

Recognizing the Best in County Government Programs!



2011 Achievement Awards

ATTN: 2011 Achievement Awards Program
Virginia Association of Counties
1207 East Main Street, Suite 300
Richmond, Va. 23219-3627

Call for Entries



2011 VACo Achievement Awards

Deadline: June 1, 2011

Application Form

All applications must include the following information. Separate applications must be submitted for each eligible program. Deadline: June 1, 2011.

Program Information

Locality _____

Program Title _____

Program Category _____

Population Category _____

Contact Information

Name _____

Title _____

Department _____

Complete Mailing Address _____

Telephone # _____ Fax # _____

E-mail _____

Signature of county administrator or chief administrative officer

Name _____

Title _____

Signature* *Pamela H. Garton* _____

*Entries without this signature will not be accepted.

2011 VACo ACHIEVEMENT AWARD NOMINATION

PROGRAM: 'BE HIP-GET FIT' HEALTH AND WELLNESS PROJECT
COUNTY/STATE: Gloucester, Virginia

1. OVERVIEW OF THE PROGRAM

The *Be Hip-Get Fit* Health and Wellness Incentive Project is a start-up innovative and collaborative intergovernmental approach to addressing the needs of employee health and wellness. Representatives from various county departments work collaboratively to help identify needs, research information and resources, organize fitness and health related activities and provide incentives. All employees are offered access to resources and educational opportunities to create awareness and support in adopting and maintaining healthier lifestyle behaviors. The goals of the *Be Hip-Get Fit* Health and Wellness Project are to:

- Promote physical, mental and spiritual health and wellness through activities that improve vitality and productivity, lower health care cost, and are FUN.
- Develop camaraderie among employees and administrators, with the main focus on helping and supporting employees to achieve and maintain healthier lifestyles.
- Provide a connection between a healthy work and healthy home environment.
- Provide avenues for employees to see their work environment as a positive support and resource place.
- Develop an awareness of health related services and resources available to county employees.
- Conduct surveys to identify areas of need, such as: lower blood pressures, counseling, and health assessment.
- Have healthier families and lower insurance claims.

2. PROBLEM/NEED FOR PROGRAM

Our county's number of older employees is continually growing. The premise therefore is that the county will see more age related insurance claims. Costly health care claims such as diabetes, heart disease, hypertension, and obesity are challenges that face many older employees. In addition, as older employees face the challenge of age related issues they may experience problems that adversely impact and effect employee performance as well as employee morale. A great deal of money is spent on anti-anxiety and anti-depression medications.

In an effort to make a wellness program more appealing and meaningful to employees, the *Be Hip-Get Fit* incentive project was initiated and piloted. The intent is to offer the incentive program in a manner that is accessible to all employees and provide awareness opportunities and support in conjunction with other wellness activities.

3. INNOVATIVE SOLUTION & INTERGOVERNMENTAL COOPERATION

The *Be Hip-Get Fit* Health and Wellness Incentive Project is an innovative, solution-oriented program that encourages and promotes intergovernmental cooperation for employee well-being.

- The *Be Hip – Get Fit* Wellness project provides a continuum of prevention, early intervention, and resource/support services to county employees. The project is a collaborative, interdepartmental effort to provide coordinated and comprehensive physical, mental and spiritual health and wellness activities in addressing shared problems. County government strength is as strong as its employees.
- The true strength and center of the program is the idea that to live better tomorrow, we must take care of ourselves today. Learning and living a healthier lifestyle is infectious. There are long term cost savings with health care if you change the culture of the people and get them to live healthier lifestyles.

- The *Be Hip-Get Fit* Wellness project is a perfect example of proven measurable results over a period of time that will positively impact insurance cost savings, will enhance employee morale, improve attendance and improve employee productivity. In the words of First Lady Michelle Obama during a *Let's Move* launch announcement on February 9, 2010, "The physical and emotional health of an entire generation and the economic health and security of our nation is at stake. This isn't the kind of problem that can be solved overnight, but with everyone working together, it can be solved. So, let's move."

It is certainly **"HIP TO GET FIT!"**

4. IMPLEMENTATION

The Health and Wellness Committee first began meeting on a monthly basis in October of 2008 in an effort to help generate employee health awareness in the areas of behavior modification, support, education and screening services. The intent was to develop an overall atmosphere of healthy living and eventually change the culture of our employees to persuade them to live more healthy lifestyles. A wellness survey collecting data on needs and interest, employee assistance programs, fitness programs, nutrition education interest, and screening programs helped to provide crucial information. 127 employees and 12 managers participated in the survey. From those surveys 68% indicated they would participate in a health promotion program at work. The topics which employees were most interested in learning more about included healthy eating and nutrition, weight management techniques, physical activity, men's health issues, heart disease/stroke prevention, and controlling high blood pressure. The survey indicated that the health promotion program should cover a broad range of topics, should have high visibility within the company, should be on-going and continued beyond the initial year, should use incentives to motivate employees, and that employees should be involved in the planning and

implementing of the health promotion program. The program should be on a voluntary basis and it should include flexible work schedules to allow participation during the day.

To help employees get on board with the wellness committee's campaign for healthier lifestyles, the committee, paying close attention to the wellness survey, organized and promoted several wellness activities. One of the first activities promoted was the National Start! Walking Day. Twenty employees participated in this activity. This event in turn inspired a regular Walking Wednesday activity. Walking Wednesdays encouraged employees to walk during their lunch break one Wednesday out of every month. Another walking activity called Foot Force encouraged employees to have a monthly goal of walking 180 minutes per month, or 15 minutes per day 3 times per week. Employees were encouraged to participate in Bike to Work Week. Six employees participated in this activity. The county's Building and Grounds department installed a bike rack near the library for biker convenience. Softball Saturday games were scheduled to include family members age 16 and older. Family softball games were sponsored to promote the importance of family togetherness, as well as build awareness of the importance of fun and physical exercise at all age levels.

In order to include a variety of physical activity opportunities, the Health and Wellness Committee also promoted Badminton and Croquet Challenges. Opportunities were scheduled two times a week immediately after work. Fun Golf Challenges were set up every Wednesday afternoon and open to any employee, regardless of skill level. A weekly update was sent to all employees via email with a positive spin on the outcome of the match. The updates were noted to have a therapeutic impact on all readers, even if they were not able to participate. Lunch and Learn activities provided employees with an opportunity to bring their bag lunch and learn about certain topics of interest during the work day. Speakers from the Middle Peninsula Northern

Neck Community Services Board on stress reduction, from the Virginia Cooperative Extension Agency on the topic of nutrition and webinars on “How to Recognize Heart Attack Symptoms” and “How to Recognize Stroke Symptoms,” were just a few offerings. During these Lunch and Learn events, employees also were able to get blood pressure checks. The Health and Wellness Committee provided professionals to offer blood pressure checks and provided information for employees at flu shot clinics.

Acknowledging the data from the initial survey which indicated over half of the employees being “much more likely” to participate in a health promotion program if incentives were offered, the committee developed a program where employees could earn a certain number of “points” towards healthy behaviors/activities such as participating in the Wellness Committee events, ceasing smoking, annual exams, healthier eating, etc. The type of incentive most frequently noted as motivational by employees was “additional paid time off.” The *Be Hip-Get Fit* project offering time off was designed to be fair, convenient and realistic. Once an employee earned a certain amount of points, the county administrator would grant a half day of paid leave. The Health and Wellness committee provided a form over a period of six months with various ways to earn points. The form is designed to have a good reporting and tracking system which will help with data collection and highlight areas of interest and concern. As a way of improving employee morale, one of the goals of the *Be Hip-Get Fit* project was to encourage employees to attend and participate in at least one of the county’s sponsored activities such as: the Walking Wednesday, Foot Force, Lunch and Learn, Golf Challenge, or Badminton.

The *Be Hip-Get Fit Wellness* project encourages employees to participate in a variety of opportunities to obtain information, join in physical activities as well as incentives for employees to participate in individual blood pressure checks, flu shots, individual and family softball games,

stress reduction seminars, nutrition counseling, regularly participating in a hobby or activity that is fun. It also encourages employees to complete home protection audits such as: installing or changing the batteries in smoke or carbon monoxide detectors or installing or charge a home fire extinguisher.

All services, programs and activities of the *Be Hip-Get Fit* project are planned and organized through the coordinated efforts of an interdepartmental team. Individuals representing: Parks, Recreation and Tourism, Human Resources, Community Education, Social Services, Library, Building and Grounds, Codes and Compliance, Environmental Health, Economic Development departments, as well as the Safety Manager for Gloucester County Public Schools are included. Other identified professionals are asked to participate on an “as needed” basis such as: registered nurses, speakers from the Community Services Board, and Virginia Cooperative Extension Office.

The county administrator oversees the project. The interdepartmental committee, or planning team, provides the overall direction and planning for all aspects of the project.

The costs to manage and administer services for the *Be Hip-Get Fit* Wellness Project are minimal. Through the Virginia Business Coalition on Health, the Health and Wellness Committee was able to receive a grant from the Virginia Department of Health. The grant was in the form of materials and incentives such as: waterproof ID cases (10 of several colors), water bottle/pedometer combo pack (30), lunch bags with health related pamphlets (30), pamphlets with healthy suggestions for fast food restaurants (50), activity and food trackers (50), blood pressure cards, and 200 screening packs. Incidental costs such as office supplies, telephone costs, and printing are absorbed by the county.

5. RESULTS/SUCCESS OF PROGRAM

The incentive program is finishing up its first full year. Many studies indicate that it may take three to five years to see positive results from a fitness program. In fact, most statistics indicate a slight increase in insurance claims the first year, especially in preventative care as people become more conscientious and responsive to health related issues. To date we have actually seen a slight increase in health related claims, which is not surprising according to experts.

We have testimonials from employees who have lost significant amounts of weight. Because of the weight reduction, they have also reduced their medications. Some people have become more physically active. As a direct result of our wellness program, one department is sponsoring their own in house “biggest loser” contest.

At the end of our first six month *Be Hip-Get Fit* session, 25 employees or 8% submitted completed forms. Several employees noted that even though they may not have submitted a completed form, they did become more aware of the various healthy initiatives on the form. A few significant statistics that demonstrate the success of the project include:

- 13 participated in health screening
- 13 had a diastolic blood pressure less than 90 mm/hg
- 8 had a total cholesterol level below 200mg/dl or made a 10% reduction in cholesterol level
- 3 had a weight reduction of 20 pounds or more
- 11 attended wellness committee seminars
- 6 made a significant health improvement due to lifestyle changes (such as they no longer require blood pressure, Cholesterol or diabetic medications)
- 12 either had a 50% reduction in Alcohol consumption or stopped all usage

- 22 increased fruit and vegetable consumption by 50%
- 21 increased their water consumption by 50%
- 23 used their seat belt 100% of the time
- 16 completed two of the three home protection audits
- 24 had no job injury during the last 12 months
- 22 learned and regularly participated in a hobby/activity that is fun
- 14 completed 104 hours of physical activity
- 3 completed 52 hours of physical activity
- 5 completed 26 hours of physical activity

12 participants submitted more than the needed 1000 points to qualify for the paid leave.

Additional successes of the project include:

- Although not measurable, one of the most commonly anticipated benefits was an increase in employee morale.
- Individual department members were willing to “champion” a health promotion program.
- Supportive management was willing to allow for paid time off.

“Be HIP – Get Fit”

Health Incentive Program Points

September 1, 2010 through February 28, 2011

Activity/Behavior Point Values

Documentation required for #1 through #8:

1. I participated in a health screening - 100 points _____
 2. I have a diastolic blood pressure less than 90 mm Hg. - 100 points _____
 3. I have a total cholesterol level below 200 mg/dl - 100 points or _____
If total cholesterol levels are above 230 mg/dl, I made a 10%
Reduction in cholesterol level - 100 points _____
 4. I had a weight reduction of 10 lbs to 19 lbs - 100 points or _____
I had a weight reduction of 20 lbs or more - 200 points _____
 5. I attended a wellness committee seminar - 50 points ea. 2 max _____
 6. I attended a mental health program/activity (Yoga, massage
therapy, meditation, bible study etc.) - 50 pts ea. 3 max _____
 7. I participated in six Wellness Committee physical activities
(Walking Wednesdays, Wednesday Golf Challenge etc.) – 200 pts _____
 8. I had a significant health improvement due to lifestyles changes
I made during the last 6 months (such as -I no longer require blood
pressure, Cholesterol or diabetic medications) - 200 points _____
- If you use Alcohol, 50% reduction in consumption - 100 points or _____
If you use Alcohol - I stopped all usage - 200 points _____
- If you use and had a 50% reduction in cigarette, pipe, cigar or
smokeless tobacco use for at least two months – 100 points or _____
- If you use and had not smoked a cigarette, pipe, cigar or
used smokeless tobacco for at least two months - 200 points _____
- I increased my fruit and vegetable consumption by 50% during
the last 6 months - 100 points _____
- I increased my water consumption by 50% during the last
6 months – 100 points _____
- I use a seat belt 100% of the time while riding in or driving a motor
vehicle - 100 points _____
- I have completed two of the three home protection audits listed:
installed or changed the batteries in my smoke or carbon monoxide
detectors or installed or charged my home fire extinguisher - 50 points _____

I had no on the job injury during the last 12 months - 100 points

I have learned and regularly participated in a hobby/activity that

is fun (arts & crafts, fishing, sewing, woodworking, etc.) – 100 points

Select one only:

I completed 104 hours of physical activity - 300 points

I completed 52 hours of physical activity - 200 points

I completed 26 hours of physical activity - 100 points

I certify that the points indicated and documentation is a true statement of participation in the "Be HIP – Get Fit program".

Wellness Bonus Points – minimum needed 1,000 pts

Sign: _____

Date: _____

Employees earning 1,000 points or more will be awarded 4 hours of Health Incentive Program "HIP" Leave! Employees will not be allowed to accumulate more than 8 hours of HIP Leave. Therefore a minimum of 4 hours must be used before an additional HIP Award is given. This leave has no dollar value and will not be paid at any time (use it or lose it).

Health and Wellness Committee - To promote physical, mental, and spiritual health and wellness through activities that improve vitality and productivity, lower health care costs, and are FUN...

“Be HIP – Get Fit”

Health Incentive Program Points

March 1, 2011 through August 31, 2011

Activity/Behavior Point Values

Documentation required for #1 through #11:

1. I participated in a health screening (see link for a list) - 100 points
<http://healthfinder.gov/prevention/PrintTopic.aspx?topicID=20> _____
2. I have a diastolic blood pressure less than 90 mm Hg. - 100 points _____
3. I have a LDL cholesterol level below 160 mg/dl - 100 points **or**
If LDL cholesterol levels are above 160 mg/dl, I made a 10%
Reduction in the LDL cholesterol level - 100 points _____
4. My fasting blood sugar is under 100 mg/dl - 100 points _____
5. I had a weight reduction of 10 lbs to 19 lbs - 100 points **or**
I had a weight reduction of 20 lbs or more - 200 points _____
6. I had a significant health improvement due to lifestyles changes
I made during the last 6 months (such as -I no longer require blood
pressure, Cholesterol or diabetic medications) - 200 points _____
7. I attended a wellness committee seminar - 50 points ea. **2 max** _____
8. I volunteered to lead a seminar or activity on behalf of the Health and
Wellness Committee. Must be approved by committee. 100 pts. _____
9. I participated in six Wellness Committee physical activities
(Walking Wednesdays, Wednesday Golf Challenge etc.) – 200 pts _____
10. I attended a mental health program/activity (Yoga, massage
therapy, relaxation, meditation, bible study etc.) - 50 pts ea. **3 max** _____
11. I volunteered at a nonprofit organization at least 26 hours
during this 6 month period - 100 points _____

Alcoholic Beverages - I do not exceed the recommended limits - 100 points
If you choose to drink alcoholic beverages, do so sensibly, and in moderation. Limit intake to one
drink per day for women or two per day for men. (see link for details) _____
<http://www.ncadd.org/facts/health.html>

Cigarettes and Tobacco products - I have had a 50% reduction in their use during this
6 month period - 100 points **or** I have quit all usage of Cigarettes and Tobacco
products during this 6 month period - 200 pts **or** I have not smoked or used
tobacco products during this 6 month period - 50 points _____

Activity Log Sheet

Name:

Month:

	Type	Duration		Type	Duration
Monday					
Tuesday					
Wednesday					
Thursday					
Friday					
Saturday					
Sunday					
	Type	Duration		Type	Duration
Monday					
Tuesday					
Wednesday					
Thursday					
Friday					
Saturday					
Sunday					
	Type	Duration		Type	Duration
Monday					
Tuesday					
Wednesday					
Thursday					
Friday					
Saturday					
Sunday					
	Type	Duration		Type	Duration
Monday					
Tuesday					
Wednesday					
Thursday					
Friday					
Saturday					
Sunday					

Patient's Name

Health Care Provider - please only check the boxes that apply to the patient named above.
DO NOT add health numbers or details.

1. Patient participated in a health screening
2. Patient has a diastolic blood pressure less than 90 mm Hg.
3. Patient has a total cholesterol level below 200 mg/dl or
If total cholesterol levels are above 230 mg/dl, the patient made a 10%
reduction in their cholesterol level
4. Patient had a weight reduction of 10 lbs to 19 lbs or
had a weight reduction of 20 lbs or more since last visit
5. Patient had a significant health improvement due to lifestyles changes
made during the last 6 months (example -they no longer require blood
pressure, Cholesterol or diabetic medications etc)

Health Care Provider Signature

Health Care Provider Printed Name

Date

About Cholesterol

is a fat-like substance that can clog arteries, leading to heart disease. Cholesterol comes in two types: LDL, HDL and triglycerides.

Cholesterol

mg/dL Desirable
 mg/dL Borderline High
 mg/dL higher High

LDL goal depends on your other risk factors. Talk to your doctor.

mg/dL Optimal
 mg/dL Near/Above Optimal
 mg/dL Borderline High
 mg/dL High
 mg/dL higher Very High

mg/dL increases the risk for heart disease.
 A level of 60 mg/dL or more helps lower the risk of heart disease.

mg/dL Normal
 mg/dL Borderline High
 mg/dL High
 mg/dL higher Very High

Know About Weight

Weight can be a contributing factor in many diseases. By recording your weight at regular intervals, you can see whether you need to lose weight, stop gaining weight, maintain your weight or gain weight.

Know About Bone Mineral Density (BMD)

BMD tests are done to check your bone health and determine if you have osteoporosis. The preferred test is the DXA scan, which provides results in what is called a T-score. If more than one bone is tested, the lowest T-score is used in the diagnosis.

T-Score Ranges

Between +1 & -1 Normal
 Between -1 & -2.5 Low (known as osteopenia)
 -2.5 or lower Osteoporosis

Know About Other Diagnostic Tools

Schedule other important health tests and screenings as recommended, including breast cancer screenings, pelvic exams and Pap tests. For frequency of these exams, talk to your doctor and check with the American Cancer Society at 1-800-ACS-2345 or online at www.cancer.org.

Keep Track of Your Numbers

100/80

Date of Screening					
Blood Glucose					
Blood Pressure					
Total Cholesterol					
LDL					
HDL					
Triglycerides					
Weight					
BMD T-Score Hip					
BMD T-Score Spine					

56

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I ♥ HEALTHY SNACKS

- Apple
- Carrot
- Pear
- Yogurt
- Raw broccoli
- Jam
- Low-fat cottage cheese
- Graham cracker
- Almond
- Popcorn
- Cantaloupe
- Celery
- Cucumber
- Pizza w/o cheese
- Honeydew
- 1/2 grapefruit
- Raw veggie
- Low-fat dip
- Dried fruit
- Peas
- Smoked salmon on lettuce
- Curranis
- Jicama
- Mozzarella string cheese
- Wedges & hummus
- Unsalted nuts
- Applesauce
- 1/2 lean turkey
- with low-fat mayo
- Cooked
- Cherry tomatoes
- Banana
- Chips
- Watermelon
- Banana
- potato strips
- Frozen fruit
- Frozen grapes
- Nonfat
- yogurt
- Pretzels
- Cold cereal with nonfat milk
- Low-fat
- chips
- Instant oatmeal & fruit

EATING SMART

for Busy People



FAST FACTS

Enjoy a quick yet hot breakfast by making single-serving hot cereals such as instant oatmeal. Eating breakfast helps you control your weight and gives you energy. (Parents: Note that children who go without breakfast often find it difficult to concentrate in school.)

Directions: Pull the tab until the dot lines up with the desired topic at left, then read the Fast Facts in the window.

PULL

American Heart Association
Learn and Live
www.americanheart.org
1-800-AHA-USA1
OR SHORTNESS OF BREATH
OR SHOOTING PAIN IN THE
UPPER BODY
DISCOMFORT IN CHEST OR
PRESSURE IN CHEST
WITH COLD SWEAT
NAUSEA, LIGHT HEADINESS

KNOW HEART ATTACK

Know the Warning Signs of Heart Attack

- Uncomfortable pressure, fullness, squeezing or pain in the center of the chest that lasts more than a few minutes, or goes away and comes back.
- Pain spreading to the shoulders, neck and arms.
- Chest discomfort with lightheadedness, fainting, sweating, nausea or shortness of breath.
- Not all of these signals occur in every attack.

If you or someone you are with experiences any of these symptoms, call 9-1-1 immediately.

www.americanheart.org

1-800-AHA-USA1

HEART ATTACK is a medical emergency.
CALL: 9-1-1

American Heart Association
Learn and Live

Quit Smoking



POCKET PAL

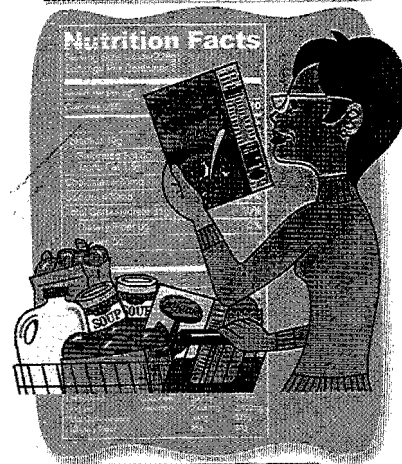
EXERCISING TIPS AND RECORDER

Walking for Fitness



POCKET PAL

Understanding FOOD LABELS



POCKET PAL

Busting Breakfasts
Fast Breaks
Smooth Blend
Think Outside the Box
Lightning Lunches
Brown Bag It
Wise Selections
Diners in Dash
Be Prepared
Quick 'n' Healthy