

**Was not able to take notes for first presentation (Karen Personett, DTE) due to checking-in attendees

Designing for Sustained Motivation and Behavior Change

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- Motivating behavior change by integrating intrinsic and extrinsic motivation in programming and the built environment can help to create the desired behavior changes to work toward achieving health goals
- There is a spectrum of sources of motivation, with intrinsic being the “holy grail”
- Often people are focused on the “here & now”, which is associated with immediate gratification.
- Pre-commitment involves 3 components: recognizing future temptation is probable, making the commitment, and making it hard to break that commitment in order to reach a goal.
 - Ex: Smoking cessation - recognizing that relapse is a possibility, choosing to commit to quit smoking, and making it hard to break that commitment by getting rid of all smoking paraphernalia/telling family and friends to help hold self accountable, etc.
- Fast vs. Slow thinking
 - Slow thinking involves more rational thought with understanding of future/long-term outcomes
 - Fast-thinking is more short-sighted and focused on immediate gratification, and less thought later consequences of certain decisions
- Choice Architecture Modifications
 - Reformatting the environment “nudges” for individuals to make healthier choices, while still maintaining an individual's freedom of choice.
 - Ex: reformatting cafeteria layout to make water very easily accessible and sugar-sweetened beverages (SSB) less accessible. Someone can still choose the SSB, but water is the easier choice
 - These nudges result in small effects, but are cost effective and easily implemented
- Self-determination theory (SDT)
 - 3 innate human needs: Autonomy, Competence, and Relatedness
 - Can be difficult to implement
 - Leads to the idea that programs should be less controlling and more empowering
 - Many programs have monetary incentives, but are these too controlling when considering SDT?
- Extrinsic and intrinsic motivation can be integrated into programming and the built environment to help individuals reach their health goals.
 - Ex: Assess people’s goals and values, and then tying the incentive to these goals can lead to more success in reaching health goals.

Case Study: The Story of Wellness at Bell's Brewery, Inc.

Carmen Johnson

Payroll and Benefits Specialist at Bell's Brewery, Inc.

- Skills Week is an integral part of the Bell's culture. The entirety of the company comes together for three days to learn of the state of the company, the industry, and learn more about the services/benefits available to Bell's employees. All employees are required to attend. This is an important time in which employee wellness is also discussed.
- The latest expansion of Bell's Comstock location now includes a fitness center, which is open 24-7. The fitness center was designed with the employees input in mind through use of a survey. Bell's also offers its remote employees the option to be reimbursed \$50/month for a monthly gym membership. This allows employees who may not work in Comstock (i.e. salespersons all over the country) to be supported by Bell's in their physical fitness and health. Furthermore, Bell's strives to be holistic in the types of gyms the qualify for reimbursement (i.e. rock climbing gyms, yoga centers, etc.).
- Culture is a very important aspect of Bell's. It's important to the company that their employees want to come into work every day. Bell's strives to be their employees' second family—their work family.
- Past wellness programs at Bell's used to emphasize mainly physical wellness, program incentives were focused on motivation, biometrics were utilized and feedback was ad hoc. Bell's wellness programs have evolved since they first began, becoming more holistic. Today's wellness programs focus on 4 areas of wellbeing: emotional, social, physical, and financial wellbeing. This is important to maintaining a group of happy, health employees that choose to stay with the company.
- The company utilizes a success coach from a third-party company that serves as a face-to-face connection for employees to various programs such as the Employee Assistance Program, connecting employees with childcare, housing, tuition assistance, conflict resolution, etc.
- Bell's makes an effort to support holistic services. The health plan offered by the company covers massage, acupuncture, and reflexology. Massage is also offered onsite, and coverage is extended to employees' spouses.
- Sit-to-stand desks are available to employees.
- Healthy vending (which is more market-style) is a change that is being made to foster healthier eating habits. There is a produce-delivery program where fresh produce is delivered to all locations daily and is available to all employees to help encourage healthy snacking.
- Various challenges at Bell's include:
 - Walking challenge - employees love this and get super competitive
 - Drink a growler a day - water challenge
 - Employee 5k - start and end at brewery; walk and run; "run hoppy"
 - Bike month - a lot of bikers; grassroots; bike to work day, bike repair clinic, participate with national bike challenge
 - Dodgeball tournament - very popular
- There are also activities for employees that are less physical. Examples of these are: DIY succulent workshop, Cardio drumming, Knitting group, etc.

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People First: Designing Meaningful Wellbeing Programs

- Bell's offers employees reimbursement for registration fees for races. Employees pay a \$2 commitment fee and commit to doing 3 events in the year, and can then have the registration fees for those events/races reimbursed. Recently, they have expanded this offer to being involved in Weight Watchers.
- Currently, Bell's success coach can help link employees to Bridge Loans for housing/transportation needs. They also offer financial wellness classes to their employees (i.e. "Get more beer money" was the title of one such class). Bell's hopes to expand in this area of Financial wellness.
- Social Wellness programs/initiatives offered by Bell's
 - **Volunteer day** - Over 1500 hours of employee volunteer hours. Employee can choose what they want to do (volunteer at child's school, food bank, etc.)
 - **Food trucks** - Food trucks in the parking lot of Bell's and food provided to employees resulted in Increased interdepartmental communication
 - **Family events** - Ropes course, bowling, etc.
 - **Wellness Fair** - Try to give employees the tools and information to enable them in their wellness
 - Started as benefits fair
 - Smoothie fairy (smoothie bike, kale chips)
 - Chair massages
 - Local bike company came in, demo bikes, bike repair, etc.
 - Food truck
- Communication - Aim to Increase employee awareness of the wellness program and all it offers
 - Marquee Health - online platform; Way for people to record their activities and get recognized for what they are doing
 - Wellness Guides (~same as wellness "champions")
 - Advertise wellness through their "why"
 - Word of mouth has been some of the best form of communication for wellness programs. Guides are a huge part of that.
 - Onboarding (~orientation)
 - 1st week of employment
 - Time specifically dedicated to History, Benefits, Wellness and Retirement Planning
 - Facebook group
 - Employees can join closed group and post different things
 - Forum used to communicate/share wellness program happenings
 - Instagram account - continued communication, another platform to share wellness journeys
- Related to communication, Bell's team wellness team is passionate about "being there" for their employees. "We are here and waiting for you when you need. We want to make sure that employees feel comfortable asking their questions."
- Annual Survey is utilized to get feedback on the wellness program.
- Incentives

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People First: Designing Meaningful Wellbeing Programs

- 3 levels - Growler (~\$25), Firkin (~\$50), Keg (~\$100); Pick incentives at the end. Various incentives to choose from depending on the level which the employee had chosen.
 - The employee can also choose to donate incentive value to favorite charity, and Bell's will double the value (i.e. if at the \$25 level, Bell's would donate \$50).
- Wellness day off
 - Wellness visit + Dental exam + Health Assessment = 1 Wellness day off if completed all 3 items
 - Want to make sure that people can go to the PCP for best treatment
- Future of Wellness at Bell's
 - Wellbeing hub - opening in October 2018
 - Taking wellness team at brewery and out of admin building and putting in one location
 - The hub will offer spaces for employees to have kiosk and can make a confidential call
 - Looking into incorporating biometric screening again
 - for the population who is not interested in going to a PCP to better target employees who may need more health care
 - Mental health awareness month - address stigma and make people more comfortable discussing mental health
 - Managers - making sure employees feel comfortable approaching their managers and being knowledgeable of the resources available to employees; managers can refer employees to HR

The Social Impacts of Well-Being: Wellbeing, Social Impact and Leading Through Values

Jonathan So

Senior Director of Health Care Initiatives at Detroit Regional Chamber

- Making Detroit a Healthcare Hub - dedicated to making the Motor City a center of healthcare excellence.
- Detroit has bid to host the Olympics 6 times, and has never won a bid. More recently, Detroit bid to be the location of Amazon's second headquarters, and lost. Why is it that Detroit keeps losing these bids? Compared life expectancies of front runners, Detroit's life expectancy was worst. This is even more pronounced at the neighborhood level within the Detroit area. This measure of well-being within the community could be indicative of the why the failure of Detroit's past bidding.
- A metric measure of well-being was developed and was based on 5 dimensions: (1) Sense of purpose, (2) Social belonging, (3) Financial stability, (4) How you feel in your community, and (5) Physical rank. Of 189 cities, Detroit ranked 158 in for this metric.
- If you have strong & healthy community, that is a desirable community. This is the goal for Detroit. Health needs to extend beyond health-system, but out into communities to help make this goal a reality.
- Jonathon's model: Increase well-being → improve outcomes → economic gains → cycles back to increasing well-being
 - Economic gains is what the city wants/needs, but we need to increase *well-being* in order to obtain that
- Blue zones - Pockets of communities that had people living to be 100+
 - Came up with 9 characteristics of these communities
 - Importance of this: already identifying aspects other than just physical aspects that can contribute to health/well-being.
 - Can use these 9 characteristics to help understand how to help community members live in such a way that can increase their well-being.
- Mutual fund - set of stocks that have a similar kind of characteristic
 - Researched companies that invested most in employee health. The companies that invested most in employees outbeat the market 2:1... so it pays to invest in your employees!! It pays because we see it in earnings. This is appealing to companies in support of corporate well-being programs!
- Corporate Social Responsibility
 - Why should we invest money in the health of the community?
 - Actually, for orgs that give back to their communities →
 - more trustworthy
 - 55% of americans would pay more for a product if it came from a socially responsible company
 - 76% will refuse to purchase a product upon learning that the company supports a contrary belief
- How you can go back to your organization and feel like this is something that you want to do
 - How do you become that local leader within your organization?

- TREK bike company example - 3 horrible incidents that occurred in a short span of time brought to light that the company had to do something about its employees' health.
 - 1) 42 y.o. Trek employee died of a stroke
 - 2) Truck driver had heart attack while driving
 - 3) Employee whose husband had stroke at age of 48
 - → 3 horrible incidents in 1 month for a company of 800 employees for a company that is supposed to be supportive health
 - → implemented a penalty for not doing healthcare screenings
 - → "twinkie tax" in cafeteria
 - → employees believed in his cause and believed that he backed that cause, and the employees were happy about it and the changes that were made
- Leading through Values
 - Ripple effect
 - Self → people → organization → community
 - Define your values - What is your leadership philosophy? (_____ is a cornerstone in my approach to leadership)
 - DWYSYWD - do what you say you will do
 - "What you are speaks so loudly, I can't hear what you are saying - Ralph Waldo Emerson"
 - The Golden Circle - Start with Why - Simon Sinek, TED Talk, (recommended to watch on YouTube if you haven't seen this already)
 - Consider these 3 elements: What you do, How you do it, and and Why you do it
 - WHAT-HOW-WHY is not as powerful as if you start with WHY.
WHY-HOW-WHAT is more effective/powerful
 - This model should be followed because it is centered around your *values*.
- Detroit is not the only place thinking like this (that community well-being needs to be improved in order to affect other positive change). Tennessee and the Indiana Wellness Council are also thinking in this way.