

WELL COUNTY™ LA CROSSE



A CASE STUDY WITH THE WELLNESS COUNCIL OF WISCONSIN

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Well County™ La Crosse

A Case Study with

THE WELLNESS COUNCIL OF WISCONSIN



ABOUT THE AFFILIATION BETWEEN WCWI AND WELCOA

Wellness Council of Wisconsin (WCWI) is the local WELCOA affiliate in Wisconsin. As a respected affiliate for over 30 years, members of the Wellness Council of Wisconsin have access to both WELCOA and WCWI tools and resources. This 2-for-1 membership is exclusive to Wisconsin and provides organizations with the unique opportunity to Learn, Connect and Grow.



What is Well County USA?

Evolving out of the Well Workplace Awards Process™, Well County USA is an initiative designed to engage entire business communities in improving the health and well-being of their workforce.

The Wellness Council of Wisconsin (WCWI) and the Wellness Council of America (WELCOA) believe in a collective vision:

- » What if every workforce would offer its employees a structured health promotion program?
- » What if every community would make preventive care a priority?
- » What if every employee had access to reliable health information?

America would be a healthier place.



Formal recognition is achieved when the minimum requirement of 20 employers representing 20% of the workforce in the county, work for designated Well Workplaces.



WELL COUNTY LA CROSSE PROJECT GOAL

To guide worksites to develop and sustain results-oriented worksite wellness programs to enhance the health, safety and well-being of the workforce.



THE LA CROSSE COUNTY WELL WORKPLACE INITIATIVE (LCWWI)

The initiative was a healthy collaboration between more than 20 La Crosse County businesses and organizations to deliver comprehensive, award-winning wellness programs to 18,000 employees in La Crosse County. LCWWI was initiated in 2014 and approved for launch in May 2015 by the Wellness Council of America (WELCOA). In order to attain the Well County designation in 2018, La Crosse County employers that participated in this initiative had to submit for and achieve a Well Workplace Award™ designation and be representative of no less than 20% of the workforce of La Crosse County by May 2018.



NEEDS ASSESSMENT

Well County La Crosse was designed to address community needs that were identified in the 2015 COMPASS NOW assessment for La Crosse County. The findings were:

- » 86% of healthcare costs were spent on treating one or more chronic conditions which can be associated with obesity, tobacco use, and mental health:
 - 23% of the adult population was obese, which leads to other preventable health conditions;
 - 15% of the adult population used tobacco products.
- » One quarter of the adult population reported binge drinking in the past month.
- » 26% of the U.S. population was affected by depression. By the year 2020 it is estimated that depression will be the leading cause of disability.



STRATEGIC PLAN

Read the LCWWI Strategic Plan to become familiar with the important aspects related to pursuing Well County designation.

» [Strategic Plan 2015-2017](#)



PROCESS

Since 2015, the project's mission has been to “guide La Crosse County worksites to develop and sustain structured results-oriented worksite wellness programs to enhance the health, safety and well-being of their workforce.” Members of the steering committee, training and coaching committee, and marketing committee kept this in mind while reassuring companies that,

“the level of a Well Workplace designation is not as important as the outcome of completing the process needed to submit an application.”

Participating companies were also reminded that by completing the Well Workplace Award™ application process, they strengthen their wellness program and are in alignment with best practices deemed by the Wellness Council of America. Programming efforts were based off of the WELCOA's Seven Benchmarks™ for success. For those companies that didn't have a plan or framework prior to joining the project, this process allowed companies to put a structured plan in place. For those companies that reapplied for a designation, the process allowed for further planning and evaluation to strengthen an existing plan. The time, rigor and discipline of going through this process helped all participating companies identify health needs within their organization and create a framework that was specific to improving the productivity and overall well-being of their employees.



MARKETING AND COMMUNICATION

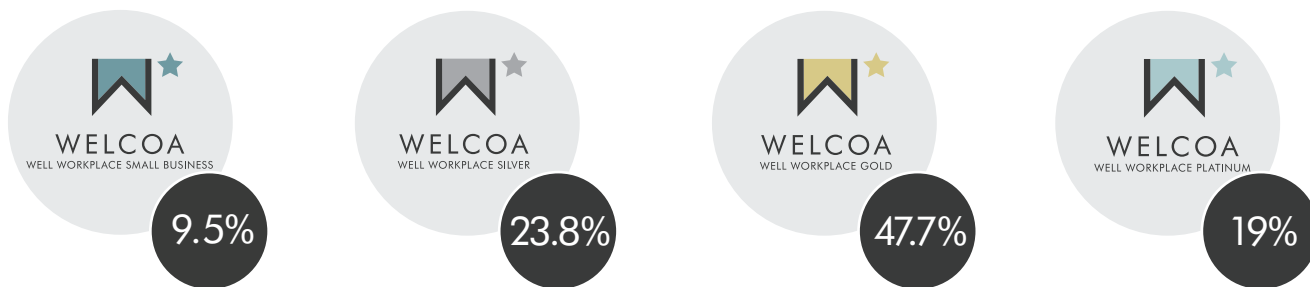
A detailed plan can be viewed as part of the Strategic Plan. There was a sub-committee developed that served to develop and manage internal and external communication associated with the initiative.

» wellcountylacrosse.com



FINDINGS

- » The initiative impacted almost 20,000 workers in the county out of approximately 60,000.
- » This is a great example of how WCWI and local initiatives have a big impact in employee health and wellness.
- » A total of 21 La Crosse County employers successfully achieved Well Workplace designation. Collectively, these companies employ 19,860 employees, representing 31.3% of the workforce.
- » The participating employers include a diverse representation of the workforce in La Crosse County. Types of businesses included: healthcare, financial, government, industrial printing, financial advisors, convenience store, military and veterans services, energy efficiency, education, insurance, retail, development, hospitality, and wellness.
- » Thirteen of the companies (62%) were listed as partners in the initial strategic plan and followed through the three-year process.
- » The breakdown for designation award type for all 21 participating companies is as follows:



SAMPLE PRESS RELEASES AND ARTICLES

- » [Employers Are Joining La Crosse County Wellness Initiative](#) (SEPTEMBER 15, 2015)
- » [La Crosse area companies strive for healthy employees, higher productivity, lower costs](#) (OCTOBER 9, 2017)
- » [Celebrating Collaboration of Community and the Workplace](#) (AUGUST 15, 2018)

WELL CITY PROCLAMATION

- » [Download Proclamation](#)

WELL CITY USA

- » [Learn More](#)

FOR ADDITIONAL INFORMATION:

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