

Board Meeting Agenda Item Executive Summary

Supt.'s Office Use Only

Board Meeting 12-18-07

Agenda Consent

Item No. G. 7.

Board Meeting Date:	December 18, 2007
Submitted By:	Sandi Medeiros
Item Description:	School District Worksite Wellness Project

Purpose and Explanation:

A proposal has been prepared for submission to the Florida Department of Health, Heart Disease and Stroke Prevention Program, to fund a district-wide wellness program for all employees. These funds will be used to expand the current school-based wellness program to include a district-wide focus that will provide additional opportunities for employees to participate in wellness activities and provide for greater role models in all of our schools and district departments. Employees will be offered the opportunity to participate in voluntary health/wellness risk-factor screenings, seminars, cooking demonstrations and exercise classes. During the funding, period the district will partner with Gainesville Health and Fitness Center for the use of their fitness trainers. The implementation of a district employee wellness program will not only impact the top five diagnosed conditions as reported by Blue Cross/Blue Shield of Florida, but will also address the underlying causes of other conditions which may lead to heart disease and stroke.

Requested funds are \$75,000 for January 2008 – June 2008. The Department of Health intends to fund selected projects for a three-year period, subject to the availability of funds and satisfactory performance.

BUDGETARY IMPACT

Funding Source (Description): **Amount: \$75,000.00**

<p>Staff Attorney Review & Approval <i>(For Contracts Only)</i></p>	<p>Date: _____</p> <p>Initial: _____</p>	<p style="text-align: center;">ADDITIONAL INFORMATION</p> <p>Yes: _____ No: _____</p>
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Section 1: Executive Summary

Alachua County Public Schools currently has a board-adopted, district-wide Wellness Policy, primarily focused on student wellness issues. This is a fluid policy and is open to the inclusion of more employee wellness activities and strategies. Currently, each school in the district has an established Wellness Committee and a person at each school designated as the Health, Safety, and Wellness Trainer to plan, coordinate, and conduct school-based wellness activities. The district-level Wellness Committee, which includes community and district members, meets regularly. An existing component in the board-adopted professional development plan, entitled “Lifestyle Improvement/Fitness Enrichment” (LIFE), focuses on activities that encourage participants to design, and document their participation in, a personal wellness program. Participants who are instructional employees may earn professional development points to be used for recertification.

Expanding the current school-based activities to include a district-wide focus will provide additional opportunities for employees to participate in wellness activities and provide for greater role models in all of our schools.

Planned activities/strategies include:

- Creating a district partnership with a local physical fitness facility, Gainesville Health and Fitness Center, one of the premier fitness centers in the state
- providing seminars, cooking demonstrations, and exercise classes at various sites at times convenient to employees
- offering donated incentives to participants (example – discount coupons for various businesses in the county; drawings for free memberships to the Fitness Center, etc.)

- developing challenges by pairing employees who already exercise with non-exercising employees for support & motivation

Section 2: Demographics

Although the district plan will encourage participation by all employees, a strong emphasis will be placed on recruiting employees with the greatest need based on responses to the health survey. Activities will be designed to encourage participation by those in the most at-risk groups as identified by health data provided by Blue Cross/Blue Shield of Florida.

There are currently 4,291 employees in the school district. 2,073 of these are instructional, 142 are administrative, and 2,076 are career service. 24% of all employees are males and 76% are females. Of these, 69% are white, 27% are African-American, 3.5% are Hispanic, and .5% are Asian.

The Blue Cross/Blue Shield cost analysis data indicates that the top five health care costs for the school system include Neoplasm, Circulatory System disorders, Musculoskeletal problems, Digestive System disorders, and Genitourinary System disorders all of which could be helped, either long-term or short-term, by employee participation in the proposed district wellness program. Employees who have been diagnosed with hypertension are included in the 2nd highest cost to the district – Circulatory System. Although diabetes is not one of the top diagnoses with respect to amount of money spent, employees with diabetes typically have other health problems, such as obesity and hypertension, and would be included in other diagnosed codes. The combined benefits payments for health care related to these top five conditions totaled \$6,770,065.00 between July 2006 and June 2007. The data also indicates that musculoskeletal problems lead the number of outpatient visits to doctors. Many of these problems are most likely also related to obesity.

The district employee wellness program will not only impact the top five diagnosed conditions as reported by Blue Cross/Blue Shield, but will also address the underlying causes of other conditions.

Section 3: Background & Project Description

Alachua County is located in the heart of North Central Florida. It is considered to be a “high-needs” district because, according to 2000 census data, Alachua County has 12.2% of its families and 22.8% of its population living below the poverty line. This lends itself to a high proportion of its non-instructional employees living in the culture of poverty. Because of the proximity to the University of Florida, a large proportion of its instructional employees are also very highly educated and keenly aware of health and wellness issues. Just prior to the 2006 – 2007 school year, the district formed a District Wellness Committee to address the health issues and needs of its students. It is currently in the 2nd year of implementing the district-wide wellness plan. To assist with dissemination of wellness information, the district subscribes to the weekly “Fit School Newsletter,” that is posted on the district’s web site and is available to employees, as well as parents and the community.

The district’s mission statement, “We are committed to the success of every student!” will form the basis for the development of a district-wide employee wellness project. Our school board members and district administration firmly believe that, in order for its students to be successful, its staff must “promote, support, and model” healthy behaviors. The district has long encouraged all staff members to participate in a variety of wellness activities, many of which are strongly supported by various community partners. Each school has a Health, Safety, and Wellness Trainer who is responsible for coordinating wellness activities at the school site. There is also a professional development component for instructional employees so that they can earn points toward their recertification.

The person who will be coordinating the District Employee Wellness Project is a member of the local diabetes association and a retired physical education instructor with a strong background in mentoring adults to achieve personal wellness goals. Members from the District Wellness Committee will participate in the development of the district-wide employee plan and determine which strategies could be added to the District Wellness Policy. In addition, the Director of Marketing for the Gainesville Health & Fitness Centers, a representative from the Alachua County Department of Health, the district's Risk Management Director, and the district's representative from Blue Cross/Blue Shield of Florida will also serve on the Employee Wellness Project committee. As evidenced in his letter of support, our Superintendent is highly supportive of this project.

Planned activities include:

- seminars on a variety of health topics, including the benefits of good nutrition and how to prepare easy, nutritious meals for families; exercising for health and stress reduction (ex. weight training; walking; aerobics; yoga; tai chi); taking advantage of wellness opportunities offered through the district health insurance program, etc.
- district sponsored health fairs at various locations throughout the county offering medical screening and wellness information
- four- to six-week exercise programs, conducted by trained instructors, offered at various locations throughout the county
- small group "personal training" sessions for employees
- "Biggest Loser" competitions
- cooking demonstrations conducted by local chefs

Section 4: Partnerships

The district will begin its comprehensive employee wellness program by partnering with the Gainesville Health and Fitness Center, FlashPoint 52, Blue Cross/Blue Shield of Florida, the Alachua County Health Department, and Eastside High School’s Culinary Arts Institute. These “founding” partners will contribute in the following ways:

- serve as members of the planning committee
- provide instructors for planned seminars
- provide exercise professionals for a variety of exercise sessions
- conduct wellness screening with individualized professional feedback
- provide “personal trainers” for small group exercise sessions
- secure donated incentives from local businesses (ex. discount coupons)
- assist with the development of the marketing plan
- provide demonstration cooking classes with nutrition guidelines
- provide seminars on programs offered through the district’s health care provider

Section 5: Budget & Budget Narrative

REQUEST FUNDING FOR ONE YEAR ONLY

School District Employee Wellness Budget – Alachua County	Amount
<u>Staff:</u> 1 District Coordinator to coordinate project and to provide reports to DOH (calculated at 480 hours during 4-month period x \$25/hour) \$10,000	\$10,000
<u>Contractual Services:</u> Flashpoint 52 Health Risk Appraisals and Data Analysis (calculated at \$18 per person cost and targeting 2,000 employees) \$36,000 ; University of Florida/Shands Hospital Health Fairs (1-2 health fairs to talk with participants re: health risks and provide <u>free</u> screenings @ \$6,250 each) \$12,500 ; Gainesville Health & Fitness Class Instructors for program components (exercises, nutrition, etc.) (20 groups of 20 people or 400 people total) x 2 6-week sessions @ \$300 per session (or \$600 total) \$12,000 .	\$60,500
<u>Marketing:</u> Brochures, website, marketing tools such as stretch bands and pedometers	\$2,500
<u>Supplies:</u> Office supplies for District Coordinator	\$100

<u>In-county travel</u>	\$228
<u>Indirect/Administrative Costs</u> : Calculated @ 2.28%	\$1,672
TOTAL FUNDING REQUESTED	\$75,000

In-kind match – Office space provided to District Coordinator (district rental fee for one classroom for 3 hours is \$80 x 2 for 6 hours/day x 80 days (4 months for Coordinator) = \$12,800

Section 6: Marketing

The Alachua County Public Schools’ Employee Wellness Program will be marketed to all departments and schools within the county. School based Health, Safety, and Wellness Trainers will coordinate the distribution of materials within each school. Other district departments (ex. transportation, food service, etc.) will be asked to identify one employee to serve as a contact. Eye-catching brochures targeting sedentary employees most at risk for heart disease, diabetes, and musculoskeletal problems will be created by the artists on staff in the district’s Teacher Production Lab. The brochures will focus on the following:

- enjoyable, entry-level activities that will allow the participant to feel immediate success
- basic educationally informative seminars on a variety of subjects
- easy and painless wellness screenings with immediate results and trained “health managers” to discuss results (the FlashPoint 52 program materials)
- small classes with personal trainers focusing on specific targets (ex. back problems)
- a variety of exercise activities presented in 4 – 6 week sessions to keep interest high (something for everyone)
- cooking demonstrations featuring nutritious food and healthy preparation methods

The school-based and department-based coordinators will also be given a copy of the Gainesville Health and Fitness Center 30-minute infomercial targeting non-exercisers and varying groups of individual (ex. older individuals, less fit individuals) to use for presentations to employees. The intent will be to demonstrate that any employee, regardless of current lack of physical condition, can get started toward a healthier way of life with just a few life changes.

Section 7: Evaluation

The District will evaluate this program through a number of methods. The District has already worked with the BlueCross BlueShield of Florida representative and the District's Risk Management office to determine the top five disease conditions identified by utilization costs for the 2006-2007 school year and is working on gathering the same historic data for 2005-2006. During the grant/program period, the District will gather the data needed to determine the top five disease conditions for the current program year, 2007-2008. Other data, as outlined below, will be used to determine the amount of decrease in claims related to these categories after the implementation of this health and wellness program sponsored by the Florida Department of Health.

In addition, aggregated data on substitute costs will be tracked for the same time periods as top five disease categories. Again, data from the current school year will be compared to past years to determine the percentage of decrease in the number of substitute days related to teacher sick days after the implementation of this health and wellness program. The District's Personnel office will be instrumental in providing this data for grant purposes.

The District will work with Flashpoint52 to gather aggregated health risk appraisal data from District employees through their data-driven, proprietary software system. This system provides individuals secure access to an online health risk appraisal and a way of tracking their personal

health information as well as provides companies with aggregate reporting. The District will be able to use this data to determine what health risks may be further targeted by screenings through health fairs and fitness programs.

The District will work on a partnership with the University of Florida/Shands Hospital in order to provide one or two health fairs for employees where free screenings will be available and additional health risks may be identified. The District Coordinator will be instrumental in working with the Shands representatives to gather aggregated screening data to determine savings to the District through early detection and intervention.

The District will partner with the Gainesville Health & Fitness centers to offer health interest surveys to employees. Once the health surveys have been reviewed, Gainesville Health & Fitness will offer instructors to conduct special District classes to employees that directly correlate with the interest survey results.

In addition to a partnership with Flashpoint 52, the District also will partner with the Gainesville Health & Fitness centers to offer health interest surveys to employees. Once the health surveys have been reviewed, Gainesville Health & Fitness will offer instructors to conduct special District classes to employees that directly correlate with the interest survey results. These classes may include topics such as yoga, nutrition, etc. The district coordinator will meet with the Health, Safety and Wellness coordinator from each school and with representatives from district departments to discuss the use of the survey data and encourage employee participation. Results of these surveys will demonstrate an increased involvement in wellness activities by employees as compared with interest surveys conducted at the beginning of the program.

All evaluation data will be shared with the Florida Department of Health through the required reports for this program.