

Gaining Administrative Support: Making the Case for School Employee Wellness

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Who's in the room?

Activity



THAT'S ME!



We want administrators to go to bat for school employee wellness

How do we measure support?

Is it by words, actions, or outcomes?



Framing the Issue

What do we mean when we say
“support”?

What do we mean when we say “support”?

- Knowledge?

What do we mean when we say “support”?

- Knowledge?
- Attitude?

What do we mean when we say “support”?

- Knowledge?
- Attitude?
- Behavior?

How will you know if you have administrative support?

How will you know if you have administrative support?

- Actions

How will you know if you have administrative support?

- Actions
- Results

How will you know if you have administrative support?

- Actions
- Results
- Outcomes

Using a Social Marketing Approach

- We will discuss how to “sell” school employee wellness
- You will create a marketing plan

SUCCESS STORIES



SUCCESS STORIES

Creating Your Marketing Plan

- Benefits and Barriers
- Segmenting Your Audience
- Creating and Testing Your Message
- Trusted Messengers

Look at everything through the audience's eyes

- Benefits
 - Why does SEW benefit administrators?
- Barriers
 - What are the barriers to their supportive actions?
- What can you offer them that will:
 - Maximize the benefits?
 - Minimize the barriers?

Are all administrators the same?

- Think about different ways to segment the audience.
 - Stages of Change
 - Years of Service
 - Past experiences
 - Scope of authority

Creating and testing your message

- How do advertisers know what sells?



Creating and Testing Your Message

- The Truth Campaign
- The National Campaign to Prevent Teen and Unplanned Pregnancy

Who do you trust?

Who do you trust?



Who do you trust?



Trusted Messengers

- Who matters?
- Who is trusted?

धन्यवाद

Hvala

THANK
YOU

Vielen
Dank

شكراً

Dikey

Bedankt

Merci

Obrigado!

Teşekkürler

Köszönettel

Ευχαριστώ

Gracias

Grazie

ขอบคุณ

תודה

Questions?

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Success Stories

Springfield Public Schools
Springfield, Oregon

Program Summary

- Be Healthy, Live Well!
- New Health Resolutions: Started in September 2010....Continues through Today
- Designed in phases: YEAR ONE
 - New Health Resolutions
 - “Know your numbers” (Biometric testing & Health Quotient)
 - Communication efforts and interactive web tool
 - Brown bag seminars on nutrition, cooking and diet
 - Introduce exercise (walking groups, etc.)
 - Aggregate data shared with District and Wellness Council
 - Employee logged exercise levels
 - Sick leave usage comparison

Program Summary Cont'd

- Be Healthy, Live Well! - YEAR TWO
 - Continued Motivation
 - Partnership established with Park & Recreation District and PacificSource Health Plans
 - Focus on exercise, diet and stress reduction
 - Employees allowed access to full gym usage and lap pool (2)
 - Group activity opportunities (Zumba, Boot Camp, etc.)
 - School based activity groups (walking groups, bike to work, etc.)
 - Opportunities for stress reduction (Yoga, seminars, etc.)
 - Continued focus on nutrition education (Weight Watchers @ Work)
 - Continued wellness communications (monthly emails, newsletter, testimonials, website)

Reasons.....

- Employee morale
- Stress reduction
- Healthier workforce
- Reduction in sick-leave usage
- Contribution to managing insurance costs
- No (or low) cost employee benefit

“Buy-in” or “Sell”?

- Create a compelling story/reason
- Be able to answer the “yeah, but”
- Gain leadership (administrative) support
- Utilize champion employees to spread the word
- Empower people to make the changes necessary
- Eliminate “road blocks”