



SIMPLE CHANGES THAT MAKE A BIG IMPACT: DON'T GET WORSE

Today's fragile economic climate requires new solutions to the problem of high healthcare costs. Organizations simply cannot afford for their employees to continue the trend toward unhealthy lifestyles that result in absenteeism and unproductive work days due to their overall health status. In the book Zero Trends: Health as a Serious Economic Strategy, Dee W. Edington, PhD, former director of the University of Michigan Health Management Research Center, draws from his 30 years of research and experience to explain how organizations can control health management and disability expenditures while keeping their workforces healthier and more productive.

Dr. Edington's message is straightforward, yet profound. His three key strategies, "Don't Get Worse", "Keep Healthy Employees Healthy", and "Create a Culture of Health", can help reduce the healthcare and productivity-related costs that are bankrupting American businesses.

This simple-to-implement program draws from the concept of keeping your healthy people healthy while promoting the idea of not getting worse. Share these ideas with your employees and empower them to improve their health, energy levels and well-being one bite at a time.

Lay the foundation to develop a "culture of health"

- Create a template of tasks and habits that occur in a typical given day.
- Use this template to establish a baseline of day-to-day activities.

Don't get worse

- Have employees list their own "typical day" and identify healthy verses unhealthy habits.
- Help employees determine what they are willing or unwilling to change for the better at this time.
- Encourage employees not to do more unhealthy things than they are already doing. Don't get worse!

Keep the healthy people healthy

- Ensure your employees have the tools, resources and environment to eat right, move throughout the day and avoid tobacco use.

Using this information in the workplace:

Cost: Low cost or no cost

- Include this information as a monthly topic in wellness-themed publications.
- Make this topic part of a quarterly challenge focused on simple changes that last.
- Provide a scorecard that allows employees to set a baseline day and follow that day for comparison.



Incentive ideas

- Peer-based recognition: make small gift cards available to staff that want to reward their colleagues for making healthier eating decisions.
- Subsidize the cost for healthier options in vending machines or dining areas of your workplace.
- Designate healthier options in vending machines and cafeterias with a green label or sticker. Provide entry cards for employees to collect the labels/stickers and have a monthly grand prize drawing for those that fill their entry cards.

Basic Promotion Idea

Shift into Neutral for Success

Tired about hearing about the latest health craze?

Sick of being asked to stop unhealthy habits?

Frustrated with not being able to resolve to be better?

We have a goal that everyone can accomplish!

Don't Get Worse!

Set a daily baseline of your typical day. Then for the next 6 weeks, keep track of your daily "habits" with the goal of not changing your healthy and unhealthy habits!