

Wellness at Butzel Long

HAP Worksite Wellness Forum
January 18, 2007
Southfield, MI

HISTORY...Why now, why wellness?

- Self-funded medical insurance plan
- Informal program was present
- Employee interest

BETTER BUTZEL

“A better you. A better Butzel.”

- Researched in 2005
- Began in 2006
- Designed as a marketing campaign
- Board buy-in is the key



Better Butzel: 5 Wellness Dimensions

- Nutrition
 - Physical Fitness
- Stress Management
 - Self-Responsibility
- Environmental Sensitivity

Better Butzel – Program Design

- PHASE 1: Let's Get it Started
 - Marketing, Organization, and Communication
- PHASE 2: Starting Point
 - Individual Assessment and Health Issues
- PHASE 3: Taking Action
 - Physical Activity and Community Involvement
- PHASE 4: Conclusion
 - Program Assessment and Future Planning

Better Butzel: 2006 Events

- Wellness Expos
 - Held at all locations
 - Healthy snacks provided
 - Freebies
 - “Wellness Tech Center” (online HRA’s)
 - Nurse Screenings for “The Big Three”
 - Glucose
 - Blood Pressure
 - Cholesterol
 - Vendors
 - Weight Watchers
 - Health Plans
 - Fitness Clubs (BMI)
 - Smoking Cessation Resources

Better Butzel: 2006 Events

<u>Event</u>	<u>Date</u>	<u>Participation</u>
Wellness Expos	April – May 2006	46%
Stress & Pain Management Strategies Seminar	May 2006	20%
Healthy Eating & Cooking Seminar for Women	May 2006	13%
Cancer & Disease Prevention Strategies Seminar	June 2006	15%
Physical Fitness Strategies Seminar	July 2006	15%
Other: CPR/First Aid Training, Flu Shots, and Blood Drive	Fall 2006	50%

Focus on Physical Fitness: “Better Butzel Moves”

■ Physical fitness competition

– Phases:

- Communication
- Registration
- Participation
- Results!



“Better Butzel Moves” - Design

- Six-week competition
- Team-based
- Weekly reporting
- Three categories:
 - Most Minutes (Stopwatches)
 - Most Activities (Foot Locker Gift Certificate)
 - Most Outrageous (Dick’s Sporting Goods Gift Certificate)
- Survey completion required to receive prizes

“Better Butzel Moves” – Communication Tips

- *Face-to-face*: First announced at Physical Fitness Seminar
- *Written*: Follow-up email sent to all employees
- *Consistent contact*: Weekly tips and reminders sent via email, including weekly leaders and related articles

“Better Butzel Moves” – Results!

- Nearly 25% participation rate
- Allowed for employee interaction on a different level – impact of culture
- Wellness initiative reached broad audience
- FUN!

Thank you!

Dana Davis

HR Coordinator

313-983-7432

david@davis.com

