The State of Employee Wellness at Oklahoma State University

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Striving to be America’s HEALTHIEST Campus
OSU at a Glance

- Land Grant Institution
- 24,000 Students
- 1,600 Faculty
- 3,000 Staff
- 1,500 acre campus
- 42 academic buildings
- 6 colleges + Veterinary Medicine
- 200 Degree programs

Striving to be America’s HEALTHIEST Campus
Wellness Program History

- **Seretean Wellness Center:**
  - Opened in 1991
  - Primary Employee Wellness Program provider
  - Small fitness center (weight room, cardio, group exercise)
  - Dietitian; Demonstration Kitchen
  - Employee Assistance Center
  - (Physical Therapy; Employee Health Clinic)

- **Colvin Recreation Center** (Dept. of Campus Recreation):
  - 240,000 sq. ft.
  - traditional “student” recreation programs (fitness, intramurals, outdoor adventure, adaptive sports, sport clubs)

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August 2011

1. Merged into One Department: Campus Recreation and Wellness.

2. OSU benefit package includes membership to both facilities and access to most programs.

Striving to be America’s HEALTHIEST Campus
Mission Statement

The Department of Campus Recreation and Wellness is committed to creating a healthy campus culture for students, faculty, and staff. The Department seeks to promote healthy lifestyles and lifelong learning through the highest quality programs in the areas of recreation, fitness, and wellness.

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Challenges . . .

**Past:**
- Budget limitations
- Uneven support from Administration

**Present:**
- Merging staff, identities, building operations, student & F/S programs
- Developing new strategy
- Expectations
- Value of “free” program

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... And New Opportunities

- Administration support
- High Visibility Programs
- Heightened interest in Wellness
- “Feel Good” factor among employees

Striving to be America’s HEALTHIEST Campus
Organization

- V.P. of Student Affairs
  - Director of Campus Recreation and Wellness
  - Assistant Director of Fitness & Wellness
- Full-time Employee Wellness Programming Staff:
  - Manager
  - Dietitian
  - Health Educator
  - Fitness Coordinator
  - Marketing Coordinator
- Part-time:
  - 2 Graduate assistants (HP, nutrition)
  - 2 Interns (HP, marketing)
  - Group exercise instructors
  - Personal trainers

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Presidential Support

“From being a pioneer in creating a tobacco-free campus, to creating an infrastructure that supports and encourages physical activity and healthy eating, Oklahoma State University has created a culture of wellness that is reaching across our campus and touching all employees and students. We have made great progress, but have more to do in our goal to be America’s Healthiest Campus.”

— Burns Hargis, OSU President
First Lady’s Initiatives

- Ann Hargis: OSU’s “First Cowgirl”
  - Wellness Platform
  - Facebook & Twitter
  - Certified Yoga Instructor

Striving to be America’s HEALTHIEST Campus
They Walk the Walk . . .
Strategies of Wellness Initiatives

Focus on 5 Behaviors:

1. Physical Activity
2. Nutrition & Weight Management
3. Clinical Prevention
4. Stress Management
5. Tobacco Cessation

Striving to be America’s HEALTHIEST Campus
Wellness Wednesday*

- Monthly Lunch & Learn
- Variety of Topics
- “Heart Healthy” Lunch

* =  no charge (with stipulations)

Striving to be America’s HEALTHIEST Campus
Awareness & Education Activities

Behavior & Lifestyle Change Programs

Supportive Environments & Outreach

Short-term classes*
- 4 weekly sessions at lunch
- Satellite locations
1. Nutrition in a Nutshell
2. Foundations of Fitness
3. Strength Training 101
4. Sports Nutrition

* = no charge (with stipulations)

Striving to be America’s HEALTHIEST Campus
Health Screenings
- Conducted by Wellness Staff
- Full lipid panel, glucose, BP, girth
- Collaboration w/ HR & BCBS
- Deductible credit
- On-line health risk questionnaire
- Variety of locations

Hearing Screenings
- Collaboration w/Dept. of Communication Sciences & Disorders

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Flu shots
- Collaboration w/University Health Services
- No out of pocket expense to employees
- Variety of locations

Mobile Mammography
- Partner with Okla. Breast Care Center
- Provide marketing and space

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Physical Activity Programs

- 3 facilities
- Group exercise classes
  - > 100/week
  - 3 locations
- Personal training - individual & small group ($)
- Circulating Personal Trainer
- Fitness orientations
- Fitness consultations

($) = fee charged

Striving to be America’s HEALTHIEST Campus
Nutrition Counseling ($)
- Individual sessions
- Registered Dietitian
  - Weight management
  - Diabetes
  - Cholesterol
  - Eating disorders
  - Sports nutrition

($) = fee charged

Striving to be America’s HEALTHIEST Campus
- **B.A.L.A.N.C.E. (Building A Lifestyle on Activity, Nutrition, Confidence and Energy)**
  - ↓ risk factors for Metabolic Syndrome
  - Aggressive behavior change program
  - Structured physical activity, nutrition and lifestyle modification components
  - 14 weeks (including pre- & post-program assessments)
  - Results (measurable and otherwise)

* = no charge (with stipulations)

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Cowboy Cooking School ($)
- Healthy cooking demonstration
- Tasting event
- Recipes provided
- 6-7 per semester
- Professional/guest chefs

Striving to be America’s HEALTHIEST Campus
- Awareness & Education Activities
- Behavior & Lifestyle Change Programs
- Supportive Environments & Outreach

- Grab & Go Lunches ($)
  - 1 day/week
  - Varies each week
  - Vegetarian options
  - Nutrition information included
  - Educate about healthy yet tasty food

- Best Bites Cookbook ($)
  - Heart Healthy Recipes
  - Developed by Registered Dietitian

Striving to be America’s HEALTHIEST Campus

($) = fee charged
- **Awareness & Education Activities**
  - **Dave Ramsey’s Financial Peace in the Workplace ($)**
    - Provide marketing, meeting space
    - Facilitated by OSU employees
    - Department subsidizes cost

- **Behavior & Lifestyle Change Programs**

- **Supportive Environments & Outreach**

($) = fee charged

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Choose Orange

- Collaboration with University Dining Services
- Logo identifies healthier options
- All dining venues
- Vending machines

Striving to be America’s HEALTHIEST Campus
Employee Assistance Program
– Licensed Psychologist
– Short term counseling service
– No charge to employees & dependents

Massage Therapy ($)
– Licensed Massage Therapists
– 30/60/90 minute sessions
– Deep Tissue/Hot Stone

($) = fee charged

Striving to be America’s HEALTHIEST Campus
Certified Healthy Department

- Recognize departmental wellness initiatives
- Create awareness of possible initiatives
- Certificate signed by First Lady
- Logo for website and correspondence
- 9 certified departments in 2011; 27 in 2012

Striving to be America’s HEALTHIEST Campus
Wellness Walk to benefit United Way

- Kickoff event for annual campus UW effort
- T-shirts provided
- Lunch-time
- 1 mile walk around campus
- Celebrity walkers (OSU President and 1st Cowgirl; Pistol Pete; Desmond and Andrea Mason)

Striving to be America’s HEALTHIEST Campus
Wellness Workforce (Wellness Warriors)
- Departmental liaisons
- Help disseminate information
- Provide feedback on programs

Awareness & Education Activities

Behavior & Lifestyle Change Programs

Supportive Environments & Outreach

Striving to be America’s HEALTHIEST Campus
Departmental Consultations
— Develop department level initiatives
  • Weight loss/Fitness/Nutrition Challenges

Departmental Presentations
— Staff Meetings/Safety Training
  • Wellness Benefit package
  • Fitness
  • Nutrition
  • Stress Management
  • “Surviving & Thriving at your Desk”

Awareness & Education Activities

Behavior & Lifestyle Change Programs

Supportive Environments & Outreach

Striving to be America’s HEALTHIEST Campus
Social Media
  - Twitter and Facebook
    • SWC
    • First Cowgirl

Cowboys on the Move
  - Free interactive website
  - Track minutes of activity
  - Exercise videos
  - Periodic incentives
  - Free iPhone app
  - Annual competition between students and F/S

Striving to be America’s HEALTHIEST Campus
Tobacco Free since 2008
- University Health Services for medical supervision
- tobaccostopshere.okstate.edu
- 1-800-QUIT-NOW
- Quit Kits
- Great American Smokeout
- Kick Butts Day

Striving to be America’s HEALTHIEST Campus
The “Journey”
- Monthly newsletter
- Success stories
- Summary of programs
- Upcoming events and programs

Staff Appreciation Day
- Information table
- Promotional Items

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Collaboration: Maximizing Wellness Efforts
- Human Resources
- BCBS of Oklahoma
- University Dining Services
- College of Human Sciences
- Student Union
- The Botanical Gardens at OSU
- Parking and Transit

Consultant for Branch/A&M Campuses
- Wellness Summit
- “Naturally Slim”
- “Healthy Interactions”

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Measures of Success

- “Participation” in Wellness Programs
  - Visits to CRC or SWC
  - Engagement in other wellness activities

- Insurance Claims
  - 2011: Claims loss ratio <100% (86.5%) for first time in 3 years
  - No increase in premiums in 2013

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Questions?

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