



MEMO

TO: Mayor Ghatan and Town Council
FROM: Julie Greene, Wellness Coordinator
DATE: March 26, 2021
RE: **2020 WELLNESS ANNUAL REPORT**

Throughout 2020, our employees not only kept the town running, they kept us on track to earn WellCity status for a sixth year in a row. This means the Town and employees will continue to split a 2% premium discount through the year 2022. The requirements for earning this award were similar to past years with minimal adjustments in recognition of COVID.

ANNUAL PARTICIPATION GOAL

The year started with the usual requirement that a minimum 50% of insured employees and spouses earn at least 350 wellness points through the online Castlight platform. This was our employees' first full year using Castlight and their fourth year using an online platform.

Midway through the year, AWC decided to double their mini-grant award for those cities who met the 50% goal. More importantly, they dropped the requirement to include insured spouses in the annual goal. This was spurred by COVID, but it was an overdue acknowledgement that the Wellness Program cannot directly influence spouses and should not be putting employees in the position of pushing their spouses to earn wellness points.

As with past years, employees were offered multiple ways of earning points including participation in fitness challenges, seven-day Healthy Habits challenges, on-line or telephonic coaching, well-care (checkups, flu shots), and tracking of activity, food, and sleep. Those who reached the goal were awarded a \$35 virtual gift card or the opportunity to donate to Habitat for Humanity. Additional points earned could be used to buy entry into AWC's quarterly drawings for \$100 gift cards and other prizes. To ensure success with meeting our required goal, we promised that upon reaching it we would hold a cash drawing among those who provided proof of participation. As a result, we surpassed AWC's goal with 53% participation. The cash drawing helped fulfill AWC's minimum wellness investment requirement. Our mini-grant award of \$340 (\$10 per employee) has been invested in prizes to be used as incentives to meet the 50% goal in 2021. The mini-grant has been reduced back down to half the dollar amount for this new year.

AWC-SPONSORED ACTIVITIES

Challenges: We participated in AWC's spring and fall 30-day challenges, "Step into Spring" and "Trailblazers," where participants earned points meeting daily steps goals. To encourage competition and build comradery, Castlight has begun requiring that participants create or join teams, and they encourage use of the app's social media page. AWC supplied prizes from REI which were awarded by random drawing of those who participated in the challenges. Approximately a third of employees joined in each challenge which was typical.

Naturally Slim: Employees were offered three opportunities throughout the year to join the Naturally Slim weight loss program as a free benefit. Due to privacy, I've not been told how many of our employees participated, but I believe they all appreciated the availability of this program. AWC appears to be getting good response as they have increased the offering to four times in 2021.

ADDITIONAL ACTIVITIES

Newsletters/Notices: In-person safety meetings ended in early March with a socially distanced pandemic roundtable with Duncan and public works staff at the firehall. The remainder of the year, wellness communication depended on email and virtual Town Hall staff meetings. I sent out notices and newsletters an average of three times per month. COVID was the hot topic the first half of the year with updates on our insurance coverage, testing, and safety protocol at work, as well as tips on working from home and dealing with COVID fatigue. Non-pandemic subjects included wellcare reminders, fraud prevention, and promotion of AWC activities and benefits. A 10-week series of advice and healthy recipes called "The Soup Group" ran through December and into the new year and will likely be revived this winter.

Snack basket: Wellness continued to provide healthy snacks for purchase at or below cost at Town Hall. The basket was discontinued at the Public Works office to avoid encouraging foot traffic. This will be reinstated in the future.

Training: Required training was completed virtually and included the annual Healthy Worksite Summit, the fall WellCity planning forum, AWC's monthly educational webinars, and select CDC classes I sought out online. I also subscribe to multiple wellness newsletters.

LOOKING TO THE YEAR AHEAD

New for 2021, AWC has overhauled their WellCity standards and application. We shouldn't have difficulty meeting the revised standards, but it will require more of my time. They're calling for more detailed planning, evaluation, and reporting; demonstrations of program support from all management levels; more involvement with our safety program; and more creative outreach to non-participants. I'll be enlisting my committee of Carol, Don, Mark, Taylor, and Will Turman in efforts to encourage participation within their departments beginning with AWC's upcoming spring challenge, "Race to the Finish." Currently, I'm preparing a Survey Monkey poll to gauge employee needs and interests and working on promoting the Employee Assistance Program (EAP) as I've received notice that we show below average use of this benefit.

In 2021, our ongoing challenge is to not only help employees see personal value in making healthy lifestyle choices, but to see enough value that they'll dedicate their time and attention to this pursuit. Thank you for the opportunity to promote a health-oriented atmosphere for our employees as we continue on our Town Wellness Program mission **to educate, empower, and support employees in their efforts to enjoy a healthy and positive lifestyle for themselves and their families**. I look forward to building on the success of the program and working to earn the annual WellCity award again this year.

###