Creating a Culture of Wellness
Through Partnerships:
Stanford University BeWell Program

Jennifer Sexton, MA
Director of Recreational Fitness & Wellness
Department of Athletics, Physical Education & Recreation

Jennifer Robinson, PhD
BeWell Screening & Advising Program Manager
School of Medicine, Health Improvement Program

Stanford University

• Employees
  – Apx 14,000 Benefits Eligible Employees
  – Faculty (including clinical), Staff, Bargaining Unit
  – Most employees on campus; some at remote locations

• Students
  – Apx 15,000
  – Undergraduate and Graduate
History of BeWell

2007 - Meeting with Provost and Campus Leaders
  - 1st Cardinal Walk – 500 participants
2008 - Stanford Health and Lifestyle Assessment (SHALA)
  - Subsidized Group Fitness Classes, Free Fitness Assessments,
    Two Free Personal Training Sessions
2009 - Berry Activities
2010 - Screening (Outsourced)
2011 - Screening & Advising (In-house)
2012 - Sharing & Participation in Stanford Sponsored Medical Plan
  - Spouses & Registered Domestic Partners
2014 - Additional Berry Activities and Flexibility

Program Mission

By facilitating a culture of wellness at Stanford, we encourage individuals to adopt and maintain healthy lifestyle behaviors and to improve their health, well-being and quality of life.

Primary Partnership Between:
Department of Athletics, Physical Education & Recreation
Health Improvement Program, School of Medicine
Additional Partnerships

- University Human Resources Benefits
- Faculty and Staff Help Center
- Work Life Office
- Parking and Transportation Services
- Learning and Organizational Effectiveness
- Vaden Student Health Center
- Environmental Health and Safety
- Stanford Hospital and Clinics
- Stanford Coordinated Care
- Residential and Dining Enterprises
- Lands Building and Real Estate
- Kaiser
- Blue Shield
- Employee Wellness Advocates
- Healthy Departments

Partnerships continuously evolving...

Current Program Overview

- Eligibility
  - Benefits Eligible University Employees
  - Spouses & Registered Domestic Partners
- Mixture of Self-reported and Validated Data
- Program Components
  - Stanford Health and Lifestyle Assessment (SHALA)
  - Berry Activities
  - Screening, Advising, & Wellness Plan
- Based on Calendar Year
Berry Activity Highlights

- Group Exercise Classes
- Stress Workshops
- Nutrition Workshops
- Fitness Assessments
- Personal Training
- Healthy Living Classes
- BeWell Walkers
- Annual Well Visit
- Wellness Advocate

Screening & Advising

- Health Screening
  - Fasting Finger Stick: Glucose, Tot Chol, LDL, HDL, TG
  - Body Mass Index: Measured Height & Weight
  - Waist Circumference
  - Blood Pressure
- Wellness Advising
  - 10-30 Minutes
  - Action-oriented
  - Trained Wellness Advisors

*Required once per calendar year.*
Incentives

- Information, Services, and Programs
- Special events with partners
  - Employee Wellness Fair (Health Improvement Program)
  - Cardinal Walk (Provost)
  - Healthy Taste (Residential & Dining Enterprises)
  - Ticket Promotion (Athletics)
  - Concert Tickets (Stanford Live)
- Financial

Financial Incentives

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<td>$480/$240 (next year)</td>
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Notes
- First year of financial incentives
- Screening & Advising Outsourced
- Screening & Advising In-House
- Sharing & Health Plan Participation
Program Goals

- Increased Participation (all program components)
- Improved Health Outcomes
- Supported Culture of Wellness
- Stabilized Health Care Costs
  - For University and Employee
- Increased Personal Ownership of Health

Participation
Health Outcomes

Changes in % with healthy biometric measures, from 2011 to 2012

- Blood pressure: <120/80 mmHg
- Total/HDL cholesterol ratio: < 5
- Fasting glucose: < 100 mg/dL
- BMI: 18.5 - 25
- Waist circumference: Men < 40 inches; Women < 35 inches

*Healthy* biometric measures are defined as follows:

*p < 0.001* indicates a significant healthy change from 2011 to 2012.

Note: This analysis was performed among employees who participated in the Biometric Screening both in 2011 and 2012, excluding pregnant women at either time (N=4,360).

Culture of Wellness

- Positive Brand Recognition
- Increase in Wellness on Wheels (WOW) Classes
- Apx 1500 Self-reported Wellness Advocates
- Thoughtful Berry Activity Suggestions
- Inspirational Success Stories
- Increased Website Traffic
- Continued Support by Provost & CFO
Challenges

- IT Infrastructure
  - Development
  - Maintenance
- Communication/Marketing
  - Internally with Partners
  - Externally with Participants
- Engagement
  - How to define and then measure
- Maintaining Participant Trust in Program Intentions

Next Steps

- Evaluate data more closely to drive program decisions
- Enhance communication with partners and participants
- Promote increased participant engagement through increased program flexibility
- Expand Wellness Advocate Network
- Launch Healthy Department Initiative
For You To Consider...

- **Wellness Program Vision**
  - What if you had a magic wand?
- **Take Stock**
  - What are your current available resources (internal and external)?
- **Low Hanging Fruit**
  - What are some “easy” or “small” impactful things you could do right away?
- **Barriers and Challenges**
  - Are there creative ways these can be overcome?
- **Your Next Steps**
  - What is ONE small step you could take this coming week?

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jbsexton@stanford.edu

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jlrobinson@stanford.edu

bewell.stanford.edu