia. Vectren is an example of helping to enable people to do well by not making changes for them but asking how to work within community first? Have the Manager champion the idea and thus be a catalyst by finding others who will make a difference. Vectren gives employees 12 hours a month to participate during work time and just moved to 18 hours to be involved in communities. This was approved by a heavily unionized workplace. Everyone has their own initiative yet they agree to focus on what's best for the community in order to find a common cause.

Policy takes too long to change; capacity to change. Steve Wagoner suggested figuring out who needs to be around the table in order to connect with key informants. He suggested spending time in strategic

discussions/community engagement in order to find good partners. The key is to FIND positional leaders, elected officials, parental leaders, community leaders who can help change capacity. We need to move away from the “Guy who has the title and the Gal who does the work” as happens in many volunteer initiatives.

Solution/Conclusion ideas from presenters

Jeff Lundy: US Chamber of Commerce Initiative

40% of our health is in our environments; health has more to do with zip code than wellness program. Use talents in your community and consider writing a Robert Wood Johnson community grant.

<http://www.rwjf.org/en/library/articles-and-news/2015/04/u-s--chamber-foundation-and-robert-wood-johnson-foundation-annou.html>

Jerome Adams: Health Commissioner – Indiana Healthy Community Initiative

People follow what happens in their communities. Business needs to ENGAGE beyond the walls of their facility. Indiana is the 7th most obese state in the nation with 1/3 of adults not participating in leisure time activities. We also have the 12th worst smoking state. Chronic diseases are the problem now; not communicable diseases. Focus more state health funding on chronic diseases.

Janille Hawkins – Executive Director of INSHAPE Indiana & Chuck Gillespie, Wellness Council of Indiana

Need to reinvigorate INSHAPE Indiana. Encourage local implementation and ownership of INShape through healthy communities’ initiatives in cooperation with the Wellness Council of Indiana.

<http://www.wellnessindiana.org/project/indiana-healthy-community/>

Read new ideas/approaches:

Health care to Well Care begins with each individual. <https://www.wellcare.com/Indiana>. Book to read: Dee Edington; Shared values; Shared results where Building environment, support of healthier policies; citizen engagement and buy in from workplace all combine. <http://edingtonassociates.com/wp-content/uploads/2016/01/Shared-Values-SharedResults.pdf>

Carl Chapman: CEO Vectren/Catalyst Approach

The Catalyst Approach: want community to own it. See how Vectren combined business and commerce to create a shared goal. From a community garden farmers market to partnering with others in the community. They found that being a catalyst and partnering with others can work. .

<http://www.vectrenfoundation.org/>

Kim Irvin/Steve Wagoner/Roberta Ressler – Suggestions

Kim Irvin: Look at the built environment consider use patterns; transportation systems; open public space in your area. <http://healthbydesignonline.org/aboutUs.html>

Steve Wagoner; Purdue University Extension; act of congress.

<https://extension.purdue.edu/civilrights/Documents/Certification%20of%20EEO%20Guidelines%20for%20Extension%20Collaborators%20Partners%20-%20001.08.pdf>

Roberta Ressler – Dow AgroSciences example– Hunger Solutions network – 800 employees participated in a community garden effort. <http://newsroom.dowagro.com/press-release/dow-agrosciences-launches-food-security-initiative>

Dr. Michael Hicks - Ball State University

Healthy Wealthy index organized and analyzed at the county level.

<http://cms.bsu.edu/academics/centersandinstitutes/bbr/-/media/WWW/DepartmentalContent/MillerCollegeofBusiness/BBR/Publications/HomeHealthCare.ashx>

Wellness educators – 2 dimensions we all get: wellness-wellbeing = a happy life. Read Dr. Hicks 2013 paper by colleague on childhood obesity where having a park in a neighborhood reduced obesity by 3-5%. Playground was a positive investment

Richard Smith (pacers), Ron Gifford JumpIN; Lance Chrisman (Anthem/Foundation) panel:

Consider learning more about Social mapping to figure out needs to develop pro-active plans.

http://siteresources.worldbank.org/EXTTOPPSISOU/Resources/1424002-1185304794278/4026035-1185375653056/4028835-1185375678936/3_Social_mapping.pdf

The Conference ended with a question: ‘What actions might you take TODAY?’

If you are wondering what you might do; check out the Fit 40: 40 ways to drive company and community wellness ideas created by participant interviews from the Wellness Council of Indiana:

<https://www.uschamberfoundation.org/sites/default/files/Fit%2040%20-%20Forty%20Ways%20to%20Drive%20Company%20and%20Community%20Wellness.pdf>

Recommended Book: Edington, D. & Pitts, J. (2016) Shared Values Shared Results: Positive Organizational Health as a Win-Win Philosophy. <https://www.amazon.com/Shared-Values-Positive-Organizational-Philosophy/dp/0692561536>