Analysis Questions and Analysis Answers

For Administrative Support and Student Support Units

Informed by your assessment activities, what changes have you made in your unit in the last three to five years? Describe the changes, the general results that prompted the changes, and the impact on your unit’s clients/customers that you might attribute to these changes.

Office of Health Promotion and Wellness Administrative Unit: In 2012-2013, the unit initiated a series of activities to improve the communication and engagement of the programs and services offered by the Office of Health Promotion and Wellness (OHPW). Based on benchmark performance of our programs and services, the office identified opportunities for improvement in the program, services, reach, and scope of the program. After a best practice review identified by our professional organization as well as the involvement of stakeholders both internal and external of our office, the following strategies were adopted:

- Integrate health related resources to include the coordination of incentives and benefits for optimal value-based health solutions
- Launch the WellBAMA Rewards program to include a financial incentive based on health status and participation
- Create an online registration system for WellBAMA health screening and follow-up programs
- Create a process for administering the WellBAMA rewards program
- Launch of the WellBAMA Ambassador program to secure program promotion and participation via dedicated supporters within campus offices, departments and colleges at a ratio of approximately 1 ambassador to 100 employees with twice annual retreats and monthly newsletters.
- Deliver a monthly Health Themed/Observance-related newsletter to be delivered via a variety of vehicles (including email, web, social media, etc.)

As the WellBAMA Rewards program is rolled out campus-wide, the OHPW will continue to solicit feedback from employees, and to shape communications in order to engage the population. Testimonials, success stories and photographs will be used to further promote the success of employees who have embraced the culture of wellness in order to inspire others to do the same. Data drawn from programs will be used to promote the work of the OHPW and the University of Alabama in the local, regional and national media. Future surveys and benchmark studies will be conducted in 2015-16.

Mission / Purpose

The Mission of the Office of Health Promotion and Wellness is to be a nationally recognized leader of university health & wellness programs, united in our commitment to enhancing the quality of life for all served.

The Office will work collaboratively with key stakeholders in order to deliver the following core functions:

1. Create and sustain a culture of health and well-being that empowers UA and their families to maintain and improve health,
2. Communicate and coordinate the highest quality health and wellness programs, resources, and opportunities in order to reduce health risks, prevent disease, and manage chronic conditions,
3. Build an environment that supports the health and safety of our employees,
4. Integrate health related resources to include the coordination of incentives and benefits for optimal value-based health solutions,
5. Develop a research agenda and publish articles relating to the participation, impact and outcome measures of the program, and
6. Provide education and training opportunities for undergraduate and graduate students in the area of community health, health and wellness program planning and delivery, and program evaluation and dissemination.

Goals

G 1: Office Goals

We will work collaboratively with our key stakeholders in order to:

- Create and sustain a culture of health and well-being that empowers employees and their families to maintain and improve health. [strategy]
- Communicate and coordinate the highest quality health and wellness programs, resources, and opportunities in order to reduce health risks, prevent disease, and manage chronic conditions. [communication & program delivery]
- Build an environment that supports the health and safety of our employees. [supportive environment]
- Integrate health related resources to include the coordination of incentives and benefits for optimal value-based health solutions [incentives and health related benefit alignment]
- Develop a research agenda and publish articles relating to the participation, impact and outcome measures of the program.
Student Learning Outcomes, with Any Associations and Related Measures, Targets, Findings, and Action Plans

SLO 3: Training of undergraduate nursing students for the delivery of WellBama
Successful completion of the training of undergraduate nursing students in preparation for the delivery of the WellBama outreach program and research project

Related Measures

M 6: Number of students who successfully complete the training
Measure the number of students who successfully complete the training.
Source of Evidence: Activity volume

Target:
A total of 100 or more community health nursing students will be trained on health assessment, health coaching and charting of score sheet data to be utilized in the WellBama screening. Students will receive a satisfactory clinical grade and each student will score a 100% on the Basic Bio-safety training test.

Other Outcomes, with Any Associations and Related Measures, Targets, Findings, and Action Plans

OthOtcm 2: Participation in WellBama programs & services
Fifty percent annual participation among UA faculty and staff in WellBama programs & services

Related Measures

M 3: Participant survey about health promotion campaign
Participant survey will be conducted to determine effectiveness of the health promotion campaign as measured by enrollment as well as satisfaction of the program
Source of Evidence: Evaluations

Target:
1. A level of positive employee satisfaction of 75% (combined total for excellent/good rating) will be garnered for the wellness as collected from feedback of a university health and wellness needs and interest survey.

M 4: Comparison of eligible and active employee
Collection of participant engagement will be measured through a review of an online coordinated database comparing eligible and active employee with research conducted to include descriptive analysis of participants.
Source of Evidence: Administrative measure - other

Target:
A goal of 50% participation among all UA faculty and staff through in one or more health and wellness programs on an annual basis.

Related Action Plans (by Established cycle, then alpha):
Continued enrollment and participation in the University's Wellness program.
Established in Cycle: 2011-2012
Continued promotion, communication and engagement efforts to increase overall participation in the UA Wellness program. Gain ad...

For full information, see the Details of Action Plans section of this report.

M 5: Study of behavior, clinical indices, and health care costs
Research on program effectiveness will be completed as evidenced by modification in behavior, clinical indices, and health care costs.
Source of Evidence: Existing data

Target:
Research protocol and initial analysis of the WellBAMA participant health information will be completed.

OthOtcm 4: Collaboration and Delivery of a Health Care & Wellness Presentations at local, state and national conferences
The leadership team of the Office of Health Promotion and Wellness will provide successful leadership and collaboration in addressing the wellness and health care issues by collaborating and presenting at local, state and national conferences. This will allow The University of Alabama to continue to be recognized by business, non-profit and governmental agencies as the thought leaders in advancing the social, cultural and health issues of our campus and larger community through the delivery and collaboration at key conferences. The number of events will be a minimum of three in the academic year.
**Related Measures**

**M 9: Number of events and reach in the Health & Wellness Conference events**
Identify the total number of programs/conferences as well as the estimate of total number of attendees at local, national and state conferences. Attendees will include campus, community, state and national stakeholders of health and wellness representing business, non-profit and government sectors connected in their vision of advancing the health of the State of Alabama and our citizens, as well as the well-being at the national level.

Source of Evidence: Benchmarking

**Target:**
To deliver a regional conference focusing on healthy workplace initiatives to improve the health and well-being of the workforce for employees. In delivering this program to provide excellence in value as evidenced by the results of the participant survey in all areas of conference delivery.

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**Details of Action Plans for This Cycle (by Established cycle, then alpha)**

**Continued enrollment and participation in the University's Wellness program.**
Continued promotion, communication and engagement efforts to increase overall participation in the UA Wellness program. Gain added participation through the WellBAMA rewards program.

**Established in Cycle:** 2011-2012
**Implementation Status:** Planned
**Priority:** High

**Relationships (Measure | Outcome/Objective):**
- **Measure:** Comparison of eligible and active employee
- **Outcome/Objective:** Participation in WellBama programs & services

**Implementation Description:** Continue to promote WellBAMA rewards program, gain added promotion with the recruitment of WellBAMA Ambassadors as well as expand promotion with other partners (human resources, university recreation, university medical center).

**Projected Completion Date:** 04/2013
**Responsible Person/Group:** Office of health promotion and wellness team members - director, coordinators, and office associate, as well as support from the Assistant Director and the recruitment and roll out of the WellBAMA Ambassador program.
**Additional Resources:** Staff support, expansion of WellBAMA Ambassadors, WellBAMA financial reward incentive.
**Budget Amount Requested:** $15,000.00 (recurring)
Mission / Purpose

The Mission of the Office of Health Promotion and Wellness is to be a nationally recognized leader of university health & wellness programs, united in our commitment to enhancing the quality of life for all served.

The Office will work collaboratively with key stakeholders in order to deliver the following core functions:

1. Create and sustain a culture of health and well-being that empowers UA and their families to maintain and improve health,
2. Communicate and coordinate the highest quality health and wellness programs, resources, and opportunities in order to reduce health risks, prevent disease, and manage chronic conditions,
3. Build an environment that supports the health and safety of our employees,
4. Integrate health related resources to include the coordination of incentives and benefits for optimal value-based health solutions,
5. Develop a research agenda and publish articles relating to the participation, impact and outcome measures of the program, and
6. Provide education and training opportunities for undergraduate and graduate students in the area of community health, health and wellness program planning and delivery, and program evaluation and dissemination.

Goals

G 1: Office Goals

We will work collaboratively with our key stakeholders in order to:

- Create and sustain a culture of health and well-being that empowers employees and their families to maintain and improve health. [strategy]
- Communicate and coordinate the highest quality health and wellness programs, resources, and opportunities in order to reduce health risks, prevent disease, and manage chronic conditions. [communication & program delivery]
- Build an environment that supports the health and safety of our employees. [supportive environment]
- Integrate health related resources to include the coordination of incentives and benefits for optimal value-based health solutions [incentives and health related benefit alignment]
- Develop a research agenda and publish articles relating to the participation, impact and outcome measures of the program.

Student Learning Outcomes, with Any Associations and Related Measures, Targets, Findings, and Action Plans

SLO 3: Training of undergraduate nursing students for the delivery of WellBama

Successful completion of the training of undergraduate nursing students in preparation for the delivery of the WellBama outreach program and research project

Connected Document
Health Promotion and Wellness Timetable

Related Measures

M 6: Number of students who successfully complete the training

Measure the number of students who successfully complete the training.

Source of Evidence: Activity volume

Connected Document
Health Promotion and Wellness Timetable

Target:
A total of 100 or more community health nursing students will be trained on health assessment, health coaching and charting of score sheet data to be utilized in the WellBama screening. Students will received a satisfactory clinical grade and each student will score a 100% on the Basic Bio-safety training test.

Finding (2012-2013) - Target: Met
Over 120 community health nursing students have been trained on health assessment, health coaching and charting of score sheet data as utilized in the WellBama health screening and coaching events in the 2012-13 academic calendar year. Students all received a satisfactory clinical grade and each student scored a 100% on the Basic Bio-safety training test.

M 7: Feedback from the students

Capture feedback from the students on their experience.

Source of Evidence: Evaluations

Connected Document
Health Promotion and Wellness Timetable
Results of a student evaluation will yield favorable clinical experience when participating with WellBAMA. At the end of every 5 week clinical rotation in community health nursing, the students evaluate each clinical site. The students rated the WellBama experience as an excellent experience and reported they enjoyed the face-to-face health promotion experience with the UA employees with continued positive and favorable feedback.

Other Outcomes, with Any Associations and Related Measures, Targets, Findings, and Action Plans

**OthOtcm 1: Increase in participation in the Crimson Couch to 5K Wellness Campaign**
An increase of 10% participation in the Crimson Couch to 5K Wellness Campaign and Event with 50% completion in the research of health behaviors and biometric screening.

**Related Measures**

**M 1: Count of eligible versus active**
Participation in the wellness campaign will be measured through an employee eligible and active database.

**Source of Evidence:** Activity volume

**Connected Document**
Health Promotion and Wellness Timetable

**Target:**
Participation in the Crimson Couch to 5K (CC25K) program and event will increase by 10% as evidenced by participation and completion in the CC25K program training and event.

**Finding (2012-2013) - Target: Partially Met**
Crimson Couch to 5K: Designed to get UA faculty, staff and family member off the couch and participating in a 5K (3.1 mile) run/walk event, this 9-week program offers participants an opportunity to monitor their weight, body mass index, and blood pressure. Additionally, individuals and teams meet across campus throughout the workweek to participate in an exercise regimen, led by a fitness coach, in order to train and complete the 5K walk/run event. The 2012 program kicked off in September and concluded on November 15 with the Crimson Couch to 5K Event. Highlights: As compared to the previous year, program participation was approximately 650 participants as compared to 750/800 the year before. Although this did not yield the goal of an increase of continued and very good participation levels were noted. Event participants reached the level of participation in 2010 and were only slightly below (minus 75) of the level of 650 in 2011. It was noted that over 575 individuals attended the CC25K event with over 460 finishing the actual 5K event. Continued engagement and favorable response of the program has allowed for the continuation.

**M 2: Study of health behaviors and health measures**
Health measures to include blood pressure, body mass index, body weight, and waist and hip circumferences, along with current exercise status, will be completed. Research will be conducted to determine changes in both health behaviors and health measures of participants.

**Source of Evidence:** Benchmarking

**Connected Document**
Health Promotion and Wellness Timetable

**Target:**
Fifty percent of Crimson Couch to 5K participant will complete both baseline and follow-up measures related to employees health behaviors and biometric screenings.

**Finding (2012-2013) - Target: Met**
Over 250 UA employees completed baseline measures that were completed during the Crimson Couch to 5K program kick off. Health measures included height, weight, body mass index, blood pressure as well as completed information on their baseline physical activity status, health status, and pain assessment questionnaire. At the conclusion of the program 130 of the 250 employees completed follow-up measures with an additional completing online survey with additional self-reported information on their health measures and behaviors. The goal of 50% completion in the research participation of employees with baseline measures was exceeded as 52% of UA employees completing baseline measures completed follow-up check-ins to complete health measures and report updated physical activity status.

**OthOtcm 2: Participation in WellBama programs & services**
Fifty percent annual participation among UA faculty and staff in WellBama programs & services

**Related Measures**

**M 3: Participant survey about health promotion campaign**
Participant survey will be conducted to determine effectiveness of the health promotion campaign as measured by enrollment as well as satisfaction of the program.

**Source of Evidence:** Evaluations

**Connected Document**
Health Promotion and Wellness Timetable

**Target:**
1. A level of positive employee satisfaction of 75% (combined total for excellent/good rating) will be garnered for the wellness as collected from feedback of a university health and wellness needs and interest survey.

**Finding (2012-2013) - Target: Met**
Health promotion and wellness program are evaluated annually and to this end, the information garnered in these surveys provide valuable feedback for continued improvements of the program. The WellBAMA
participant survey was conducted and yielded the following favorable results:

Delivery and coordination of the WellBAMA program: 99% were satisfied
Helpfullness of the program in learning about health: 87% satisfied
Overall Experience: 99% satisfied

The results yielded more favorable results in 2012/13 and could also be a result of the WellBAMA Rewards program that includes a financial incentives.

M 4: Comparison of eligible and active employee
Collection of participant engagement will be measured through a review of an online coordinated database comparing eligible and active employee with research conducted to include descriptive analysis of participants.
Source of Evidence: Administrative measure - other

Connected Document
Health Promotion and Wellness Timetable

Target:
A goal of 50% participation among all UA faculty and staff through in one or more health and wellness programs on an annual basis.

Finding (2012-2013) - Target: Partially Met
Review of the online employee database revealed an overall employee participation of 1800 employees. Comparing this number to the updated total number of eligible employees of 5,000 yields an overall participation rate of approximately 36%, an increase of 6% over 2011-12.

Related Action Plans (by Established cycle, then alpha):
Continued enrollment and participation in the University's Wellness program.
Established in Cycle: 2011-2012
Continued promotion, communication and engagement efforts to increase overall participation in the UA Wellness program.

For full information, see the Details of Action Plans section of this report.

M 5: Study of behavior, clinical indices, and health care costs
Research on program effectiveness will be completed as evidenced by modification in behavior, clinical indices, and health care costs.
Source of Evidence: Existing data

Connected Document
Health Promotion and Wellness Timetable

Target:
Research protocol and initial analysis of the WellBAMA participant health information will be completed.

Finding (2012-2013) - Target: Met
Research protocols, collection of health risks and health care costs have all been collected and organized into a data base with review of data completed. Ongoing analysis is conducted to explore the relationships between health risks and health care costs as well as health risk improvements over time. Two peer-reviewed publications have been completed with the data. Results continue to be generated for internal reports and peer-reviewed research publications.

OthOth 4: Collaboration and Delivery of a Health Care & Wellness Presentations at local, state and national conferences
The leadership team of the Office of Health Promotion and Wellness will provide successful leadership and collaboration in addressing the wellness and health care issues by collaborating and presenting at local, state and national conferences. This will allow The University of Alabama to continue to be recognized by business, non-profit and governmental agencies as the thought leaders in advancing the social, cultural and health issues of our campus and larger community through the delivery and collaboration at key conferences. The number of events will be a minimum of three in the academic year.

Connected Document
Health Promotion and Wellness Timetable

Related Measures

M 8: Design and deliver a health care conference
Design and deliver a health care conference with key stakeholders of health in the State of Alabama.
Source of Evidence: Administrative measure - other

Connected Document
Health Promotion and Wellness Timetable

Target:
Plan and deliver a health care conference on the campus of The University of Alabama with engagement and participation of local, state, and nationally recognized organization and thoughts leaders in health, health care and employee productivity.

Finding (2012-2013) - Target: Met
The Office of Health Promotion and Wellness and its team of faculty and staff have hosted, sponsored and/or delivered the following local, state, and national programs and presentations during the 2012-13 academic year. Conferences, presentation titles, approximate number in attendance totaling over 875 attendees. Healthy Employees, Profitable Bottom Lines: Delivering on the Value of Health Promotion and Worksite Wellness. Work and Well-Being Conference. American Psychological Association Center for Organizational Excellence, Chicago, IL, April 25, 2013. Attendance: 75; Collaboration with American Psychological Association.
Details of Action Plans for This Cycle (by Established cycle, then alpha)

Continued enrollment and participation in the University's Wellness program.

Established in Cycle: 2011-2012
Implementation Status: Planned
Priority: High
Relationships (Measure | Outcome/Objective):
  Measure: Comparison of eligible and active employee
  Outcome/Objective: Participation in WellBama programs & services

M 9: Number of events and reach in the Health & Wellness Conference events

Identify the total number of programs/conferences as well as the estimate of total number of attendees at local, national and state conferences. Attendees will include campus, community, state and national stakeholders of health and wellness representing business, non-profit and government sectors connected in their vision of advancing the health of the State of Alabama and our citizens, as well as the well-being at the national level.

Source of Evidence: Benchmarking

Connected Document
Health Promotion and Wellness Timetable

Target:
To deliver a regional conference focusing on healthy workplace initiatives to improve the health and well-being of the workforce for employees. In delivering this program to provide excellence in value as evidenced by the results of the participant survey in all areas of conference delivery.

Finding (2012-2013) - Target: Met
The Office of Health Promotion and Wellness and its team of faculty and staff have hosted, sponsored and/or delivered the following local, state, and national programs and presentations during the 2012-13 academic year. Conferences, presentation titles, approximate number in attendance totaling over 875 attendees.

- Obesity Science and Strategies at the Workplace, The HERO forum, Minneapolis, MN, September 2012. Attendance: 50; Collaboration with the Health Enhancement Research Organization.
- Critical and Creative Thinking: The Six Hats Approach. College of Arts and Sciences Staff Association, The University of Alabama, Tuscaloosa, AL, August 19, 2012. Attendance: 100; Collaboration with UA’s College of Arts and Sciences.
| Implementation Description: Continue to promote WellBAMA rewards program, gain added promotion with the recruitment of WellBAMA Ambassadors as well as expand promotion with other partners (human resources, university recreation, university medical center).

Projected Completion Date: 04/2013

Responsible Person/Group: Office of health promotion and wellness team members - director, coordinators, and office associate, as well as support from the Assistant Director and the recruitment and roll out of the WellBAMA Ambassador program.

Additional Resources: Staff support, expansion of WellBAMA Ambassadors, WellBAMA financial reward incentive.

Budget Amount Requested: $15,000.00 (recurring) |
Mission / Purpose

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1. Create and sustain a culture of health and well-being that empowers UA and their families to maintain and improve health,
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3. Build an environment that supports the health and safety of our employees,
4. Integrate health related resources to include the coordination of incentives and benefits for optimal value-based health solutions,
5. Develop a research agenda and publish articles relating to the participation, impact and outcome measures of the program, and
6. Provide education and training opportunities for undergraduate and graduate students in the area of community health, health and wellness program planning and delivery, and program evaluation and dissemination.

Other Outcomes, with Any Associations and Related Measures, Targets, Findings, and Action Plans

OthOtcm 1: Increase in participation in the Crimson Couch to 5K Wellness Campaign

An increase of 10% participation in the Crimson Couch to 5K Wellness Campaign and Event with 50% completion in the research of health behaviors and biometric screening.

Connected Document
Health Promotion and Wellness Timetable

Related Measures

M 1: Count of eligible versus active

Participation in the wellness campaign will be measured through an employee eligible and active database.

Source of Evidence: Activity volume

Connected Document
Health Promotion and Wellness Timetable

Target:
Participation in the Crimson Couch to 5K (CC25K) program and event will increase by 10% as evidenced by participation and completion in the CC25K program training and event.

Finding (2011-2012) - Target: Met

Crimson Couch to 5K: Designed to get UA faculty, staff and family member off the couch and participating in a 5K (3.1 mile) run/walk event, this 9-week program offers participants an opportunity to monitor their weight, body mass index, and blood pressure. Additionally, individuals and teams meet across campus throughout the workweek to participate in an exercise regimen, led by a fitness coach, in order to train and complete the 5K walk/run event. This fall 2011 program kicked off in September and concluded on November 13 with the Crimson Couch to 5K Event.

Highlights:

- As compared to the previous year, program participation was approximately 800 participants as compared to 750 the year before. Although this did not yield the goal of an increase of 10% or 75 participants, an increase of 7% was noted or approximately 50 participants. Additional participants were involved through a community partnership with a local elementary school to involve both UA families as well as other community members.

- Event participants exceeded the 10% goal of 605 participants with a total of 650 individuals participating in the 2nd Annual Crimson Couch to 5K program and 550 crossing the finish line of the 5K (3.1 mile) walk/run event. Of the 550, 286 were faculty and staff and 264 were family and friends. Previous year participation was 550 total participants.

- Taken together, the overall increase in participation of both the program and event was 12% from overall participation of 1,450 (800 in the program and 650 at the event) from the previous year’s total of 1,300 (750 program participation and 550 event participation).

- Participation survey results from UA faculty and staff (n=100) indicated the following:
  - 87% of employees stated they felt better
  - 84% increased their activity level
  - 81% improved their health
  - 78% improved their mood
  - 75% of employees stated they were more productive
- 72% lost up between 2-10 pounds
- 48% improved sleeping habits

- Comments from the participation survey include:
  - "You guys are doing a great job, and I would like to continue. Training in a group made a HUGE difference."
  - "Loved the non-competitive aspect of the event"

**M 2: Study of health behaviors and health measures**

Health measures to include blood pressure, body mass index, body weight, and waist and hip circumferences, along with current exercise status, will be completed. Research will be conducted to determine changes in both health behaviors and health measures of participants.

Source of Evidence: Benchmarking

**Connected Document**

Health Promotion and Wellness Timetable

**Target:**
Fifty percent of Crimson Couch to 5K participant will complete both baseline and follow-up measures related to employees health behaviors and biometric screenings.

**Finding (2011-2012) - Target: Met**

Over 250 UA employees completed baseline measures that were completed during the Crimson Couch to 5K program kick off. Health measures included height, weight, body mass index, blood pressure as well as completed information on their baseline physical activity status. At the conclusion of the program 184 of the 250 employees completed follow-up measures with an additional completing online survey with additional self reported information on their health measure and behaviors. The goal of 50% completion in the research participation of employees with baseline measures was exceeded as 74% of UA employees completing baseline measures completed follow-up check-ins to complete health measures and report updated physical activity status.

**OthOtcm 2: Participation in WellBama programs & services**

Fifty percent annual participation among UA faculty and staff in WellBama programs & services

**Connected Document**

Health Promotion and Wellness Timetable

**Related Measures**

**M 3: Participant survey about health promotion campaign**

Participant survey will be conducted to determine effectiveness of the health promotion campaign as measured by enrollment as well as satisfaction of the program

Source of Evidence: Evaluations

**Connected Document**

Health Promotion and Wellness Timetable

**Target:**
1. A level of positive employee satisfaction of 75% (combined total for excellent/good rating) will be garnered for the wellness as collected from feedback of a university health and wellness needs and interest survey.

**Finding (2011-2012) - Target: Met**

A university wide health and wellness survey delivered in April 2012 to all UA WellBAMA participants and employees addressed satisfaction of the following factors. Based on results of the survey - removing the not applicable responses, the results yielded a high level of satisfaction with overall ratings of excellent and good at 85%. As compared to other health related programs and services, the Wellness program is among on of the top performers.

Please rate your satisfaction with the following:

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<th>Service</th>
<th>Excellent</th>
<th>Good</th>
<th>Average</th>
<th>Poor</th>
<th>Unaware of the services</th>
<th>Not Applicable (N/A)</th>
<th>Response Count</th>
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<td>6.4%</td>
<td>20.8%</td>
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<td>3.6%</td>
<td>8.7%</td>
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<td>4.9%</td>
<td>1.0%</td>
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</tbody>
</table>
**M 4: Comparison of eligible and active employee**
Collection of participant engagement will be measured through a review of an online coordinated database comparing eligible and active employee with research conducted to include descriptive analysis of participants.

Source of Evidence: Administrative measure - other

**Connected Document**
Health Promotion and Wellness Timetable

**Target:**
A goal of 50% participation among all UA faculty and staff through in one or more health and wellness programs on an annual basis.

**Finding (2011-2012) - Target: Partially Met**
Review of the online employee database revealed an overall employee participation of 1400 employees. Comparing this number to the updated total number of eligible employees of 4800 yields an overall participation rate of approximately 30%.

**Related Action Plans (by Established cycle, then alpha):**

**Continued enrollment and participation in the University's Wellness program.**
*Established in Cycle: 2011-2012*
Continued promotion, communication and engagement efforts to increase overall participation in the UA Wellness program. Gain ad...

For full information, see the Details of Action Plans section of this report.

**M 5: Study of behavior, clinical indices, and health care costs**
Research on program effectiveness will be completed as evidenced by modification in behavior, clinical indices, and health care costs.

Source of Evidence: Existing data

**Connected Document**
Health Promotion and Wellness Timetable

**Target:**
Research protocol and initial analysis of the WellBAMA participant health information will be completed.

**Finding (2011-2012) - Target: Met**
Research protocols, collection of health risks and health care costs have all been collected and organized into a data base with initial review of data completed. Ongoing analysis is being conducted to explore the relationships between health risks and health care costs as well a health risk improvements over time. Results are generated and will be published for internal reports and peer-reviewed research.

**OthOtcm 3: Training of undergraduate nursing students for the delivery of WellBama**
Successful completion of the training of undergraduate nursing students in preparation for the delivery of the WellBama outreach program and research project

**Connected Document**
Health Promotion and Wellness Timetable

**Related Measures**

**M 6: Number of students who successfully complete the training**
Measure the number of students who successfully complete the training.

Source of Evidence: Activity volume

**Connected Document**
Health Promotion and Wellness Timetable

**Target:**
A total of 100 or more community health nursing students will be trained on health assessment, health coaching and charting of score sheet data to be utilized in the WellBama screening. Students will received a satisfactory clinical grade and each student will score a 100% on the Basic Bio-safety training test.

**Finding (2011-2012) - Target: Met**

In the 2011-12 academic year, a total of 125 community health nursing students were trained on assessment, health coaching and charting of score sheet data to be utilized in the WellBama screening. The training was conducted by an associate professor in community health nursing. The students were instructed on the importance of accurate assessment since data would be included as research data elements. A biohazard PP presentation was completed to insure safe handling of blood from finger sticks.

All 125 community health nursing students received a satisfactory clinical grade and every student scored a 100 on the Basic Bio-safety training test.

**M 7: Feedback from the students**

Capture feedback from the students on their experience.

Source of Evidence: Evaluations

**Connected Document**

Health Promotion and Wellness Timetable

**Target:**

Results of a student evaluation will yield favorable clinical experience when participating with WellBAMA.

**Finding (2011-2012) - Target: Met**

At the end of every 5 week clinical rotation in community health nursing, the students evaluate each clinical site. The students rated the WellBama experience as an excellent experience and reported they enjoyed the face-to-face health promotion experience with the UA employees.

Examples of student comments during WellBAMA events included:

1) "WellBama was an excellent opportunity to gain new experience in health promotion and wellness."

2) "I enjoyed my experience with WellBAMA. It is wonderful to participate with the University's employees and help them on their path of health and wellness. On of the best aspects for me is health coaching where I have the opportunity to connect my knowledge and experience for others to learn."

**OthOtcm 4: Delivery of a Health Care Leadership Conference**

Successful leadership and collaboration in addressing the health care issues in Alabama by collaborating with business, non-profit and governmental agencies to advance the social, cultural and health issues of Alabama through the delivery of a Health Care Leadership Conference.

**Connected Document**

Health Promotion and Wellness Timetable

**Related Measures**

**M 8: Design and deliver a health care conference**

Design and deliver a health care conference with key stakeholders of health in the State of Alabama.

Source of Evidence: Administrative measure - other

**Connected Document**

Health Promotion and Wellness Timetable

**Target:**

Plan and deliver a health care conference on the campus of The University of Alabama with engagement and participation of local, state, and nationally recognized organization and thoughts leaders in health, health care and employee productivity.

**Finding (2011-2012) - Target: Met**

The first ever Building a Culture of Health: The Business of Employee Health conference was held on Wed. Aug 31 and Thurs. Sept 1 on the campus of The University of Alabama. Agenda below. The program included to include nationally recognized speakers, sponsors and attendees. Successful attainment of the delivery of the program was achieved.

**Wednesday, August 31, 2011 6:00 pm - 9:00 pm Reception, Networking & Keynote Presentation**

Sandra G. Morris, Senior Manager of U.S. Benefits Design The Procter and Gamble Company

A Key Business Strategy: Optimizing Employee/Family Health

**Thursday, September 1, 2011**

**Welcome** 8:30 am

Rebecca K. Kelly, Ph.D., R.D., C.D.E., Building a Culture of Health Chair Director, Health Promotion and Wellness, The University of Alabama

J. Michael Hardin, Ph.D., Building a Culture of Health Co-Chair Dean, Culverhouse College of Commerce & Business Administration, The University of Alabama

**Opening Address:** John Higginbotham, Ph.D., Associate Dean for Research & Health Policy Director, Institute for Rural Health Research Professor Chair, Dept of Community & Rural Medicine College of Community Health Sciences, The University of Alabama

**The Landscape of Health in Alabama**
9:00 am  
**Keynote Presentations**

*Cheryl Larson, Vice President, Midwest Business Group on Health*

**Engaging Employees in their Health Benefits and Worksite Wellness** 10:00 am  
*Lisa Henning* (Sponsored by Pfizer) Executive Director, WorkWell, Inc., Lincoln-Lancaster County Health Department

**Delivering a Best in Class Wellness Program: The Lincoln Industries’ Story**

10:45 am  
**Networking Break and Exhibits**

11:15 am  
*Cynthia Nayer* (Sponsored by Merck), President, CEO and Co-founder, Center for Health Value Innovation

12:15 pm  
**Redesigning Benefits for Maximum Value, Care and Costs**

1:20 pm  
**Networking Lunch (Sponsored by Merck)**

1:30 pm  
**American Heart Association Fit Friendly Awards**

2:00 pm  
*Kathleen P. Bowen*, M.D., M.B.A., Associate Medical Director, Blue Cross and Blue Shield of Alabama

**Strategies to Create and Maintain a Healthy Workplace**

2:30 pm  
*Milton L. Sledge, Jr.*, BS, Health and Wellness Coordinator, Verizon Wireless

3:00 pm  
**Be Well, Work Well: The Role of Verizon Corporate Wellness**

3:30 pm  
**Refreshment Break & Exhibits (Sponsored by Business Council of AL)**

**Evaluations, Professional Approvals, CEU Certificates and Adjournment**

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**M 9: Number of participants in the Health Leadership Conference**

Capture interest by over 125 participants representing business, non-profit and government sectors connected in their vision of advancing the health of the State of Alabama and our citizens, as evidenced by participation in the Health Leadership Conference.

Source of Evidence: Benchmarking

**Connected Document**

*Health Promotion and Wellness Timetable*

**Target:**

To deliver a regional conference focusing on healthy workplace initiatives to improve the health and well-being of the workforce for employees. In delivering this program to provide excellence in value as evidenced by the results of the participant survey in all areas of conference delivery.

**Finding (2011-2012) - Target: Met**

Over 125 individuals were in attendance for the first ever Culture of Health Conference held in September 2011 at the Bryant Conference Center. Nationally recognized leaders were present to deliver a 1.5 day conference event engaging those in attendance with solution based ideas to help guide their overall health and wellness program strategies.

Based on participant evaluation results from the 2011 Building a Culture of Health conference, following are a summary of the results. This survey was based on a scale of 1 to 5 with (1) – (indicating poor or strongly disagree) to five (5) – (indicating excellent or strongly agree).

1.  This program had clearly stated goals and objectives  
2.  Content of program was as advertised  
3.  The entire program was well managed

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This program met my expectations: 4.66
I would recommend this program to others: 4.66
Overall Rating of Program Services: 4.76
Speaker ratings: 4.63

Details of Action Plans for This Cycle (by Established cycle, then alpha)

Continued enrollment and participation in the University's Wellness program.
Continued promotion, communication and engagement efforts to increase overall participation in the UA Wellness program. Gain added participation through the WellBAMA rewards program.

Established in Cycle: 2011-2012
Implementation Status: Planned
Priority: High

Relationships (Measure | Outcome/Objective):
Measure: Comparison of eligible and active employee | Outcome/Objective: Participation in WellBama programs & services

Implementation Description: Continue to promote WellBAMA rewards program, gain added promotion with the recruitment of WellBAMA Ambassadors as well as expand promotion with other partners (human resources, university recreation, university medical center).
Projected Completion Date: 04/2013
Responsible Person/Group: Office of health promotion and wellness team members - director, coordinators, and office associate, as well as support from the Assistant Director and the recruitment and roll out of the WellBAMA Ambassador program.
Additional Resources: Staff support, expansion of WellBAMA Ambassadors, WellBAMA financial reward incentive.
Budget Amount Requested: $15,000.00 (recurring)
## Timetable: What Assessment Measures will be Administered When for Each Expected Outcome

<table>
<thead>
<tr>
<th>Month</th>
<th>Outcome #1</th>
<th>Outcome #2</th>
<th>Outcome #3</th>
<th>Outcome #4</th>
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<tbody>
<tr>
<td>September</td>
<td>Baseline participant health measures</td>
<td>Measure completion rates</td>
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<tr>
<td>October</td>
<td>Participation and Health measurements</td>
<td>Measure completion rates</td>
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<td>November</td>
<td>Follow-up participant health measures and actual participation numbers</td>
<td>Participation and Health measurements</td>
<td>Measure completion rates</td>
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<td>December</td>
<td>Participation and Health measurements</td>
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<td>Capture student feedback</td>
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<td>January</td>
<td>Participation and Health measurements</td>
<td>Measure completion rates</td>
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<tr>
<td>February</td>
<td>Participation and Health measurements</td>
<td>Measure completion rates</td>
<td>Host health leadership conference and collect feedback</td>
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<tr>
<td>March</td>
<td>Participation and Health measurements</td>
<td>Measure completion rates</td>
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<td>April</td>
<td>Participation and Health measurements</td>
<td>Capture student feedback</td>
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<td>May</td>
<td>Participation and Health measurements</td>
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<td>July</td>
<td>Health measurements</td>
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<tr>
<td>August</td>
<td>Participation and Health measurements</td>
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