

LEE COUNTY BOCC WELLNESS PROGRAM PLANNING

Vision

Lee County will provide a comprehensive employee wellness program that will create a work environment that fosters healthy behaviors and lifestyle choices. The overall objective is a more informed and health conscious workforce that improves the wellbeing and quality of life for Lee County employees.

Implementation Goals

1. Environment:

Provide an environment that supports and promotes healthy lifestyles with opportunities to maximize wellness education and involvement.

Considerations:

- Scheduling times
- Location and accessibility
- Management support and buy-in
- Employee comfort level

2. Define Needs & Wants:

Identify prevalent health risk factors through medical and risk claims utilization data as a guide for developing programs that focus on these high-risk health conditions.

Gather employee interest data and identify senior management directives.

Develop a program that supports senior management's direction and meets the physical and emotional needs and interests of employees.

Considerations:

- Aetna claims utilization
- Risk Management/Workers Compensation claims
- Safe work environment
- Senior management drivers
- EAP utilization
- Employee appeal (interests and motivations)

3. Resources:

Identify and utilize resources to maximize opportunities for providing education, communication and promotion.

Considerations:

- Internal and external resources.

4. Communication:

Utilize a variety of marketing and communication mediums to promote developed programs and disseminate health-related information to foster healthier lifestyle choices and improve employee work/life balance.

Considerations:

- Soliciting input
- Methods of dispersing information (Broadcast, Aetna, HR Reps, Directors, Website, Newsletters, Road Shows)
- Consistency
- Promotions and marketing
- Results and evaluations