liveWELL is focused on building and sustaining a healthy campus culture, supporting individual well-being and improved organizational performance through an integrative approach to health management. Weaving health and wellness into the daily routine at the University provides a foundation for this healthy culture. Key to the success of this initiative is the on-going engagement of campus community members through formal programs as well as informal social connections and peer support.

2013 HIGHLIGHTS

Enhanced engagement strategies
- Launch of social media platform
- Mobile application integration
- Introduction of a tailored web health portal

Focused efforts to support a healthy campus culture
- UChoose campus nutrition campaign expands to University Dining Services
- Wellness Ambassador network demonstrates 24% increase
- Wellness Grants program supports health and well-being at the local level

Continued improvement demonstrated in individual health behaviors over a five-year period
- Nutrition – 19% improvement
- Physical Activity – 6% improvement
- Smoking – 4% improvement
- Stress – 4% improvement

Fewer faculty and staff with multiple high risk health behaviors
- 32% migration of faculty and staff from high risk categories (4+ risk factors) to lower risk categories for 2011 – 2013

Cost avoidance/savings estimated at up to $3.28M annually as a result of health risk reduction and lowered absenteeism
- Over a three-year period, high risk participants used approximately 16-28 hours more of sick leave as compared to lower risk participants
- Individuals moving to a lower risk category contribute to organizational and individual cost savings. Positive health improvements have also contributed to a 0% increase in health insurance premiums for a second consecutive year.

liveWELL initiative provided through University Human Resources
With over 16,000 faculty and staff at the University of Iowa, offering a variety of programs and services is essential to meet the needs of a diverse workforce. Using multiple communication channels is necessary to achieve high participation rates and sustained engagement.

The Personal Health Assessment (PHA) is a gateway program that starts faculty and staff on their wellness journey by assessing where they are in terms of healthy behaviors, health risk factors, and their desire to work on improving their overall well-being. Since 2011, 90% of faculty and staff have participated in the PHA at least one time, with a 73% participation rate in 2013.

**liveWELL ON SOCIAL MEDIA**

Allowing for a just-in-time and relevant conversation around health and wellness topics with and between faculty and staff is our goal with a Social Media campaign.

**Aug 2013**

Twitter, Pinterest and Facebook began

**Nov 2013**

Full-scale effort was focused on the #UIHealthFair engaging vendors and participants.

**Jan 2014**

Facebook has over 500 followers with Twitter trailing at about 200 users.

**HEALTH FAIR**

This annual event hosted 60 vendors providing the opportunity for thousands of faculty and staff to connect with University and community resources. The Health Fair spans a variety of topics that appeal to a diverse audience and includes free health screenings, flu vaccines, and health information on topics ranging from organ donation to smoking cessation to home safety.

"With the University of Iowa pursuing a Blue Zones Worksite designation, the Health Fair is another opportunity to generate awareness around our efforts, as well as engage our vendors in the momentum of the Blue Zones initiative within the Iowa City community. Blue Zones is all about creating environments in which healthy choices and behaviors are easy, encouraged and visible."

MEGAN HAMMES
Manager, UI Wellness

The 2013 Health Fair had a Blue Zones® theme, encouraging participants to learn about principles of living a long, healthy life.
A supportive environment is important for individuals in developing and maintaining healthy behaviors. This includes the physical work environment (walking routes, fitness facilities, ergonomic-friendly work areas, access to healthy foods and safe stairwells), positive relationships with co-workers and supervisors, and policies that support healthy behaviors.

**WELLNESS GRANTS**

Wellness Grants are awarded to departments across campus who apply to receive funding to implement wellness-related activities at the local level. In 2013, the number of funded Wellness Grants more than doubled from the previous year. Funded grants involve a variety of health and wellness services including tools to start walking groups and environmental supports such as sit/stand workstations that can be shared by a number of co-workers.

Health Care Information Systems (HCIS) at the UI Hospitals and Clinics used Wellness Grant funding to create portable exercise kits that can be checked out by staff members for use in their own office space. Additionally, HCIS provides noontime workout sessions in a conference room led by a certified yoga instructor.

“The wellness grant funding allowed HCIS to provide tools to help create a healthy work environment for our staff. They are very appreciative of the exercise kits, which get used on a regular basis. Our jobs tend to be very sedentary, so making a social norm that involves taking short breaks for exercise gives individuals a much-needed energy boost midday.”

JEAN HEGLAND
Wellness Ambassador, HCIS

**DEPARTMENT OF NURSING**

The Department of Nursing has over 3,000 staff dedicated to high quality patient care. Promoting health and well-being is imperative to ensure this high-functioning division continues to be an environment where patients receive outstanding care and staff thrive professionally.

In 2013, efforts to recruit additional Wellness Ambassadors, improve communication and accessibility to services, and increase participation in programs have yielded positive outcomes with improvements demonstrated in a number of areas.

- Significant increase in Wellness Ambassadors in 2013 bringing the total number representing the Department of Nursing to 34.
- Health risk improvements for Body Mass Index (BMI), exercise, nutrition and smoking based upon Personal Health Assessment data.
- Served as University pilot for on-site Group Health Coaching Service.

“We need to remove as many barriers as possible for people to receive the support and accountability they need to achieve their vision for improved health and well-being, especially with the 24/7 nature of the Department of Nursing. Providing flexibility in the way that we deliver our services is considered a best practice.”

CARLA MELBY
liveWELL
Health Coach

“Healthy nurses help make healthy patients. The Department of Nursing and liveWELL are working together to create an environment of health and wellness for our staff and patients.”

SHARON TUCKER
Department of Nursing Administration
FOCUS ON OUTCOMES

Through a population approach to health management, liveWELL services benefit people and impact the University in a number of positive ways.

IMPACT ON THE ORGANIZATION

HEALTH BEHAVIOR IMPROVEMENTS

In a 5-year review, improvements are demonstrated in a number of health risk areas. Most notable has been improvements in the area of physical activity.

In 2009, approximately 62% of individuals report the recommended amount of physical activity while in 2013 this has increased to 68%. Increased exercise improves people’s health and is demonstrated to have a positive impact on overall population health. According to benchmark data, inactive individuals spend approximately $300 more in annual direct medical expenses as compared to those who are physically active. For the University, this translates to an estimated cost savings of more than $500,000 over this 5-year period.

RISK MIGRATION AND ABSENTEEISM

Population health improvement efforts continue to demonstrate a positive impact on the number of days staff members are away from work due to illness. University data for the time period of 2010 - 2012 show that individuals in high risk categories with multiple behavioral health risk factors report approximately 16-28 hours more sick leave use per year as compared to lower risk individuals. Individuals moving to lower risk categories result in an estimated annual cost savings and cost avoidance of up to $3.28 Million.

IMPACT ON PEOPLE

“I never identified myself as a regular exerciser or a ‘fit’ person. After I had my second child, the effects of a sedentary job and busy lifestyle were catching up to me. I knew that I needed to make a change for my emotional and physical well-being. When working with my Health Coach, Erin Litton, a whole new world of possibilities were opened up to me. I learned that exercising could actually be turned into a fun, family activity as well as a social event.

Three years later, I have now accomplished things such as riding RAGBRAI, completing my first 5-k, 10-k and half marathon road races, an indoor triathlon at CRWC, and now I’m planning on running at least 750 miles in 2014! I am proud of my accomplishments, but even more proud that I’m raising a family that is active so that my kids don’t need to grow up being unaccustomed to physical activity like I was.”

ELIZABETH WILDENBERG DE HERNANDEZ
International Programs

Elizabeth is one of over 700 UI faculty and staff who participate in health coaching each year. Health Coaching is made available in multiple campus locations, via phone, email, and Skype®.

ACKNOWLEDGEMENTS

Partnerships are vital to the success of liveWELL. We want to thank our partners across campus for their support and collaboration towards this integrated approach to health and well-being. These include colleagues in University Human Resources, Department of Recreational Services, and UI Health Care. A special thanks to the Integrated Health Management Advisory Group and Wellness Ambassadors.