

**“Best Practices in Worksite Wellness Collaboratives”  
Statewide SHIP Conference  
July 26-27, 2016**



Panelist: Liz Durkee  
Faribault, Martin, & Watonwan Counties SHIP Contractor  
Worksite Wellness & Smoke-Free Multi-Unit Housing Specialist  
durkeeliz@gmail.com, 507-848-7613

- **Why a Worksite Collaborative?**
  - Technical assistance providers and other SHIP counties recommended collaboratives as a best practice
  - Gave worksites an opportunity to see what other worksites were doing for health and wellness
  - Good way to recruit new partners.
- **Best practices in recruiting:**
  - Gaged interest from past worksites
  - Included the Chambers of Commerce
  - Set up one-on-one meetings, telephone calls, and sent emails to recruit employers
    - One-on-one meetings were best at recruiting
  - Created invitation letters and sent out to worksites in FMW counties through past worksites and Chamber of Commerce
  - Received referrals to new employers from worksites
  - ALL WORKSITES IN FMW COUNTIES WELCOME!
- **Meeting Structures:**
  - When: twice a year (Spring and Fall)
  - How long: 4-6 hours in length
  - What's included:
    - ✓ Free lunch
    - ✓ Speakers on worksite strategy topics
    - ✓ Time for networking and sharing with other sites
- **Best practices in Mini Grants:**
  - Awarded worksites who applied for funds for two-year SHIP cycle
  - If interested, discuss this option with your TA provider to see if this is a best fit for you
  - Requirements for receiving funds:
    - i. Organizational assessment completed
    - ii. Employee interest surveys completed
    - iii. Completion of letter of intent and grant application included:
      - ✓ How will they sustain their practices after SHIP?
      - ✓ In-kind agreement
      - ✓ Action plan with budget and timeline for each activity
      - ✓ Party responsible for each activity

- **Sustaining the work:**
  - Technical assistance
    - Individual site visits quarterly
    - Telephone and email correspondence monthly or as needed.
    - FMW uses their own Basecamp website to share resources and information with partnering worksites
    - Representatives at the collaborative receive a binder with materials according to each SHIP worksite strategy.
    - FMW encourages PSE changes to sustain wellness activities
  
- **Areas of Expertise**
  - **Speakers on strategy topics**
    - Local fitness centers for workplace physical activity demonstrations and possible reduced rates for interested sites
    - Local Hy-Vee dietitian to provide information on healthy eating
    - U of M extension TA to provide information on healthy eating
    - Local WIC provider to provide information on breastfeeding support
    - Worksite TA provider to provide information on various topics
  
- **Factors that make us successful:**
  - Tailor meetings to three counties
    - Means less driving employees from towns farther away- could be up to an hour
    - Financially able to provide meals and speakers at each meeting
    - Becomes more of an "event" than a meeting, making it more desirable for worksites (especially those in different towns) to attend each time
    - Scheduling during months that have safe driving weather (spring and fall)
  - Providing one-on-one assistance monthly or as needed to worksites
    - Able to answer questions, provide assistance, and make sure mini-grant recipients are on track throughout the year
  - Planning
    - Start planning agenda and contacting speakers months ahead of time
    - Find resources for their worksite wellness binders
  - Evaluation
    - Survey participants of collaborative meetings
    - Ask participants what worked and did not work and what they would like to see at the next meeting



FMW SHIP

Faribault, Martin & Watonwan counties

**“Best Practices in Worksite Wellness Collaboratives”**  
**Statewide SHIP Conference**  
**July 26-27, 2016**

Panelist: Kris Haugen, MDH Worksite Specialist  
[Kris.haugen@state.mn.us](mailto:Kris.haugen@state.mn.us), 651-201 4134

- **Why a Worksite Collaborative?**  
Best practices from SHIP 3 showed that a group effort has many rewards. It provides:
  - an opportunity for employers to share and learn from each other
  - builds community between employers
  - creates a networking group after the collaborative is done
  - saves time for the grantee, and while initially takes more work recruiting, is more satisfying work with a group
- **Best practices in recruiting:**
  - Start with contacts you and your colleagues know through past work
  - Work with the Chambers of Commerce
  - Set up individual appointments with HR managers of progressive employers
  - Consider health equity – reach out to manufacturing, retail, employers with a high number of hourly wage jobs
  - Avoid promising ROI – discuss productivity, energy, performance, engagement
- **Meeting Structures:**  
Many structures observed, depending on size of county/ies.
  - Best practices include offering enough time between meetings for employer to do a few steps and be able to report back.
  - Most popular are monthly and bi-monthly meetings – builds community over time
  - Counties with larger geographical areas choose to meet less regularly.
  - Doing at least one site visit is beneficial to grantee and employer for building relationships and provides more understanding and context. Employers enjoy hosting meetings to show their worksite to others.
- **Best practices in Mini Grants:**
  - Never lead with money. It builds false expectations and different motivations for doing the work.
  - Position mini grants as “strategy support” dollars to help implement their chosen strategy.
  - Many report not talking about money until several meetings in. It places focus on working on foundational pieces.
- **Sustaining the work:**
  - Always look for connections with employers to recruit for the next collaborative.
  - Host networking meetings after the collaborative to encourage participants to work on a second or third strategy.
  - Use press releases to recruit for a collaborative and then wrap up collaborative. Local businesses want positive press – ask for permission to use employers’ names.

- **Using others' expertise**

We all can't be experts in all strategies. Find guest speakers to help explain strategies through:

- Your health department – a WIC coordinator for breastfeeding support...
- Local hospital
- Nonprofits doing this type of work (American Lung Association, etc.)
- A neighboring SHIP grantee
- An employer who has already made the change

- **Factors that make us successful:**

- Ask for help from the regional technical assistance providers.
- Connect with a neighboring county to learn how they are doing their work.
- Use Basecamp to pose your questions.
- Call Holly or Kris, the MDH worksite specialists or prep questions for the monthly calls.
- Look for future learning opportunities and webinars.

## STEELE SHIP SUMMARY

Presenter: Mary Urch, BSRN, PHN

Steele County SHIP Worksite and School Coordinator

Contact Info: [murch@co.steele.mn.us](mailto:murch@co.steele.mn.us) 507-444-7640

### Why a Worksite Collaborative:

- **Monthly opportunity to personally meet with worksites** encouraging and guiding them in their wellness promotion pursuits.
- **Role model** best practice, planning and people skills.
- Great opportunity for worksites large and small to **network** and share resources

### Best practices in recruiting: Key=Great people skills

- Meet **in person** with worksites
- **Provide excellence** in coalition work to promote **word of mouth** from engaged worksites
- **Make the most of every opportunity**/contact with community partners to promote coalition

### Meeting Structure: Key=Great planning

- Meet monthly the second Wednesday of each month 12 noon -1:00 p.m.
- 20 min topical speaker, 20 minutes best practice related to topic, 20 min networking/sharing
- 3 annual worksite tours, 1 annual stakeholders meeting

### Best Practices in Mini Grants: Key=Great assessment

- STEP ONE: Worksite completes organizational assessment
- STEP TWO: SHIP Coordinator visits worksite listening and providing consultation re: foundational elements, best practice and PSE projects.
- STEP THREE: Mini grant application completed and approved.

### Sustaining the Work: Key=Great customer service!

- Site visits: Visit worksite upon completion of projects, congratulating them!
- Regularly email worksites encouraging them, requesting progress updates
- Networking a coalition meetings builds community among worksites
- Constantly recruit new worksites, while maintaining excellence in service to current coalition members

### How do you use others' expertise? Key=Great listening

- **Monthly coalition speakers** are experts in their field surrounding topics on foundational elements , healthy eating, active living, tobacco free and stress management
- **Meet with CEO's** and President of Allina and Mayo, Chamber president, SHRM president, County Commissioners, MDH to gain insight into County's global wellness needs
- **Talk to employees** and gain their insight into what is needed- they are after all the people we serve.

### Factors that make us successful: Key=A desire to serve

Relationships, planning, customer service, listening, a desire to serve

**“Best Practices in Worksite Wellness Collaboratives”**  
**Statewide SHIP Conference**  
**July 26-27, 2016**

Panelist: Jason Bergstrand, PartnerSHIP 4 Health Manager  
[Jason.bergstrand@co.clay.mn.us](mailto:Jason.bergstrand@co.clay.mn.us) 701-306-5280

○ **Why a Worksite Collaborative?**

Best practices from SHIP 3 showed that a group effort has many rewards. It provides:

- Best use of our time and resources
- Provides a natural setting for cross pollinating of ideas where organizations can encourage each other and problem solve together
- Builds healthy competition among employers to achieve more
- Able to work with multiple partners, utilizing less time while making a greater impact

○ **Best practices in recruiting:**

- Use Constant Contact, media releases, and Chamber to notify the public
- Start with contacts you and your colleagues know through past work (schools, healthcare, health equity)
- Set up individual appointments with HR managers and top management
- Consider health equity – reach out to manufacturing, retail, employers with a high number of entry level jobs or particular ethnic groups

○ **Meeting Structures:**

**(Learning Phase)**

Rotate meetings between the 4 counties we serve while allowing partners to host

- Provide 6-7 face to face meetings (3 hours) every 4-6 weeks
- Utilize other experts as presenters/consultants when addressing a specific strategy
- Provide concrete examples of PSE change so partners know what is expected and how they can make the most difference within their own organization
- Provide 3 webinars to supplement learning, it provides a break to face to face meetings
- Provide 1-2 site visits and/or support calls

**(Networking Phase)**

- Quarterly meeting (1 hour over lunch) held in two different communities so employers have an option of date & place to attend that is convenient for them
- Provide 20-minute presentation on a topic relevant to the group (Example: employee engagement) and remaining 40 minutes of networking/sharing

○ **Best practices in Mini Grants:**

- Do not mention money during recruitment phase.
- Focus on developing the foundational elements before introducing funding opportunity.
- Introduce funding opportunity during the setting goals phase.
- Use funding as “strategy support” dollars to help implement PSE change around a particular strategy.

- **Sustaining the work:**
  - Always look for connections with employers to recruit for the next collaborative.
  - Send routine emails to partners to keep them informed about webinars, trainings, or articles that focus on workplace wellness that can broaden their knowledge and skills
  - Host networking meetings after the collaborative to encourage participants to work on additional strategies.
  - Work in collaboration with the organizations to write success stories about their accomplishments and impact of the work. Organizations appreciate positive press and have their own way of repurposing stories within their organization (newsletters/online) that then reach an additional audience.
  
- **Factors that make us successful:**
  - Focus on the positive steps made not what was not accomplished
  - Work with our SHIP staff to cross pollinate our work between SHIP strategies which helps deepen relationships leading to greater change
  - Keep learning more about workplace wellness through webinars, workshops professional associations