

BUILDING A CORPORATE WELLNESS PROGRAM

By ALFRED AMENDOLA

The AIHce crossover session "Building a Corporate Wellness Program" was devoted to defining wellness, describing why a wellness program is necessary and explaining how a program is built. At the conclusion of the session, attendees were to understand the benefits of a corporate wellness program, have a basic understanding of what constitutes a wellness program and have some take-home examples of successful programs.

Presenter Nikki Hetman, from Comprehensive Health Services Inc., Vienna, Va., defined wellness as a state of well-being and a health promotion activity geared to educating and encouraging employees to take action to improve their health. The ultimate goal for the employee is to reach a point where there is a balance of mental, spiritual, physical and emotional health.

Hetman noted that research has suggested that nearly half of all employee health care costs may be directly related

to employee habits influenced by conditions and stressors in the workplace. According to the U.S. Health-Care Financing Administration, private and public companies spent \$1.3 trillion in 2000 on total health services and supplies for their employees and dependents. Reducing these costs through the use of a wellness program will aid corporations in attaining their ultimate goal of increasing net profits.

STEP BY STEP

The basic steps for building a wellness program were defined during the session. The first step is to assess the demographics of company employees to determine the program needs. Once this is done, a decision must be made as to which risk factors should be addressed by the program. Program events then must be designed around the risk factors that have been identified.

The next step is to get support for the program from upper management. The program should then be taken to a committee made up of employees from all sectors of the company for review before implementation. Finally, the program should be presented to the entire employee population.

The program is then implemented through a series of planned events. Data specific to the desired results of the

(Continued on p. 50)

Summer Savings on Distance Learning

Get It While It's

Hot!

Save 10 percent on any:

- Self-Study Course
- PDC Video
- Risk Communication Video

Mention "Summer Savings" when you place your order.

Share a Webcourse with a colleague and get TWO for the price of ONE!

- Noise Exposure Assessment: Sampling Strategy and Data Acquisition **NEW**
- Construction Safety for Industrial Hygienists
- Respiratory Program Management: Current Issues
- Applied Ergonomics: Deploying a Cost-Effective Process

For complete details on this sale visit www.aiha.org/HOT.htm



AIHA

Your Essential Connection

This offer expires August 27, 2004.

Education You Want, When and Where You Want It!

Questions? Call AIHA's Customer Services Department at (703) 849-8888.

www.aiha.org

MEMBER GET A MEMBER CAMPAIGN IS ON A ROLL

AIHA's 2004 Member Get a Member campaign is off to a great start. With the help of current members, AIHA's membership is growing, gaining more than 50 new members to date.

Through this year's campaign members can assist in growing AIHA membership and the profession while winning prizes. Congratulations to Lonie J. Swenson, our February winner of an AIHA executive logo portfolio, and William P. Boone, our March winner of an AIHA executive logo prize pack! Our lucky winners will also be entered in the quarterly drawing for a \$100 American Express® Gift Cheque as well as our grand prize drawing.

Everyone's a winner with Member Get a Member 2004—recruit members for your chance to win.

- Get an official 2004 New Member Recruiter pin for recruiting just one new member.
- Recruit a new member and your name will be entered in a monthly drawing for prizes.
- All recruiters are eligible for the special quarterly drawing. Prizes may include a DVD player, portable CD player, AIHA Press gift certificate or an American Express Gift Cheque.

- Recruiters will be entered in the grand prize drawing for two round-trip plane tickets to anywhere in the United States sponsored by Delta Airlines.
- Get the recognition you deserve when you recruit a new member into AIHA. We'll publish your name on our Web site and in *The Synergist*.

The AIHA Web site provides members with valuable information and tools to assist in recruiting new members. The Web site features information on monthly, quarterly and grand prize selections, campaign rules, prizewinners, top recruiters and much more. Visit www.aiha.org for more information today. All AIHA members in good standing are eligible to participate in this year's contest, which will run through the end of December.

Thank you to our member recruiters (as of March 31):

Charles Clarke
Sheldon Coleman
Gretchen Dejarnett
Kyle Dotson
Neil Feldscher
Carter Ficklen
Michael Fiore
Chris Fitzgerald
Mary Ellen Flanagan
Kip Fout
Gary Ganson
Joseph Gentile
John Glass
Mark Harris
Joel Jones
Gladys Kawamoto
John Keeling
Cyndi Lange
Richard Lavengood

Robert Leo
William Martin
Lawrence McGowan
Gary Morris
Ed Nunez
Harry Pullum
Kenneth P. Reed
Joseph Samuels
Kevin Schmidt
Janis Smith
John Spencer
Woodrow Stelly
Lonie Swenson
J. Steven Verret
Susan Viet
Sheri Weeks
Kenneth White
David Wilson

**Open the Door
to Best-Kept Secrets**

Share your membership experiences with a
colleague and you could win spectacular prizes.



**Recruit a new member
and start winning!**

Upcoming Prizes

JUNE
AIHA Logo Executive Bag

JULY
AIHA Logo Executive Portfolio

AUGUST
AIHA Logo Executive Bag

BIG QUARTERLY PRIZE
DVD Player

Visit www.aiha.org TODAY for important campaign rules and information.



AIHA
MEMBER GET A MEMBER
2004

Your Essential Connection

AIHce Education Sessions

(Continued from p. 38)

events are collected, and a comparison of planned to achieved results is made. After that, feedback from the employee participants and nonparticipants is needed to make adjustments to that event or other planned events to increase participation. At that point the next event should be planned based on increased knowledge.

A corporate wellness program must be tailored to the employees' needs, data must be collected throughout the entire program, employees must be motivated throughout each event, events need to be varied and novel, events need to be linked to current health issues and employee feedback must be collected and used. Healthy employees are more productive, which benefits them and the company through improved products and profitability.

Amendola, a PhD, PE and CPE, is with NIOSH in Morgantown, W.V.