



# Why is This So Hard?

Linda Feltes, MS

Project Manager of Worksite Wellness

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# My vision



- a stretch break at every meeting
- rush hour in the stairwells
- a ping-pong table in every atrium



# Why Is This So Hard?



1. The Culture
2. Change is Hard
3. We're in Deep
4. Energy Break
5. What Does/n't Work
6. Time for questions of me and each other





# 1. The Culture

Culture: 1. The totality of socially transmitted behavior patterns, arts, beliefs, institutions and all other products of human work and thought.

5. Special training and development.





# 1. The Culture

“When people are free to do as they please, they usually imitate each other.”

-Eric Hoffer, American Social Writer and Philosopher



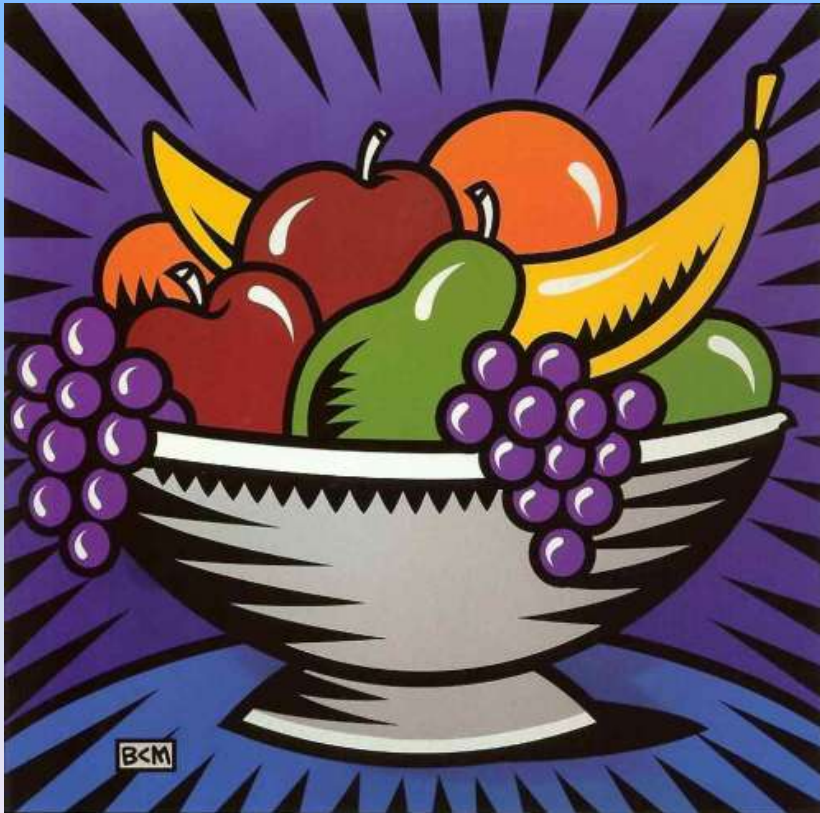


# 1. The Culture

“Individual behavior is a response to the social environment. To engage in an unhealthy behavior is obviously an individual action but...it may not be an individual choice.”



# 1. The Culture



Examples:

1. Shaving
2. The candy dish
3. HealthPartners
4. Mn/DOT



# 1. The Culture

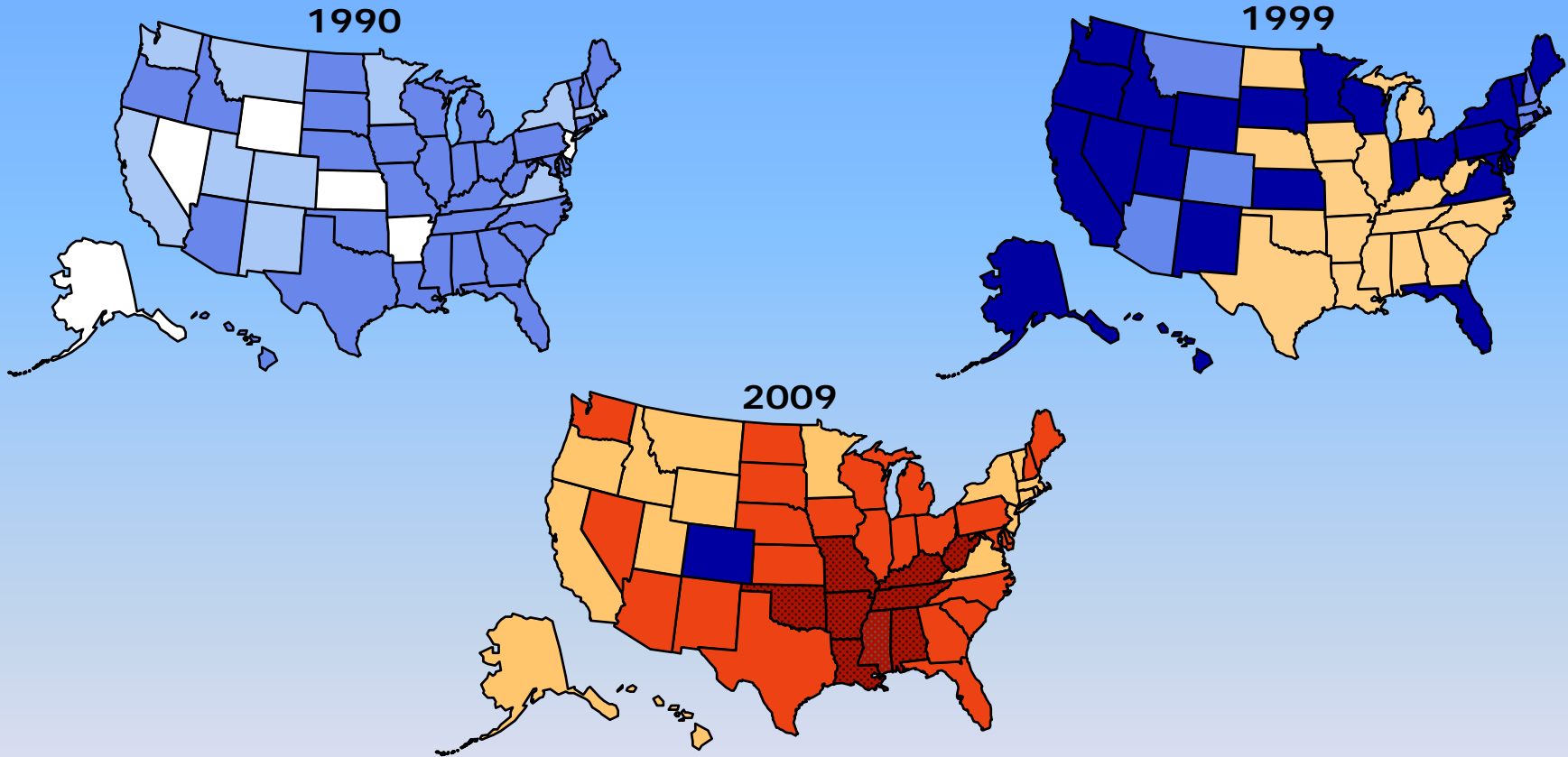


- No need to be active
- Over 250 food decisions per day
- Stress
- Poor health begets poor health

# Obesity Trends\* Among U.S. Adults

## BRFSS, 1990, 1999, 2009

(\*BMI  $\geq 30$ , or about 30 lbs. overweight for 5'4" person)



<10% 10%–14% 15%–19% 20%–24% 25%–29%  $\geq 30\%$



## 2. Change is Hard

- Americans value freedom.
- The science is new.
- Change is hard (period).





# 2. Change is Hard





# Energy Break



Where the he@\* is Matt?

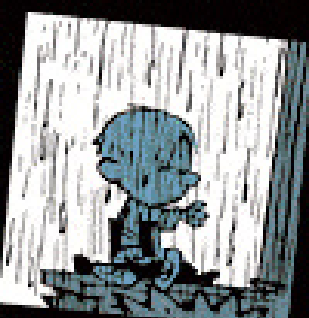
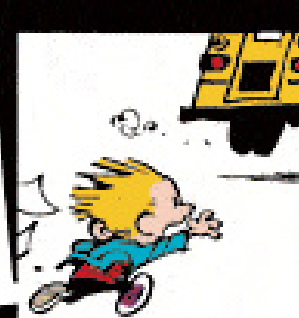
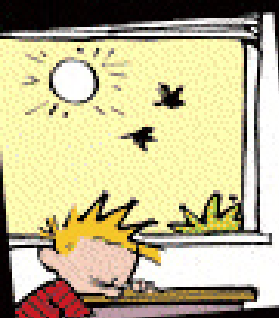
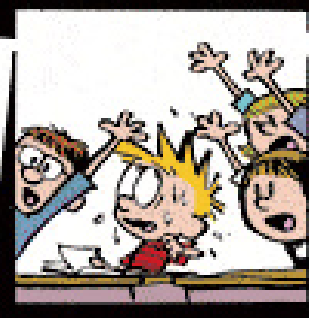
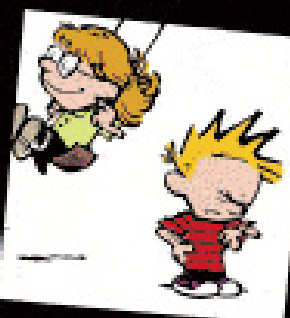
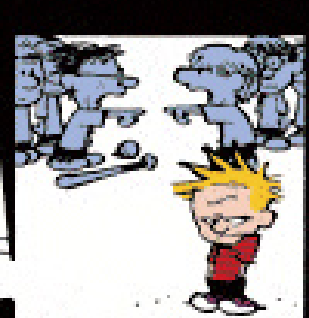
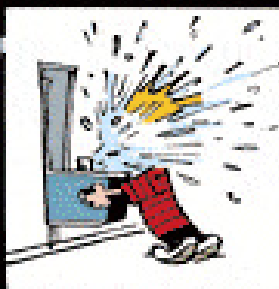
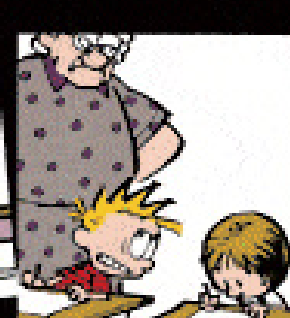
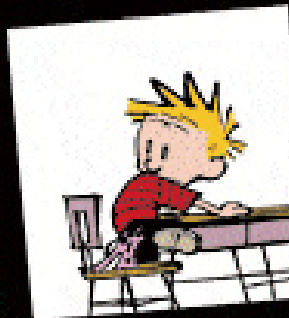
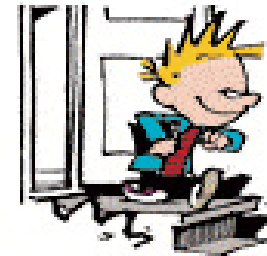
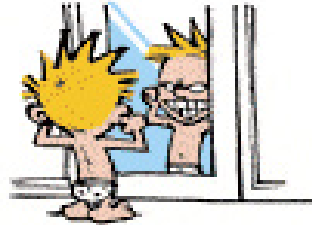
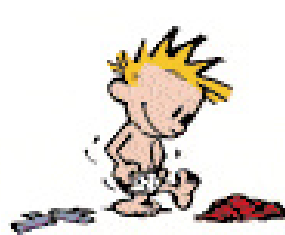


# What doesn't work?

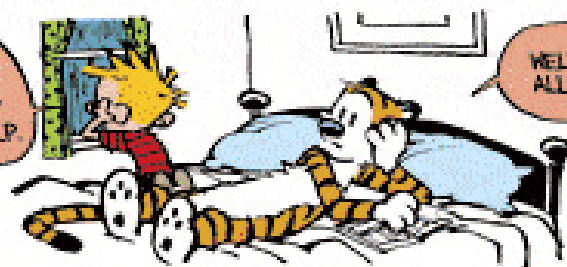
calvin  
and  
Hobbes

by WATSON GERRIS

del. by electronic books applications - 3-27



YOU KNOW, HOBBS,  
SOME DAYS EVEN  
MY LUCKY ROCKETSHIP  
UNDERPANTS DON'T HELP



WELL, YOU'VE DONE  
ALL YOU CAN DO.



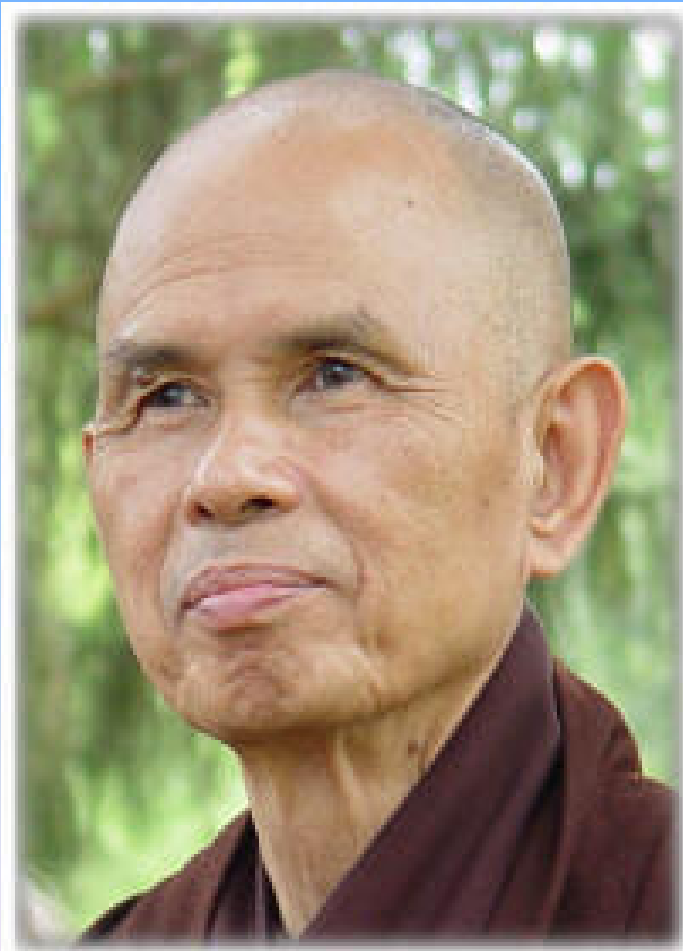
# What doesn't work?

1. Individual change
2. Education alone
3. Programs alone





# Okay, what works?



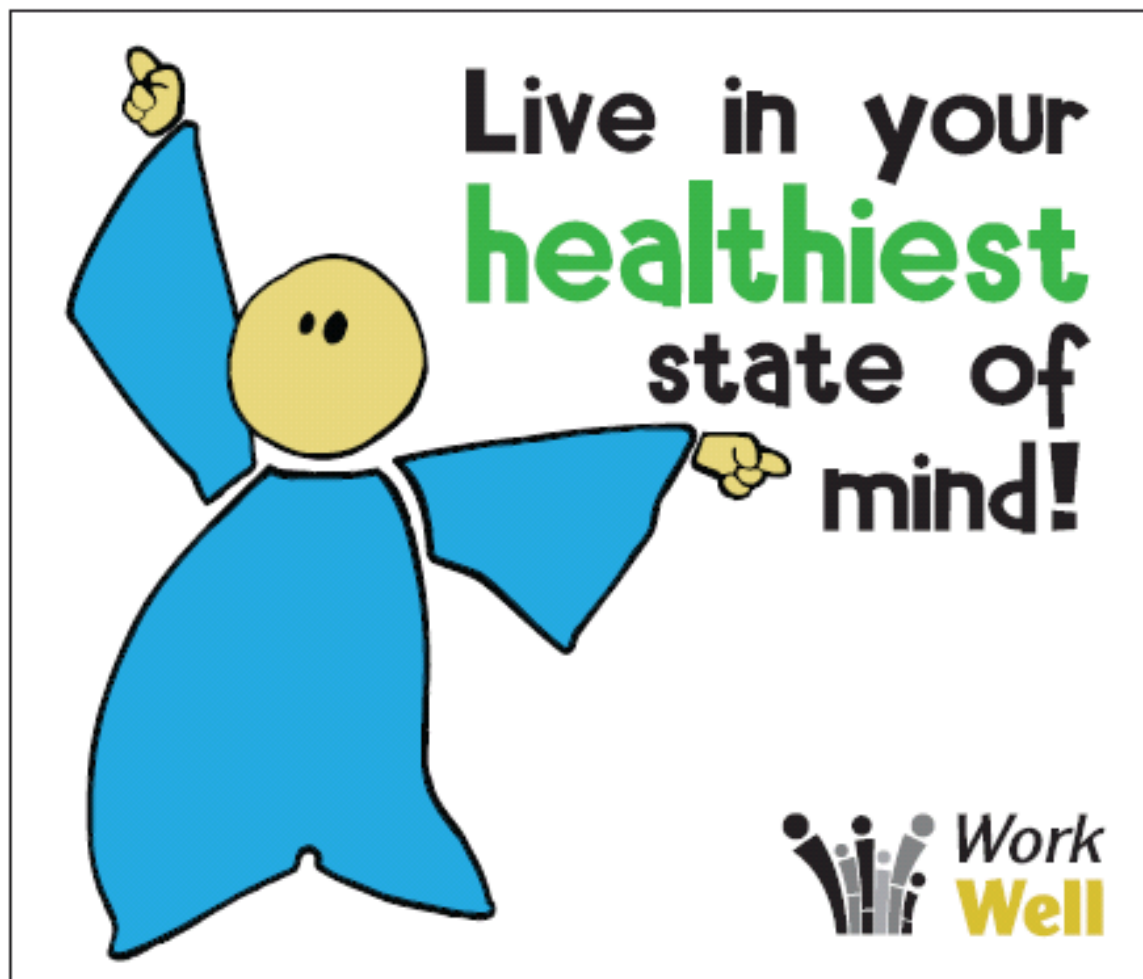
Thich Nhat Hanh

1. Public health perspective
2. Align with fears
3. Build relationships
4. Be patient





# Okay, what works?





# My vision



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# Questions?



Linda Feltes

MMB

[Linda.Feltes@state.mn.us](mailto:Linda.Feltes@state.mn.us)

651-259-3779

