

Creating Supportive Cultural Environments for Wellness

Presented by Judd Allen, Ph.D., Human Resources Institute, LLC, 151 Dunder Road, Burlington, Vermont 05401 USA
Website www.healthyculture.com • Email JuddA@healthyculture.com • (802) 862-8855

Creating Supportive Cultural Environments for Wellness





The culture-based approach has a thirty-year track record of delivering outstanding results.



A Wellness Culture Makes Wellness Programs Work

- A wellness culture reaches the hard to reach
- A wellness culture maintains healthy behavior
- A wellness culture increases lifestyle change success



Creating Supportive Cultural Environments for Wellness

Presented by Judd Allen, Ph.D., Human Resources Institute, LLC, 151 Dunder Road, Burlington, Vermont 05401 USA

Website www.healthyculture.com • Email JuddA@healthyculture.com • (802) 862-8855

Each year, the vast majority of people attempt health improvement goals. Few succeed.



Finally. A home exercise system that really is a clothes rack!



Cultivating Wellness Lifestyles




Norms
Touch Points
Climate
Peer Support
Shared Values
Behavior Choices



Cultural Values

In a wellness culture wellness is a top-tier priority.



 **Community Wellness Value Proposition**

- Saving lives and reducing illness
- Controlling health care costs
- Making Vermont more attractive to employers
- Increasing community collaboration
- Raising community pride and spirit
- Caring for the health of our children
- Staying true to our history of being a strong and caring community



 **Employer Wellness Value Proposition**

- Reduce Health Risks
- Control Illness Care/Costs
- Heal
- Deliver Peak Performance
- Provide Opportunities to Assist
- Enhance Teamwork/Morale
- Look Good/Improve Image




 **Cultural Norms**

In a wellness culture healthy lifestyles are “the way we do things around here.”



Wellness Norms

| | | |
|------------------------------------|----------------------------|-----------------------------------|
| Be physically active | Eat a healthy diet | Not smoke |
| Avoid alcohol and other drug abuse | Use preventive medicine | Socialize with friends and family |
| Sleep at least 7 hours per day | Practice stress management | Maintain a healthy weight |




Sample Cultural Norm Goals...

| | |
|-------------------------|---------------------------|
| To be physically active | To eat a healthy diet |
| Not to smoke | To sleep at least 7 hours |



Cultural Touch Points

In a wellness culture formal and informal policies and procedures make the healthy choice the easy choice.



Cultural Touch Points

1. Modeling
2. Rewards and Recognition
3. Push-back
4. Recruitment and Selection
5. First Impressions and Orientation
6. Learning and Training
7. Traditions and Symbols
8. Communication
9. Relationship Development
10. Resource Commitment



Free Transportation



A Real Break



A Farmer's Market at the Worksite



Peer Support

In a wellness culture people effectively support each other in achieving their lifestyle goals.



Wellness Programs that Foster Peer Support



| | |
|--|--|
| Team sports | Support groups |
| Group participation games and challenges | Wellness mentor, peer support and wellness buddy initiatives |
| Open enrollment to family members, housemates and/or friends | Educational content and self-help programs that recommend peer involvement |

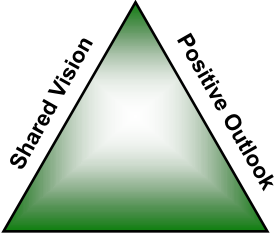


Cultural Climate

**In a wellness culture
people work and play
well together.**




Climate



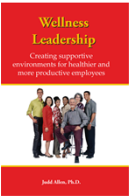
Shared Vision

Positive Outlook

Sense of Community



**Leadership Skills for Creating
a Wellness Culture**




Wellness Leadership
Creating supportive environments for healthier and more productive employees

Share the wellness vision

Serve as role models

Align cultural touch points

Monitor progress and celebrate success



Creating Supportive Cultural Environments for Wellness


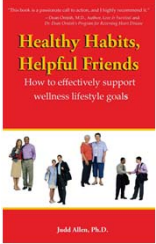
Presented by Judd Allen, Ph.D., Human Resources Institute, LLC, 151 Dunder Road, Burlington, Vermont 05401 USA

Website www.healthyculture.com • Email JuddA@healthyculture.com • (802) 862-8855

Peer Support Skills for Wellness

Help with...

- Establishing Trust
- Setting Goals
- Identifying Role Models
- Eliminating Barriers to Change
- Locating Supportive Environments
- Working Through Relapse
- Celebrating Success



Supporting Household Wellness Champions




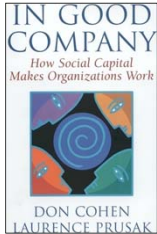
- Create a shared wellness vision
- Align cultural touch points
- Mobilize peer support
- Strengthen the cultural climate



Our Wellness Culture Will Enhance Productivity

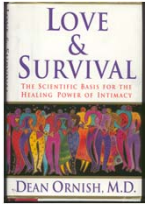
Good relationships enhance business outcomes by:

- Increasing knowledge sharing
- Increasing thoughtful action
- Lowering transaction costs
- Lowering employment costs



We Will Strengthen Our Relationships and Enhance Health

Our social connections are important in addressing morbidity, mortality, recovery from illness and quality of life.



Wellness Culture Coaching

Our Wellness Culture Will Engage Social Networks to Support Healthy Lifestyles

For better and for worse health behaviors spread from person to person. The behaviors investigated so far are:

| | |
|-------------------|---------------|
| Healthy Eating | Smoking |
| Physical Activity | Alcohol Abuse |
| Happiness | |

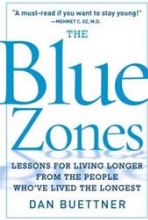
Source: Framingham Heart Health Study 1971 – 2007 of 4,439 friends, family and neighbors sited in *Connected: The Surprising Power of Our Social Networks and How They Shape Our Lives* by Nicholas A. Christakis and James H. Fowler, New York: Little, Brown and Company, 2009.

Wellness Culture Coaching

We Will Create Our Own Vermont Wellness Zone

There are places where people live happier, healthier and longer lives:

- In Sardinia, Italy
- In Okinawa, Japan
- In Loma Linda, USA
- In Nicoya, Costa Rica



Wellness Culture Coaching

Creating Supportive Cultural Environments for Wellness

Presented by Judd Allen, Ph.D., Human Resources Institute, LLC, 151 Dunder Road, Burlington, Vermont 05401 USA

Website www.healthyculture.com • Email JuddA@healthyculture.com • (802) 862-8855



The graphic features a green header with a small icon of three figures. Below the header, the title "Together We Can Create Wellness Cultures" is written in green. Underneath the title are three logos: "Wellness Leadership" in blue, "Peer Support" in green, and "Household Wellness" in red. Each logo includes the text "Wellness Culture Coaching Toolkit" in a smaller font. At the bottom right of the graphic is a small logo for "Wellness Culture Coaching" with the text "Wellness Culture Coaching" below it.
