

**Well Workplace Award
Executive Summary**

Drake University Silver Award

Information in this publication is carefully reviewed for accuracy. Questions, comments, or ideas are welcome. Please direct to Dr. David Hunnicutt, Executive Editor, at the address below.

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WELLNESS COUNCILS OF AMERICA

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General Information

WELL WORKPLACE

Silver Application

Basic Information

Name of Organization: Drake University

Address of Organization:

Des Moines, Iowa

Council Affiliation: Wellness Council of Central Iowa

Contact Person: Mollie Keitges

Title: Assistant Director of Recreational Services- Wellness Director

Work Telephone:

Fax Number:

E-Mail Address:

Alternate Contact: Jana Yanders

Parent Organization: N/A

Number of Sites Covered by this Application: 1

Number of Employees Covered by this Application: 842

Nature of Business or Industry: Higher Education

Name of CEO: Dr. David Maxwell

Date of Application: April 1, 2003

PREFACE: NARRATIVE

Overview:

Drake University is a private and independent higher education institution in Des Moines, Iowa. Drake employs approximately 850 faculty and staff who serve the 5000 students who attend Drake University. Dr. David Maxwell is the President and CEO of Drake University. Drake University received the Bronze Well Workplace designation in 2000.

Background:

In 1999, the University Benefits Committee and President's Cabinet decided to create an employee wellness program to help contain the rising health care costs of Drake University. With this goal in mind, the program was designed to be results-oriented and targeted to reduce costs. Data was collected through an employee interest survey, health care claims analysis, employee health risk assessments, health screening data, and workers compensations claims. This data became the foundation of Drake's employee wellness program. A Wellness Advisory Committee was created as a subcommittee of the University Benefits Committee to serve as an advisory board to the employee wellness program.

Vision/Mission Statement:

Drake's mission is to provide a student centered learning environment of exceptional quality and vigor that challenges and prepares students for productive careers, active leadership and responsible citizenship in the global and diverse community of the 21st Century.

The vision statement of Drake University: Drake will be a leader in the transformation of American higher education. We will challenge traditional assumptions, use information

technology and other resources imaginatively, and involve constituents creatively in the university's continuing development and advancement.

Drake Wellness Mission Statement: Our goal is to design, develop, and administer an employee wellness program that is based on the needs and interests of the Drake faculty and staff. Drake Wellness is committed to improving your personal wellness by offering a variety of services and information. We are here for your education, awareness, and support in your pursuit of a healthier lifestyle!

Organization Location:

Health promotion falls under the campus Recreational Services department which is a part of the University Athletic Department. The wellness director reports to the Director of Recreational Services/Assistant Athletic Director. (See organizational chart).

Description:

Although the main focus of the program remains on the containment of health care costs, the goals and objectives reflect the underlying premise of simply providing Drake employees with opportunities to improve their health. The programs and services provided by the Drake employee wellness program strive to encompass all aspects of health: mental, physical, and spiritual, while using the "7 C's" as steps to success.

1. Drake University administration has consistently proven their support and dedication for establishing a culture that values the health and well-being of each employee. The administration has given the employee wellness program two full-time staff, an operating budget, office space within the existing recreational facilities, and regular participation in wellness programs.

2. The Wellness Team consists of two full-time health promotion positions as well as a Wellness Advisory Committee consisting of faculty and staff representing departments across campus. This group meets monthly to develop campus-wide communications and strategic plans.
3. Data is collected and recorded from every aspect of Drake's wellness program including: Health Risk Analysis, employee interest surveys, participation data, etc.
4. Each year a detailed operating plan is drafted identifying specific goals and objectives for the wellness program.
5. Awareness, educational, and behavior change programs are designed and implemented to address the goals and objectives of Drake Wellness.
6. Drake University offers employees an excellent benefits package. The wellness program is integrated into the university benefits package, including a reduced insurance premium for all employees that complete the health screening and health risk appraisal.
7. Evaluation is a constant, ongoing effort within the Drake employee wellness program.

Individual:

Melissa Junge, former Wellness Director (1999-2001), was at Drake University throughout the creation and implementation of the employee wellness program. She worked with all aspects of the university community to help get this initiative underway. Due to this hard work and determination, 72% of all employees participated in at least one wellness program or service in the year 2000 (only the second year of the program).

Her efforts were tireless in the pursuit for a comprehensive program that would produce results. However, the success of Drake's employee wellness program cannot be attributed solely to her efforts. The wellness staff, Wellness Advisory Committee, President's Cabinet, and many other employees across the campus are vital to the continued growth and success of the program. "I am proud to have been a part of a campus community that is so supportive of continual growth. The University's commitment to excellence in education provides the ideal environment for a successful wellness program." Melissa Junge

Strengths:

1.) Focus on cardiovascular risk factor reduction:

Drake Administration placed a clear focus on the need to reduce risk factors as a way to contain health care costs of the university. In response to this, the wellness staff concentrates on at least two specific targeted interventions per year. These interventions use the screening and HRA data available to us to target individuals in various risk categories. Targeted interventions have been done specific to those individuals who report no physical activity, those individuals with total cholesterol levels over 200 mg/dl and LDL cholesterol levels over 130 mg/dl, individuals who are 20% or greater over his or her ideal weight, and individuals that have 3 or more cardiovascular risk factors. Each of these interventions has retained at least 35% of those asked to be a part of the program. The intervention programs are designed to be highly individualized and extend at least 12 weeks with additional maintenance. Some of the results from the interventions are as following: From 2000 to 2001, a total of 62 individual risk factors were reduced from high risk to moderate or low

risk. The number of persons who were considered high risk (2 or more cardiovascular risk factors) was reduced by 2%. From 2001 to 2002, the number of Drake employees who were considered regular exercisers increased from 50% to 53%.

2). Data collection:

Data is collected and recorded from every aspect of Drake's wellness program in a database. HRA data, screening data, participation data, stage of change data, survey data, specific program data, health care claims data, and workers compensation data is tracked. All of this data is analyzed and cross-referenced for correlation and comparison. This is extremely helpful in providing specific information about the progress or success of individuals and programs. Most decisions are based on this analysis. It has created a very research oriented environment, which is respected by Drake's faculty and staff. The collection and use of this data will also continue to provide more useful analysis as the program grows. It has been helpful in reporting to Drake's administration the progress and success of the overall wellness initiative.

3). Inclusion of wellness in university benefit plan:

If employees participate in an annual health screening and health risk appraisal, they receive a 5-10% reduction in their health insurance premium. The cost of this premium reduction is encumbered by the university budget, not the insurance provider. This fact alone proves to Drake employees that the administration cares about them and is willing to pick up the tab to provide an incentive for them to participate. 83.5% of those on Drake's insurance participate in the screening and HRA. Of those who participate, 65% choose to have their screening data and

information given to the wellness program. This is vital to data collection efforts.

The screening data and HRA information is kept strictly confidential and can only be released with the individual's consent. It is very positive that over half of those participating trust the wellness staff to maintain their information.

Programs:

The following individualized services are offered to employees (free of charge):

Fitness Testing, Exercise Prescription, Personal Training, and Nutritional Analysis.

Group exercise classes available include: various aerobic classes, tai chi, yoga, pilates, and tae kwon do. Educational and behavior change programs such as beginning and advanced weight training clinics, back care clinics, Building a Healthy You (a weight management program), lunch and learns, Wellness Library, Pedometer Program, Weight Watchers at Work, and Lifetime Activity Programs (swim lessons, RAGBRAI training program, 5K training program) are offered. Massage therapy is a very popular program offered as well. Every employee has received a medical self-care guide either in their new employee packet or as a birthday present for existing employees. This year employees are receiving preventative care health trackers in their new employee packet or for their birthday. The Drake employee wellness program offers an ongoing incentive program entitled "Health Rewards Incentive Program." This program rewards employees for any type of physical activity. For each 60 minutes worth of activity, participants receive a point, which can be used to "buy" prizes.

Highlights:

The Drake University employee wellness program is data-driven and results oriented.

Continued growth and success is anticipated, as the program is only in its fourth year.

The wellness program is constantly striving for improvement, helping make Drake

University a great place to be and work!

Drake University Organizational Chart

