

Well Workplace Award Executive Summary

Duval County Public Schools Gold 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.

Information may not be reproduced, copied, cited, or circulated in any printed or electronic form without written permission from the publisher. ©2004 Wellness Councils of America, 9802 Nicholas Street, Suite 315, Omaha, NE 68114; Phone: (402) 827-3590; Fax: (402)827-3594; visit our website at www.welcoa.org.

All rights reserved. Information contained in this document was accurate at the time the award was designated. Due to changing business environments information is subject to change without notification.



**WELLNESS COUNCILS
OF AMERICA**

©2004

GENERAL INFORMATION

WELL WORKPLACE

Gold Application

Basic Information

Name of Organization: Duval County Public Schools

Address of Organization:

Council Affiliation: Wellness Council of Florida

Contact Person: Terri Cicero

Title: Supervisor, Wellness/Employee Assistance Program

Work Telephone:

Fax Number:

E-Mail Address:

Alternate Contact: Dee Weller Baker

Parent Organization: None

Number of Sites Covered by this Application: 180

Number of Employees Covered by this Application: 14,000

Nature of Business or Industry: Education

Name of CEO: John C. Fryer, Jr. Superintendent

Date of Application: June 15, 2004

PREFACE: NARRATIVE

ORGANIZATION TYPE

The Duval County Public School System is the largest employer (14,000 employees) in a large metropolitan community located on the southern east coast. The core business component of the organization is providing quality education to all students.

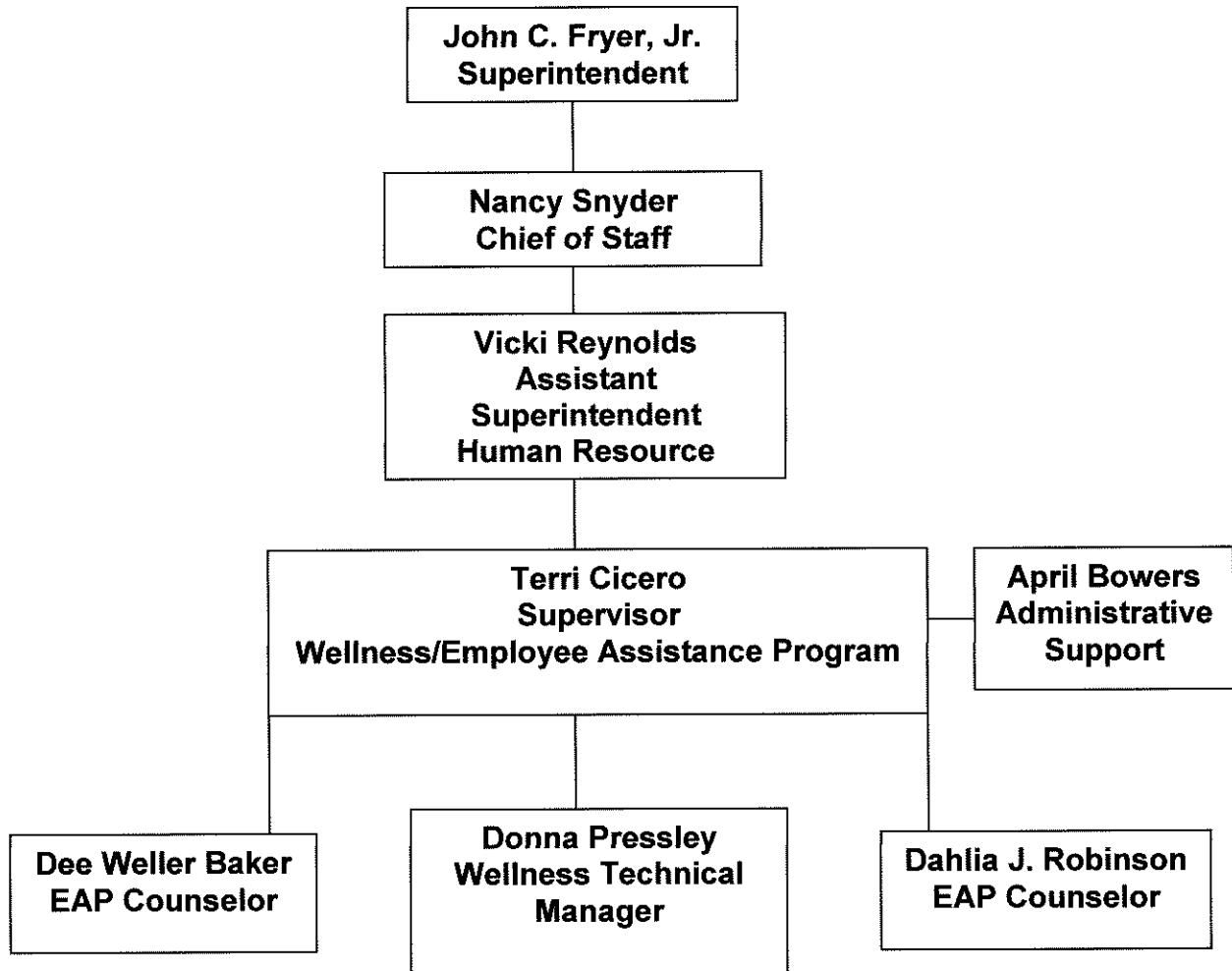
FORMATION AND EVOLUTION OF THE WELLNESS PROGRAM

The district's Wellness/Employee Assistance Program was initiated in 1989. The program continues to grow with additional staff and new wellness programs. The growth/evolution of the Wellness Program has seen the appointment of a new Employee Assistance Counselor, and a Wellness Coordinator along with the present Wellness Supervisor, Employee Assistance Counselor and one Administrative Support person. The Wellness team, with the backing of senior management, has taken responsibility for steering the organization's Wellness initiative. In 1995 the program received the Bronze, and in 2001 the program was recognized and awarded the Silver Award.

VISION/MISSION STATEMENT

Our mission is to promote the health and well being of the employee by implementing programs that contribute to a reduction in medical cost, absenteeism and turnover, while improving morale, teamwork and overall well-being.

ORGANIZATIONAL CHART



ADMINISTRATIVE LOCATION

The Wellness/Employee Assistance Program falls under the Human Resource Department within the organization (see organizational chart). The Wellness Supervisor reports directly to the Assistant Superintendent, Human Resources, who reports directly to the Superintendent of the Duval County School System.

FUNCTIONS OF THE WELLNESS PROGRAM BASED AROUND THE 7 C'S

The Duval County School System Wellness initiatives are tailor made to serve and meet the needs and interest of all employees (inclusive of the administrative staff).

OVERVIEW OF THE SEVEN CRITICAL BENCHMARKS

CONCENTRATING ON SENIOR LEVEL SUPPORT

Strong visible support from top management is demonstrated by the funding of the Wellness Program, and increasing Wellness Staff so that more programs can be offered to all employees. The Associate Superintendent is a member of the Wellness Focus Group (a group made of personnel from all positions within the organization).

CREATING COHESIVE WELLNESS TEAMS

All worksite locations have a Wellness Chairperson (167) who coordinate and direct Wellness initiatives at their worksite. Quarterly meetings are conducted by the Wellness office with the Wellness Chairpersons to disseminate information, gain feedback from worksites and ensure that unified wellness programs are being shared throughout the organization.

COLLECTING DATA TO DRIVE PROGRAMMING EFFORTS

To assure that our organization is bringing programs to employees that matter, every three years a Health Risk Appraisal is administered to employees. To assure confidentiality the HRA's are anonymous and the comprehensive report is compiled outside of our organization. The newest HRA data is compared with the past HRA's and these act as built-in action plans that drive our program to meet the health needs and strive to reduce the health risks of our employees.

CRAFTING AN OPERATING PLAN

The Wellness/Employee Assistance Program operating plans are driven by employee needs based on Health Risk Appraisal (HRA), Health Interest Survey (HIS), and by program evaluations. It is our goal to take Wellness "TO" the employees based on their health risks and their interest needs. Comparing Health Risk Appraisals is a valuable tool used in crafting our operating plan.

CHOOSING APPROPRIATE INTERVENTIONS

Interventions are selected by using data derived from Health Risk Appraisals, Health Interest Surveys and Satisfaction surveys. Employee surveys and focus groups also assist in identifying employee interests to assist in developing programs for all employees.

CREATING A SUPPORTIVE ENVIRONMENT

The Wellness/Employee Assistance Program is delivered uniformly to 14,000 + employees and their family members. Results from the Health Risk Assessment and Health Interest Survey are the vehicles used to gather information so that specific Wellness programs such as healthy food in cafeterias, walking programs, educational materials, Lunch n' Learns and short-term counseling are provided. Workstations are assessed for ergonomic standards, safety programs are offered (many are mandatory) and cultural assessments are conducted.

CONSISTENTLY EVALUATING OUTCOMES

The Wellness office has access to a variety of information that enables us to evaluate programs. The Wellness Supervisor is an integral member of the insurance committee and is able to gain information about health insurance impacts, prescription drug claims and is able to analyze health assessments anonymously completed by employees. Findings, trends and program initiatives are communicated to employees and to senior level management. By analyzing this information we have found that specific employee behavior (which is driving insurance costs up) can be changed simply by better educating employees by on how to use their insurance benefits more effectively and by offering programs that change behavior. A disease management program will be piloted as a result of findings from analyzing insurance data.

From evaluating other data, the Wellness/Employee Assistance Program has decided to award individual worksites with the Bronze, Silver, Gold and Platinum well worksite recognition. Our goal is to have our organization a Well Workplace. For worksites to be recognized at a specific level certain goals must be met and an Application will be completed by our Wellness Chairpersons. At the end of this year we will begin awarding worksites for worksite Wellness programs throughout the organization.

Terri Cicero-Supervisor, Wellness/Employee Assistance Program

My responsibility (along with my professional staff) is to develop and implement quality Wellness programs to the 14,000 + employees at worksites located throughout the city of Jacksonville, Florida. We are the largest employment organization in the city and are a public school system funded by taxpayer dollars so dollars spent must be spent wisely.

The Duval County School System initiated a Wellness/Employee Assistance Program in 1989. Since the inception of the program it has grown significantly. In the past three years the program has added three new positions and has been moved to a state of the art free-standing facility, complete with private counseling offices, reception area and a conference room. This new team, with the backing of senior management, has taken responsibility for steering the organization's Wellness initiatives.

Continuous evaluation of data gained through several vehicles help drive the program's initiatives to help employees become healthier, happier and to reduce the risks of those employees who consume high healthcare. Future development will focus on stratifying and developing programs such as disease management, and specific target programs featuring high risk medical claims. Simply, the focus is to utilize data collected to evaluate the organization's health and risk factors and to continue Wellness initiatives that assist employees in attaining and maintaining a better quality of health through self-efficacy.

3 UNIQUE STRENGTHS THE WELLNESS INITIATIVE OFFERS

The Employee Assistance Program, a component of the Wellness Office, is unique in that it is an internal program while having the privilege to refer employee's to community agencies when deemed necessary. Employees and their family members are offered short-term solution focused counseling. The counselors of the Employee Assistance Program are professional counselors but also have an academic background which helps them identify quickly with job related issues employees' present. The program has been very successful, in fact over the past three years, due to volume increase, three positions have been added to meet employee request and needs.

A second strength (value) Wellness has is an identified Wellness Chairperson at every worksite (167 worksites). The Chairpersons implement the Wellness initiatives; disseminate information to employees across a large geographic region and report feedback and participation information. Being the largest employer in our city and with schools stretched in every corner of the city, the Wellness Chairpersons make it possible to bring Wellness to all employees.

And last but not least, because we are an internal program the Wellness/Employee Assistance Program has been provided with a state of the art free-standing facility. Employees feel as though they are visiting a private counseling office which increases trust and assures them of confidentiality. Our building is in no way attached to a worksite location. Utilization of the Employee Assistance Program has increased significantly over the past 3 years. From fiscal year 2002-2003 to fiscal year 2003-2004 utilization of the Wellness and Employee Assistance Program has increased six (6%) percent. The organization fiscal year begins July 1st and ends June 30th.

MOST POPULAR PROGRAMS

A very popular item with the employees is the Wellness Newsletter. In the past year Wellness has gone from distributing one newsletter to each worksite to distributing a newsletter to all 14,000 employees. The newsletter also spotlights an employee in each issue who has a special talent or has accomplished something unique. Feedback about the newsletter has been very positive.

“The Highs and Lows of Blood Pressure” has become a highly requested program. The program monitors not only blood pressure but conducts Body Mass (BMI) assessments also. Because of the importance of monitoring blood pressure and the successful participation (which we want to increase), the program will be offered as a competition between the five regions on the organization in July 2004.

ADDITIONAL INFORMATION ABOUT THE WELLNESS/EMPLOYEE ASSISTANCE PROGRAM

Because we are a public school system funded by taxpayer dollars, we must be very prudent as to how dollars are spent. Our organizational goal is to educate all children in a safe environment. Our community has the opportunity to be informed about our budgetary expenditures. With that, the Wellness office knows that the healthier and happier the employees are; the higher level of education students will receive.

Bringing quality Wellness programs to employees doesn't have to have a high dollar amount attached to it. What it must have is a supportive management team, skilled professionals to develop programs, meet the needs and risk of employees, and a message that tells employees: we care about you.