



WHERE ARE YOU NOW?

What about this work motivates you?

Describe your current food and beverage environment



**You can lead a horse to water,
but you can't make him drink.**

EXERCISE LEADERSHIP



Engaging Factions

WORKSITE GOAL

As a result of working at (our worksite), employees will consume healthy foods and beverages.

FACTION (make sure both upper & middle management are included)	WHAT (is important to them relative to your goal?)	DEGREE (to which you need them to achieve your goal? scale of 1-10)	HOW (will they be engaged?)	WHO (will engage them?)

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ASSESSMENT RESULTS

{ IN LIGHT OF YOUR RESULTS & THE WWKS FRAMEWORK }

How comprehensive are your efforts?



What strategies do you tend to rely on?

What strategies might you need to experiment with?

PLAN DEVELOPMENT Vision & Goal

VISION

(Our worksite) will have healthy and productive employees.

WORKSITE GOAL

As a result of working at (our worksite), employees will consume healthy foods and beverages.



**"IF YOU DON'T KNOW WHERE YOU
ARE GOING
YOU WILL PROBABLY END UP
SOMEWHERE ELSE"**
-ZIG ZIGLAR

PLAN DEVELOPMENT Data Collection

Purpose

(What do you want to know? What do you plan to do with the data?)

WHAT	WHEN	WHO	HOW
WorkWell KS worksite Food and Beverage Assessment	Pre-workshop		WWKS will email worksite contact
Individual Healthy Food and Beverage Assessment	Post workshop		Email WorkWellKS@kumc.edu when ready for post workshop assessment
Productivity	Post workshop		Email WorkWellKS@kumc.edu when ready for post workshop assessment
WorkWell KS 1-Year Follow Up Food and Beverage Assessment	1 Year post workshop		WWKS will email worksite contact



Communication Campaign / What is your message?

Eat in color.

CHANNEL	WHO

- ✓ **Tailor to your employees**
(Are you speaking their language?)
- ✓ **What's in it for them?**
- ✓ **Be Concise**
- ✓ **Be Consistent**
(Does the message support our goal?)



CHECK YOURSELF



Purpose

(What do you want to encourage? Does this align with your overall goal?)

Program Best Practices

- Treatwell 5-a-Day Program
- Seattle 5-a-Day Program
- Host or promote a farmer's market
- CSA (community supported agriculture)
- Counseling with a dietician
- Offer taste tests
- Healthy cooking classes
- Involve families in a challenge/program
- Healthy lunchbox challenge
- Fruits and vegetables challenge
- Create your own challenge

WHICH PROGRAM	DURATION



Sustainability/Impact

(Are any of these programs ready for policy making?)



Purpose

(What do you want to encourage? Does this align with your overall goal?)

Benefit Design Best Practices

- Contribute funds to FSA or HSA
- Free or low cost consultation with a dietician
- Insurance premium reduction
- Co-payment reduction
- Paid time off

BEHAVIOR	STRATEGY
<i>(Ex.) 6 month participation in a 5-A-Day Program</i>	<i>Contribute funds to FSA</i>



Remember

(Worksites that provide health insurance, be cognizant of how you reward or penalize participants. Employers can provide a financial reward or penalty of up to 30% of the cost of coverage for a food and beverage program.)



Purpose (What do you want to encourage? Does this align with your goal?)

1.) Define what are healthy food and beverages

2.) Adopt a policy that governs food and beverages at the worksite

Policy Best Practices

What is Included?

- Beverages: Coffee, tea and water will be the beverages provided
- Fruits and vegetables (prepared in healthy ways) are standard when the worksite provides food
- Prevent the sale of high calorie, fat, sugar and/or sodium foods or beverages with low nutrient content

Where?

- Cafeteria
- Vending Machines
- Potlucks
- Meetings
- Catered events
- Breakroom(s)

(Ex.) All catering will be 100% healthy by January 1.

EFFECTIVE DATE	AVAILABLE WHERE?	ENFORCED HOW?	CONSEQUENCES
January 1	HR, facilities website	Catering will only be allowed for purchase through approved vendors	If a non-approved vendor is used, company will not reimburse

EFFECTIVE DATE	AVAILABLE WHERE?	ENFORCED HOW?	CONSEQUENCES



WorkWell KS has examples



Purpose (What do you want to encourage? Does this align with your goal?)

Environmental Change Best Practices

- Make fruits, vegetables, and other healthy foods and beverages available:
 - ⇒ In sufficient quantities
 - ⇒ On a consistent basis
 - ⇒ At prices that are either affordable or free
 - ⇒ And promote them
- Provide safe, unflavored, cool drinking water to employees at no cost
- Decrease availability of sugar-sweetened beverages
- Point of purchase prompts
- Menu labeling
- Offer on-site purchase of fruits and vegetables (e.g., farmer's market, CSA)
- Healthy dinners to go
- Provide healthy snacks (especially fruits and veggies) in breakroom
- Increase access to and variety of healthy foods
- Provide healthy vending
- Roll out changes with taste tests, promotions, and pricing strategies

WHAT	WHO	BY WHEN
<i>(Ex.) Replace current vending with 100% healthy food.</i>	<i>Human Resources</i>	<i>July 1</i>



Evaluation

(Are there ways to track or evaluate these changes?)



WHERE DO YOU WANT TO GO?

What would improve the food and beverage environment at your worksite?

Would that kind of change be risky for you to propose? Why?

What "risky" or difficult decisions might you need to make to create real change?
