

Well Workplace Award
Executive Summary

Ames True Temper - Parkersburg

Bronze 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

Bronze Application

Basic Information

Name of Organization Ames True Temper - Parkersburg

Address of Organization _____

Council Affiliation West Virginia

Contact Person Danna Arnold, RN,BSN

Title Health Services Coordinator

Work Telephone _____

Fax Number _____

E-Mail Address _____

Alternate Contact David Randolph

Parent Organization Ames True Temper

Number of Sites Covered by this Application 1

Number of Employees Covered by this Application 256

Nature of Business or Industry manufacturer of non-power garden tools

Name of CEO Richard Dell

Date of Application May 2004

Organizational and Program Background

Ames True Temper has a long history in industry, dating back to 1774. The company is a result of a merge between O. Ames and True Temper in 1999. The company manufactures non-powered lawn and garden tools, as well as, decorative accessories. Our company employs approximately 2075 people worldwide. The Parkersburg, West Virginia plant employs approximately 256 workers. Each manufacturing location is responsible for the production of specific tools, or parts of tools. We have several sawmills, production facilities, and distribution centers. The Parkersburg, West Virginia site manufactures shovels, including several government shovels for use in the armed forces and other government facilitated efforts. Our corporate offices are located in Camp Hill, Pennsylvania. Richard Dell is our Chief Executive Officer.

Our Wellness Program began at the Parkersburg, West Virginia site, in January of 2003, as a pilot program for the company. The initiative started as an awareness campaign with posters, flyers, holding monthly committee meetings, and planned screening events. The first screening event was held in May of 2003. Participants were assessed for stroke risk factors, cholesterol levels, and diabetes. In the first event, we had a 7% participation rate. Our goal in the 2004 fiscal year was to increase the Parkersburg activity of the Wellness Program a priority and take the program corporate wide. We developed an operating plan and built a partnership with our health insurance provider. The Wellness Committee sponsored a Wellness Screening Clinic at the Parkersburg site again in April of 2004. The participation rate for the event was 21%. We have been very pleased with the increased participation and the development of the program.

Our Company's Vision Statement is to increase our market share in our product categories. It is our mission to be a leader in our industry by servicing our customers, providing the best quality products at the least cost, and respecting the needs of our employees. The vision of the Wellness Program is to enhance the quality of life of every employee. This will be accomplished by providing resources to employees and creating an environment that values healthy life choices.

This program began as a suggestion from our Human Resources Director. Our employee demographics, at the Parkersburg site, show an average population of older males, with at least twenty years of production job experience in the facility. We felt we should offer a program to assist employees

with health issues, as well as, favorably impacting escalating health care costs. In the last year, there has been a substantial increase in support from upper management, with the Vice President of Human Resources has communicating to our employees his support and commitment for the program corporate wide. He has also given the Wellness Committee the autonomy to spend the financial resources as we see necessary. At the Parkersburg site, our Plant Manager and Human Resources Director have been involved and supportive of the program. They have also participated in events.

The Wellness Committee is made up of human resources personnel from manufacturing and corporate sites. Each site then has it's own key members that lead the wellness initiatives. This group of professionals have done an amazing job of communicating needs and working together despite their geographically locations. The Parkersburg Committee consists of production workers, supervisors, and administrative personnel.

At the Parkersburg facility, in January of 2003, a letter was mailed to each employee, encouraging the employee to join the committee and identify health issues important to the individual. Based on the responses, we established a monthly wellness focus, using posters; brochures attached to paychecks, and in-services at the monthly safety meetings.

The Wellness Committee Operating Plan was developed in October 2003. The plan focused on the Parkersburg site due to the demographics of our population, as well as, the highest health care costs in the corporation. The plan was sanctioned by our health insurance carrier and has been very successful so far. The interventions we have been focusing on were based on information provided by our health insurance carrier. The health insurance carrier provided the committee with a summary of health care dollars spent related to specific diagnosis. In April of 2004, the Parkersburg site sponsored a Personal Wellness Profile. The profile is composed of labatoray data, as well as, and in-depth assessment of life-style choices. A summary of the profiles was forwarded to the committee to assist in establishing appropriate programs and interventions.

The environment has changed substantially at the Parkersburg site. There has been a noticeable change in the acceptance of healthy lifestyle choices and a personal responsibility of the individuals' health. The local union was kind enough to hand out brochures concerning our smoking cessation program at their monthly union meeting to show support for the initiative.

The Wellness Committee evaluates each of the initiatives and outcomes after each intervention. The evaluation is quantitative, based on participation rates. The qualitative evaluation is based on comments and suggestions from participants. As part of the operating plan, we will reassess our goals and interventions in July of 2004.

The development and implementation of the Wellness Program is the responsibility of the Health Services Coordinator. The coordinator is Danna Arnold, RN, BSN. She is located at the Parkersburg site. Ms. Arnold is responsible for overseeing the day-to-day operations of the program. Both Chris Ebling, the Vice President of Human Resources, and David Randolph, the Parkersburg Plant Manager, has been instrumental in the development and implementation of the initiative. Both have given the program and the committee full support, as well as, guidance.

The Ames True Temper Wellness program is unique in that there is a multitude of ways employees can become involved in the programs. One aspect of the program is our Intranet Resource Library. Each month we offer resources and information concerning a healthy living topic, links to other sites, and an opportunity to contact the Health Services Coordinator with questions. Employees can learn about important health issues straight from their desktops. We have made available resources concerning cancer, stress, nutrition, and other topics.

In partnership with our health insurance carrier, we also offer on-line lifestyle improvement programs. Each program is completely confidential and is customized for the individual. There are currently four programs offered; topics include stress management, weight management, nutrition, and a smoking cessation program. Employees are encouraged to enroll in these programs to assist in modifying their unhealthy life-style choices. This program has been successful with supervisor personnel.

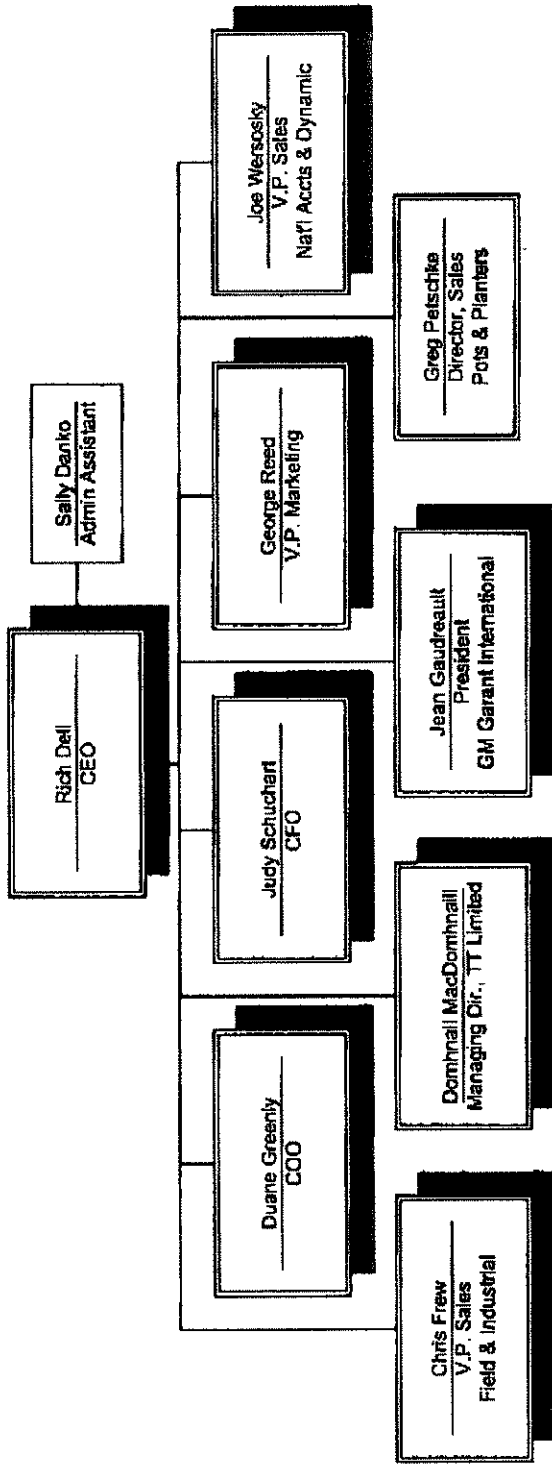
Another unique aspect of our program is the educational displays. We have developed educational displays concerning health topics that are pertinent to our employees. The themes of the displays were developed after the employees identified issues important to them. Our rotating display covers affects of smoking, heart disease, diabetes, and diet. One especially popular display contains a five-pound model of fat and a five-pound model of muscle. Employees are encouraged to touch and compare the two models. Many employees have voiced amazement and surprise at the difference between the models. It has been a very effective tool.

The Personal Wellness Screening has been our most popular program to date. In 2003, we held a smaller scale-screening program. The participation rate was approximately 7%. This year our participation rate was 21%; while 21% is not an excellent rate, we were very pleased to see a three fold increase in participation. At the Parkersburg site, our average employee is reaching an age where health concerns are becoming more important. We have worked very hard to develop an environment where employees feel comfortable attending screenings, seeking wellness advice, and taking a positive interest in healthy life-style choices.

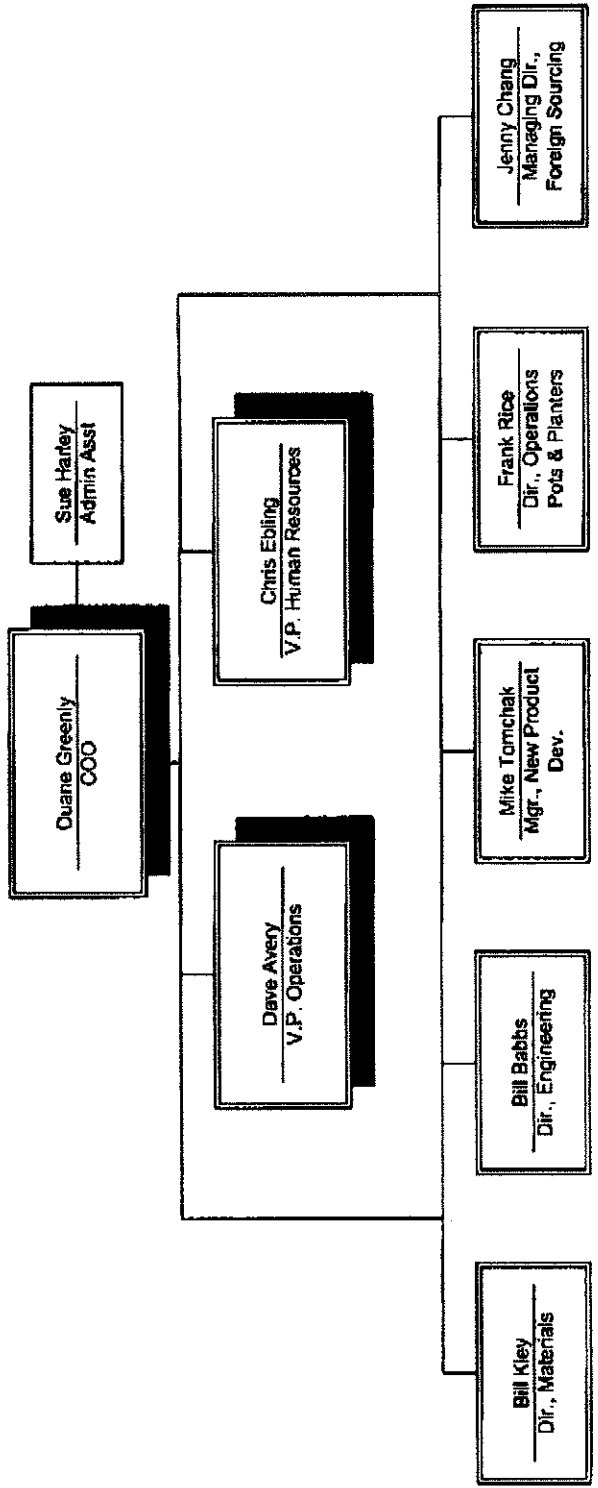
Another popular program is the "10,000 Steps Challenge". This program is being held in partnership with our health insurance carrier. We have had tremendous excitement about the program. Employees who participate will take part in a 12-week program where they will wear a pedometer and track their quantity of steps daily. The goals of the program are to encourage employees to maintain their physical activity after the challenge is over and to continue to look for ways to improve their quality of life.

The Ames True Temper Wellness Program has grown substantially since it started as an awareness program. We are exceedingly proud of the employees, which have helped the program grow, and those who participate in the programs. While we recognize this program has much room to grow, we feel it is imperative to acknowledge the progress of those individuals who have made a commitment to the health and welfare of our employees.

Ames True Temper		
Admin	05/01/04	Dell



Ames True Temper		
Admin	05/01/04	Greenly



Ames True Temper		
HR	05/01/04	Ebling

