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Table of Contents

Introduction	5
Purpose	7
Section One	
1.1 Making the Case for a Healthier Workplace	9
1.2 Steps to a Healthier Workplace.....	13
1.3 Creating a Smoke-Free Workplace	21
Section Two	
<i>Real Strategies Used by Maine Employers</i>	
2.1 Index of Success Stories	61
<i>Success Stories</i>	
2.2 Nutrition	65
2.3 Physical Activity	89
2.4 Tobacco Use Policy	127
2.5 Small Business	145
2.6 No-Cost	157
2.7 Healthy Lifestyle.....	169
Section Three	
<i>Appendices</i>	
Appendix One: The Heart Check Assessment.....	185
Appendix Two: Employee Interest Survey	193
Appendix Three: Baseline Behavior Survey	195
Appendix Four: Sample Workplan	199
Appendix Five: Follow-up Behavior Survey	201

Introduction



Introduction

The Good Work! Resource Kit was developed by the Maine Cardiovascular Health Program (MCVHP) and the Partnership For A Tobacco-Free Maine (PTM). These two programs are part of the Healthy Maine Partnerships, a collaborative initiative of the Bureau of Health, Maine Department of Human Services, and the Maine Department of Education. All around Maine, 31 local Healthy Maine Partnerships are at work.

Healthy Maine Partnerships work to help people detect diseases early and address risky behaviors that can lead to disease. The risk factors include tobacco addiction, physical inactivity, poor nutrition, obesity, high blood pressure, and high blood cholesterol. At both local and State levels, these goals are accomplished by working with employers, schools, healthcare systems, and communities to support healthy lifestyles.



Purpose



Purpose

The purpose of the Good Work! Resource Kit is to provide tools for Maine employers to improve employee health. The kit contains information on the following topics:

- The link between healthy work environments and the bottom line
- Key elements of successful worksite wellness programs
- Successful strategies used by Maine employers
- Creating a smoke-free workplace
- Resources to support worksite wellness initiatives

Many employers across Maine have already used the principles and strategies presented in the Good Work! Resource Kit to create work environments that support healthy lifestyles. Here are some of their successful results:

- ★ The percentage of employees reporting that their employer or work setting influenced them to start a regular exercise program increased by 136% over the course of 14 months.*
- ★ A 70% increase was seen in the percentage of employees who developed healthier eating habits as a result of their employer's efforts. **
- ★ The percentage of employees who agree or strongly agree that their employer supports tobacco use cessation increased by 53% over 14 months.***

* 10% (73 total) of baseline responders and 23.6% (117) of post responders indicated that their employer was influential in starting a regular exercise program. [730 employees surveyed at baseline, 496 at 12-14 months.]

** 21.9% (160 total) of baseline responders and 37.3% (185) of post responders indicated that their employer was influential in developing healthier eating habits. [730 employees surveyed at baseline, 496 at 12-14 months.]

*** 22.7% (166 total) of baseline responders and 34.8% (173) of post responders indicated that their employer supports tobacco use cessation. [730 employees surveyed at baseline, 496 at 12-14 months.]

All surveys were completed between Fall 2001 and Fall 2002 as part of the Maine Cardiovascular Health Program worksite pilot project.

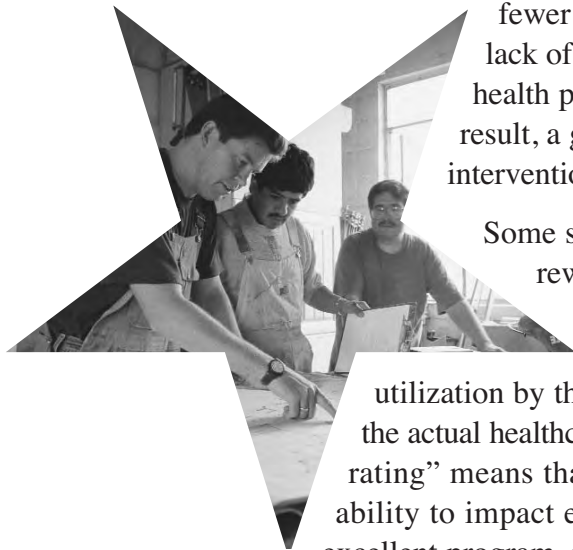
1.1 Making the Case for a Healthier Workplace



Making the Case for a Healthier Workplace

For years, employers across the nation have utilized worksite health promotion and disease prevention as a critical strategy to improve the bottom line. In fact, recent estimates suggest that as many as 80-95% of worksites with 50 or more employees offer some type of health promotion and disease prevention services. Fundamentally, health promotion and disease prevention interventions, such as screenings, health education and awareness, supportive work environments, and on-site fitness centers, aim to reduce behavioral risk factors in order to improve employee health, thereby resulting in lower healthcare costs. Furthermore, research has proven the effectiveness of multifaceted health promotion and disease prevention interventions in reducing health risks and, in turn, healthcare costs.^{1,2,3}

In Maine, 24% of adults smoke cigarettes, 59% are overweight or obese, and 26% do not participate in any leisure-time physical activity, yet the majority of employers do not offer health promotion and disease prevention programs to support employee health.⁴ One explanation for this is Maine's business climate, where roughly 93% of worksites employ fewer than 20 people. Small-sized employers regularly cite a lack of time, money, and expertise as key reasons for not having health promotion and disease prevention interventions. As a result, a general perception is that large employers can offer these interventions, but smaller employers cannot.



Some small- to medium-sized worksites point to a lack of reward as a key reason why employee health is not addressed. For most employers, health insurance premiums are based on the overall healthcare utilization by the community in which the employer resides and not on the actual healthcare experience of their own employees. This "community rating" means that employers' premiums are not affected by their ability to impact employee health. An employer could implement an excellent program, reduce health risks, and even healthcare utilization, yet premiums would likely continue to rise. The poor relationship between employee health and insurance premiums deters many employers from investing time and money in health promotion and disease prevention.

In contrast, employers who are self-insured have an excellent opportunity to address employee health and generate bottom-line results. Self-insured

1.1 Making the Case

worksites take on the risk associated with providing health benefits directly to employees. If healthcare utilization is high, employer profits will be negatively affected. Because of the potential risks and rewards, self-insured worksites typically have a broad range of health promotion and disease prevention interventions in place to maximize the impact on employee health.

Despite the challenges outlined above, there are several important reasons why Maine employers, regardless of size or industry, should address employee health. First, reducing healthcare costs is not the only means by which improved employee health contributes to company performance. A healthier workforce can also generate significant gains in individual productivity, improved quality of products or services, and decreased absenteeism due to productivity thieves such as high stress, depression, colds and flu, and musculoskeletal pain. In fact, a recent study of nearly 375,000 employees found that productivity losses associated with absenteeism accounted for 34% of all health- and productivity-related expenditures for both mental and physical health conditions.⁵ Benefits from increased productivity have a direct and immediate impact on organizational performance. Thus, employers must understand that the benefits of healthy employees extend beyond controlling healthcare costs. Further, and in light of the earlier discussion, employers not focusing on employee health should reconsider the link between health, productivity, and performance.

Improving employee health generates other benefits as well. For example, successful employee health initiatives provide leverage for negotiating with insurers and workers compensation carriers. Also, employers with health promotion and disease prevention experience will have more information on which to make decisions on purchasing healthcare benefits or considering self-insurance. Finally, company image can be improved by developing a reputation as an employer that cares about its employees and the community in which it does business.

Getting started with health promotion and disease prevention doesn't have to be expensive, time-consuming, or require a special degree. There are an exciting number of strategies employers can use to support employee health, including modifications to the work environment to encourage healthy behaviors, development of policies that build health into the work culture, initiatives to raise awareness, education on a variety of health topics, and enhancement of preventive care benefits. There are a considerable number of effective



Improving employee health generates other benefits.

strategies that are low- or no-cost, require little personnel time to start up and maintain, and can be coordinated by existing staff. At one Central Maine company, for example, participation in seasonal incentive contests increased from a little over 80 employees to more than 300 in less than three years, largely a result of allowing employees to take 30 minutes out of each work day for physical activity. At another worksite, adding a cold vending machine and an honor system fruit basket resulted in a 280% increase in the number of employees who feel that the company provides opportunities to eat healthy.

The material in this resource kit is designed to help Maine employers create work environments that support healthy lifestyles, a critical first step in addressing employee health. In the context of a healthy work environment, the kit specifically addresses the behavioral risk factors, which include physical inactivity, tobacco use, and poor nutrition. Strategies that address the work environment make for an effective starting point, as all employers, regardless of size or industry, can create healthier work environments. These strategies set the stage for broader health promotion and disease prevention interventions, such as screenings, educational programs, and safety/loss prevention initiatives. Whether your organization has an existing health promotion and disease prevention program in place or is just getting started, the information in this kit will enable you to create a workplace that supports employee health. We think you'll agree that this is Good Work!

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1.2 Steps to a Healthier Workplace



Steps to a Healthier Workplace

The benefits of health promotion and disease prevention are significant. Over the long-term, a health promotion and disease prevention program can improve employee health, reduce healthcare costs, and improve productivity. In addition, several short-term benefits exist, such as improved employee relations, a more positive company image, and a healthier work culture.

Following the steps below will enable employers to create a data-driven plan that meets the needs of the organization. The focus of this resource kit is on developing policies and changes to the work environment, which ultimately lead to workplaces that support healthy lifestyles. The kit offers specific examples from worksites in Maine that have created healthier work environments with no- or low-cost strategies. These success stories can be replicated across large and small organizations in various industries. The following steps describe the key elements that should be a part of the planning process.

Gain Management Support

Create a Wellness Team

Assess Needs and Interests

Develop a Plan

Create a Supportive Workplace

Evaluate

Gain Management Support

Before a program can get off the ground, it is important to identify key individuals in the organization whose support is essential to the success of the new initiative. The most important factor for program success is the level of support and participation from senior-level management. Having a clear understanding of management support, and tailoring strategies accordingly, can increase the likelihood of success for a new initiative. In some cases, initially low support may necessitate starting small in order to build support and generate some easy wins. In other situations, the CEO will be the driver behind certain ideas. Top-level support can be gauged in a variety of ways.

1.2 Steps to a Healthier Workplace

Start by asking some of the following questions:

- Does senior-level management believe in worksite health promotion?
- Has the CEO spoken or written to employees about the importance of health?
- Do senior-level managers participate in wellness activities or practice good health habits on their own?



Case in Point

Dan Dauphinee, Operations Manager at Northeastern Log Homes in Kenduskeag, is one senior manager who is invested in the health of his employees. “My initial interest in employee health was to see if we could control our healthcare costs,” recalled Dauphinee. After systematically looking for opportunities to support and encourage employees to adopt healthy lifestyles, along with identification and education about risk factors, Dauphinee is a believer. “As a result of our efforts, I’ve seen employees who have completely changed their health. Now I know that we’re making a difference in peoples’ lives,” he says.

Create a Wellness Team

The best way to generate and implement new ideas is through a Wellness Team. A Wellness Team should be comprised of a cross section of the organization, including staff from various departments, senior-level managers, and key individuals in the organization with a proven record of leadership success. Ideally, teams should be appointed by management with a clear mission and vision. This “official” capacity cultivates a greater sense of purpose among team members and adds value to the organization. The team should have a designated coordinator who is a good facilitator and strong leader. Wellness Teams should have a budget to ensure dedicated funding, meet on a regular basis to sustain momentum, and provide consistent reports to management to demonstrate activities and progress.



Case in Point

At Barber Foods, a company priority in recent years has been to increase the use of preventive care benefits. The Wellness Team was seen as a potential contributor to this effort, and they certainly have made a positive impact. The team identified a variety of ways to educate employees about existing benefits such as regular physician visits, screenings, and routine dental examinations. In their annual wellness calendar, the Wellness Team provided clear descriptions of these underutilized benefits, including basic information about setting up appointments and the costs to employees. The team also built benefits education into their *English as a Second Language* class, knowing that these classes provided access to a large number of employees. In just three years, the company has successfully increased preventive care benefit utilization by 300%, largely due to the work of the Wellness Team.

Assess Needs and Interests

To best plan for new wellness initiatives, information should be gathered at several levels. This information gathering process gives the Wellness Team a better sense of existing health promotion initiatives, management buy-in, and employee interests.

Organizational Assessment

An organizational assessment should be utilized to catalog existing programs, policies, activities, and benefits. This assessment is useful in providing baseline information on the policies, programs, and activities used by the organization to support employee health. In addition, it will provide information on the worksite culture regarding health. The Heart Check Assessment (see Appendix One) is a helpful, easy-to-use tool to gather this information.

Employee Interests

The success of any new initiative is closely tied to employee interests and readiness levels. Conducting a survey on employee interests provides the Wellness Team with new ideas that will have a higher likelihood of success. Employees should be asked about health topics of interest and preferred delivery of information. They should also be invited to offer strategies that support tobacco use treatment, eating healthy, and being physically active during the workday. This input provides the Wellness Team with new ideas and includes employees in the planning process.

Employee Readiness

In order to develop strategies that produce long-lasting changes in health behaviors, the Wellness Team must assess employee readiness for change.

1.2 Steps to a Healthier Workplace

The Stages of Change model serves this purpose, allowing for programs or interventions to be planned according to the readiness level of the target population. The stages are described below:

Precontemplation:	Has no intention to take action within the next six months
Contemplation:	Intends to take action within the next six months
Preparation:	Intends to take action within the next 30 days and has taken some behavioral steps in this direction
Action:	Has changed behavior for less than six months
Maintenance:	Has changed behavior for more than six months

The Stages of Change can be used to determine individual readiness for change regarding specific health behaviors such as tobacco use and physical inactivity, or can be applied in more general health terms. (Please see question 6 in the Employee Interest Survey [Appendix Two] and questions 4 and 10 in the Behavior Survey [Appendix Three] for examples.) This information is quite useful for a Wellness Team in choosing where to target their efforts. For example, if a large number of smokers at a worksite fall into the precontemplation stage, efforts should be directed at raising awareness of the health and financial costs associated with tobacco use. On the other hand, if a significant number of employees are contemplating or preparing for a change, the employer should provide incentives and support, such as health insurance benefits that cover smoking cessation and medication, employee support groups, and tobacco use policies which restrict smoking on company grounds. In most organizations, it is likely that employees will be spread across the Stages of Change model.

Gaining an understanding of employee interests and readiness for change allows Wellness Teams to develop strategies that, in terms of health behaviors, meet employees where they are at. The Employee Interest Survey (see Appendix Two) and Behavior Survey (see Appendix Three) provide a variety of questions on employee interests, health behaviors, and readiness for change.

Healthcare Data

Gathering healthcare data from a health insurer or third-party administrator helps employers target programs toward the most costly health issues. Employers who have access to this information should conduct a review of overall



healthcare claims, including medication utilization, chronic disease prevalence, injuries, and preventative benefits utilization, to name a few. This data provides a baseline for which to evaluate program effectiveness in the future.

Develop a Plan

Data from the assessments described above allows the Wellness Team to define and prioritize needs as well as identify potential strategies. For example, survey data may reveal that employees are unaware of the company's insurance benefits for tobacco use treatment. This indicates a need to increase awareness of available benefits, and the strategies may include benefits education classes, improving the new-employee orientation regarding tobacco use treatment, or providing benefits explanations in payroll stuffers, newsletters, or on posters throughout the workplace.

Once the needs and corresponding strategies have been identified, the Wellness Team must also address the feasibility of each strategy. To do this, the following issues should be considered:

- What is the potential impact of the strategy?
- How many employees will be affected?
- Is it likely the strategy will address the need in question?
- Next, how much will the strategy cost in dollars and time?
- Does the strategy fit into the Wellness Team budget?
- What amount of time will be involved to implement and maintain the strategy?
- Is this a sustainable initiative?

Finally, the team must weigh the potential impact and feasibility of each initiative, prioritize the initiatives, and then determine a realistic timeline for implementation. This process will enable the Wellness Team to develop a plan that impacts a large number of employees, is both cost- and time-effective, and has a high degree of sustainability. The Sample Workplan (see Appendix Four) provides a template for developing a plan, along with examples.

1.2 Steps to a Healthier Workplace

Create a Supportive Workplace

Following these first four steps puts the Wellness Team in position to turn their ideas into reality. Making policy changes or modifications to the work environment will require teamwork, good communication, and a commitment to carry out the plan as it was developed. The success stories in this kit share the ideas, experiences, and outcomes of employers, large and small, across various industries. These in-depth summaries provide information on the process and costs of implementation, key outcomes, and additional resources to assist in the development of similar initiatives. These examples are organized into several categories:

- Nutrition—Section 2.2
- Physical Activity—Section 2.3
- Tobacco Use Policy—Section 2.4
- Small Business—Section 2.5
- No-Cost—Section 2.6
- Healthy Lifestyle—Section 2.7

Evaluate

A thorough evaluation of the Wellness Team’s activities should be performed at least once per year. An effective evaluation provides the Wellness Team information on the following questions:

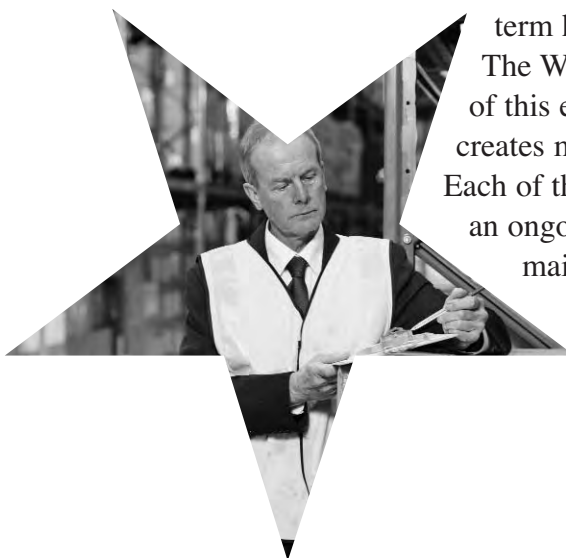
- Which strategies were fully implemented according to the plan?
- Which strategies were effective in reaching a large number of employees?
- Which strategies will be sustainable over the long-term?
- Was management supportive of the Wellness Team’s efforts?
- Collectively, were the Wellness Team activities effective in changing employee health behaviors? Healthcare utilization?
- Specifically, which strategies were most effective in changing health behaviors?
- Were the Wellness Team activities associated with changes in employee satisfaction, company image, or job performance?



Without some type of survey or analysis, the Wellness Team cannot answer the first three questions from the preceding list. This information is critical to help the team reshape the work plan, either by eliminating certain strategies that are not feasible nor popular, or by revising the particular approach. Furthermore, a reassessment of employee interests is an ideal way to get new ideas and build those into a revised plan.

To compare against the baseline data, information on employee health behaviors can be gathered using a behavioral survey. To minimize bias and get a true sense of employee behaviors, a high percentage of employees must return surveys; otherwise it will be difficult to compare from one time point to the next. In addition to employee behavior surveys, employee perception of work culture can be assessed. Finally, a yearly assessment of healthcare data should be conducted and compared to baseline data. The 12 Month Behavior Survey (see Appendix Five) allows for a self-assessment of employee work satisfaction, company image, and job performance.

In summary, the steps described previously are critical for developing and implementing effective strategies to create healthier work environments, as well as to develop a long-term health promotion and disease prevention plan. The Wellness Team plays the key role in the success of this effort. This team approach provides focus, creates momentum, and ensures shared responsibilities. Each of the steps outlined in this kit should be part of an ongoing process to develop new strategies and maintain successful initiatives that address company needs, match employee interests, and have strong management support.



1.3 Creating a Smoke-Free Workplace



Creating a Smoke-Free Workplace

A smoke-free workplace is a very good idea, for a lot of reasons.

It's safer.

Workers who smoke have more accidents than nonsmokers on the job. Smoking also contributes to the risk of fire and explosion. Some fire and casualty companies even reduce their premiums for smoke-free businesses.

Tobacco smoke contains hundreds of toxic substances. Acetone, lead, and benzene are chemicals already found in some workplaces. This adds to a smoker's total exposure to dangerous chemicals.

Secondhand smoke is dangerous to workers who don't smoke. Exposure to secondhand smoke causes respiratory diseases and infections, heart disease, and lung cancer.



1.3 Creating a Smoke-Free Workplace

It improves health and saves your business money.

Smoking contributes toward absenteeism and lost productivity. Employees who smoke are absent from work 50% more often than those who don't smoke.

Smoking is the greatest preventable cause of disease and death.

Economic benefits derived from improved health and increased productivity have been well-documented for workers and employers and so have the benefits realized from decreased time invested in smoking behaviors.

Smoke-free workplace policies improve health, and health awareness, among all workers.

While the primary purpose is to protect nonsmokers from the effects of secondhand smoke, additional benefits can be noted. Favorable attitudes toward smoking restriction increase after implementation of an effective no-smoking policy. Effective policy development and implementation increases the perception that tobacco use is socially inappropriate in workplaces. Successful quitters report that a reduction in access to places to smoke, in the workplace and in other public spaces, had influenced the desire to quit. Finally, compliance with smoke-free workplace policies is high.

According to a poll conducted by the American Nonsmokers' Rights Foundation, a Bureau of National Affairs-Society for Human Resource Management, it was found that seven out of ten companies with smoking policies indicated that employees "rarely" (50%) or "never" (20%) violate the rules.

"Healthy Workforce 2010, An Essential Health Promotion Sourcebook for Employers, Large and Small" lists reducing tobacco use by adults as Health Workforce Objective #1.



It's the law.

Maine's workplace smoking law, 22 M.R.S.A. § 1580-A, summarizes:

No smoking is allowed in areas where employees are doing work. If there is a designated smoking area, it must be enclosed and ventilated. It must keep smoke from going into the common work area or places where the public is present. A designated smoking area cannot be a common area, such as a lunchroom, break room, or rest room. Smoking policies must include vehicles used in the course of work. Employers may ban smoking entirely. Each employer must have a written policy to protect the employer and employees from secondhand smoke. Employers must also supervise the implementation of the policy. The fine: up to \$100 per day. Enforced by Department of Human Services. Enacted 1985.

1.3 Creating a Smoke-Free Workplace

This kit is the start to a smoke-free workplace.

This kit will help you with one of the most important parts of the law—setting up a policy for your workers. You’ll find information about creating, writing, and implementing a policy, as well as how to help your employees find support to quit smoking. In the end, you may find that creating a smoke-free workplace was one of the best business moves you ever made.

If you still have questions after looking through this kit, there is more help available. The Partnership For A Tobacco-Free Maine, Bureau of Health will accept inquiries from employers and employees and will, when requested, help employers develop a written policy. Call 287-4627 or visit our Web site at www.tobaccofreemaine.org.

Creating a Policy and Making It Work

What kind of policy is right for your company?

You will have to decide between a smoke-free policy and a policy which allows smoking in a separately enclosed ventilated area. While separate ventilation allows smokers to stay indoors, the smoker’s health is still at risk. More space and expensive maintenance are required for ventilation systems. And not all ventilation systems protect nonsmokers from secondhand smoke—raising the possibility of potential fines and liability issues. Your decision must consider all your employees, as well as your company’s own image and concerns.

Going smoke-free:

- Tell your employees Maine law requires you to create a smoke-free workplace and explain the compelling reasons why.
- Find an employee who will help plan the policy and carry it out.
- Get people involved. Put together a group with representatives from all areas within your company—employees, management, and if appropriate, unions and officially recognized employee organizations. It’s always a good idea to encourage participation, even in smaller companies.



- Gather information on:
 - The effects of secondhand smoke
 - Smoke-free policies of other workplaces
 - Employee smoking habits
 - Existing policy on smoking, insurance, fire laws, etc.
 - Legal issues (legislation, regulations, union contracts, other contracts)
 - Possible coverage in your company health insurance plan for smoking cessation programs and nicotine patches
- Draft a written policy.
- Educate employees about the policy through meetings, newsletters, signs, paycheck inserts, etc. Discuss the dangers of secondhand smoke.
- If necessary, allow time to inform unions and work with them on implementation.
- Remove ashtrays and/or cigarette vending machines to support your smoke-free workplace.
- Offer your employees and their families information about self-help and stop-smoking programs. Your support is important.
- Look over the policy, and set up a schedule to periodically review it.
- Be sure all employees are aware of the policy when implemented.

A few final thoughts

As your company sets out toward a smoke-free workplace, expect success. Be sure to stress why such a policy is necessary. Give yourself time to create, announce, and implement your plan. Be consistent and allow no exceptions to the rules. And finally, remember that the focus of your effort is the smoke, not the smoker.

1.3 Creating a Smoke-Free Workplace

Writing a Policy

You're committed to a smoke-free workplace.

Now you need to put your policy in writing.

A smoke-free workplace policy doesn't have to be long or complicated. It should be as direct and clear as possible. To make sure the policy is complete, consider including these items:

- The purpose of the policy (the harmful effects of secondhand smoke)
- The fact that the policy is required by Maine law
- A tie between the policy and your company's emphasis on keeping employees healthy and safe
- Where smoking is not allowed (be specific about potential problem areas such as lunchrooms, vehicles, etc.)
- Designated area where smoking is allowed, if any
- What happens when the policy is violated
- A pledge of support to help smoking employees who want to quit
- The name and number of an employee who can answer questions about the policy

Once you've written your policy, implement it and send it around to various groups or individual employees for their comments. Their feedback could help bring up issues that have been overlooked, and it helps employees become part of the process.

The next two pages are sample smoke-free policies that can be used as templates for creating your company's smoke-free workplace policy.



Smoke-Free Workplace Policy, Sample One

1. This policy covers the basics to comply with Maine Law

Our company is dedicated to providing a healthful, comfortable, and productive work environment for all our employees and visitors.

The Environmental Protection Agency (EPA) classifies secondhand smoke as a Class A carcinogen. This is a substance, like asbestos, known to cause cancer in humans.

Because of the acknowledged health hazards arising from exposure to secondhand smoke, it will be our policy to provide a smoke-free workplace, effective [DATE].

- There will be no smoking of tobacco products within company-owned or -leased buildings, including: offices, hallways, waiting rooms, rest rooms, lunchrooms, elevators, meeting rooms, community areas.
- There will be no smoking in any company-owned or -leased vehicle.
- There will be no smoking in personal vehicles when transporting persons on company business.

This policy applies to all employees, clients, contractors, and visitors.

[USE THIS LINE ONLY IF COMPANY HAS A SEPARATE SMOKING AREA AS DESCRIBED BY MAINE LAW: Smoking will be allowed only in designated areas that are enclosed and separately ventilated. This area will be posted with signs.] Copies of this policy will be given to all employees. “No Smoking” signs will be posted at all building entrances and throughout the building. In addition, this policy will be included in training manuals and new employee orientation. The company will assist any employee who wishes to quit smoking, including enrollment in our own stop-smoking programs.

The success of this policy will depend on the courtesy and cooperation of smokers and nonsmokers. Each of us is responsible for following and helping enforce the policy. Problems should be brought to the attention of the appropriate supervisor. Violations of this policy will be handled through our established disciplinary procedure.

Company Representative

Date

1.3 Creating a Smoke-Free Workplace

Smoke-Free Workplace Policy, Sample Two

(This policy is more comprehensive, prohibiting the use of tobacco products and offering employees assistance in finding cessation resources.)

Background and Purpose

[COMPANY NAME] is dedicated to providing a healthy, comfortable, and productive work environment for our employees, clients, and visitors.

Tobacco use is the single greatest preventable cause of premature death and disability in the United States. In Maine, it accounts for one out of every seven deaths, or over 2,500 deaths annually. Research has shown that nonsmokers, especially those with chronic heart or lung disease, can experience severe distress when exposed to secondhand smoke. Furthermore, the U.S. Environmental Protection Agency concluded that secondhand smoke is a human lung carcinogen responsible for 3,000 deaths a year in the United States.

In light of these findings, it will be company policy to provide a smoke-free environment for employees, clients, and visitors. This policy covers the smoking of any tobacco product and the use of smokeless or “spit” tobacco and applies to employees, customers, and visitors.

Definition

1. There will be no smoking or use of tobacco products within the facilities at any time.
2. There will be a designated smoking area outside the facility and at least (x feet) away from any entrance. All materials used for smoking, including cigarette butts and matches, will be extinguished and disposed of in appropriate containers. If the designated smoking area is not properly maintained (for example, if cigarette butts are found on the ground), it can be eliminated at the discretion of management or other decision-making body.
3. There will be no smoking in any company vehicle or vehicle used in the course of work.



Procedure

1. Employees will be informed of this policy through signs posted in the facility, the policy manual, and orientation and training provided by their supervisors.
2. Visitors will be informed of this policy through signs, and, when necessary, their host will explain it.
3. The company will assist employees who wish to quit using tobacco by facilitating access to recommended tobacco cessation programs and materials.
4. Any violations of this policy will be handled through the company's standard disciplinary procedure.

Authorized Signature

Date

Sources: American Lung Association of Maine, U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, Office on Smoking and Health, the Wellness Councils of America, and the American Cancer Society.

1.3 Creating a Smoke-Free Workplace

Getting the Message Out

You have the policy ready.

Now you just need to tell your employees.

- Announce the policy and the date of its start at a meeting that includes all employees.
- Put the news in the company newsletter, an e-mail, a paycheck envelope, or a letter.
- Post signs where they will be seen by the most people—by entrances and in common areas such as lobbies, break rooms, lunchrooms. Decals can be used in company vehicles. You can call the Partnership For A Tobacco-Free Maine at 287-4627 or visit the Web site at www.tobaccofreemaine.org for signs, and for more information. The paper signs that are provided via the Web site can be duplicated at any color copier.
- Offer training sessions for managers to help them respond to employee questions. Make sure everyone has the information they need.
- Offer to answer employee questions about the policy during an informal coffee break.
- On the date the policy goes into effect: make sure that signs are in place; any other necessary changes have been made (removing cigarette vending machines, ashtrays, etc.); and quit-smoking and other support materials are ready.
- In all your communications, make clear that the new policy is a priority and that your workplace is serious about going smoke-free.



Supporting Employees Who Want to Quit Smoking

What kind of policy is right for your company?

It's estimated that 70% of smokers want to quit smoking completely. Of course, some of your employees may not want to quit. They should not feel singled out or regarded as outlaws. Don't let the message of "smoke-free" become "antismoker."

How can you support your employees who are current smokers and provide them with the encouragement they need to consider trying to quit?

As your workplace goes smoke-free, offer information and support to those employees who may want to quit. This shows your commitment to your employees' health. Remember, one year after quitting, a person's additional risk of heart disease is reduced by half, and after 15 years, the risk equals that of a person that never smoked.

- Log on to our Web site for information about the Maine Tobacco HelpLine. This free service offers confidential counseling to help a smoker quit using tobacco.

In addition:

- Check with your health insurance provider to be certain of what cessation programs and nicotine replacement therapies the plan covers. Most plans reimburse for cessation programs and cover pharmacological aids like nicotine gum and patches but it will vary from plan to plan.

Use the free materials and posters to create employee awareness of resources available through a call to the Maine Tobacco HelpLine.

- Post information about local cessation programs and have brochures and pamphlets available when an employee requests more information.
- If your company has the resources, sponsor a quit-smoking program on premises.

1.3 Creating a Smoke-Free Workplace

Resources to call to support your efforts is available from:

The Partnership For A Tobacco-Free Maine
Key Plaza, 4th Floor
11 State House Station
Augusta, Maine 04333
207-287-4627
www.tobaccofreemaine.org

The following agencies will also provide you with more information:

American Lung Association of Maine
122 State Street
Augusta, Maine 04330
1-800-499-5864
www.mainelung.org

American Cancer Society
52 Federal Street
Brunswick, Maine 04011
1-800-464-3102
www.cancer.org

American Heart Association
20 Winter Street
P.O. Box 317
Augusta, Maine 04332
1-800-937-0944
www.americanheart.org

The Center for Tobacco Independence
22 Bramhall Street
Portland ME 04102
207-842-7154
E-mail is cti@mmc.org



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1.3 Creating a Smoke-Free Workplace



Smoking in the Workplace

In the face of increasing competition and rising expenses, many CEOs find themselves searching for ways to cut costs and increase productivity.

The American Cancer Society's Smoke-Free New England campaign can help you save money by establishing a tobacco-free workplace and adopting policies to support workers who want to quit. Men who are heavy smokers and who are between the ages of 40 and 44 years will generate an average of more than \$56,000 in additional costs of illness during their lifetimes. For women, these costs will be more than \$19,000, according to an article in *Millbank Quarterly*. Tobacco use by employees increases costs across the board, affecting absenteeism, productivity, and maintenance as well as insurance, workers' compensation, disability, and retirement costs.

Consider the impact of these factors on your business:

Absenteeism

On average, smokers are absent 50% more often than nonsmokers. As long ago as 1974, Dow Chemical Company found that cigarette-smoking employees were missing 5.5 more work days per year than their nonsmoking peers. A recent study of 300 booking clerks at a large United States airline was published in the September 2001 issue of *Tobacco Control*, a publication of the *British Medical Journal*. The researchers found that smokers are absent from work for sickness as many as 6.16 days per year on average, compared with 3.86 days for those who never smoke. Costs for these absences include temporary replacements as well as lowered productivity and morale among employees who are on the job and must cope with the absences.

Insurance

The additional health care cost per smoker in this country is hundreds of dollars per year. A recent article in the journal *Circulation* estimated that successfully

helping one smoker to quit reduces the anticipated medical costs associated with heart attack and stroke by \$47 in the first year, and by \$853 during the next seven years. A 1992 report from the Surgeon General estimated that the average lifetime health care costs of a smoker exceed those of a nonsmoker by more than \$6,000.

Many insurers have recognized the differential in mortality rates between smokers and nonsmokers, and are offering up to a 45% discount on premiums for term life insurance coverage for nonsmokers.

Economist Marvin M. Kristein, PhD, of the American Health Foundation found that smokers can cost employers an extra \$45 per year for accidental injury and related workers' compensation costs. Researchers have estimated fire accident costs due to smoking to be \$10 per year per smoker. Dr. William L. Weis, associate professor of business administration at the Albers School of Business, Seattle University, says that health and fire insurance premiums can be 25% to 35% lower for smoke-free businesses, and morbidity and fire statistics suggest that premium discounts should be as high as 70%.

Workers' compensation costs

A recent study of over 3,000 Xerox Corp. employees found that smoking is one of the most costly individual health risks. The study, published in the July 2001 issue of the *Journal of Occupational and Environmental Medicine*, determined that the workers' compensation costs for a smoker averaged \$2,189 compared to only \$176 for a nonsmoker.

1.800.ACS.2345
www.cancer.org





Productivity

Many studies show that the higher carbon monoxide levels, eye irritation, and lower attentiveness of smokers cause an increase in inefficiency and errors. According to the Centers for Disease Control and Prevention, smoking caused more than \$150 billion in annual health-related economic losses from 1995 to 1999, including \$81.9 billion in mortality-related productivity losses and \$75.5 billion in excess medical expenditures in 1998.

Ventilation

The American Society of Heating, Refrigerating, and Air Conditioning Engineers notes that "higher ventilation rates are specified for spaces where smoking is permitted, because tobacco smoke is one of the most difficult contaminants to control at the source." When smoking is a factor, requirements for outdoor air are two to three times greater, resulting in higher energy costs due to heating or cooling the outdoor air. In addition, filters must be cleaned or changed much more frequently.

Maintenance

Employers who have eliminated smoking in the workplace report dramatic decreases in the maintenance costs of their businesses. Furniture and drapes last longer and have to be cleaned less often. Many chores can be scheduled semiannually or annually rather than monthly.

Disability and Retirement

In 1990 the United States Office of Technology and Assessment estimated that the workplace cost of disability and premature mortality from smoking employees for American businesses was \$47 billion a year.

Preventing and reducing tobacco use in New England will ultimately save employers and taxpayers countless billions of dollars.

Creating a smoke-free workplace can save you money – and save lives. The American Cancer Society needs your leadership in both your company and your community to ensure the success of our Smoke-Free New England campaign. Are you ready to help us clear the air?

1.800.ACS.2345
www.cancer.org





Coverage for Tobacco Use Cessation Treatments

Why,

What,

and

How

Why Is Health Insurance Coverage for Tobacco Use Treatments So Important?

- Smoking is costly to employers both in terms of smoking-related medical expenses and lost productivity.
 - Ten percent of smokers alive today are living with a smoking-related illness.¹
 - Men who smoke incur \$15,800² (in 2002 dollars) more in lifetime medical expenses and are absent from work 4 days more per year than men who do not smoke.³
 - Women who smoke incur \$17,500² (in 2002 dollars) more in lifetime medical expenses and are absent from work 2 days more each year than nonsmoking women.⁴
 - In 1999, each adult smoker cost employers \$1,760 in lost productivity and \$1,623 in excess medical expenditures.⁵
 - Smoking causes heart disease, stroke, multiple cancers, respiratory diseases, and other costly illnesses. Secondhand smoke causes lung disease and lung cancer.^{5,6}
 - Smoking increases costly complications of pregnancy, such as pre-term delivery and low birth-weight infants.⁷
- Smoking is the leading preventable cause of death in the United States.^{8,9} Smokers who quit will, on average, live longer and have fewer years living with disability.¹⁰
- About 23% of American adults and 28% of teens smoke.^{11,12} More than 70% want to quit, but few succeed without help.¹¹ Tobacco use treatment *doubles* quitting success rates.⁹

Paying for tobacco use cessation treatments is the single most cost-effective health insurance benefit for adults that can be provided to employees.^{13, 14, 15}

What Treatments Are Available? How Effective Are They?

Smoking cessation treatments have been found to be safe and effective. These include counseling and medications, or a combination of both.⁹

- Face-to-face counseling and interactive telephone counseling are more effective than services that only provide educational or self-help materials.^{9,16}
- The effectiveness of counseling services increases as their intensity (the number and length of sessions) increases.⁹
- Smokers are more likely to use telephone counseling than to participate in individual or group counseling sessions.^{16, 17}



DEPARTMENT OF HEALTH AND HUMAN SERVICES
CENTERS FOR DISEASE CONTROL AND PREVENTION



1.3 Creating a Smoke-Free Workplace

- The Food and Drug Administration has approved six first-line medications to help smokers quit:
 - Five are nicotine replacement therapies that relieve withdrawal symptoms. They include nicotine gum, patch, nasal spray, inhaler, and lozenge.⁹
 - The sixth medication, bupropion SR (sustained release), is a non-nicotine medication that is thought to reduce the urge to smoke by affecting the same chemical messengers in the brain that are affected by nicotine.⁹

Prescription and Over-the-Counter Tobacco Cessation Medications*

Type	Form	Common Brand Name(s)	Availability
Nicotine Replacement Therapy	Gum	Nicorette®	Over-the-counter (OTC)
	Patch	Nicoderm®, Habitrol®, Prostep®, Nicotrol®	OTC and prescription
	Inhaler	Nicotrol®	Prescription
	Nasal Spray	Nicotrol®	Prescription
	Lozenge	Commit®**	OTC
Bupropion SR	Pill	Zyban®, Wellbutrin®	Prescription

* Approved by the Food and Drug Administration (FDA) and addressed in the 2000 PHS Guidelines.

** Received FDA approval on October 31, 2002, therefore not addressed in the 2000 PHS Guidelines.

Scientifically proven treatments can double a person's chances of quitting smoking.⁹

How Should Benefits Be Designed?

Benefits for proven tobacco-use cessation treatments have been shown to increase treatment use and the number of successful quitters; therefore, both the Public Health Service-sponsored Clinical Practice Guideline, *Treating Tobacco Use and Dependence*, and the Community Preventive Services Task Force recommend that all insurers provide tobacco cessation benefits that do the following:

- Pay for counseling and medications, together or separately.⁹
 - Cover at least four counseling sessions of at least 30 minutes each,⁹ including proactive telephone counseling and individual counseling. While classes are also effective, few smokers attend them.¹⁸
 - Cover both prescription and over-the-counter nicotine replacement medication and bupropion (see medication table).⁹
 - Provide counseling and medication coverage for at least two smoking cessation attempts per year.^{20,21}
 - Eliminate or minimize co-pays or deductibles for counseling and medications, as even small copayments reduce the use of proven treatments.^{18,19}

What Is the Role of Health Insurance Coverage in Tobacco-Use Cessation?

- Health insurance coverage of medication and counseling increases the use of effective treatments.¹⁶
- Although 66% of Americans under the age of 65 are insured through an employer,²² only 24% of employers offer any coverage for tobacco-use treatment.²³

Coverage of tobacco-use cessation treatment increases both use of effective treatment and the number of successful quit attempts.¹⁸



How Much Do Cessation Benefits Cost? Are They Cost-Effective?

- Tobacco cessation is more cost-effective than other common and covered disease prevention interventions, such as the treatment of hypertension and high blood cholesterol.¹⁹
- Cost analyses have shown tobacco cessation benefits to be either cost-saving or cost-neutral.^{3, 20} Overall, cost/expenditure to employers equalizes at 3 years; benefits exceed costs by 5 years.³
- It costs between 10 and 40 cents per member per month to provide a comprehensive tobacco cessation benefit (costs vary based on utilization and dependent coverage).^{19, 24}
- In contrast, the annual cost of tobacco use is about \$3,400 per smoker or about \$7.18 for each pack of cigarettes sold.³
- Neonatal health care costs related to smoking are equivalent to \$704 for each maternal smoker.⁷ Randomized controlled trials indicate that a smoking cessation program for pregnant women can save as much as \$6 for each \$1 spent.²⁵

What Is the Experience of Companies and Health Plans Providing This Benefit?

Businesses that have included a tobacco cessation benefit report that this coverage has increased the number of smokers willing to undergo treatment and increased the percentage that successfully quit.^{24, 26}

- Union Pacific Railroad has experienced a decrease smoking prevalence among its employees from 40% to 25% in the 7-year period that it has offered a cessation benefit as part of a comprehensive cessation program.²⁶
- At the Group Health Cooperative in Seattle, enrollees offered full coverage for smoking cessation treatments were four times as likely to try to quit and four times as likely to succeed.²⁴

How Tobacco Cessation Cuts Cost

- Over time, tobacco-use cessation benefits generate financial returns for employers in four ways:
 - Reduced health care costs.^{3, 27}
 - Reduced absenteeism.^{3, 28, 29}
 - Increased on-the-job productivity.^{3, 28, 29}
 - Reduced life insurance costs.^{3, 28}
- Benefits realized more immediately include:
 - Increases in employee productivity.^{3, 28}
 - Reductions in smoking-attributed neonatal health care costs.²⁵
- Employers who provide a smoke-free workplace may also realize savings on fire insurance and costs related to items such as ventilation services and property repair and upkeep.^{3, 28}

How Do I Get More Information?

Listed below are Web sites where you can find additional information on tobacco-use cessation or reimbursement for cessation treatment.

Smoking Cessation Treatment Effectiveness

- **Treating Tobacco Use and Dependence** is a Public Health Service-sponsored clinical practice guideline that contains evidence-based strategies and recommendations to support effective treatment for tobacco use and nicotine addiction. The guideline and related consumer and clinician materials also can be found at <http://www.surgeongeneral.gov/tobacco/>.
- **The Guide to Community Preventive Services** provides information on the effectiveness of community-based interventions in three areas of tobacco-use prevention and control: (1) initiation of tobacco use, (2) cessation, and (3) reduction of exposure to environmental tobacco smoke. Articles, slide sets, and commentaries can be found at <http://www.thecommunityguide.org/tobacco/>.
- **Surgeon General's Reports** related to tobacco are available on the Centers for Disease Control and Prevention Web site at <http://www.cdc.gov/tobacco/sgrpage.htm>.
- **Data on tobacco-use prevalence and tobacco-related morbidity and mortality rates** can be found at two Centers for Disease Control and Prevention Web sites: <http://www.cdc.gov/tobacco/data.htm> and <http://www.cdc.gov/nchs/>.

1.3 Creating a Smoke-Free Workplace

Designing Health Insurance Benefits

- **Sample purchasing specifications**, which provide valuable contract language that can be used by employers and purchasers to structure benefits related to tobacco-use prevention and cessation, are available to assist states in implementing evidence-based tobacco-dependence treatment and improve Medicaid contracts. These sample specifications, developed by CDC in conjunction with George Washington University Center for Health Services Research and Policy, are available at <http://www.gwhealthpolicy.org/newsps/tobacco>.
- **Build a Financial Infrastructure: Health Plan Benefits and Provider Reimbursement** combines evidence-based recommendations with the experiences of the Pacific Center on Health and Tobacco (PCHT), a consortium of five western states (California, Oregon, Washington, Arizona, and Hawaii) concerning tobacco cessation benefits and provider reimbursement. The report is designed to guide planning and decision-making by states and other groups that are working to implement tobacco cessation programs. Also available are two summaries based on this report: (1) *Health Insurance Benefits for Treatment of Tobacco Dependence* and (2) *Invest in Tobacco Cessation for a Healthy, Productive Workforce*. Visit the PCHT Web site at <http://www.paccenter.org>.
- **Employers' Smoking Cessation Guide: Practical Approaches to a Costly Workplace Problem**, a guide published by the Professional Assisted Cessation Therapy (PACT) consortium for large and small employers interested in enacting an affordable, effective smoking cessation program, is available at <http://www.endsmoking.org>.
- **Reimbursement for Smoking Cessation Therapy: A Health Care Practitioner's Guide**, published by the Professional Assisted Cessation Therapy (PACT) consortium for health care providers on how to obtain reimbursement for cessation services can be helpful to employers in the implementation of a tobacco cessation benefit. It is available at <http://www.endsmoking.org>.
- **Data on insurance status and type** (national and by state) from a survey conducted jointly by the Bureau of Labor Statistics and the Bureau of the Census are located at <http://ferret.bls.census.gov/macro/032002/health/toc.htm>.
- **Coverage of Smoking Cessation Treatment by Union Health and Welfare Funds** [Barbeau E, Li Y, et al. *American Journal of Public Health* 2001; 91(9):1412-1415]. This article presents the results of a survey to determine the level of insurance coverage for smoking cessation treatment and factors associated with coverage among health and welfare funds affiliated with a large labor union. Information on purchasing a copy of this article is located at <http://www.ajph.org/cgi/reprint/91/9/1412>.
- **Data concerning changes in coverage of tobacco-dependence treatments by state Medicaid programs** from a study conducted by the Center for Health and Public Policy Studies at the University of California, Berkeley, and links to publications addressing health insurance policy and tobacco control are available at <http://chpps.berkeley.edu/smoking/index.htm>.
- **A guide to purchasing prevention benefits** that was developed for employers in North Carolina by North Carolina Prevention Partners contains information that may be helpful to employers in other states. The guide can be found at <http://www.ncpreventionpartners.org/basic/eguide.htm>.

Resources Useful for Employers

- **Making Your Workplace Smokefree: A Decisionmaker's Guide** provides information on the costs of tobacco use to employers. The entire guide or selected chapters are available in PDF format at http://www.cdc.gov/tobacco/research_data/environmental/etsguide.htm.
- **Quitline Resource Guide**, published by CDC's Office on Smoking and Health, provides information on contracting for quitline services and key components of quitline services, such as counseling, staffing, quality assurance, promotion, and evaluation. The guide (in press when this document was published) will be available at <http://www.cdc.gov/tobacco>.



- **Linking a Network: Integrate Quitlines with Health Care Systems**, published by the Pacific Center on Health and Tobacco, describes the importance of linking state quitlines with health care systems and presents case studies describing linkages with health care systems. This resource (in press when this document was published) will be available at <http://www.paccenter.org>.
- **A Quick Reference Guide to Effective Tobacco Cessation Treatments and Activities** and other resources are available from the Center for Tobacco Cessation's (CTC) Web site at <http://www.CTCinfo.org>. CTC, which is jointly funded by the American Cancer Society and The Robert Wood Johnson Foundation, serves as a source of science-based information on cessation and works with national partners to expand the use of effective tobacco dependence treatment and activities.
- **Information on tobacco cessation counseling** can be found on the American Cancer Society Web site located at <http://www.cancer.org>. Type "cancer AND counseling" in the search box located in the upper right corner of the home page.
- **Information on tobacco cessation and the effects of tobacco use on specific populations** can be found on the American Lung Association Web site located at <http://www.lungusa.org>.

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Rules Relating to Smoking in the Workplace

10-144 DEPARTMENT OF HUMAN SERVICES

BUREAU OF HEALTH

Chapter 250: RULES RELATING TO SMOKING IN THE WORK-PLACE

1. Purpose. The Bureau of Health has been authorized by 22 M.R.S.A. §1580-A to assist businesses in developing written smoking policies and to enforce provisions of the Workplace Smoking Act of 1985.

2. Definitions. As used in this section, unless the context indicates otherwise, the following terms and phrases have the following meanings.

A. “Business facility” means a structurally enclosed location or portion thereof at which employees perform services for their employer. A business facility shall not include any workplace or portion of a workplace which also serves as the employee’s or employer’s personal residence.

B. “Common area” in a business facility may include, but is not limited to, break rooms, cafeterias, conference or assembly rooms, enclosed patios, entryways, reception areas, hallways, kitchens, rest rooms, and storage closets.

C. “Designated smoking area or areas” means a location(s) in the business facility which is physically separated both from common areas and from that portion of the business facility where employees are performing services for the employer, and is an area where smoking is permitted. A “designated smoking area” cannot be a common area.

The designated smoking area must be designed to prevent smoke from reaching both common areas and the portion of the business facility where employees are performing services for the employer. The designated smoking area may be located outside of the business facility.

D. “Employee” means a person who performs a service for wages or other remuneration under a contract of hire, written or oral, expressed or

1.3 Creating a Smoke-Free Workplace

Rules Related to Smoking (continued)

implied. Employee includes a person employed by the State or a political subdivision of the State.

- E. “Employer” means a person who has one or more employees. Employer includes an agent of an employer and the State or a political subdivision of the State.
- F. “Places of employment” means any area or portion of an area where people work including, but not limited to, correctional facilities, storage rooms in restaurants, and vehicles used in the course of work.
- G. “Protect the employer and employees from the detrimental effects of smoking by others” means to prevent the involuntary exposure to environmental tobacco smoke of employees and employers within the business facility from any source except in a designated smoking area.
- H. “Smoking” means carrying or having in one’s possession a lighted cigarette, cigar, pipe, or other object giving off or containing any substance giving off tobacco smoke.
- I. “Ventilation” means a process of supplying and removing air by mechanical means.
- J. “Written policy” means a written statement in which the employer specifically describes the location of the designated smoking area(s) and states how the employees and employer will be protected from involuntary exposure to smoke within the business facility from any source.

3. Smoking Policies.

- A. Required Contents and Use of Smoking Policies.
 - i. Each employer shall establish, or may negotiate through the collective bargaining process, a written policy concerning smoking and nonsmoking by employees in that portion of any business facility for which he is responsible.
 - ii. The policy shall prohibit smoking except in designated smoking areas in order to protect the employer and employees from the detrimental effects of smoking by others.



- iii. Smoking in workplaces shall only take place in designated smoking areas and designated smoking areas shall be described within the written policy.
- iv. The employer shall post and supervise the implementation of the written policy. The employer shall provide a copy of this policy to any employee upon request.

B. Permissible Contents of Smoking Policies.

- i. The policy may prohibit smoking throughout the entire business facility.
- ii. The employer has the right to establish policies concerning smoking and nonsmoking by members of the public who have access to the business facility.

C. Requirements and Guidelines for a Permissible Indoor Designated Smoking Area.

A Designated Smoking Area is an area designed to prevent smoke from reaching any other portion of the workplace where employees are performing services for the employer or from reaching any common area.

- i. Requirements for a Permissible Indoor Designated Smoking Area:
 - a. A room that is not a common area: has floor-to-ceiling partitions such that the ceiling and walls are permanently attached to one another; has a door that is kept closed at all times except for ingress or egress; meets the standards and conditions of the Life Safety Code; and meets the ventilation requirements in Section 5.
 - b. The designated smoking area shall be in an area/location where employees do not otherwise visit or execute their employment duties including, but not limited to, an area (or areas) that has commonly used equipment, to which employees must report to discuss/review work or which employees must visit on a regular basis (e.g., rest rooms).
 - c. The designated smoking area may be located outdoors, provided it is not in a location that will allow circulation of

1.3 Creating a Smoke-Free Workplace

Rules Related to Smoking (continued)

environmental tobacco smoke into the business facility in any way, e.g., through the ventilation system, open windows, and open doors.

- d. If the Designated Smoking Area is indoors, a sign will be posted in the designated smoking area stating the maximum occupancy in 3" letters and numbers (e.g., Maximum Occupancy: 6).

ii. Guidelines for a Permissible Indoor Designated Smoking Area:

- a. The door to a Permissible Indoor Designated Smoking Area must be kept closed at all times except for ingress or egress: this may be accomplished with the installation of an automatic door closer.

4. Requirements for Ventilation of a Permissible Indoor Designated Smoking Area(s).

- A. The exhaust mechanism shall consist of local, mechanical exhaust with direct discharge to the outdoors, in such a manner as not to create objectionable odors or a nuisance on the adjacent premises, plus exhaust air consisting of a minimum of ten (10) percent greater exhaust than supply air to maintain a negative air pressure within the smoking area.
- B. Air exchange requirements for ventilation of a permissible indoor designated smoking area(s) shall be: a minimum of 60 cubic feet per minute (cfm) per person based on maximum occupancy, normally supplied by transfer air.

5. Discharge, Discipline, or Discrimination Against Employees. It is unlawful for any employer to discharge, discipline, or otherwise discriminate against any of its employees because that employee has assisted in the supervision or enforcement of the Workplace Smoking Act.

6. Assistance. The Bureau of Health will accept inquiries from employers and employees and will, when requested, assist employers in developing a



written policy. An employer may request from the Bureau approval of a written policy. Approval will be granted upon a satisfactory showing of compliance with these Rules and 22 M.R.S.A. §1580-A.

7. Enforcement and Violations.

- A. Any violation of these regulations is a civil violation for which a fine of not more than \$100 may be adjudged. Each day any employer fails to establish, post, or supervise the implementation of a written policy shall constitute a separate offense.
- B. Citations for violations of the Workplace Smoking Act shall be processed in accordance with rule 80H of the Maine Rules of Civil Procedure. In accordance with that rule, citations shall be filled out and served upon an employer who has allegedly violated the statute, by a representative of the Bureau of Health, or any other officer authorized to enforce the statute.

8. Severability. Should any provision of these Rules be declared unconstitutional by a court of competent jurisdiction, such a declaration shall not invalidate any provision of these rules not affected by the court's ruling.

9. Application.

- A. Pursuant to 22 M.R.S.A. §1580-A(7), these Rules do not apply to any business facility where policies concerning smoking have been mutually agreed upon by employer and all the current employees. The smoking policy must be reviewed within three (3) months of the arrival of new employees or at the time of a complaint, oral or written, to the employer or the employee's agent to assure mutual agreement by all employees.
- B. These rules apply to a variety of settings where work is performed including, but not limited to, portions of restaurants, sectors of prisons and jails, and areas of publicly owned buildings.

STATUTORY AUTHORITY: 22 M.R.S.A. Section 42 (1)
22 M.R.S.A. Section 1580-A

EFFECTIVE DATE: January 28, 1990

EFFECTIVE DATE (ELECTRONIC CONVERSION): May 5, 1996

AMENDED: August 5, 1997

1.3 Creating a Smoke-Free Workplace



Laws Related to Smoking in the Workplace

PUBLIC LAWS OF MAINE
First Regular Session of the 121st

CHAPTER 493
S.P. 437 - L.D. 1346

An Act To Protect Workers from Secondhand Smoke and To Promote Worker Safety

Be it enacted by the People of the State of Maine as follows:

Sec. 1. 8 MRSA §275-D, sub-§1, as amended by PL 1999, c. 421, §1, is further amended to read:

1. Off-track betting on simulcast racing. A person may conduct pari-mutuel wagering at an off-track betting facility that is licensed under this section, if the person is licensed to operate a hotel, as defined in Title 28-A, section 2, subsection 15, paragraph H, with public dining facilities, a Class A restaurant, as defined in Title 28-A, section 2, subsection 15, paragraph R, or a Class A restaurant/lounge, as defined in Title 28-A, section 2, subsection 15, paragraph R-1, or an off-track betting facility as defined in Title 28-A, section 2, subsection 15, paragraph R-2.

Sec. 2. 22 MRSA §1541, sub-§4, as amended by PL 1999, c. 54, §1, is further amended to read:

4. Public place. “Public place” means any place, including a restaurant, not open to the sky into which the public is invited or allowed. Except as provided in section 1542, subsection 2, paragraph J, a private residence is not a public place.

Sec. 3. 22 MRSA §1541, sub-§5, as repealed and replaced by PL 1999, c. 54, §2, is repealed.

Sec. 4. 22 MRSA §1542, sub-§2, JG, as enacted by PL 1993, c. 342, §1 and affected by §9, is repealed.

Sec. 5. 22 MRSA §1542, sub-§2, JN is enacted to read:

N. Smoking is not prohibited in designated smoking areas in an off-track betting facility or simulcast racing facility at a commercial track, if that facility is



licensed pursuant to Title 8, chapter 11 and in operation on June 30, 2003, as long as:

- (1) No sales or services are provided in the designated smoking area, except that television equipment and stand-alone betting terminals or other means of placing wagers may be provided;
- (2) No employees work in or are required to pass through the designated smoking area;
- (3) Members of the public, except for those who choose to be present in the designated smoking area, are not required to utilize or pass through the designated smoking area for any purpose; and
- (4) No one under 18 years of age is permitted in the designated smoking area.

Sec. 6. 22 MRSA §1542, sub-§3, as enacted by PL 1993, c. 342, §1 and affected by §9, is repealed.

Sec. 7. 28-A MRSA §2, sub-§15, ¶¶R-2 and R-3, as enacted by PL 1999, §421, §3, are repealed.

Sec. 8. 28-A MRSA §1011-A, sub-§3, as amended by PL 1999, c. 421, §§4 and 5, is further amended to read:

3. Eligible premises. The following premises are eligible for a Class XI license:

- A. Class A restaurant/lounge; and
- B. Off-track betting facilities.

Sec. 9. 28-A MRSA §1051, sub-§2, as amended by PL 1999, c. 421, §6, is further amended to read:

2. Local approval of application for license. Except for licenses issued pursuant to section 1063-A, the initial application for the license must first be approved under section 653 by the municipal officers of the municipality in which the applicant's premises are located or, if the premises are located in an unincorporated place, the application must be approved by the county commissioners of the county within which the unincorporated place is located.

Sec. 10. 28-A MRSA §1063-A, as enacted by PL 1999, c. 421, §7, is repealed.

Sec. 11. 28-A MRSA §1063-B, sub-§§2 and 3, as enacted by PL 1999, c.

1.3 Creating a Smoke-Free Workplace

Laws Related to Smoking (continued)

760, §4, are repealed.

Sec. 12. 28-A MRSA §1065, sub-§4, as amended by PL 1999, c. 568, §2, is further amended to read:

4. Minors not allowed on premises. Minors are not permitted to remain on the premises except when:

- A. The minor is accompanied by a parent, legal guardian, or custodian as defined in Title 22, section 4002; or
- B. The licensee does not permit consumption of liquor on the premises for a specific period of time or event; or
- C. Wagering on harness horse racing is being conducted in accordance with Title 8, chapter 11 and the minor is at least 18 years of age.

Sec. 13. Transfer. Notwithstanding any other provision of law, the State Controller shall transfer \$243,750 from the Fund for a Healthy Maine Other Special Revenue Funds account in the Department of Administrative and Financial Services to the unappropriated surplus of the General Fund no later than June 30, 2004.

Sec. 14. Effective date. This Act takes effect January 1, 2004.

Effective January 1, 2004.



Title 22, §1580-A, Smoking in places of employment

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§1580-A. Smoking in places of employment

1. Title. This law shall be known as the "Workplace Smoking Act of 1985."

[1985, c. 126 (new).]

2. Definitions. As used in this section, unless the context indicates otherwise, the following terms have the following meanings.

A. "Business facility" means a structurally enclosed location or portion thereof at which employees perform services for their employer. A business facility shall not include any workplace or portion of a workplace which also serves as the employee's or employer's personal residence.

[1985, c. 126 (new).]

B. "Employee" means a person who performs a service for wages or other remuneration under a contract of hire, written or oral, expressed or implied. Employee includes a person employed by the State or a political subdivision of the State.

[1985, c. 126 (new).]

C. "Employer" means a person who has one or more employees. Employer includes an agent of an employer and the State or a political subdivision of the State.

1.3 Creating a Smoke-Free Workplace

Laws Related to Smoking (continued)

[1985, c. 126 (new).]

D. “Smoking” means carrying or having in one’s possession a lighted cigarette, cigar, pipe, or other object giving off or containing any substance giving off tobacco smoke.

[1985, c. 126 (new).]

[1985, c. 126 (new).]

3. Policy; notice. Each employer shall establish, or may negotiate through the collective bargaining process, a written policy concerning smoking and nonsmoking by employees in that portion of any business facility for which he is responsible. In order to protect the employer and employees from the detrimental effects of smoking by others, the policy shall prohibit smoking except in designated smoking areas. The policy may prohibit smoking throughout the business facility. The employer shall post and supervise the implementation of the policy. The employer shall provide a copy of this policy to any employee upon request. Nothing in this section may affect the right of any employer to establish policies concerning smoking and nonsmoking by members of the public who have access to the business facility. Nothing in this section may be construed to subject an employer to any additional liability, other than liability which may exist by law, for harm to an employee from smoking by others in any business facility covered by this section.

The Bureau of Health shall accept inquiries from employers and employees and shall, when requested, assist employers in developing a policy.

[1985, c. 126 (new).]

4. Violations. Failure to establish, post, or supervise the implementation of a policy is a civil violation for which a fine of not more than \$100 may be adjudged. The Bureau of Health shall have authority to enforce provisions of this section.

[1985, c. 126 (new).]

5. Civil remedies. Nothing in the section may be construed as precluding any person from pursuing, in any court of competent jurisdiction, any civil remedy that person may have at law or in equity for harm occasioned to that person from smoking by others in any business facility covered by this section.



[1985, c. 126 (new).]

6. Discharge, discipline, or discrimination against employees. It is unlawful for any employer to discharge, discipline, or otherwise discriminate against any of its employees because that employee has assisted in the supervision or enforcement of this section.

[1985, c. 126 (new).]

7. Application. This section does not apply to any business facility where policies concerning smoking have been mutually agreed upon by employer and all the employees.

[1985, c. 126 (new).]

8. Effective date. This section shall take effect January 1, 1986.

[1985, c. 126 (new).]

1.3 Creating a Smoke-Free Workplace

Laws Related to Smoking (continued)

10-144 DEPARTMENT OF HUMAN SERVICES

BUREAU OF HEALTH

Chapter 250: RULES RELATING TO SMOKING IN THE WORKPLACE.

1. Purpose

The Bureau of Health has been authorized by 22 M.R.S.A. 1580-A to assist businesses in developing written smoking policies and to enforce provisions of the Workplace Smoking Act of 1985.

2. Definitions.

As used in this section, unless the context indicates otherwise, the following terms and phrases have the following meanings.

- A. **“Business facility”** means a structurally enclosed location or portion thereof at which employees perform services for their employer. A business facility shall not include any workplace or portion of a workplace which also serves as the employee’s or employer’s personal residence.
- B. **“Common Area”** in a business facility may include, but is not limited to, break rooms, cafeterias, conference or assembly rooms, enclosed patios, entryways, reception areas, hallways, kitchens, rest rooms, and storage closets.
- C. **“Designated smoking area or areas”** means a location(s) in the business facility which is physically separated both from common areas and from that portion of the business facility where employees are performing services for the employer, and is an area where smoking is permitted. A “designated smoking area” cannot be a common area.

The designated smoking area must be designed to prevent smoke from reaching both common areas and the portion of the business facility where employees are performing services for the employer. The designated smoking area may be located outside of the business facility.

- D. **“Employee”** means a person who performs a service for wages or other remuneration under a contract of hire, written or oral,



expressed or implied. Employee includes a person employed by the State or a political subdivision of the State.

- E. **“Employer”** means a person who has one or more employees. Employer includes an agent of an employer and the State or a political subdivision of the State.
- F. **“Places of employment”** means any area or portion of an area where people work including, but not limited to, correctional facilities, storage rooms in restaurants; and vehicles used in the course of work.
- G. **“Protect the employer and employees from the detrimental effects of smoking by others”** means to prevent the involuntary exposure to environmental tobacco smoke of employees and employers within the business facility from any source except in a designated smoking area.
- H. **“Smoking”** means carrying or having in one’s possession a lighted cigarette, cigar, pipe, or other object giving off or containing any substance giving off tobacco smoke.
- I. **“Ventilation”** means a process of supplying and removing air by mechanical means.
- J. **“Written policy”** means a written statement in which the employer specifically describes the location of the designated smoking area(s) and states how the employees and employer will be protected from involuntary exposure to smoke within the business facility from any source.

3. **Smoking Policies**

A. **Required Contents and Use of Smoking Policies.**

- i. Each employer shall establish, or may negotiate through the collective bargaining process, a written policy concerning smoking and nonsmoking by employees in that portion of any business facility for which he is responsible.
- ii. The policy shall prohibit smoking except in designated smoking areas in order to protect the employer and employees from the detrimental effects of smoking by others.

1.3 Creating a Smoke-Free Workplace

Laws Related to Smoking (continued)

- iii. Smoking in workplaces shall only take place in designated smoking areas and designated smoking areas shall be described within the written policy.
 - iv. The employer shall post and supervise the implementation of the written policy. The employer shall provide a copy of this policy to any employee upon request.
- B. Permissible Contents of Smoking Policies.**
- i. The policy may prohibit smoking throughout the entire business facility.
 - ii. The employer has the right to establish policies concerning smoking and nonsmoking by members of the public who have access to the business facility.
- C. Requirements and Guidelines for a Permissible Indoor Designated Smoking Area.**
- A Designated Smoking Area is an area designed to prevent smoke from reaching any other portion of the workplace where employees are performing services for the employer or from reaching any common area.
- i. Requirements for a Permissible Indoor Designated Smoking Area:
 - a. A room that is not a common area: has floor to ceiling partitions such that the ceiling and walls are permanently attached to one another; has a door that is kept closed at all times except for ingress or egress; meets the standards and conditions of the Life Safety Code, and meets the ventilation requirements in Section 5.



- b. The designated smoking area shall be in an area/location where employees do not otherwise visit or execute their employment duties including, but not limited to an area (or areas) that has commonly used equipment, to which employees must report to discuss/review work or which employee(s) must visit on a regular basis (e.g. rest rooms).
 - c. The designated smoking area may be located outdoors, provided it is not in a location that will allow circulation of environmental tobacco smoke into the business facility in any way, e.g., through the ventilation system, open windows, and open doors.
 - d. If the Designated Smoking Area is indoors, a sign will be posted in the designated smoking area stating the maximum occupancy in 3” letters and numbers (e.g. Maximum Occupancy: 6).
 - ii. Guidelines for a Permissible Indoor Designated Smoking Area:
 - a. The door to a Permissible Indoor Designated Smoking Area must be kept closed at all times except for ingress or egress: this may be accomplished with the installation of an automatic door closer.
4. **Requirements for Ventilation of a Permissible Indoor Designated Smoking Area(s).**
- A. The exhaust mechanism shall consist of local, mechanical exhaust with direct discharge to the outdoors, in such a manner as not to create objectionable odors or a nuisance on the adjacent premises, plus exhaust air consisting of a minimum of ten (10) percent greater exhaust than supply air to maintain a negative air pressure within the smoking area .
 - B. Air exchange requirements for ventilation of a permissible

1.3 Creating a Smoke-Free Workplace

Laws Related to Smoking (continued)

indoor designated smoking area(s) shall be: a minimum of 60 cubic feet per minute (cfm) per person based on maximum occupancy, normally supplied by transfer air.

5. **Discharge, Discipline, or Discrimination Against Employees.**

It is unlawful for any employer to discharge, discipline, or otherwise discriminate against any of its employees because that employee has assisted in the supervision or enforcement of the Workplace Smoking act.

6. **Assistance.**

The Bureau of Health will accept inquiries from employers and employees and will, when requested, assist employers in developing a written policy. An employer may request from the Bureau approval of a written policy. Approval will be granted upon a satisfactory showing of compliance with these Rules and 22 M.R.S.A. 1580-A.

7. **Enforcement and Violations.**

A. Any violation of these regulations is a civil violation for which a fine of not more than \$100 may be adjudged. Each day any employer fails to establish, post, or supervise the implementation of a written policy shall constitute a separate offense.

B. Citations for violations of the Workplace Smoking Act shall be processed in accordance with rule 80H of the Maine Rules of Civil Procedure. In accordance with that rule, citations shall be filled out and served upon an employer who has allegedly violated the statute, by a representative of the Bureau of Health, or any other officer authorized to enforce the statute.

8. **Severability.**

Should any provision of these Rules be declared unconstitutional by a court of competent jurisdiction, such a declaration shall not invalidate any provision of these rules not affected by the court's ruling.

9. **Application.**

A. Pursuant to 22 M.R.S.A. 1580-A(7), these Rules do not apply to any business facility where policies concerning smoking have been mutually agreed upon by employer and all the current employees. The smoking policy must be reviewed within three



(3) months of the arrival of new employees or at the time of a complaint, oral or written, to the employer or the employees agent to assure mutual agreement by all employees.

- B. These rules apply to a variety of settings where work is performed including, but not limited to, portions of restaurants, sectors of prisons and jails, and areas of publicly owned buildings.

STATUTORY AUTHORITY: 22 M.R.S.A. Section 42 (1)
22 M.R.S.A. Section 1580-A

EFFECTIVE DATE: January 28 ,1990

EFFECTIVE DATE (ELECTRONIC CONVERSION): May 5, 1996

AMENDED: August 5, 1997

2.1 Index of Success Stories



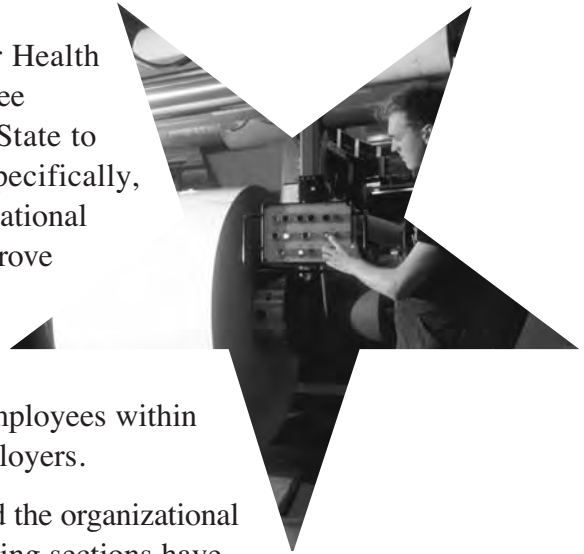
Real Strategies Used by Maine Employers

The previous section of this kit provided a rationale for worksite health promotion, a discussion of Maine's Tobacco Law, and an overview of the most effective process for addressing employee health. This section offers real strategies used by Maine employers to support healthy lifestyles.

From 2001 to 2003, the Maine Cardiovascular Health Program and the Partnership For A Tobacco-Free Maine have worked with employers across the State to develop healthier work environments. More specifically, our focus was on creating or modifying organizational policies and existing work environments to improve support for physical activity, tobacco cessation, and good nutrition. These types of strategies are effective for all employers, as they are low- or no-cost, highly sustainable, affect all employees within the organization, and are feasible for small employers.

By making changes to the work environment and the organizational culture, the employers highlighted in the following sections have taken a critical step in addressing employee health. For many, the strategies described here constitute the organization's entire wellness program. For others, new initiatives were a complement to existing education, awareness, and screening activities. Regardless of how far along your wellness program is, you will find some examples that will be of interest and can be utilized at your worksite.

The success stories that follow are organized into six subsections. The first three subsections are made up of strategies designed to increase opportunities for physical activity, healthy eating, and tobacco cessation. The examples provided include a mix of policies, such as Madison Paper Industries' food policy, and environmental changes, such as Maine Machine Products' use of a cold vending machine. The fourth subsection offers initiatives which are useful to small employers, and similarly, the fifth subsection covers initiatives with little or no cost. Finally, a subsection is included with more general strategies to promote healthy lifestyles. An index of all strategies follows.



2.1 Index of Success Stories

Real Strategies (continued)

Nutrition

<i>Strategy</i>	<i>Worksite</i>	<i>Page</i>
Fruit and Vegetable Honor System	Maine Machine Products Co.	65
Healthy Food Policy	Madison Paper Industries	68
Break Room Snack Table	City of Presque Isle	71
Healthy Food Program	University of Maine at Fort Kent	74
Honor System Healthy Food Program	Medical Care Development	76
Cold Vending Machine	Maine Machine Products Co.	78
Healthy Snacks Program	City of Auburn	80

Physical Activity

<i>Strategy</i>	<i>Worksite</i>	<i>Page</i>
Company Walking Trails	Hussey Seating Company	89
Sit for 60, Move for 3	City of Presque Isle	92
Indoor Walking Trails	MSAD #11	94
Flextime Policy	City of Auburn	98
Fitness Area	Maine Machine Products Co.	101
Sports and Recreational Activities	City of Auburn	104
Walking Path	Sebasticook Valley Hospital	106
Physical Activity Break	Medical Care Development	109
8-Week Heart Challenge	City of Presque Isle	112
Wellness Connection Activity Area	MSAD #22	116

Tobacco Use Policy

<i>Strategy</i>	<i>Worksite</i>	<i>Page</i>
Clean Air Policy	University of Maine at Machias	127
Opportunities to Quit Smoking	Madison Paper Industries	130
Smoke-Free Corridor Policy	University of Maine at Farmington ..	134
Tobacco-Free Grounds	Rumford Hospital	137



Small Business

<i>Strategy</i>	<i>Worksite</i>	<i>Page</i>
Bulletin Board	Eggemoggin Country Store	145
Honor System Healthy Food Program	Medical Care Development	147
Sports and Recreational Activities	City of Auburn	149
Fruit and Vegetable Honor System	Maine Machine Products Co.	151
Sit for 60, Move for 3	City of Presque Isle	154

No-Cost

<i>Strategy</i>	<i>Worksite</i>	<i>Page</i>
Performance Objective	MSAD #11	157
Cold Vending Machine	Maine Machine Products Co.	160
Flextime Policy	City of Auburn	162
Physical Activity Break	Medical Care Development	165

Healthy Lifestyle

<i>Strategy</i>	<i>Worksite</i>	<i>Page</i>
Employee Cholesterol Screenings	Barber Foods.....	169
Preventive Care Benefits Increase	Barber Foods.....	172
Supporting Behavioral Changes	City of Auburn	175
Wellness Calendars	Barber Foods.....	177
Employee Newsletter	City of Presque Isle	180



2.2 Nutrition Success Stories



Fruit and Vegetable Honor System

the people

Maine Machine Products Co. (MMP Co.) is located in the Oxford Hills town of South Paris and employs roughly 115 associates. The company works to manufacture precision machine components for various industries including telecommunications, defense, and computer equipment. Approximately half of the employees are machine operators and support staff, while office staff and management make up the remaining half. MMP Co. formed a wellness committee in 2001, specifically to create a healthier work environment for employees. The Health and Wellness Committee is made up of employees from a variety of positions within the company, including management, machine operators, and office staff.

the need

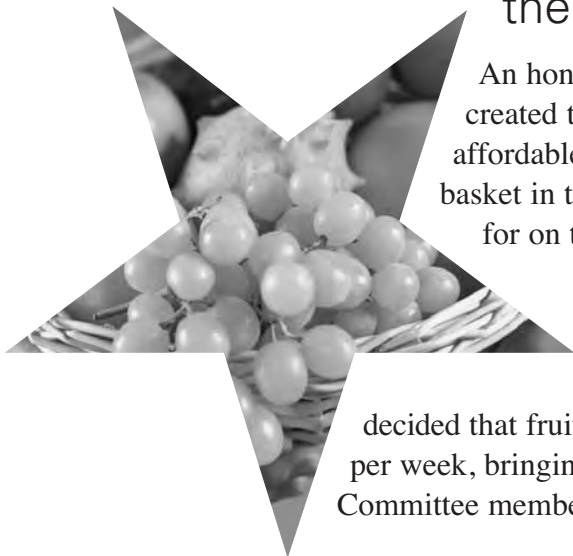
Most people do not get enough fruits and vegetables in their diets and miss out on many of the nutrients necessary for optimal health. MMP Co. wanted to support employees to make better choices that will improve their health and happiness by offering healthy items as an alternative to more popular snacks like candy bars and chips.

the idea

An honor system fruit and vegetable program was created to make healthy foods convenient and affordable. Fruits and vegetables are placed in a basket in the break room at \$.25 per item and paid for on the honor system.

the idea at work

The Health and Wellness Committee decided that fruits and vegetables would be purchased once per week, bringing them in at the beginning of the first shift. Committee members pick up selections at the store on the way



2.2 Nutrition Success Stories

Fruit and Vegetable (continued)

to work. Shoppers purchase a variety of fruits and vegetables, including apples, oranges, bananas, baby carrots, and celery sticks. The Committee set up a table for the honor system in the training center/cafeteria, with a basket and a money tin. Those Committee members who sign up to shop for a particular day purchase the items and are then reimbursed by the company. Volunteers monitor supplies to determine when they will need to shop again. With the increasing demand for fruits and vegetables, Committee members have had to make about three trips to the grocery store per week, depending on the daily demand.

the results

The results of this initiative have been staggering. Due to the high demand, the choices were expanded from one to five days per week in just a few months. On any given day, between 40 and 45 employees visit the fruit table. The initial investment in the program was \$3.00 to cover the cost of the initial shopping trip, but since that time the program has been self-sustaining. The average cost to employees is about \$.50 per item. Bananas are the most cost-effective item at around \$.15 each, while selling for \$.25 each. This allows for more expensive fruits, like pears, peaches, and apples, to be sold for \$.50 each while still covering costs. Granola bars and similar items have been purchased at BJ's Wholesale Warehouse and sold on a limited basis, also for \$.50. Vegetables were more difficult to offer in a convenient form and were not as popular, so it was decided to stick with fruits. Since starting up in September of 2002, the honor system has gone very well, even showing a small profit.



There have been other exciting results as well. An employee health survey was conducted in the beginning of 2002 and again one year later. Below are some key findings:

- ★ In one area of the survey, employees rated the company's efforts to provide healthy foods. At baseline, 21.6% of survey responders either "agreed" or "strongly agreed" that MMP Co. provides opportunities to eat fruits and vegetables as compared to 82.4% of employees one year later, a 300% increase.
- ★ The percentage of employees reporting that they consume five or more fruits and vegetables on four or more days per week increased from 28.5% to 43.1% after one year.

This has been music to the ears of Jeff Sutton, MMP Co.'s President. "We had hoped the Health and Wellness Committee's activities would help employees eat better and improve their overall habits, and we also hope that translates into higher productivity and less sick time," says Sutton, who adds, "What we were surprised with is the affect of programs like this on employee morale and company image among employees."

contact(s)

Sue Hussey or Scott Brown, 207-743-6344



2.2 Nutrition Success Stories



Healthy Food Policy

the people

Madison Paper Industries (MPI) is a manufacturer of supercalendered papers, employing 260 people in the town of Madison, Maine. MPI has had an active Wellness Group since mid-1999. The group was formed to address concerns specifically related to an increased incidence of cancer diagnoses among employees and their dependents, as well as increasing healthcare costs. Group members consist of employees from all levels of the company, both salaried (exempt and nonexempt) and unionized. Twelve employees participate regularly in the group, which became increasingly active in November 2001 when awarded a grant from the Maine Cardiovascular Health Program.

the need

MPI has a Guest House on-site where trainings and meetings are held. The Guest House Caretaker was consistently asked to provide doughnuts, coffee, and soda for meetings and training sessions. The Wellness Group recognizes that poor nutrition is a risk factor for many preventable diseases, and so decided that offering fresh fruit, water, and 100% fruit juice would support and encourage employees to eat healthy foods during the workday.

the idea

The initial focus of the Wellness Group was to address the risk factors for preventable disease. As poor nutrition is one such risk factor, healthy choice offerings were targeted as a goal. An informal workplace healthy choice food and beverage policy was instituted for meetings and training sessions where foods and beverages are provided. Fresh fruits, water, and 100% fruit juice are available as healthy choices when foods and beverages are provided at company meetings or training sessions.



the idea at work

The Guest House Caretaker is responsible for supplying food and beverages at company meetings and events. The Caretaker was invited



to join the Wellness Group, as it was understood that any initiative to increase healthy food choices would be difficult to manage without her “buy-in.” At a meeting, the idea of providing fresh fruit, water, and 100% fruit juice was introduced. The Guest House Caretaker agreed to provide these healthy choices at all meetings and training sessions where foods and/or beverages are provided.

the costs

The cost of this wellness initiative was absorbed into the Guest House budget. The costs included purchasing fresh fruit, water, and 100% fruit juice to be offered each time food and beverages were made available. The administrative need is met by the Guest House Caretaker, who is responsible for ordering and stocking food and beverages for meetings and training sessions.

the results

Healthy food choices were inconsistent for the first few months after the policy was created. Through repeated requests and conversations regarding the need to make the healthy choices consistently available, healthy foods have now been offered at all company meetings where food is served, since March 2002.

The process of offering healthy choices was relatively easy since other foods were already being provided. Having one or two specific people providing the foods and beverages covered the administrative need. The biggest challenge was getting the buy-in of the Guest House Caretaker regarding the need to make these choices available on a consistent basis at every meeting or training session where food and beverages were provided. This policy ensures that healthy choices will be available for those who may be on restricted diets, such as individuals with diabetes, hypertension, or high cholesterol. It also supports those who are attempting to make healthy choices and encourages healthy eating and good nutrition. Specific requests for healthy meals are honored.

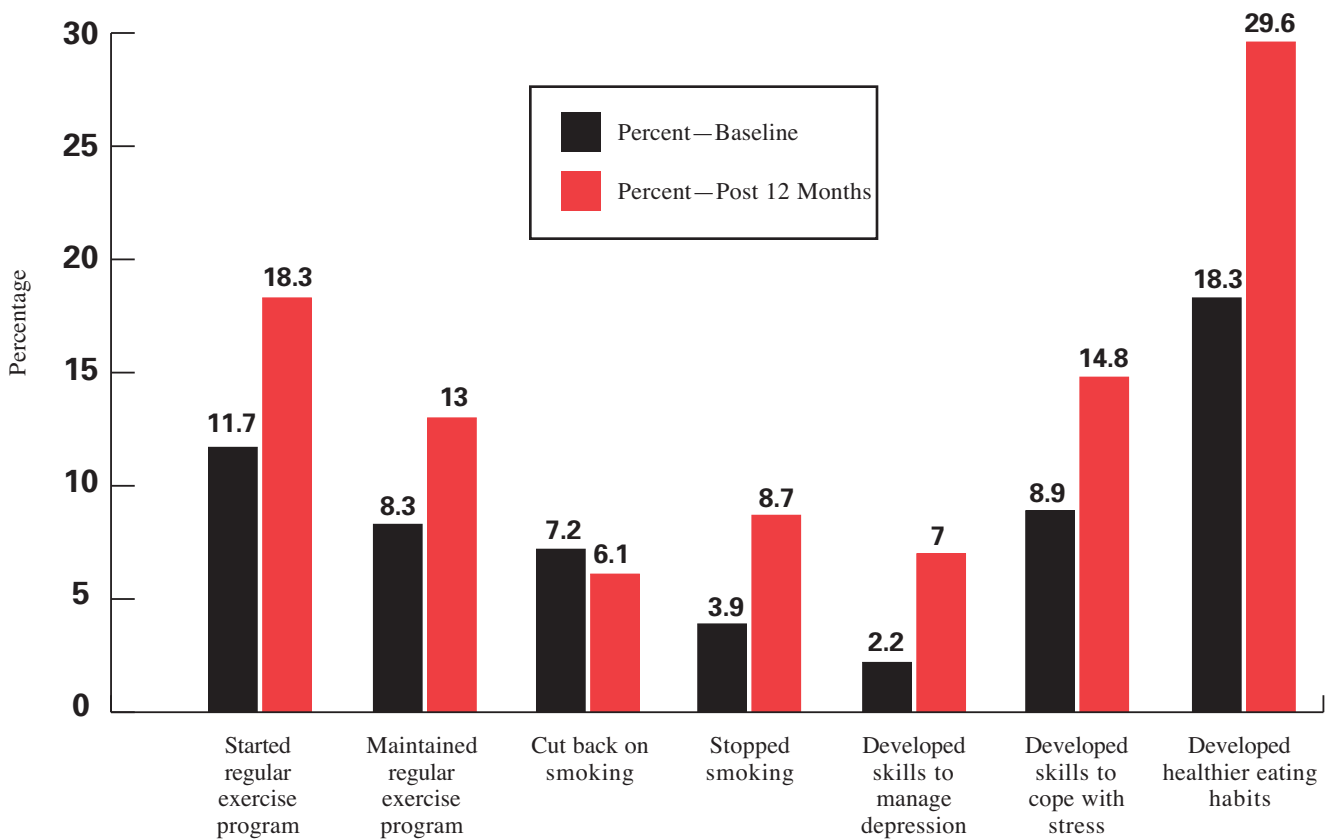
The new policy appears to have influenced employee behaviors around nutrition as well. By initiating changes such as the healthy food policy, MPI saw a 62% increase over the course of one year in the percentage of employees who reported that they developed healthy eating habits as a result of the company’s

2.2 Nutrition Success Stories

Healthy Food Policy (continued)

efforts. This data, along with other self-reported behaviors, is presented in the following chart.

Worksite Support: Indicate each of the items listed below that you have started or accomplished that were influenced by your company or work setting:



contact(s)

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Break Room Snack Table

the people

The City of Presque Isle is a rural municipality located in Northern Maine. The City has a diversified group of employees ranging from police, fire, and public works, to recreation and leisure, office personnel, airport, landfill, and recycling. On average, there are 107 full-time employees. The City's Wellness Committee is made up of representatives from the police and fire departments, public works, and City Hall, which represent the majority of City employees.

the need

The City wished to promote better nutrition by making healthier snack choices accessible to employees. Additional objectives were to expose employees to a wider variety of healthier snack alternatives, inform employees on the nutritional content of typical snacks, and teach employees to evaluate the nutritional value of snacks on their own.

the idea

Healthy snack tables were created, making healthier foods conveniently available at a low cost to employees.

the idea at work

The City's Wellness Committee heard about another employer's efforts to make healthier snacks available to employees and decided it would be beneficial to create healthy snack tables at several facilities. Collectively, the Committee developed a shopping list for healthy snacks and created a process for shoppers to be reimbursed. Department representatives were responsible for getting the snack program started in their building. For about six weeks, healthy food options (fresh fruit, baby carrots, celery, low-fat cereal bars, canned fruits, 100% juice, bottled water, raisins, etc.) were made available at no cost in order to determine what snacks employees would consistently eat. The committee was concerned whether employees would actually purchase the healthier snacks once the free introductory period was over, but money appeared in the collection can and the snacks disappeared without any problems. Snacks are priced just high enough to break even, and the program has been self-sustaining now for over one year.

2.2 Nutrition Success Stories

Break Room Snack Table (continued)

Nutrition labels and information sheets were provided on various fruits, vegetables, and snacks. Food guide pyramid posters were purchased for a nominal fee and placed near the snack tables for employees to see how the snacks fit into daily recommended servings and what proper serving sizes were.

the costs

Overall monetary cost: \$1,119.50

\$1,094—Six weeks of healthy snacks offered at no cost and seed money to get the honor system going.

Time costs—It did take time to buy, monitor, replenish, track costs, and adjust pricing when necessary. Additional time and paper resources were used to obtain nutritional information via the Internet for reproducing as handouts. Approximately two hours per week is spent on the above tasks.

Additional monetary costs—Food guide pyramid posters cost \$1 each. Two were purchased for every facility. Over 100 daily food guide pyramid brochures were purchased for \$5.50. These were passed out to all City employees. A dry-erase board was utilized for listing snack items and to be able to change pricing when necessary. A few markers, eraser, and cleaner were purchased at the cost of about \$10.

the results

This initiative has been highly successful for the City of Presque Isle. Employees were pleased to have healthier snack alternatives available and appreciated the convenience and variety. The most popular items were those that could be conveniently eaten on the go. The program was successful in that it is still self-sustaining. Only one department was unable to sustain their healthy snack table.

Some of the comments offered by employees suggested that if these snacks were not available they would be eating candy bars, potato chips, and less nutritional snacks. Several employees shared that fruits were not available at home, so having the opportunity to eat some fresh fruits was greatly appreciated. The City Manager supported the Wellness Committee's efforts and helped maintain the snack table at City Hall. He also encouraged each department head to appoint employees to keep the tables replenished.



Employees were surveyed at the beginning of the project and again approximately 14 months later. One question asked employees to rate the City’s efforts to provide fruits and vegetables. Of the 60% of employees responding to this question, there was a 93% increase in the number of employees who either “agreed” or “strongly agreed” that the City provides opportunities to consume fruits and vegetables at the end of the 14-month period. (See survey chart below.)

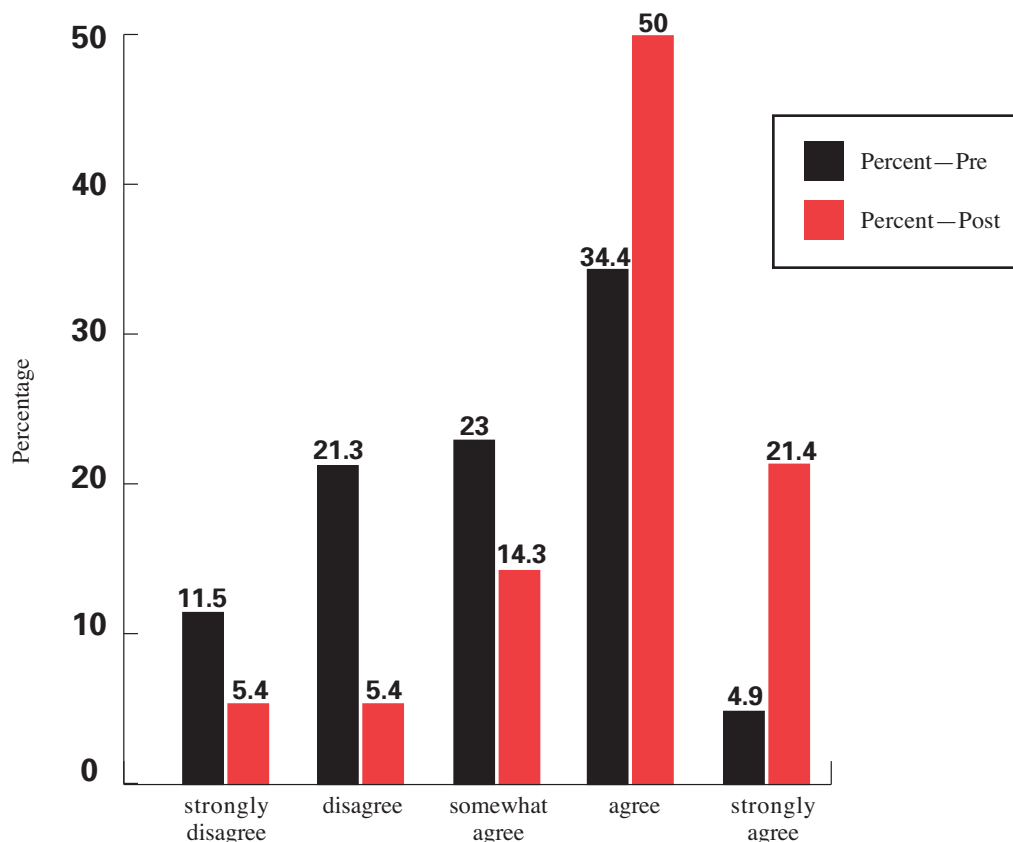
With the tremendous success that has been achieved, healthy snack tables have been offered in all other City facilities.

contact(s)

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Thomas Stevens, City Manager, 207-764-4485, tstevens@presqueisleme.us

**See the graph below for employee survey data.
My employer provides opportunities for me to consume fruits
and vegetables.**



2.2 Nutrition Success Stories



Healthy Food Program

the people

The University of Maine at Fort Kent (UMFK), founded in 1878, is located in St. John Valley, Maine, bordering New Brunswick, Canada. Approximately 750 students attend the liberal arts school, a member of the University of Maine System (UMS). UMFK offers a top quality education in a personalized atmosphere. Along with participating in the University of Maine System's Health Improvement Committee, UMFK has its own Campus Health Improvement Program, called CHIP.

the need

UMFK was interested in providing support and encouragement for employees to make healthier choices, which can translate into improved health, increased productivity, and increased satisfaction with their jobs.

the idea

The CHIP committee implemented a variety of nutrition initiatives to promote healthy eating and support employees with healthy and convenient choices in the cafeteria and snack bar.

the idea at work

The CHIP committee identified several opportunities to increase availability of fruits and vegetables to employees. These included a Five A Day fruit and vegetable program, monthly free fruit day, reducing the cost of salads, and providing a soup and salad option at the snack bar. After getting administrative support, CHIP worked with the Campus Food Service Administrator and Dining Hall Manager to implement these nutrition initiatives. An introductory memo was sent in February 2002, along with an introduction by the UMS Benefits Director, during a health benefits and wellness information session conducted on campus. Later, in the spring of 2002, the Five A Day brochures were distributed, and in the fall, a flyer was sent to new faculty and staff.



the cost

The estimated annual cost of the monthly free fruit day, along with reducing the cost of salads and fruits, totaled approximately \$1,100. After the initial implementation, it took four staff members about a half-hour each to purchase the fruit and deliver it along their route. Prep time for fresh fruit cups (melon, grapes, sometimes pineapple) also increased because, at ten cents a cup, demand increased considerably. Total costs for the Five A Day program were about \$200. This money was used to purchase promotional materials. Staff time was minimal, as it was limited to posting these brochures in the spring and fall.

the results

Providing healthier foods has improved not only employees' eating habits, but their perception of the organization as well. Of the 30% of employees who responded to a detailed survey, nearly all (92.7%) participated in the free fruit day on the fifth of every month. Many found the program to be beneficial. As evidence of this, 78% of survey responders agreed that UMFK provided them opportunities to consume fruits and vegetables, as compared to only 40% one year prior to these new initiatives. Anne Chamberland says, "Having the availability of inexpensive fruits on campus made me eat my daily servings."

During the summer of 2003, a trial honor system program, made up of healthy options (yogurt, salads, etc.), was also created. This is a positive step towards providing healthier food options to employees while reducing the staff time involved, thus ensuring sustainability.

contact(s)

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2.2 Nutrition Success Stories



Honor System Healthy Food Program

the people

Medical Care Development (MCD) is a public health organization dedicated to improving the health of people in Maine and around the world. MCD employs approximately 60 employees in its Augusta office. MCD's projects include cardiovascular health, AIDS/HIV prevention, breast and cervical health, suicide prevention, mental health, and disease management. Many of these projects are grant-funded in collaboration with the Department of Human Services, Bureau of Health.

the need

The company's vending machines had an unhealthy balance between nonnutritious snacks and healthy alternatives. MCD's Wellness Committee decided that a change was needed to support employees in making healthy food choices.

the idea

The Honor System Healthy Food Program, adopted by the Wellness Committee, provides fresh fruits and healthy snacks at a reasonable price and on a regular basis.

the idea at work

The committee met on two separate occasions to determine how best to offer healthy foods to employees. First, a quick survey was conducted to determine the interest in such a program, along with the desired types and quantities of healthy alternatives. From this survey, the Wellness Committee created a shopping list of items that employees were interested in. A Coordinator was appointed to schedule two volunteers per month to handle food shopping. Another committee member developed a tracking sheet to monitor money in versus money out, as well as to track lost inventory. All items have been priced at a break-even price point. A list of common items along with their prices follows: Fruit (bananas, oranges, apples, plums, pears, nectarines, etc.) —\$.50 each; String cheese —\$.25 each; Yogurt—\$.75; Raisins—\$.25; Reduced fat milk—\$.75; Trail mix—\$.75.



the cost

With our current pricing, this project is self-funded. The Wellness Committee has worked hard to create “smart shoppers,” not purchasing too much at one time, identifying preferred types of fruit, and recognizing the ebbs and flows of the demand. To date in the current year, we have brought in approximately \$40 over the cost of the food. Wellness Committee members spend approximately one to two hours per week to handle shopping and inventory. The Wellness Committee meets every three months for 90 minutes to discuss the initiative.

the results

The number of employees eating healthy snacks has increased dramatically. Barbara Carney, a senior accountant, says that the healthy food program is great when she needs a quick pick-me-up. “There are times when I want a snack, but am trying to keep it healthy, so I just wander over to the basket and find something that looks good.” The healthy food program has also assisted employees participating in a Five A Day incentive program in getting their required servings. From a company perspective, the program is viewed as a great contributor toward a healthy work environment. “The honor system program takes up very little staff time and helps people eat healthy,” says John LaCasse, MCD president. “Given what we know about healthy behaviors and productivity, I am delighted with this program.”

contact(s)

Andy Spaulding, Worksite Health Coordinator, Maine Cardiovascular Health Program, 11 Parkwood Drive, Augusta, ME 04330, 1-800-427-7566, x262, aspaulding@mcd.org

2.2 Nutrition Success Stories



Cold Vending Machine

the people

Maine Machine Products Co. (MMP Co.) is located in the Oxford Hills town of South Paris and employs roughly 115 associates. The company works to manufacture precision machine components for various industries including telecommunications, defense, and computer equipment. Approximately half of employees include machine operators and support staff, while office staff and management make up the remaining half. MMP Co. formed a wellness committee in 2001, specifically to create a healthier work environment for employees. The Health and Wellness Committee is made up of employees from a variety of positions within the company, including management, machine operators, and office staff.

the need

MMP Co. wanted to offer healthier snacks at a reasonable cost, with the same convenience as typical vending choices, to give employees a healthy alternative when they want a snack. A cold vending machine would allow for a greater variety of healthy foods to be provided.

the idea

A cold vending machine was obtained in order to offer healthy alternatives to the current vending machine choices, which are largely nonnutritious, high-calorie snack foods.

the idea at work

The Wellness Committee spoke with a local vending company about obtaining a cold vending machine. They offered several options regarding price and services, including leasing a machine that could be supplied by existing staff. The Committee chose to have the vending company supply and service the machine, along with specific direction as to the choices offered. Based on feedback from employees, it was decided to have a wide variety of foods, including some healthy and some not so healthy. The Committee did not want to give the impression that only salads and granola would be offered in this machine. As time goes on, the percentage of healthy choices will be increased, according to demand. Some items have already been replaced with healthier options including yogurt and low-sugar beverages, and the process will continue with time.



the cost

There was no additional cost to MMP Co. to introduce the cold vending machine. The price of the products offered ranges from \$.85 up to \$2.50. The only ongoing expense is the electricity needed to run the machine.

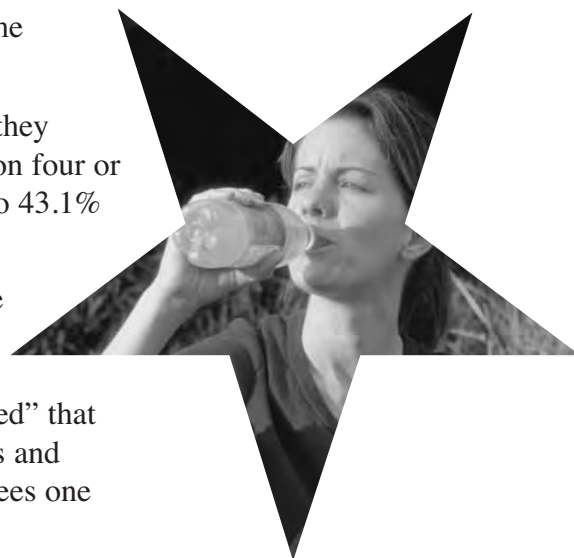
the results

The results of having the machine available were just as we had hoped. Many employees now choose better foods than what they typically chose from the old vending machine. The amount of money people spent within the factory remained about the same. What the additional machine did was to shift money being spent on prepackaged snacks into some of the cold vending options. Sandwiches and salads offered in the \$1.50 range have the highest percentage of sales. These new options have received positive reviews from employees including Machinist Chuck Truman who states, “It’s nice to have an alternative to the candy bars and chips when I go looking for a snack.”

The company has seen a marked change in eating behaviors since adopting this new machine and instituting other changes.

An employee health survey was conducted in the beginning of 2002 and again one year later. Some key findings are presented below:

- ★ The percentage of employees reporting that they consume five or more fruits and vegetables on four or more days per week increased from 28.5% to 43.1% after one year.
- ★ In one area of the survey, employees rated the company’s efforts to provide healthy foods. At baseline, 21.6% of survey responders either “agreed” or “strongly agreed” that MMP Co. provides opportunities to eat fruits and vegetables as compared to 82.4% of employees one year later, a 300% increase.



contact(s)

Sue Hussey or Scott Brown, 207-743-6344

2.2 Nutrition Success Stories



Healthy Snacks Program

the people

The City of Auburn is located in Central Maine and employs 260 people in a variety of positions, including office staff, manual laborers, and public safety officers. The City's Wellness Committee has been active since 1995. The Wellness Committee works with the Maine Municipal Association's Employee Health Trust to offer educational programs and incentives to support employee health.

the need

The Wellness Committee was interested in promoting better eating habits by making healthier snack choices available to employees, as well as exposing employees to a wider variety of healthy foods.

the idea

A variety of Wellness Committee initiatives were developed in order to increase the availability and variety of healthy foods to employees.

the idea at work

The Wellness Committee met on a number of occasions to implement and expand the availability of healthy foods in the workplace. Departments were asked for suggestions and the committee took all comments into consideration. The committee already had a healthy snack program, but wanted to expand that program to offer an expanded selection of healthy alternatives.

The Wellness Committee provides healthy food and snacks to all employees four times a year, free of charge. A variety of healthy choices are offered that are low in fat and sugar, including individual containers of applesauce, pretzels, baby carrots, bagels, English muffins, and juice. In addition, healthy snacks are provided for all wellness-sponsored educational activities as well as for company meetings. Vending machines have been monitored and healthier choices have been placed in the machines. Bottled water has also been provided to all departments. In addition, the committee made healthy snacks available to police officers on night duty, as their access to healthy snacks is limited. This made it much easier for officers on duty to eat healthy.



the cost

Approximately \$450 a year

- Meetings: \$15-\$18 per meeting (held monthly)
- Healthy snack day: \$130 (4 times a year)
- Snacks for police department: \$30 (4 times a year)

the results

A number of employees report significant changes in eating habits, including not snacking as much and making healthier choices when craving a snack. The variety of nutrition initiatives has increased awareness and has influenced eating habits. The Wellness Committee rates this as one of their most popular initiatives. Remarks from employees have been equally positive. “The variety of the snacks has been great, with something to appeal to everyone’s taste. I always look forward to the wellness snack day and put the event on my calendar,” says Geri Crane, Engineering. The program serves as a regular reminder to choose healthy snacks.

contact

Dorothy Meagher, Health & Social Service Department, 45 Spring Street
Auburn, ME 04210, 207-786-2421 x207, dmeagher@ci.auburn.me.us



2.2 Nutrition Success Stories

Nutrition Resources

Education and Awareness Materials

Nutrition Analysis Tool

www.ag.uiuc.edu/~food-lab/nat/

This resource provides easy access to a number of different tables that allow people to analyze the foods they eat for the different kinds of nutrients they contain. It also provides links to an Energy Calculator, which allows individuals to determine their caloric needs based on their activity levels, and other related links.

American School Food Service Organization

www.asfsa.org

This site acts as a resource for child nutrition, offering access to relevant news articles, recipes, and newsletter sign-ups regarding the topic.

American Dietetic Association

www.eatright.org

This site posts daily nutrition tips and offers access to the *Journal of the American Dietetic Association*, providing a source of information on food, nutrition, and dietetics and offering the most current research on these topics.

FDA's Food Label Info Page

<http://vm.cfsan.fda.gov/label.html>

This site discusses the labeling requirements for food under the Federal Food Drug and Cosmetic Act and its amendments, connects you to a Food Labeling Guide which breaks down the food label and its many components into a more readable format, and includes daily values/amounts for each nutrient found on food labels; there is also the opportunity to sign up for the FDA-DSFL Electronic Newsletter.

U.S. Department of Agriculture

www.usda.gov

This site offers access to the latest agricultural news articles and includes a list of upcoming events and links to other agricultural and nutritional sites.

Nutrition and Your Health: Dietary Guidelines for Americans

www.healthy.gov/dietaryguidelines/

This site provides the viewer with the most current dietary guidelines for Americans, as well as background information and ways to order copies of the guidelines.



Five A Day for Better Health Program from National Cancer Institute

www.5aday.gov

This site provides the background, goals, and objectives of the program; offers quick and easy tips on how to get servings of fruits and vegetables each day; provides information about serving sizes and special recipes; and offers connections to press releases, products, and the latest research on nutrition.

Maine Dairy and Nutrition Council

www.drinkmainemilk.org

This site provides information about how to contact the Maine Dairy and Nutrition Council along with resources for teachers and school food service professionals, connections to the latest research and related links, and access to the newest ideas and information available on this topic.

National Heart, Lung, and Blood Pressure Institute

www.nhlbi.nih.gov/siteindex.html

This site provides information on ways to aim for a healthy weight, cholesterol, and blood pressure levels.

Nutrient Data Laboratory

www.nal.usda.gov/fnic/foodcomp/

This site contains frequently asked questions about nutrients, information about food composition and nutrition, tables used for measurement and conversion, articles provided by the NDL staff, and useful resource links for further information.

American Heart Association

www.americanheart.org

This site contains information and links regarding the benefits of healthy lifestyles.

American Diabetes Association

www.diabetes.org

This Web site provides recipes and tips for healthy eating and increasing physical activity levels, a variety of health and wellness information, and promotes the benefits of a healthy lifestyle.

2.2 Nutrition Success Stories

Nutrition Resources (continued)

The American Dietetic Association, International Food Information Council Foundation, President's Council on Physical Fitness and Sports
www.fitness.gov/funfit/10tips.html

This site includes tips for healthier living, including physical activity and nutrition.

American Institute for Preventive Medicine
www.aipm@healthy.net/

Among its other materials, this site provides a resource for nutrition information and materials through its online subheading entitled, Nutrition Center, which contains current nutrition news, a number of healthy recipes, information about dietary supplements, and current nutritional programs. It connects viewers to the Nutrition Reading Room where they can find a number of different books among the 123 health-related categories; free newsletters are also available.

Nutrition.Gov
www.nutrition.gov/home/index.php3

This government resource for nutrition information acts as a National Nutrient Database, providing information about all aspects of nutrition and offering a connection to the latest news and research, as well as providing a list of current nutrition programs and access to nutrition newsletters.

KRAMES Health and Safety Education
<http://65.201.6.68/Krames/Months/March/nutrition.asp>

This site acts as an online resource for nutrition information and materials, allowing the viewer to order a number of different materials including a Nutrition Personal Guide Booklet, Nutrition Training Kit, Good Nutrition Map, Nutrition Poster, Eating Healthy Brochure, and Good Nutrition During Pregnancy Booklet, and more.

RealAge
<http://www.realage.com>

This site offers different resources, such as tools for diet and fitness and health assessment, and provides the option of signing up for the RealAge Tip of the Day which gives advice on ways to improve your health through your everyday lifestyle choices.



Newsletters and Subscriptions

Nutrition Action Newsletter

1875 Connecticut Ave., N.W., Suite 300
Washington, D.C. 20009

<http://www.cspinet.org>

The Nutrition Action Newsletter acts as a wonderful resource for the latest nutrition information including the latest research, policies, and much more. Subscriptions can be ordered at this Web address.

American School Food Service Organization

www.asfsa.org

This site acts as a resource for child nutrition, offering access to relevant news articles, recipes, and newsletter sign-ups regarding the topic.

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2.2 Nutrition Success Stories

Nutrition Resources (continued)

Cooking Light Magazine

<http://www.cookinglight.com/cooking>

This site provides the viewer with subscriber information, as well as a link to the Cooking Light electronic newsletter, both of which provide information and tips on food, menus, and planning; cooking techniques; and numerous recipes that can be used.

Nutrition Policies/Observances

USDA's Center for Nutrition Policy and Promotion

www.usda.gov/cnpp

This resource offers information including access to the dietary guidelines for Americans, the Food Guide Pyramid for adults and young children, the Healthy Eating Index, the Nutrient Content of the U.S. Food Supply, and access to a number of news and press releases focusing on nutrition.

FDA's Food Label Info Page

<http://vm.cfsan.fda.gov/label.html>

This site discusses the labeling requirements for food under the Federal Food Drug and Cosmetic Act and its amendments, connects you to a Food Labeling Guide which breaks down the food label and its many components into a more readable format, and includes daily values/amounts for each nutrient found on food labels; there is also the opportunity to sign up for the FDA-DSFL Electronic Newsletter.

National Cancer Institute—National Five A Day Week

http://5aday.gov/week2002_pressrelease.shtml

This site provides information about the National Five A Day Week taking place in September, promoting a nationwide effort to eat five to nine fruits and vegetables a day for better health.

Healthy Recipes/Healthy Cookbooks

The Global Gourmet

<http://www.globalgourmet.com>

This site contains special recipes and cooking methods as presented by Kate Heyhoe, including weekly changes in topics and links to other cooking topics, resources, and materials that are available; there is also the opportunity to subscribe to the site's e-mail newsletter.



American School Food Service Organization

www.asfsa.org

This site acts as a resource for child nutrition, offering access to relevant news articles, recipes, and newsletter sign-ups regarding the topic.

Five A Day for Better Health Program from National Cancer Institute

www.5aday.gov

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Maine Department of Agriculture, Food and Rural Resources

www.getrealmaine.com

These resources provide information about farms, greenhouses and nurseries, farmers' markets, upcoming fairs, activities and events; provide the names of Maine restaurants that participated in Maine Menus Month 2002, and offer fresh Maine ingredients all year round, as well as product and ordering information and a number of mouthwatering recipes.

Other Cookbooks

The Healthy Kitchen: Recipes for a Better Body, Life and Spirit Cookbook (2002)

American Heart Association Low Fat, Low Cholesterol Cookbook: Heart Healthy, Easy-to-Make Recipes That Taste Great (2001)

American Heart Association Meals in Minutes Cookbook (2000)

Cooking with Herbs and Spices: Easy, Low Fat Flavor (1999)

The No-Salt Cookbook: Reduce or Eliminate Salt without Sacrificing Flavor (2001)

Betty Crocker's Eat and Lose Weight, Third Edition (2000)

American Diabetes Association Diabetes Cookbook (2000)

No Fuss Diabetes Recipes for 1 or 2: 125 Healthy and Delicious Meals and Desserts (1999)

Sugar Free Cooking with Stevia: The Naturally Sweet & Calorie-Free Herb (2000)

2.3 Physical Activity Success Stories



Company Walking Trails

the people

Hussey Seating Company, located in North Berwick and founded in 1835, is one of America's oldest family companies still doing business today. Hussey is the global leader in spectator seating solutions for schools and universities, theaters, arenas, and the world's great stadiums. Hussey employs approximately 300 people in a variety of positions, including manufacturing, engineering and design, and administration. The company has identified employee health as a key strategy to improve company performance.

the need

As an effort to promote wellness and cardiovascular health in the workplace, Hussey Seating Company wanted to provide employees with a walking area that was more relaxing than walking through the main street and traffic. Studies show that increasing physical activity by walking greatly improves overall health. Hussey Seating Company is committed to supporting employees in getting regular physical activity during the workday.

the idea

The company owns a large amount of wooded property adjacent to its manufacturing and administrative offices. A walking path was planned to give employees a convenient and accessible place to be active during the day.

the idea at work

Several employees informed the Company's Vice President of Human Resources and Occupational Health Nurse that employees enjoy walking during lunchtime but did not like to walk through town and traffic. At about the same time, Hussey Seating Company was chosen to participate in the Maine Cardiovascular Health Program's pilot project, with the goal to change the environment to promote health in the workplace. With that knowledge and some grant money, Hussey had an idea for on-site wooded walking paths.

The HR Department knew they would need a lot of help and called a meeting with the Facilities Coordinator and Environmental Technician to ask for help creating the paths. Within a couple of weeks a second meeting was held and

2.3 Physical Activity Success Stories

Company Walking Trails (continued)

the Environmental Technician was prepared with a topographical map of the company grounds, which showed three existing old logging roads in the vicinity of the desired path location. The key was to create connecting paths to the existing logging roads, making way for a complete nature walk.

Because a chain-link fence surrounds the wooded lot, a local fence company was needed to cut through the metal fence and attach swinging doors in two separate locations. Once access was gained, the area was walked and the paths were marked out. The team of volunteers wanted to keep the trails as natural as possible while also providing a safe walking base. With this in mind, volunteers cleared branches and overgrown brush while keeping as much of the natural forest look as possible. Though some stone dust was purchased and spread in low, wet areas, much of the area was kept natural. Many employees donated their time and equipment in developing the paths. The Occupational Health Nurse, Pat Paquin, was moved by the volunteer effort. “I am amazed at what was accomplished with a little grant money, many enthusiastic volunteers, brush clippers, chain saws, a bush hog, and a bobcat.”

Before the trails were completed, a company-wide naming contest was held and a local sign maker was hired to make trail and distance markers. An official ribbon-cutting ceremony, with the Worksite Health Coordinator from the Maine Cardiovascular Health Program as a special guest and speaker, kicked off the opening of the trails. The entire trail system is called the Hussey Walkabout, with individual paths named “Foxtail Trail,” “Pleasure Pines Pathway,” and the “Hussey Escape.”





The Facilities Coordinator produced a collage of pictures of volunteers working and walking on the trails. The collage was posted in a visible area to promote use of the Walkabout to other employees. The company put out a press release to announce the project and local newspapers published articles about the new walking paths.

the costs

The total cost of the Walkabout trails was \$6,200. This money was used to purchase new fence and gates, trail and distance markers, stone dust, and labor for several jobs. In addition, employees completed over 100 hours of volunteer work. Hussey expects to spend \$1,000 next spring to maintain the trail.

the results

Among employees, the reaction to the paths has been excellent, and they have become quite popular. According to Bill Allen, an Environmental Technician who worked on the project, “I’m trying to increase my activity level and lose a few pounds, but I just don’t like walking on the roads with traffic. The Walkabout trails give me a quiet place to walk and get away from my job for a few minutes.”

Rich Hussey, Vice President of Human Resources for the family-owned company, fully supports the project. “The Hussey Walkabout is a key part of our employee wellness program. We believe the paths, in conjunction with other wellness components, will translate into improved health and lower healthcare costs for both the company and its employees.”

contact(s)

Pat Paquin, 38 Dyer Street Extension, North Berwick, ME 03906, 207-676-2271, ppaquin@husseyseating.com

2.3 Physical Activity Success Stories



Sit for 60, Move for 3

the people

The City of Presque Isle is a rural municipality located in Northern Maine. The City has a diversified group of employees ranging from police, fire, and public works, to recreation and leisure, office personnel, airport, landfill, and recycling. On average, there are 107 full-time employees. The City's Wellness Committee is made up of representatives from the police and fire departments, public works, and City Hall, which represent the majority of City employees.

the need

Whether at the desk, driving, or in meetings, many City employees sit for long periods of time, contributing to circulatory problems, stiffness, and muscle aches that negatively affect health and productivity. The City wanted to remind people not to sit too long without stretching and moving around, as well as to support employees to increase their activity levels throughout the day.

the idea

A policy and poster were created to promote "Sit for 60, Move for 3" (60 and 3 referring to minutes). The idea is that once anyone has been sitting for 60 minutes, they are encouraged to get up and move for 3 minutes.

the idea at work

The City adapted an existing "Sit for 60, Move for 3" concept from the Maine Cardiovascular Health Program, taking it from an idea to a policy. A poster was created to announce the new policy, as well as to suggest examples of how employees might use their 3 minutes per hour effectively. The poster encourages people to get out of the vehicle, off the chair, use stairs, and stretch and move. One section of the poster provides the following tips: "In the Office: Get up from your desk and walk around...Go to the photocopier—walk up and down some steps—or do the exercises below. In a Vehicle: Get out and move around—do some simple stretches."

the costs

The monetary cost was minimal. Money was spent on paper to print the poster. Little staff time was needed to create either the policy or the poster.



the results

The poster reminds people to move around throughout the day. Approximately 29% of employees report using the “Sit for 60, Move for 3” policy. The policy gives the employees the OK to get away from their work station without feeling guilty about moving around the building or taking a brief walk. This is largely due to the fact that the City created an actual policy, with management encouraging employees to take advantage of it. This policy turned out to be an excellent way for the City Manager to support employees in being physically active, without any monetary costs or negative effects on productivity. Tom Stevens, City Manager, comments, “Our lifestyles have become more sedentary with modern conveniences and technology. A policy such as “Sit for 60, Move for 3,” encourages employees to be more physically active throughout the workday. It is a wonderful policy to help break up the monotony of sitting in meetings that last for long periods of time.”

contact(s)

LaNiece Winslow, Director of Human Resources, 207-764-2522,
lwinslow@presqueisleme.us

Thomas Stevens, City Manager, 207-764-4485, tstevens@presqueisleme.us

Posters “Sit for 60, Move for 3”

Sit For 60, Move For 3

Physical Activity Break Guideline

All meetings lasting more than 60 minutes will include a physical activity break of at least 3 minutes for every hour of sitting time. (This can apply to office sitting time too!)

To ensure the physical activity break guideline is put into action always designate one person at the beginning of meetings to be responsible for announcing the time for a physical activity break, just as you would designate a meeting facilitator or record keeper.

Examples of Move For 3 Physical Activity Breaks


- Going up and down a few flights of stairs
- Walking back and forth in a nearby hallway
- Taking the stairs to go outside and walk around the building
- Participate in a group stretching activity right at the meeting table

**SIT FOR 60,
MOVE FOR 3**

"HEALTHY HEART"
RECOMMENDATIONS SAY:

IT IS IMPORTANT TO
GET SOME ACTIVITY IN
YOUR DAILY ROUTINE!

THE CITY'S
CARDIOVASCULAR
PROGRAM IS
INTRODUCING: THE SIT FOR
60, MOVE FOR 3 PROGRAM!



*THE PROGRAM IS EASY: IF YOU
HAVE BEEN SITTING FOR 60
MINUTES, GET UP AND MOVE
AROUND FOR 3 MINUTES!*

2.3 Physical Activity Success Stories



Indoor Walking Trails

the people

Maine School Administrative District #11 (MSAD #11) is made up of the Central Maine communities of South Gardiner, Gardiner, West Gardiner, Randolph, and Pittston. MSAD #11 employs approximately 300 teachers, staff, and administrators. District-wide, there are a total of 2,400 students. As part of the Coordinated School Health Program, a Wellness Team was formed with a mission to promote staff and student health.

the need

In the spring of 2002, a district-wide needs assessment was conducted as part of the Coordinated School Health Program requirements. The assessment revealed few opportunities for students and staff to be physically active. Moreover, greater than 70% of staff set goals related to physical activity during the previous year's staff incentive program. Clearly there was a need for a low-cost strategy to support staff and students in getting regular physical activity.

the idea

With nearly 3,000 staff and students and without a budget, it was critical for the Wellness Team to create an environment that would enable staff and students to be physically active at any time in their school buildings. The Wellness Team voted to build indoor walking trails in each school building to create more opportunities for physical activity throughout the day.

the idea at work

The Wellness Team, made up of teachers, administrators, a School Nurse, a Food Service Representative, and community members, created the idea for the indoor walking trails. The Team envisioned indoor routes that would be accessible whenever school buildings are open. The Team planned for a large map of the building to be placed at the entry point of each school with the walking route(s) clearly detailed. Trail markers would be placed at various points to clearly identify the route. The team further promoted good health by naming trails after types of fruit, along with posting nutritional information on various trail markers.



The Principals, the Physical Plant Manager, and the Superintendent approved the project. The Wellness Team mapped each building, using a measuring wheel. A grant from the Maine Cardiovascular Health Program made it possible to pay a local artist to create unique trail maps and trail markers. The artist used images of fruits and vegetables to denote certain routes within a building in order to clearly differentiate them. In the Laura E. Richards School, for example, the Strawberry Trail measures the first of two routes, which is 500 feet. Further, trail markers for the Strawberry Trail contain the image of a strawberry to clearly mark the route. Once the artwork was completed, construction of the trails began in the summer of 2003. The Wellness Team worked closely with the Physical Plant Manager to establish the best way to affix the trail markers and the maps to the walls. The Wellness Team went to each school building and met with the individual custodians to complete the trails, including posting maps and affixing trail markers.

the cost

The costs associated with the indoor walking trails are as follows:

- \$968—contracting the artist to make the trail maps and markers
- \$78—copying
- \$22—hardware
- \$102—wall sign mounting plates

the result

At every school, each of our 500 staff members can be physically active right at work. Regular walking groups are now using the trails at our schools. On any given day at MSAD #11, employees take advantage of the new walking paths. Barbara Evan, a Principal at TC Hamlin School, says, “I never thought of the school building as a place I could get exercise, but since we created the walking routes, I try to do one or two loops each day before school starts.” The District’s Wellness Team will be including the walking trails as a critical way for staff to meet their wellness goals. Matthew Houghton, the Principal at Laura E. Richards School, said, “When the cold weather hits, it gives me and my staff a chance to walk together. It is a great way to get to know people. We love our trail.”

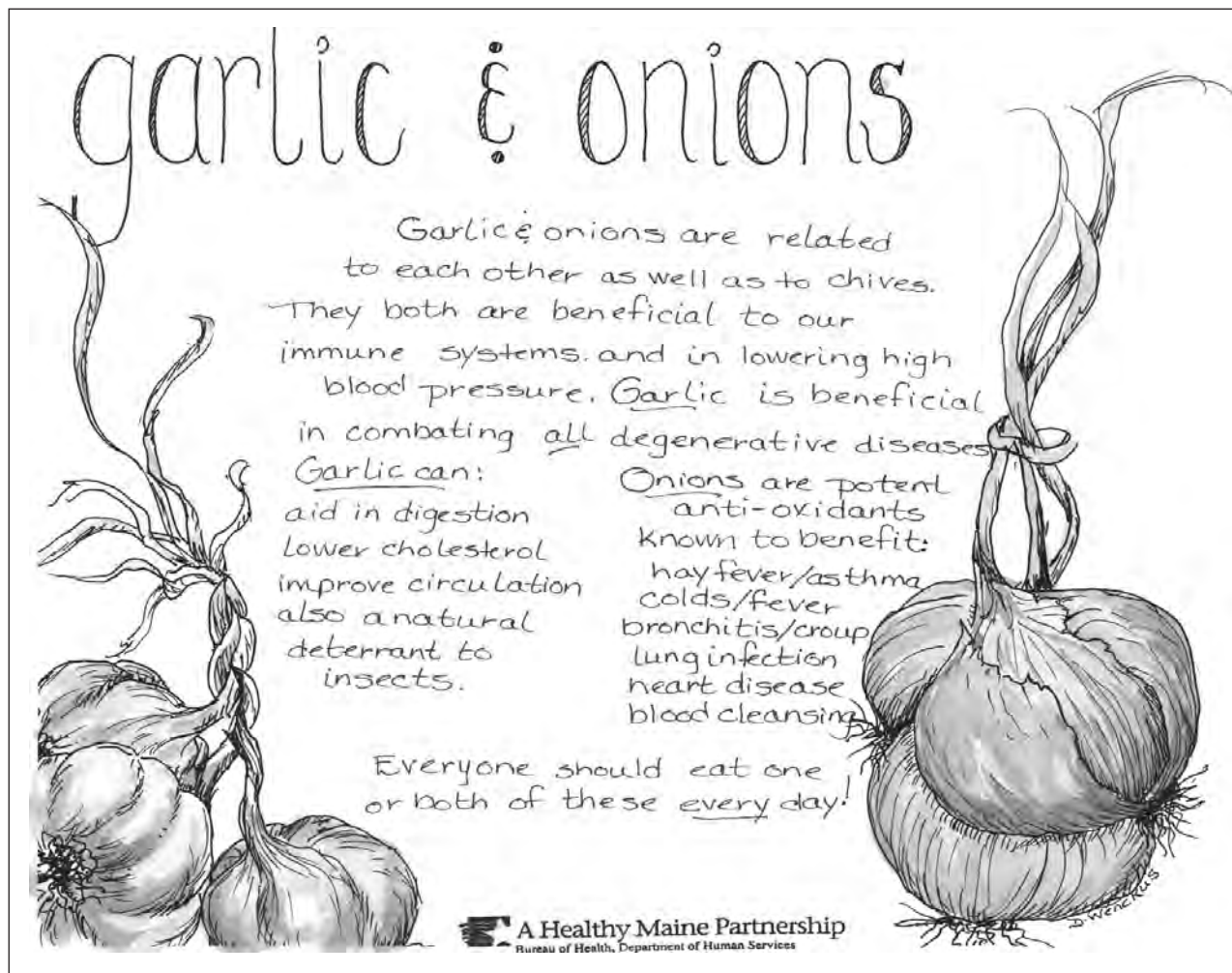
2.3 Physical Activity Success Stories

Indoor Walking Trails (continued)

contact(s)



Anthony J. Anderson, School Health Coordinator—MSAD #11, 40 West Hill Road, Gardiner, ME 04345, 207-582-0936, aanderson@sad11.k12.me.us


Sample of MSAD #11 trail markers




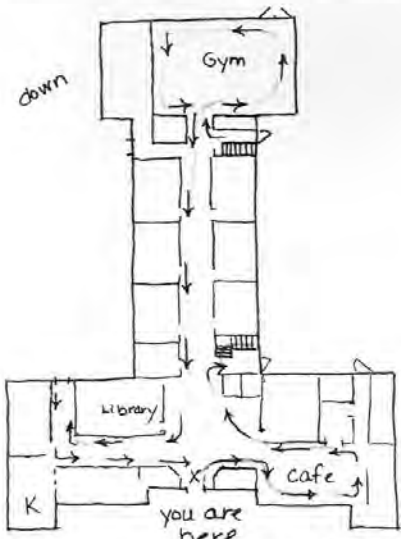


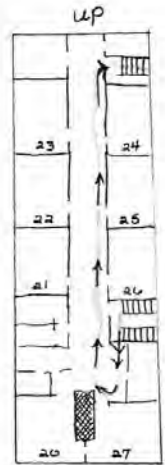
Sample of the trail map in one of MSAD #11 schools

 **LEARNER INDOOR WALKING TRAILS** 


 **FRUIT LOOP**... Entire trail - up and down stairs
Loops **5** laps = **1 MILE**

 **VEGGIE LOOP**... down-stairs loop ONLY!
6 laps = **1 mile**


down


up

Extra Loop...
outside
walk the sidewalk around the building
5 times around
is
a little more
than **1 MILE**

 **A Healthy Maine Partnership**
Bureau of Health, Department of Human Services

2.3 Physical Activity Success Stories



Flextime Policy

the people

The City of Auburn is located in Central Maine and employs 260 people in a variety of positions, including office staff, manual laborers, and public safety officers. The City's Wellness Committee has been active since 1995. The Wellness Committee works with the Maine Municipal Association's Employee Health Trust to offer educational programs and incentives to support employee health.

the need

The City of Auburn recognizes the benefits of regular exercise to the employee and to the organization as a whole and wished to support employees in pursuit of more active lifestyles.

the idea

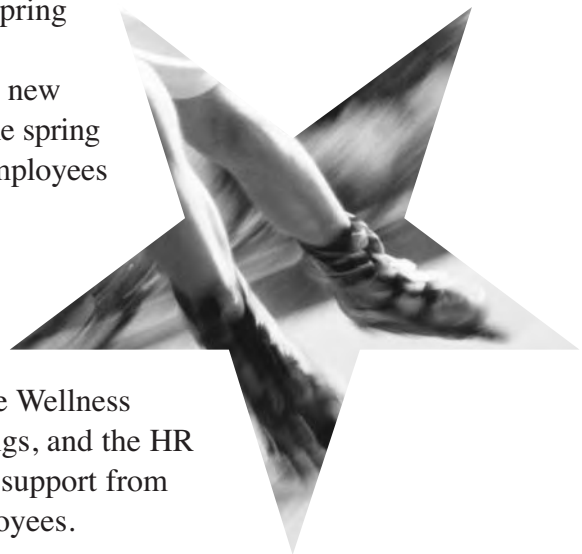
The Wellness Committee developed a formal policy allowing employees to use flextime to get in their daily physical activity.

the idea at work

This new policy idea came from a Wellness Committee discussion regarding how the City Manager could better support and encourage healthier lifestyles. Over the winter and spring of 2002, the HR Director gained support from the City Manager on this idea and drafted a policy. A copy of the new policy was approved and distributed to all managers in the spring of 2002 to communicate the policy and encourage their employees to utilize it.

the cost

There were no monetary costs associated with this policy change. The time costs were minimal as well. The Wellness Committee discussed the idea at several different meetings, and the HR Director spent several hours drafting the policy, gaining support from managers, and communicating the new changes to employees.





the results

Physical
activity
participation
increased
55%

Employees are able to take advantage of the flextime policy with approval from their department head. Not all departments can allow employees to participate, as it could be disruptive to teamwork and productivity. However, many employees have utilized the policy with great results. Reine Mynahan, who uses her lunch break three days a week to exercise, says the policy allows her to do her normal routine during the day. She finds that a physical activity break during the day “revitalizes me, and makes me feel alive and more energetic. It makes me feel I can conquer more.”

Through an employee survey, the City has also observed an increase in physical activity participation among employees. The number of employees who participate in physical activities for five days or more each week increased from 17.9% of employees to 27.8% over the course of one year. This represented a 55% increase in physical activity participation among City employees. In addition, 29 employees indicated that they started a regular exercise program as a result of the City’s wellness initiatives, as compared to just two prior to the wellness team activities, such as the flextime policy. Survey results such as these offer proof that low- or no-cost changes that support healthy lifestyles really can make a difference in employee behaviors.

contact(s)

Debbie Grimmig, HR Director, 45 Spring Street, Auburn, ME 04210,
207-786-2421 x243, dgrimmig@ci.auburn.me.us

2.3 Physical Activity Success Stories

Flextime Policy (continued)

Below is the City of Auburn's Flextime Policy.

City of Auburn

45 Spring St
Auburn, ME 04210
Tel. 207-786-2421 Fax 207-786-2570
www.auburmaine.org

Flex Time for Exercise Policy

The City of Auburn recognizes the benefits of regular exercise to the employee and to the organization as a whole. A healthy workforce has more productivity, less absenteeism, and lower health insurance utilization rates. The City, as a way of encouraging overall health and physical fitness, will permit employees flexibility during the regular workday to pursue an exercise program.

Employees will be permitted to take flextime for the purposes of participating in a fitness program either through an individual regimen or through an established fitness program such as a fitness center. Specifically, employees who exercise during their lunch period may extend their lunch period if there is not sufficient time to complete their exercise regimen. Similarly, employees who exercise before work may report to work later than their normal start time if such a delay is a result of participating in an exercise program. Time for the exercise program will include travel to and from the exercise site, time for changing, actual exercise time, and showering.

The following are conditions on flextime for exercise:

- The staffing and work demands are very different among departments. Flextime for exercise may not be appropriate for all departments and employees. Therefore the employee and the supervisor and the department director must mutually agree to flex time before it is implemented. Factors such as union contract provisions, office coverage, minimum staffing levels, vacations, sick leave and other unplanned absences, special projects and peak workloads, and requirements for supervision will be considered before implementing individualized flextime.
- The employee must make up any time lost either at the end of the regular workday, during the lunch period or before normal start of the workday.
- Flextime for exercising will not disrupt the normal workflow of the department or impede customer service.
- Flextime away from regular job will not exceed 30 minutes per day.
- Flextime should occur on a regular schedule to the extent possible (example: lunch time every Monday, Wednesday and Friday, etc.)

Failure of the employee to adhere to these conditions, barring any extenuating circumstances which are approved by the department director or supervisor, will cause the employee to lose the opportunity to participate in flextime.

Approved by the City Manager on June 12, 2002.



Fitness Area

the people

Maine Machine Products Co. (MMP Co.) is located in the Oxford Hills town of South Paris and employs roughly 115 associates. The company works to manufacture precision machine components for various industries including telecommunications, defense, and computer equipment. Approximately half of the employees include machine operators and support staff, while office staff and management make up the remaining half. MMP Co. formed a wellness committee in 2001, specifically to create a healthier work environment for employees. The Health and Wellness Committee is made up of employees from a variety of positions within the company, including management, machine operators, and office staff.

the need

People who are active on a regular basis are more productive and have fewer lost days due to illness. Factors contributing to people not working out include convenience and cost. MMP Co. wanted to provide an area in the workplace for fitness equipment and other activities in order to support employees in getting regular physical activity.

the idea

MMP Co. created an area within the facility, with adequate space for equipment and floor mats, to allow associates to exercise during their breaks, or non-work time, at no cost.

the idea at work

The Health and Wellness Committee discussed plans for the fitness area with management and received approval for a space to locate the equipment. This area is in a newer, attached building with ample space for equipment and mats, yet is convenient to all employees. Liability issues were discussed and investigated regarding the use of fitness equipment as well as employee participation in physical activities on the premises. After some discussion with the company's insurance carrier, it was decided that warning signs (i.e., "use at your own risk") would be placed in the fitness area, as well as a small sign

2.3 Physical Activity Success Stories

Fitness Area (continued)

indicating the importance of a physician visit before engaging in new forms of physical activity.

The Health and Wellness Committee posted a notice indicating that any employees with serviceable fitness equipment, who were willing to donate it for use by associates, were to contact a member of the Committee. Several employees were interested in donating their equipment. One employee even knew a family that needed to get rid of a Universal Gym. “One day after work, we drove an hour away, packed up the equipment, and brought it back as the centerpiece of our activity area,” said Scott Brown. Other types of equipment include an elliptical trainer, treadmill, and exercycle.

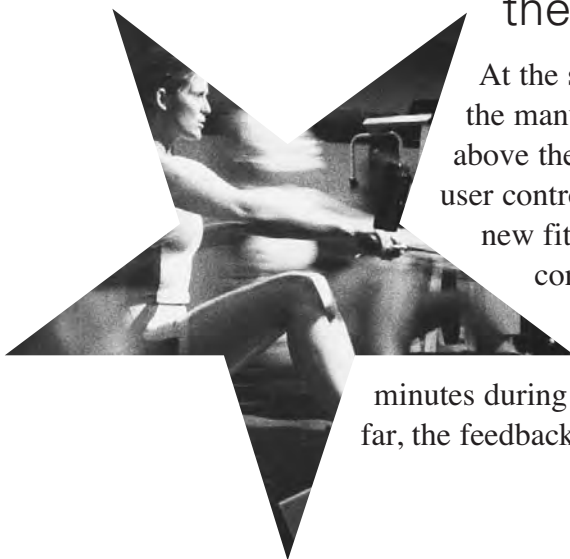
the costs

The cost of employees bringing in equipment was minimal. As a result, the Health and Wellness Committee and management agreed that, when reasonably priced equipment became available, it would be considered.

There are six pieces of equipment in the activity area, including a Universal Gym set, treadmill, aerobic-glide, wind-trainer, NordicTrack, and elliptical trainer. The amount invested in the equipment is \$500, which was used to purchase the treadmill. In addition to these items, the Committee is interested in purchasing mats, posters, therapy balls, and other pieces of equipment or materials as requested.

the results

At the start, the equipment was located in the middle of the manufacturing floor, but has since been relocated to above the tool crib to allow for more privacy and better user control. So far, six to twelve people are using the new fitness area daily. Many employees appreciate the convenience of the facility. One employee remarked that the fitness area “is great to have right in the building because you can use it for 10–15 minutes during your lunch break and still have time to eat.” Thus far, the feedback has been very positive.





Employee participation in physical activity increased 112%

Maine Machine's efforts have resulted in some measurable changes in the physical activity levels of employees. The company conducted a baseline survey of employee health behaviors and administered the same survey after one year of new initiatives, such as the fitness area. Approximately 50% of employees completed the survey at each time point.

- Employee participation in regular physical activity, four or more days per week increased from 25.0% (17 employees) at baseline to 52.9% (27 employees) 12 months later.
- The number of employees who agree or strongly agree that MMP Co. provides opportunities to be physically active increased from 12.7% to 53.0% over the course of one year.

contact(s)

Sue Hussey or Scott Brown, 207-743-6344



2.3 Physical Activity Success Stories



Sports and Recreational Activities

the people

The City of Auburn is located in Central Maine and employs 260 people in a variety of positions, including office staff, manual laborers, and public safety officers. The City's Wellness Committee has been active since 1995. The Wellness Committee works with the Maine Municipal Association's Employee Health Trust to offer educational programs and incentives to support employee health.

the need

City of Auburn employees range in age, shape, and physical ability levels. The Wellness Committee was interested in offering a sports and activity program to better reach employees who don't participate in traditional wellness activities.

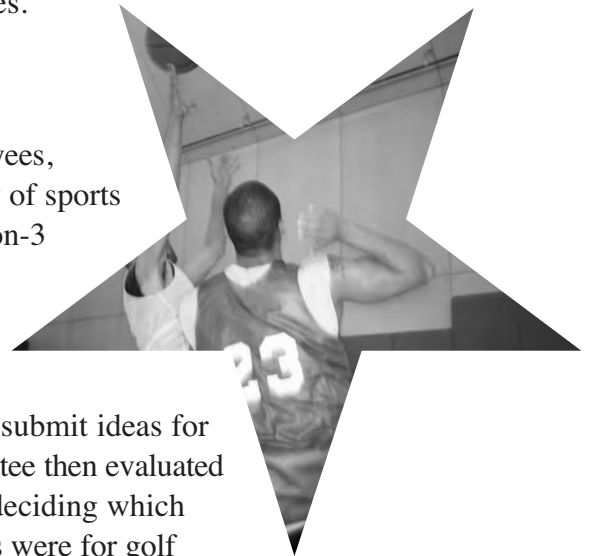
the idea

The Wellness Committee wanted to introduce employees, regardless of their physical abilities, to a wide variety of sports and recreational activities. These include hiking, 3-on-3 basketball, bowling, roller skating, and golf.

the idea at work

The Wellness Committee invited City employees to submit ideas for various activities and recreational sports. The Committee then evaluated the number and feasibility of these requests before deciding which activities to offer. Some of the more popular requests were for golf vouchers and 3-on-3 basketball games. The Committee decided to offer the following activities and sports:

- Golf vouchers for discounted greens fees at area courses
- Organization of 3-on-3 coed basketball games
- Hockey
- Walking program
- Bowling group
- Roller skating





the costs

The costs associated with these recreational sports and activities are as follows:

- 3-on-3 basketball: \$125—Used to purchase T-shirts for teams
- Hockey games: \$25—To pay referees
- Walking trails: Free
- Bowling: \$150
- Roller skating: Price of renting rink

the results

Golf vouchers were handed out to more than 40 employees at area courses. Thirty employees participated in the 3-on-3 coed basketball, with most participants being from the Public Works, Police, and Fire departments. About 20 people participated in the walking program, 40 in the bowling program, and 25 in roller skating. All sports games were scheduled during evening hours, after work. In addition, an evaluation of these activities will be done at the end of the year, giving employees another opportunity to let the Wellness Committee know what they are most interested in.

The number of people stepping forward to try new activities has been a direct result of offering recreational activities. Having a wide variety of activities offers something for everyone. None of the activities are very competitive, which has drawn people of all levels of ability. Loretta Martin from the Parks and Recreation Department found the 3-on-3 basketball “a lot harder than I first thought, but a lot more fun than I had expected. I am looking forward to next year’s tournament.” The camaraderie of the games has also carried on into the workplace.

contact

Dorothy Meagher, Health & Social Service Department, 45 Spring Street,
Auburn, ME 04210, 207-786-2421 x207, dmeagher@ci.auburn.me.us

2.3 Physical Activity Success Stories

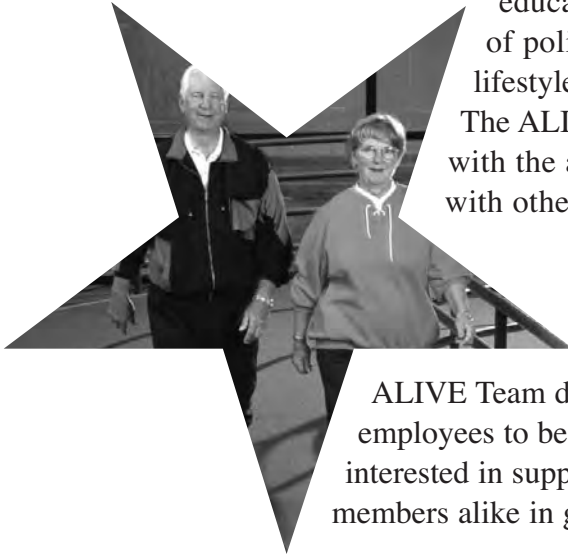


Walking Path

the people

The ALIVE Team is the internal wellness committee for Sebecook Valley Hospital, which employs approximately 260 people in the Pittsfield area. The focus of the ALIVE Team is to encourage employees and community members to have “A Lifetime Interest in Vitality and Energy,” thus the ALIVE name.

The Team strives to provide opportunities for employees to engage in wellness activities by planning outings, educational programs, and assisting in the development of policy and environmental changes that promote healthy lifestyles and, ultimately, lower healthcare insurance costs. The ALIVE Team participates in ongoing wellness initiatives with the affiliates of Eastern Maine Healthcare, as well as with other local businesses on a worksite wellness group.



the need

Following an employee opinion survey, the ALIVE Team determined a need to increase the opportunities for employees to be physically active during the workday. The Team was interested in supporting hospital employees, visitors, and community members alike in getting regular physical activity.

the idea

The Sebecook Valley Hospital (SVH) Wellness Committee constructed a walking path where hospital employees and visitors can enjoy a comfortable quarter-mile walk around the campus. Along this walk there are several signs indicating path length, calories burned, and healthy lifestyle tips, as well as opportunities for employees to rest during breaks, plant flowers, and enjoy SVH’s rural location.



the idea at work

The walking path is viewed as an excellent wellness resource and is promoted in a variety of ways, including:

- New employees receive a “tour” of the walking path during their orientation.
- Managers were led on a “management walk” to familiarize themselves with the trail and promote the path to their staff.
- A map of the path is also available in patient waiting areas and at the registration desk for visitors to pick up and utilize.

Creating this walking path took about nine months from inception to completion. The planning phase was by far the most time-consuming, with nearly seven months spent drafting plans and gaining appropriate administrative approval. The actual creation of the trail took several volunteers four days to complete. Jack May, President/CEO of SVH, strongly supports the initiative, stating, “This walking path is a physical testament to the importance we place on worksite wellness. The uses this creates for employees and visitors to SVH is measured by its popularity and will continue to unfold throughout the year.”

the cost

The project was made possible due to a pocket grant from the Maine Cardiovascular Health Program’s Worksite Wellness Pilot Project. Funds from the grant were used to purchase:

- Crusher Dust (A local contractor was able to provide a great discount on this.)
\$75 per truckload x 4 loads = \$300
- Landscape Fabric
\$63.89 per 3x300 ft. roll x 3 rolls and \$21.41 per 3x100 ft. rolls x 3 rolls = \$255.90
- Park Benches
\$218 (2 wooden benches for around the path)
\$36 (polyurethane for benches and sign posts)
- Signage (The local Healthy Maine Partnership assisted with this expense)

2.3 Physical Activity Success Stories

Walking Path (continued)

\$149 (6 signs purchased at Finyl Vinyl by Healthy Living)

\$60 (6 sign posts purchased at Walpole wood outlet)

Other materials needed include:

- Sod Cutting Device or Rototiller

Tractor rental at \$150 per day x 1 day = \$150

- Stakes to Identify Underground Wires and Pipes (Dig Safe was a great help.)

\$5.40 (6 stakes purchased at Hancock Lumber)

- A map identifying the walking path for employees and visitors

the results

Collaboration played a key role in the success of this project. The Team secured in-kind support from the local Healthy Maine Partnership, Healthy Living, in purchasing the signage. This partnership helped both groups to meet strategic initiatives around worksite wellness and environmental change to increase physical activity options. A partnership of SVH staff and ALIVE Team members completed all manual labor at no charge, and worked with SVH marketing to promote the new path. Local vendors were chosen to purchase necessary materials, and, after the project was described to them, most were willing to provide a reduced rate. SVH hopes to continue these collaborations in maintaining and further promoting the path, and in building further resources to improve worksite wellness at SVH and throughout our communities.

SVH plans to work with area businesses and organizations to connect the path to others in the community. Plans are also in place to continue promoting the path to staff and visitors in a variety of ways.

contact(s)

ALIVE Team at Sebecook Valley Hospital, Danielle Louder, Chair,
207-487-3890 ext. 115, dlouder@emh.org



Physical Activity Break

the people

Medical Care Development (MCD) is a public health organization dedicated to improving the health of people in Maine and around the world. MCD employs approximately 50 people in its Augusta office. MCD's projects include promotion of cardiovascular health and breast and cervical health, AIDS/HIV prevention, suicide prevention, mental health programs, and disease management. Many of these projects are grant-funded in collaboration with the Maine Department of Human Services, Bureau of Health, and the Department of Behavioral and Developmental Services.

the idea

MCD has a physical activity break policy to support employees in getting regular physical activity. Employees are encouraged to engage in 30 minutes of physical activity during the workday, as their job duties allow.

the need

The company wanted to support healthy lifestyles by removing the lack of time barrier, allowing employees to be physically active while at work. Furthermore, given the link between physical activity and improved mental and physical health, allowing employees time to exercise benefits the company through increased morale, increased productivity, and improved company image. MCD president John LaCasse sees nothing but positives from this policy. "Most people can't work eight hours straight," says LaCasse, adding, "The same amount of work, if not more, will be done even with the 30-minute break."

the idea at work

MCD's Director of Human Resources, Eunice Reneyske, sums up MCD's physical activity break policy in the following way: "MCD has had a physical activity policy since 2000. We understand that employees have lives outside of work time and that they need some flexibility to attend to their personal needs. This policy allows employees the opportunity to engage in physical activity during the workday."

2.3 Physical Activity Success Stories

Physical Activity Break (continued)

MCD's physical activity break is promoted in a variety of ways. First, on most days of the week, weather permitting, a member of the company's Wellness Committee sends out a company-wide e-mail encouraging employees to meet in the lobby and go for a walk. In addition, each year since 2001 the company has participated in Move and Improve, a 12-week physical activity incentive program of the Community Wellness Service of Eastern Maine Medical Center. Since the goal of this program is to get 30 minutes of activity, four days per week, the physical activity break is a perfect way to help participants reach their goals.

the cost

No measurable costs were incurred implementing the policy, making it a prime example of a no- or low-cost idea employers can do to support their employees' health and well-being.

the result

MCD understands that exercising regularly and eating healthy will lead to healthier, happier, and more productive employees. "These outcomes are part of MCD's goal to maintain a healthy workplace," says Reneyske.

From his vantage point, LaCasse notes, "It's great to see employees heading out for walks, knowing that we are supporting their health and well-being. Employee health, happiness, and a healthy work environment are interdependent with productivity, so I am confident that our break policy contributes to the success of MCD."

contact(s)

Andy Spaulding, Maine Cardiovascular Health Program,
Worksite Health Coordinator, 1-800-427-7566, x262,
aspaulding@mcd.org





Below is MCD's Physical Activity Break Policy.



Medical Care Development

11 Parkwood Drive • Augusta, Maine 04330
Phone: 207/622-7566 • TTY: 207/622-1209 • Fax: 207/622-3616

Physical Activity Break Policy:

Medical Care Development is dedicated to improving the health of people in Maine and around the world. MCD supports healthy lifestyles, and we believe that encouraging employees to be physically active at work can result in better physical and mental health. Active employees will be happier and more productive, and our employees, our organization, and the people we serve will benefit from this policy.

Given the link between physical activity and improved mental and physical health, allowing employees time to exercise will benefit the company through increased morale, increased productivity, and improved company image. Employees who are physically active generally experience better morale.

Employees are encouraged to engage in 20 to 30 minutes of physical activity during the workday, as their job duties allow and providing the walk time doesn't cause hourly employees to incur overtime. Exercise can also include walking and climbing stairs in the course of work.

International Office: 1742 R Street, N.W., Washington, D.C. 20009 (202/462-1920)
Medical Care Development is an Equal Employment Opportunity and Affirmative Action Employer.

2.3 Physical Activity Success Stories



8-Week Heart Challenge

the people

The City of Presque Isle is a rural municipality located in Northern Maine. The City has a diversified group of employees ranging from police, fire, and public works, to recreation and leisure, office personnel, airport, landfill, and recycling. On average, there are 107 full-time employees. The City's Wellness Committee is made up of representatives from the police and fire departments, public works, and City Hall, which represent the majority of City employees.

the need

The City of Presque Isle realizes that a healthier workforce means less absenteeism and higher productivity, and understands that prevention of disease can lower health service utilization. Further, the City employs a very diverse group of people in a variety of professions, with most positions being sedentary. As a starting point, the Wellness Committee wanted to increase the physical activity level of its employees.

the idea

The 8-Week Heart Challenge was designed to encourage employees to increase their physical activity levels. The program will be offered periodically throughout the year.



the idea at work

This idea came from other physical activity programs in which the City has participated. The idea of using steps was appealing because employees could count their activity during the workday. Pedometers were discussed as a way for participants to track their steps. The ideal goal was for employees to reach 10,000 steps per day, as that number is thought to produce general health benefits. Realizing that not all employees are in good enough physical condition to expect 10,000 steps per day, categories were created for 6,000 and 8,000 steps. Daily points were assigned in the following categories: 10,000 steps = Gold (4 pts.), 8,000 steps = Silver (3 pts.), 6,000 steps = Bronze (2 pts.).



Additional points could be earned by doing “heart-smart” activities, such as knowing and controlling your blood pressure, practicing stress management, being a nonsmoker, quitting smoking, eating five fruits and vegetables per day, etc. The more points earned, the better the chance at winning a prize. To entice reluctant employees into participating, anyone who returned a completed card, no matter how many points, would receive \$25 if they did the minimum of 6,000 steps per day.

the cost

Total cost: \$1,028.96

The pedometers cost \$12.50 each. Participants were asked to pay \$5 for a pedometer, and the City covered the remainder. A ream of bright yellow card stock paper was purchased for the tracking logs at a cost of \$16.46. Employees returning a completed log were 19 @ \$25 each or \$475. Prizes awarded included a \$100 drawing from the top 25% point earners and a \$100 drawing from all participants who completed at least 6,000 steps per day.

the results

Sixty-seven percent of employees participated in the Heart Challenge. Of those, 42% returned completed logs with the minimum of 6,000 steps per day. Employees learned how many or how few steps they were getting on an average workday, as well as the weekends. Many participants were surprised. For example, public works employees were much more active at work and many got their 10,000 steps by afternoon. Those people working in offices found they had to walk in the evenings to reach the 10,000 steps goal. Most people, however, were active enough on average over weekends to get the 10,000 steps by doing house and yard work and parking vehicles further away to walk to stores.

Along with the Heart Challenge itself, employees really liked the pedometers. It was a challenge some days to get the 10,000 steps, but many reported that they didn’t go to bed until they reached their goal.

2.3 Physical Activity Success Stories

8-Week Heart Challenge (continued)

contact(s)

LaNiece Winslow, Director of Human Resources, 207-764-2522,
lwinslow@presqueisleme.us

Thomas Stevens, City Manager, 207-764-4485, tstevens@presqueisleme.us

Following is an activity log and promotional material from the 8-Week Heart Challenge.



CARDIOVASCULAR HEART SMART ACTIVITIES

			1	2	3	4	5	6	7	8
BLOOD PRESSURE	controlled with or without medication 120/80 Do you know your numbers?	3 points per week								
STRESS MANAGEMENT	relaxation techniques, coping with stressors time for yourself	2 points per week								
NONSMOKER	no tobacco use - stay healthy!	2 points per week								
QUIT SMOKING	for each week of being tobacco free	4 points per week								
5 -A-DAY	eating a total of 5 servings of fruit/vegetables at least 4 days per week	2 points per week								
DRINK WATER	6- 8 eight ounce glasses of water every day	2 points per week								
EAT MORE FIBER	minimum 20 grams - 30 grams a day - great!	2 points per week								
LOW-FAT INTAKE	keep fat intake to less than 30% of calories	3 points per week								
	TOTAL POINTS FOR EACH WEEK									

Total of Physical Activity/Steps per day _____ + Total for Heart Smart Activities _____ **BONUS POINTS 4** If you have had your cholesterol checked within the past two years and it is under 200 with or without the use of medication.

= GRAND TOTAL OF POINTS FOR 8 WEEKS
RETURN COMPLETED LOGS TO JERE SIROIS BY October 2, 2002

Drawing is October 7, 2002.



CARDIOVASCULAR HEALTH GRANT PHYSICAL ACTIVITIES RESOURCE LISTING

Nothing to do? How about some physical activity?
Costs range from \$0 to a small participation fee. These activities are varied so that anyone, everyone can take part!
So, why not consider...



Bike Path. The City maintains 5.4 miles of bike path that stretches throughout the City. Plan to go for a walk or bike ride and enjoy the path as it winds through the various community neighborhoods.

Indoor Pool. The City offers free swimming to employees and their immediate families during general swim times at the indoor pool located on Mechanic Street just beyond the Forum. Call the Recreation and Parks Department at 764-2545 for details.



Ice Skating. The City offers free ice skating at the Forum during general ice skating times for employees and their immediate families. Call the Forum at 764-0491 for details.

Fitness Room. There is a fitness room at the new Public Safety Building that is open to employees and their immediate families at no cost. When using the room, please enter and exit through the lobby the police station. The exercise room includes treadmills, rowing machine, universal weight machine, free weights and a punching bag.



Cross Country Skiing. One can cross country ski on the new trails at the Maine Winter Sports Center (328-0991) located off the Fort Fairfield Road, just past Quoggy Joe Ski Centre or at Aroostook State Park (768-8341) off the State Park Road. Both offer excellent skiing through some wonderfully scenic wooded trails.



Downhill Skiing. Big Rock Ski Area in Mars Hill (425-6711) and Quoggy Joe Ski Centre on the Fort Fairfield Road (764-3248) are open and offer affordable skiing for the entire family.



Recreation Programs. The Recreation and Parks Department offers many programs for the young and old alike for varying degrees of physical activities. Call the Recreation Department at 764-2545 to see what is currently being offered.

2.3 Physical Activity Success Stories



Wellness Connection Activity Area

the people

MSAD #22 is a public school district consisting of seven schools encompassing the towns of Hampden, Newburgh, and Winterport. MSAD #22 employs close to 400 employees. The Wellness Team at MSAD #22 was established in 1991, organized under the Maine School Site Health Promotion and Wellness Program through the Maine Department of Education. The goal of the Wellness Team is to promote health and wellness throughout the school district and community with healthy activities, experiences, and programs.

the need

The Wellness Team surveyed all employees in October 2001 to determine ways to better meet their health needs. Seventy-eight percent of those responding to the survey indicated an interest in the district creating a fitness center for employees only.

the idea

The “Wellness Connection” is a work in progress to create an on-site fitness facility, located at a district building in Hampden. This facility will truly serve as our “Wellness Connection” to employees in providing new programs and opportunities to be physically fit.

the idea at work

The Wellness Team formed a task group to investigate the possibility of creating a fitness facility. Two main issues needed to be initially addressed: 1) Where to locate a fitness center within the district, and 2) How to raise the funds to create a center with cardiac and weight equipment. The School Health Coordinator also served on this task group and met with the Superintendent and administrative council to get feedback and concept approval. It was determined at this meeting that a grade 3-5 elementary school had locker rooms that could serve as the fitness facility. The school was applying for State renovation money that could be used to retrofit the existing locker rooms into a fitness center in the summer of 2002. Unfortunately, the district was not awarded the State funding and lost the opportunity to have the facility



in place for the start of the 2002-2003 school year. The Wellness Team was not discouraged and looked for alternative means to renovate these locker rooms. The High School Assistant Principal coordinates with the Penobscot Sheriff's department each year for an OUI community service weekend, and the Team will pursue getting "man power" from those attending this working weekend to construct the fitness facility.

At present, equipment and supplies have been ordered. Some of the equipment will include: a recumbent bike; treadmill; universal gym; dumbbells; benches; along with exercise balls; mats; flex bands; and other devices for flexibility. In addition, information on safe stretching, strengthening, and aerobic exercise routines will be provided on-site. Once the renovations to the facility occur, all MSAD #22 employees will have full access to this fitness facility.

the costs

The school system received two health-related grants that have financially supported the purchase of some of the equipment and supplies for this fitness facility. Approximately \$4,300 has been spent in acquiring these items. In addition to these funds, private donations from staff and community members have helped with these equipment costs. The Wellness Team anticipates having a modest fee (\$20) in place for its staff in order to use the facility.

This will pay for the cost to have a key issued to each employee and pay to have it maintained throughout the school year.



2.3 Physical Activity Success Stories

Wellness Connection (continued)

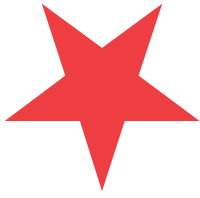
the results

Although not in operation, employees are eagerly awaiting the creation of this fitness center. Foreign language teacher Cecile Achey notes, “I can’t wait to have the Wellness Connection operational next fall. This will allow me to get my daily workout in right after school before I head home. When I get home from an exhausting day of teaching, squeezing in fitness often takes a backseat.”

contact(s)

Courtney Lehnhard, SAD 22—School Health Coordinator,
Leroy H. Smith School, 319 South Main Street, Winterport, ME
04486, 207-223-4282, fax: 207-223-2267, clehnhard@sad22.us





Physical Activity Resources

Education and Awareness Materials

Healthy Maine Walks

www.healthymainewalks.org

This site provides information on finding indoor or outdoor walking routes in Maine, as well as creating and registering a route on the Healthy Maine Walks site.

Maine Cardiovascular Health Program

www.healthymainepartnerships.org

This program addresses the prevention of cardiovascular disease in communities, schools, worksites, and healthcare settings by emphasizing heart-healthy policies and changes to address risk factors such as physical inactivity, poor nutrition, tobacco use, high blood pressure, high cholesterol, and overweight/obesity.

Fitness Info and Recommended Exercises for Stretching

<http://www.mckinley.uiuc.edu/health-info/fitness/fitness.html>

This site provides general fitness information, as well as specific examples of stretches for all the major muscle groups, offering pictures and explanations for executing stretches safely and effectively.

Advocate Health Care

<http://www.advocatehealth.com>

This site explains the benefits of stretching and why people should take a little time out of each day to do this for their bodies.

WorkSMART Injury Management Systems Products

<http://www.worksmart.ab.ca/products.html>

This company has designed stretching posters to offset the development of back injuries and repetitive strain disorders; the site includes a list of prices and acts as a resource for other helpful stretching materials.

Barbre Ergonomics

<http://www.barbre-ergonomics.com/office.html>

This site offers tips on office ergonomics and ways to protect the body while at work, as well as offering materials such as free printable stretching posters and fatigue control techniques to aid employees throughout their workday.

2.3 Physical Activity Success Stories

Physical Activity Resources (continued)

Department of Labor & Industries Safety & Health Video Library

<http://www.Ini.wa.gov/wisha/ergo/ErgonomicsVideos2002.pdf>

This resource library contains a number of videos regarding the important topic of office ergonomics, and also has a selection entitled A Guide to Stretching in the Workplace.

ShapeUp America

www.shapeup.org

This site offers information regarding physical fitness and weight management, and offers a link to the ShapeUp America health newsletters.

Physical Activity and Health: A Report of the Surgeon General

www.cdc.gov/nccdphp/sgr/sgr.html

This site provides a number of relevant facts as they relate to physical activity and health.

National Association for Health and Fitness

www.physicalfitness.org

This site contains health information as it pertains to worksite wellness and health promotion, providing a link to useful information and handouts.

National Association for Sport and Physical Education

<http://www.aahperd.org/naspe/template.cfm>

<http://shiva.tcs.tufts.edu/cgi-bin/berger/tertiary.pl?no=268>

These sites act as resources for the topic of physical education, featuring news and press releases, explanations of current programs, and extensive lists of resources/links related to the topic; this information would be useful to professionals and parents alike.

Maine Department of Transportation: Office of Passenger Transportation

www.state.me.us/mdot/opt/bike/homepage.html

This site provides a bicycle and pedestrian page consisting of frequently asked questions regarding bicycle travel, information on bicycle storage and parking, information regarding bike tours in Maine, as well as descriptions of current bike and pedestrian projects that are either under construction or already in place.

Physical Activity and Health: A Report of the Surgeon General

www.cdcgov/needphp/sgr/sgr.html

This is an important report outlining the benefits of physical activity.



The American Heart Association

www.americanheart.org

This site provides information and links regarding the benefits of healthy lifestyles.

10 Tips to Healthy Eating and Physical Activity

www.fitness.gov/funfit/10tips.html

This site provides tips for healthier living including physical activity and nutrition.

Better Health Channel, Approved by the Healthy Eating Club

www.betterhealth.vic.gov.au/bhcv2/bhcarticles.nsf/pages/Walking_can_help_to_keep_you_healthy?OpenDocument

This site provides a variety of facts regarding not only the benefits of walking, but also information about ways in which walking can aid in weight management, ways in which people can manage their time to create more opportunities for walking throughout the day, and ways to make walking a more enjoyable activity; there are also several useful links to related topics.

American Institute for Preventive Medicine

www.aipm@healthy.net/

Among its other materials, this site provides a resource for physical activity information and materials through its online subheading entitled Fitness Center, which contains fitness news, fitness columns, information about nutrition and fitness, current fitness programs, fitness facts, and connects viewers to the Fitness Reading Room where they can find a number of different books among the 123 health-related categories; free newsletters are also available for subscription.

RealAge

<http://www.realage.com>

This site offers different resources such as tools for diet and fitness and health assessment, and provides the option of signing up for the RealAge Tip of the Day which gives advice on ways to improve your health through your everyday lifestyle choices.

American Diabetes Association

www.diabetes.org

This Web site provides recipes and tips for healthy eating and increasing physical activity levels, a variety of health and wellness information, and promotes the benefits of a healthy lifestyle.

2.3 Physical Activity Success Stories

Physical Activity Resources (continued)

Centers for Disease Control and Prevention (CDC)

<http://www.cdc.gov/nccdphp/dnpa/stairwell/index.html>

This CDC site offers a number of useful tips on how to increase physical activity, at no cost, through stairwell usage, including ideas such as improving the visual appeal of stairwells, creating motivational signs, installing music, and other ideas.

National Center for Biking and Walking

www.bikewalk.org

This site offers resources to aid communities in becoming more physically active by making them more conducive to activities such as biking or walking.

Newsletters and Subscriptions

ShapeUp America

www.shapeup.org

This site offers information regarding physical fitness and weight management, and offers a link to the ShapeUp America health newsletters.

American Institute for Preventive Medicine

www.aipm@healthy.net/

Among its other materials, this site provides a resource for physical activity information and materials through its online subheading entitled Fitness Center, which contains fitness news, fitness columns, information about nutrition and fitness, current fitness programs, fitness facts, and connects viewers to the Fitness Reading Room where they can find a number of different books among the 123 health-related categories; free newsletters are also available for subscription.

RealAge

<http://www.realage.com>

This site offers different resources such as tools for diet and fitness and health assessment, and provides the option of signing up for the RealAge Tip of the Day which gives advice on ways to improve your health through your every-day lifestyle choices.



State and National Physical Activity Programs

Move and Improve

www.moveandimprove.org

This Web site acts as an online registry for the Move and Improve Program, which is designed to increase the activity levels of its participants through 30 minutes of physical activity, four days a week, and contains important information regarding program rules and participation requirements.

March Into May

<http://www.ci.portland.me.us/h8.html>

March Into May is a 10-week physical activity program run by Portland Public Health.

Walkable Communities, Inc.

www.walkable.org

This site provides readers with the mission of the nonprofit corporation Walkable Communities, Inc., which is to help various kinds of communities to become more walkable and safe for pedestrians; it also features monthly articles on the different ways people can help their own communities to achieve this goal.

Maine Department of Transportation: Office of Passenger Transportation

www.state.me.us/mdot/opt/bike/homepage.html

This site provides a bicycle and pedestrian page consisting of frequently asked questions regarding bicycle travel, information on bicycle storage and parking, information regarding bike tours of Maine, as well as descriptions of current bike and pedestrian projects that are either under construction or already in place.

Healthy Maine Walks

www.healthymainewalks.org

This site provides information on finding indoor or outdoor walking routes in Maine, as well as creating and registering a route on the Healthy Maine Walks site.

2.3 Physical Activity Success Stories

Physical Activity Resources (continued)

Maine Recreation and Park Association

www.merpa.org

This site explains the purpose and mission of the MRPA, which is dedicated to promoting the quality of parks, recreational, therapeutic, and open space services for the people of Maine; it offers the opportunity to become a member of the association, as well as information regarding upcoming special events and conferences.

Physical Activity Observances

Pedestrian and Bicycle Information Center: Resources for Changing Communities

www.walkinginfo.org

This site contains information regarding upcoming walking and bicycling events/conferences, how to analyze a community's "walkability," existing rules and policies related to pedestrian and bicycle traffic, the health benefits of walking and biking, and so much more.

Walk to School Day

www.walktoschool-usa.org

This site provides planning information for organizing a Walk to School Day.

National Women's Health and Fitness Day

www.fitnessday.com

This one-day celebration, taking place in September, emphasizes the importance of regular physical activity for women, and encourages women of all ages to take time out to focus on their own health and well-being.

Family Health and Fitness Day USA

www.fitnessday.com

At this event, held in September, families will participate in health promotion events throughout the country, aiming to promote the importance of regular physical activity for children and their parents.



Equipment

Play It Again Sports

www.playitagainsports.com/franchise/storefinder/asp

This is an excellent resource for purchasing a large selection of new and used fitness equipment at a reasonable price. Shoppers have the option to buy, sell, or trade their own equipment and can simply type in their zip code and city to receive information about a Play It Again Sports near them.

Power Systems, Inc.

www.power-systems.com

1-800-321-6975

This company is a good resource for equipment of all kinds. Prospective buyers can shop online at the above listed Web site, or can call the toll-free number also listed above.



2.4 Tobacco Use Policy Success Stories



Clean Air Policy

the people

The University of Maine at Machias (UMM) is a public institution of higher education that employs 113 part-time and full-time employees and has approximately 1,000 students. The UMM Healthy Campus Committee was established in November 2000 to address health issues on campus that impact the college community and to create healthy changes in the environment and population. The committee is composed of student, staff, and faculty representatives.

the need

Since UMM campus buildings became smoke-free a number of years ago, ashtrays had been attached to the walls of all entrances to collect the butts and trash. The result was a cloud of smoke filling the most heavily trafficked entrances, cigarette litter all over the grounds near the entrances, and smoke blowing in any nearby open windows to offices and classrooms. The Healthy Campus Committee wanted to address the situation that existed at most campus building entrances from people smoking in the doorways.

the idea

The Healthy Campus Committee (HCC) decided to build two smoking shelters away from all doorways and windows to eliminate the exposure to second-hand smoke for nonsmokers inside and outside of campus buildings. Simultaneously, the HCC created a new “Clean Air Policy” for the UMM campus to designate specific smoke-free zones and designated smoking areas.

the idea at work

The HCC first decided on the two locations for its designated smoking areas. These were strategically placed on campus near, but not on, high traffic walkways. First, a gazebo was built across the street from the Library/Classroom area. This was on the corner of the mall within easy access to people coming from these buildings. It was designed and built by the UMM Physical Plant carpenter in the spring of 2002 and was ready for use in the fall. A second smoking area provides a covered picnic table and was set up at the opposite end of the mall.

2.4 Tobacco Use Policy Success Stories

Clean Air Policy (continued)

The Healthy Campus Committee developed and implemented a new “Clean Air Policy” during the winter of 2002 prohibiting smoking anywhere on the western side of campus except within the two smoking shelters. The campus community was made aware of the change in policy throughout the spring through a variety of promotional strategies. First, posters were developed to clearly convey the new policy, the rationale for it, and even included a phone number for the Maine Tobacco HelpLine. (Please see the poster on next page.) Educational sessions and meetings were also held across campus to discuss the policy change. Finally, business cards were printed with the UMM Clean Air Policy on one side and some resources for quitting on the other side. These cards were placed in locations where students could easily pick one up and tactfully hand it to a Clean Air Policy offender. (Please see cards on next page.)

the costs

The HCC used approximately \$500 from a grant from the Maine Cardiovascular Health Program to construct the gazebos and develop appropriate materials. The University supplied additional funds to purchase the remaining building materials for the Gazebo. The Physical Plant supplied and paid the salary of the carpenter.

the results

In spite of the expected resistance to the new policy from some smokers and campus members concerned about “smoker’s rights,” the project has moved forward quite smoothly. The campus building entrances are now all smoke-free. Smokers are using the shelters and the trash receptacles to contain the litter. In the fall of 2003, the residence halls went completely smoke-free and a smoking shelter was built in a centrally located area near both halls and the cafeteria. In effect the Clean Air Policy has been spread to the entire campus.

This project has successfully addressed the problem of smoke-filled doorways and the resulting unhealthy exposure to secondhand smoke. The litter continues to be somewhat of a problem, as people don’t always use the trash cans for their cigarette butts.



contact(s)

Suzanne Mace, Chair, UMM Healthy Campus Committee, Health Center,
UMM, 9 O'Brien Ave., Machias, ME 04654, 207-255-1275,
smace@maine.edu

UMM Clean Air Policy poster & card

UMM Clean Air Policy

The University has adopted the recommendations of the student, faculty, and staff Healthy Campus Committee for our 2002-2003 "clean air policy." Under this policy, the following rules apply:

- UMM is smoke-free within all campus buildings, with the only exception being designated student rooms in the residence halls.
- A smoke-free zone extends west of that part of O'Brien Avenue that runs from Powers Hall to the C.L.I., as well as the entire C.L.I. area. This includes areas around the Science Building, the Merrill Library, and Torrey Hall.
- The only smoking permitted in this general area will be in the following two designated smoking shelters:
 - the gazebo on the mall, behind the campus map sign; and
 - the covered picnic area behind Torrey Hall.
- Smoking is prohibiting within 25 feet of all other campus building exterior surfaces and doorways, except in designated smoking areas.

THE MAINE TOBACCO HELPLINE
1-800-207-1230
IT'S FREE AND CONFIDENTIAL. AND IT WORKS.

The University recognizes the need to create and maintain an environmental quality, which sustains and enhances the general health and well being of its faculty, staff, students, and visitors. The U.S. Public Health Service documents on the health consequences of smoking have conclusively established cigarette smoking as the largest single preventable cause of premature death and disability in the United States. The intent of this policy is to protect the choice of the non-smoking campus community to breathe smoke-free air.

The UMM Health Center assists efforts to stop tobacco use by providing literature, and support to students and employees desiring to quit tobacco use. UMM employees covered by Anthem health insurance are eligible for benefits to cover smoking cessation programs, pharmaceuticals, and physician visits.

This policy is also intended to reduce the environmental impact of cigarette litter. Tobacco users are responsible for proper disposal of their cigarette butts in designated containers. The plastic filters take about 25 years to decompose and toxic chemicals the filters are designed to trap can leak out into a surrounding ecosystem. (www.cigarettelitter.com)

Implementation of the campus clean air policy will be the responsibility of student, faculty member, staff person and visitor on campus. Individual units shall be responsible for enforcement within their units.

Need Help Quitting?
Contact the UMM Health Center at 255-1275
or
Maine Tobacco Helpline
1-800-207-1230
Free and Confidential Assistance

UMM UNIVERSITY OF MAINE AT MACHIAS
THE CLEAN AIR POLICY IS IN EFFECT.
JUST A REMINDER:
SMOKING IS PROHIBITED WITHIN 25 FEET OF CAMPUS BUILDING EXTERIOR SURFACES & DOORWAYS, EXCEPT IN DESIGNATED SMOKING AREAS. SMOKING SHELTERS ARE LOCATED IN THE GAZEBO ACROSS FROM THE SCIENCE BUILDING, AND AT THE PICNIC TABLE BEHIND TORREY HALL.

2.4 Tobacco Use Policy Success Stories



Opportunities to Quit Smoking the people

Madison Paper Industries (MPI) is a manufacturer of supercalendered papers, employing 260 people in the town of Madison, Maine. MPI has had an active Wellness Group since mid-1999. The group was formed to address concerns specifically related to an increased incidence of cancer diagnoses among employees and their dependents, as well as increasing healthcare costs. Group members consist of employees from all levels of the company, both salaried (exempt and nonexempt) and unionized. Twelve employees participate regularly in the group, which became increasingly active in November 2001 when awarded a grant from the Maine Cardiovascular Health Program.

the need

Tobacco use is identified as the #1 risk factor for preventable disease. The Wellness Group at MPI identified through a survey that 22 employees had indicated they wanted to stop using tobacco and that many employees and covered dependents were unaware of MPI's Tobacco Use Cessation Benefit.

the idea

This Wellness Initiative involved three distinct components: 1) Increase employee knowledge of the dangers of tobacco use, 2) Promote MPI's Tobacco Cessation Benefit to employees and their insured dependents, and 3) Make individual counseling opportunities available to all employees and spouses who want to stop using tobacco.

the idea at work

In May of 2002, the Wellness Group purchased ten copies of the magazine *STOP*. The *STOP* magazine was received in June 2002 and was distributed to areas around the plant that are frequented by employees throughout their work shifts, namely control rooms and lunchrooms in various departments.

In June of 2002, a postcard was mailed to all employee homes outlining MPI's Tobacco Use Cessation Benefit. Also in June 2002, the Tobacco Use Cessation Benefit was promoted through a wellness newsletter article. In July 2002, the Tobacco Use Cessation Benefit was posted on all in-house bulletin boards.



In September 2002, MPI's healthcare utilization review company was contracted to provide individual counseling sessions on-site, during work hours, for all employees and spouses interested in stopping their use of tobacco. Postcards were developed and sent to all employee homes to make employee dependents aware of the offering.

the costs

The ten subscriptions to the *STOP* magazine cost \$128. Administrative costs associated with the distribution of the magazines were insignificant since we have a safety and security guard that routinely distributes notices throughout the plant.

The cost associated with the development of the postcard outlining the Tobacco Use Cessation Benefit was approximately \$125 (postcard stock = \$57 and postage = \$68) excluding the administrative cost of developing the postcard.

The cost associated with the offering of individual counseling sessions was contracted at \$50 per hour. Employee and spouse appointments were to be scheduled every half hour. The cost of making employee dependents aware of the individual counseling offering was approximately \$125 (postcard stock = \$57 and postage = \$68). Excluded in this cost analysis is the administrative cost of the MPI employee who negotiated the contract with the service provider and developed the written communication to employees and spouses.

the results

The magazine was well-received by employees. Many positive comments were received regarding the publication. Unfortunately, the June issue of *STOP* magazine was the only issue received, as publication of the magazine was halted due to financial trouble.

The postcard, newsletter article, and in-house bulletin board promoting the Tobacco Use Cessation Benefit appears to have heightened employee awareness of the benefit. According to our healthcare utilization review company, in 2002, 22 MPI employees, spouses, or family members accessed the Tobacco Use Cessation Benefit. Of the 22 contacts made, 12 did not enroll in the program after initial contacts; 7 completed cessation of nicotine products for

2.4 Tobacco Use Policy Success Stories

Opportunities to Quit (continued)

90 days; 1 decreased use by 50% after 90 days; 1 had no significant reduction after 90 days; 1 case is still open and carried into 2003.

contact(s)

Eula DeRocle, Madison Paper Industries, P.O. Box 129, Madison, ME 04950,
207-696-1202, eula.derocle@madpaper.com

Postcard promoting the Tobacco Use Cessation Benefit

The MPI Wellness Group wants you to know...

You Have A Benefit That Can Help You Quit Using Tobacco

To use your benefit follow these steps...

- 1) Call 1-800-551-5590
- 2) Mention interest in MPI's Tobacco Use Cessation Benefit.
- 3) Work with a case manager, who will explain your benefit and provide you with cessation information, nicotine replacement options and support.



We understand quitting tobacco is hard. We know it is hard because nicotine is a very addictive drug. **There is help.** The benefit will pay for nicotine replacement therapy, support services, and more.

Do you know? Each day the tobacco industry loses 5,000 customers who die or quit tobacco use.

For a copy of the benefit contact Eula @ 696-1202

September 16 and 17
By Appointment

The Wellness Group is pleased to announce that Health Resource Limited (HRL), MPI's utilization review company, will meet with individuals interested in using our Smoking Cessation Benefit. All insured (employees, spouses and dependants) are encouraged to call Nancy @ 696-1229 to set up an appointment to meet, on site, with an HRL representative either day.

 **WELLNESS GROUP**

"The Road To A Healthy Tomorrow Starts Today"



Tobacco Use Cessation Benefit Summary

Expenses covered under this medical benefit are as follows:

- Physician-prescribed nicotine replacement medications covered as part of the Prescription Drug Benefit. The name brand and generic brand co-payments are required. Benefit for prescription medicines are limited to a maximum of \$300.00 per calendar year.
- Over-the-counter nonprescription nicotine replacement products. Benefit for nonprescription products limited to a maximum of \$150.00 per calendar year. Receipts to be submitted to Machigonne with completed claim form for reimbursement.
- Office/clinic visits related to tobacco use cessation therapy. Hypnosis and non-licensed therapy are also covered. These charges are limited to \$250.00 per calendar year.

Madison Paper Industries' independent utilization review company, Health Resources Ltd. (HRL), manages this benefit. Insured individuals are required to obtain an HRL case manager to receive stated benefits.



2.4 Tobacco Use Policy Success Stories



Smoke-Free Corridor Policy

the people

The University of Maine at Farmington (UMF), founded in 1863, employs approximately 485 people and accommodates roughly 2,200 students within its grounds. The University's Wellness Committee, consisting of seven individuals from various departments, focuses on creating a healthy work environment for employees.

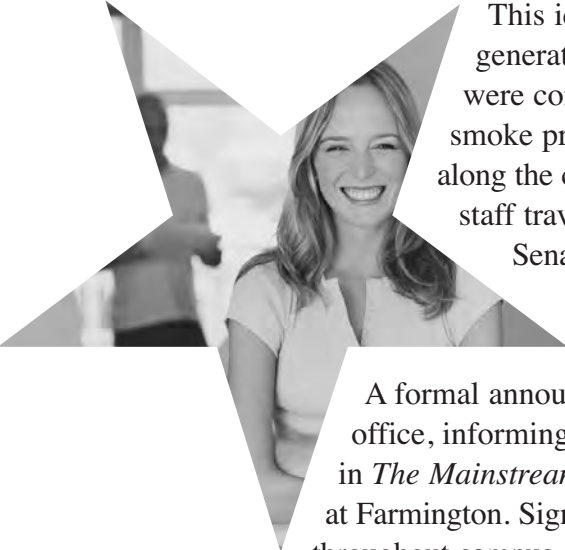
the need

Throughout the last few years the dangers of smoking, as well as the health risks brought about by the presence of environmental smoke, have been brought to the attention of the public. The University wished to eliminate, or at least minimize, the amount of environmental smoke to which faculty and staff, students, and visitors are exposed during a typical day.

the idea

In 2000, UMF developed a policy banning smoking along the central corridor of the campus, creating a Smoke-Free Corridor on which students, University employees, and visitors frequently travel.

the idea at work

A black and white photograph of a young woman with long blonde hair, smiling warmly. She is wearing a light-colored top. The background is slightly blurred, showing what appears to be a classroom or meeting room setting with other people.

This idea came about as the result of a student initiative, generated in one of the University's health classes. Students were concerned about the amount of environmental tobacco smoke present on campus and suggested a ban on smoking along the central corridor where the majority of the students and staff travel between classes. This idea, endorsed by the Student Senate and presented before the President's Council in 2000, was quickly approved and put into effect immediately.

A formal announcement was sent to the University of Maine System office, informing them of the change, and a news article was printed in *The Mainstream*, which is the newspaper of the University of Maine at Farmington. Signs were also created and placed in strategic locations throughout campus designating the Smoke-Free Corridor.



the cost

The monetary costs incurred for this initiative were limited to the printing of signs for the corridor. Students and staff contributed significant amounts of time on the policy design, as well as on passing the initiative and putting the policy in place.

the results

Although it would be impossible to quantify the results from the implementation of this policy, it made an appreciable difference in the eyes of the employees and students of the University. One student mentioned: “Before they created the Smoke-Free Corridor, I used to have to walk through a cloud of smoke to get to my classes every day. People always used to gather between the buildings to smoke between classes. But ever since they created this corridor, I have noticed a lot less smoke, and it was great to be able to breathe in the fresh air.”

Most agree that people have adhered to the new Smoke-Free Corridor policy, and for the most part have been quite respectful. However, it has been challenging to enforce the policy for those few people who choose to disregard it. Since no one has specifically been appointed to police the corridor there is uncertainty about whose duty it is to regulate the smoke-free rule. The answer is simply that people who care to speak up must volunteer themselves to enforce the policy. The University wants to keep the policy in a positive light, and so prefers peer enforcement over formal law enforcement.

Overall, the results of the Smoke-Free Corridor have been quite positive. Brenda Obert, one of the key leaders involved in aiding this student initiative, states, “It is a step toward changing the culture and attitudes of the campus.” Obert hopes that this initiative may pave the way for an entirely smoke-free campus one day.

2.4 Tobacco Use Policy Success Stories


Smoke-Free Corridor (continued)

contact(s)

Brenda Obert , The University of Maine at Farmington, 152 Quebec Street, Farmington, ME 04938, 207-778-7139

Kawika Thompson, The University of Maine at Farmington, 152 Quebec Street, Farmington, ME 04938, 207-778-7494

The UMF Smoke-Free Corridor Policy



UNIVERSITY OF MAINE AT
FARMINGTON
MAINE'S FIRST CHOICE IN PUBLIC HIGHER EDUCATION

152 QUEBEC STREET
FARMINGTON, MAINE 04938
TEL 207-778-7495
FAX 207-778-7202
WWW.UMF.MAINE.EDU

UMF HEALTH AND FITNESS CENTER

UMF Smoking Policies (Revised 11-16-00)

In compliance with several Maine laws, UMF has a policy of prohibiting smoking in all University buildings. In addition, as part of the smoke free corridor plan, all handicapped accessible entrances on campus are designated as smoke-free entrances. By fall of 2002, the central corridor from Roberts Learning Center to Merrill Hall will be designated smoke free and will encompass all interior and exterior entrances of the buildings as well as the space found within the corridor. An employee can receive assistance in the cessation of smoking through various programs and certain charges are covered through the University's Group Health Plan. Consult the personnel office for further information.



Tobacco-Free Grounds

the people

Rumford Hospital (RH) employs approximately 220 people and serves the Western Maine towns of Rumford, Mexico, Dixfield, Peru, Andover, Hanover, Byron, Roxbury, Canton, Carthage, and Newry. The Hospital's Wellness Team, whose primary goal is to keep each other well and safe, was formed just over a year ago after the hospital received a mini-grant to address employee wellness. The team is an assortment of clinical staff, nonclinical staff, and community members such as the Director of the local Healthy Maine Partnership. The team's motto is "Improve employee wellness."

the need

After conducting an employee wellness survey in the winter of 2003, the Wellness Team received an overwhelmingly clear response from employees indicating one top priority regarding employee health—decrease tobacco use. The team knew that, like individuals, organizations must be prepared to weather the temporary discomfort that accompanies a major change. Becoming tobacco-free would be such a change. With more than 75% of the surveys returned, the results indicated favorable readiness for change. Armed with that knowledge, the team was ready to take significant steps toward keeping each other well and safe.

the idea

During the past year, the Wellness Team has worked to create an environment that supports leading a tobacco-free lifestyle. The team knew that success would require tackling the tobacco problem from many angles, listed below:

- Customer comfort and satisfaction
- Employee health
- Public relations
- Safety
- Policy change
- Culture change
- Clinical approaches to tobacco issues, ranging from nicotine withdrawal to mental health ramifications

The team has worked diligently to address all of these areas. Some of the team's efforts have resulted in practical improvements such as new standing orders for the treatment of nicotine withdrawal created jointly with the Pharmacy & Therapeutics Committee, as well as eliminating environmental tobacco smoke adjacent to the main outpatient entrance.

2.4 Tobacco Use Policy Success Stories

Tobacco-Free Grounds (continued)

the idea at work

Working with entities from outside the organization, including the local Healthy Maine Partnership and the State's Maine Cardiovascular Health Program, gave the team a broader view of the issues. Rumford's small size and limited resources necessitate strategic partnering with local and State organizations. In seeking collaborators, the Wellness Team embraced the sentiment expressed by Dr. Stephen Fawcett, a researcher at the University of Kansas, when he stated: "The well-being of any of us is embedded in the well-being of all of us."

The smallest version of Rumford Hospital's community, the RH workforce, has been educated about employee benefits for nicotine replacement and other quit aids. They have been encouraged to use resources such as the Maine Tobacco HelpLine, and have also been approached one-on-one by members of the Wellness Team, as well as in groups, and asked to voice their concerns about the change to a tobacco-free campus. A six-session, in-service education series was completed before the November 20 policy change date to ease the transition. Special events were planned to add humor and tolerance to the week of the change.

For the larger version of the RH community, the workforce and the customers it serves, it took a great deal of publicity to alert people of the upcoming change. Poster displays, information cards, brochures, newspaper articles, public appearances, and radio interviews are some of the efforts made. A new brochure was presented to patients upon admission to the hospital, explaining the new policy and offering helpful hints to make the hospital stay as comfortable as possible. Two nurses have been identified as resource people and received all-day training early in November.

The more inclusive version of the RH community, the workforce plus residents of the Rumford Hospital service area, have been offered ongoing tobacco cessation classes at the hospital, including a class during the week of the Great American Smokeout. All community members have been invited to participate in these classes.



the costs

The Hospital was allotted \$3,000 to put toward improving employee health, of which \$2,000 was designated for creating a tobacco-free campus and \$1,000 was designated for creating a culture more supportive of employee wellness. Both projects involved the Hospital's additional worksites, Swift River Healthcare and the Elsomore Dixfield Clinic, expanding the number of employees affected to around 350. The funds were essential in making the change to a tobacco-free campus, including purchasing signage for all three properties, designating them tobacco-free; promotion of the policy change; and healthy snacks and hard candy to help staff through the week of change.

The funds have also been used to begin the process of creating a culture that is more supportive of employee health. Some of the money was used to bring a motivational speaker to the workforce and community, so that 2,000 people (nearly 20% of the population of the combined 10 communities) will receive the same inspiring message about caring for ourselves and each other. Four area Wellness Teams are collaborating on this project. With the remaining money, the RH Wellness Team will have to make some decisions about focusing on nutrition and physical activity. One option that is appealing to the team involves printing copies of walking maps of the ten communities and distributing them to all employees, followed by becoming involved in the Healthy Communities spring walk program. Another option being discussed involves creation of an employee cookbook featuring heart-healthy recipes and nutritional advice.

the results

The Wellness Team wanted to support people in making healthy choices without creating hard feelings among the employees not yet ready to quit smoking. Education about tobacco dependence and readiness for change was well-received. One participant stated that the education highlighted how we can all be right in our feelings of acceptance of the changes being made. Another stated that the Wellness Team "is not being viewed as the tobacco cops but as people who can help when an employee is ready to give up tobacco."



2.4 Tobacco Use Policy Success Stories

Tobacco-Free Grounds (continued)

The fun physical activities were met with enthusiasm. Eight sessions of a physical activity known as Commuter Aerobics showed participants a variety of ways to fit more physical activity into a busy schedule. Many participants expressed that the physical activities were fun and generated many laughs, another way of boosting wellness.

Positive feedback abounded from the participants of the adopt-a-smoker portion of the Great American Smokeout. One smoker who was adopted expressed, “I never knew so many people cared about me. At least three people wanted to adopt me.” Another worried, “I thought no one cared about me because I wasn’t adopted, but then I was adopted and that made me feel good!” Another participant said that she had wanted to quit for the sake of her grandchild. To gear up for the Smokeout she placed photos of the child throughout her office and obtained nicotine patches ahead of time. At 7:00 PM when she was still tobacco-free, she said, “I wasn’t sure I could do it, but I did.”

The RH Wellness Team believes that a healthy workplace supports and encourages workers to lead healthy lifestyles. Further, the team believes the new tobacco use policy represents a “giant leap” toward improving the health of the organization and its employees.

contact(s)

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Doug West, Plant Operations, Rumford Hospital, 420 Franklin Street,
Rumford, ME 04276, 207-369-1101, Fax 207-369-0834, westdo@cmhc.org



Below is the Rumford Hospital Tobacco Use Policy.

Rumford Hospital Smoke-Free Campus Policy

Purpose: In accordance with Rumford Hospital's mission statement: Rumford Hospital is committed to provide competent medical service, to be responsive to the individual needs of our customers through the combination of caring, professional competence, and updated technology.

Policy: The use of all tobacco products (cigarettes, cigars, pipes, and smokeless tobacco) is prohibited on hospital-owned property and grounds and in all leased or rented office space where Rumford Hospital employees work. Individuals are required to cease use of any tobacco product upon arrival on the Rumford Hospital campus. For safety and health reasons it is necessary to appropriately discard all tobacco products appropriately.

There will be no smoking in any Rumford Hospital-owned or -leased vehicle.

This policy applies to patients, employees, volunteers, visitors, vendors, contracted workers, tenants of RH, medical staff, and students.

Responsibility:

- It is the responsibility of Rumford Hospital personnel and medical staff to educate patients about the tobacco-free policy before and during their admissions and/or at other times patients are on the Rumford Hospital campus.
- It is the responsibility of managers to educate their employees on this policy. Violation of this policy by staff will be treated like any other policy infraction resulting in progressive discipline.
- All individuals associated with Rumford Hospital will be held accountable and have a responsibility to promote this policy and educate visitors, patients, and fellow employees.
- The Human Resource Department will communicate to applicants and employees Rumford Hospital's Smoke-Free Campus Policy.
- It is the responsibility of Rumford Hospital's Human Resource Department to educate all new employees at Orientation to Rumford Hospital's Smoke-Free Campus Policy.
- Appropriate signage shall be installed and maintained on the Rumford Hospital property and all other locations associated with Rumford Hospital.

2.4 Tobacco Use Policy Success Stories



Tobacco Prevention and Control Resources Education, Awareness, and Policy Materials

Action on Smoking and Health

www.ash.org

This site contains large amounts of information for anyone concerned with smoking, including smoking statistics, smoking risks, tips on quitting, and other useful information.

Agency for Healthcare Research and Quality

www.ahcpr.gov

This site provides a connection to clinical information and preventive services for consumers and patients regarding their health, including how that could be affected by smoking and ways to quit, and also presents fact sheets, data and surveys, and answers to many frequently asked questions.

American Cancer Society

www.cancer.org

This site is dedicated to eliminating cancer as a major health problem by preventing cancer, saving lives, and diminishing suffering from cancer, through research, education, advocacy, and service.

American Heart Association

www.americanheart.org

A Web site educating people who do not realize that cardiovascular disease (CVD) is the number one killer in the United States, for both men and women.

The American Lung Association of Maine

www.mainelung.org

This site provides information about the statewide health organization supported by the people of Maine. It is a partnership of volunteers, staff, and some of the State's leading experts in lung diseases. See the organization's Web site for Maine-specific information and data about tobacco prevention and use.

American Nonsmokers Rights

www.no-smoke.org

This site acts as a resource for all those wishing to ban the use of tobacco products, posting information about current and upcoming events and programs, as well as recent news and research related to tobacco control.



Best Practices for Comprehensive Tobacco Control Programs

www.cdc.gov/tobacco/bestprac.html

This site, posted by the CDC, acts as a Tobacco Information and Prevention Source (TIPS), offering such information as Surgeon General's Reports, research, data and reports, tips on quitting, educational materials, insights to current campaigns and events, guidelines to current tobacco control programs, and much more.

Campaign for Tobacco-Free Kids

www.tobaccofreekids.org

This site provides reports on how tobacco campaigns are still targeting kids, ways that kids are taking a stand against tobacco, and provides information regarding the latest research and facts about tobacco products, as well as special reports and more.

GPO Access: U.S. Government Subscriptions Catalog

<http://bookstore.gpo.gov/subscriptions/subject.html#T>

This site can be used to sign up for a one-year subscription to the Bureau of Alcohol, Tobacco, and Firearms Bulletin which announces new laws, regulations, codes, and rulings/changes related to alcohol, tobacco, and firearms.

Maine Tobacco Laws

http://mainelung.org/learn_with_us/advocacy/laws_brochure.htm

Information courtesy of the American Lung Association of Maine.

Stop Teenage Addiction to Tobacco

www.stat.org

This site offers "Popular Links" to frequently used sites regarding current substance abuse programs and information about teen drug abuse, teen smoking, tobacco, cigarettes, smoking risks, and much more.

Reducing Tobacco Use: A Report of the Surgeon General

www.cdc.gov/tobacco/sgr_tobacco_use.html

This address takes you to a CDC Tobacco Information and Prevention Source (TIPS) page posting a report by the Surgeon General involving the reduction of tobacco use and links to other related areas.

2.4 Tobacco Use Policy Success Stories

Tobacco Prevention and Control (continued)

Partnership For A Tobacco-Free Maine

www.tobaccofreemaine.org

The Partnership For A Tobacco-Free Maine (PTM) is the Maine Bureau of Health program responsible for tobacco prevention and control throughout Maine. Its mission is to reduce death and disability from tobacco use among Maine citizens by creating an environment supportive of a tobacco-free life. The Web site offers educational information and resources about preventing tobacco use, about resources available to those who want to quit, and the latest information and updates about Maine's tobacco laws.

Tobacco Treatment Programs

Center for Tobacco Cessation

http://ctcinfo.org/pubs_press/newsletters.asp

This site offers a number of different electronic newsletter publications covering different topics as they relate to tobacco cessation.

Maine Tobacco HelpLine



1-800-207-1230

THE MAINE TOBACCO HELPLINE

and guidance you need to quit. Through several phone sessions, you will develop a personal quit plan and learn how to stay tobacco-free.

The Maine Tobacco HelpLine offers telephone counseling to anyone who wants to stop using tobacco. The service is free and confidential, and studies show it works. A trained counselor will give you the support

QuitNet—A Free Resource to Quitting Smoking

www.quitnet.org

This site acts as a resource for anyone wishing to quit smoking, providing support from QuitNet community members, offering the opportunity to ask questions of expert counselors, as well as the opportunity to create your own Quit Plan using science-based guidelines.

2.5 Small Business Success Stories



Bulletin Board

the people

Eggemoggin Country Store (ECS) is located on the southern tip of the Blue Hill Peninsula, in Sedgwick. The workforce at ECS ranges from 13 to 18, depending on the season. Each day, approximately 700 customers stop into the store to gas up, eat breakfast or lunch, stock up on groceries, or grab a snack. Co-owners Trish and Dennis Robertson have begun to look for ways to encourage employees and clientele to adopt healthy behaviors.

the need

ECS was interested in raising awareness among employees and customers about good health practices. The store also was interested in providing information about local resources or opportunities to be physically active, learn about good nutrition, or quit using tobacco products.

the idea

ECS planned to put together a bulletin board on the outside of the store where health information could be posted along with information on community activities and events.

the idea at work

One of the first steps in getting the bulletin board project underway was to determine the desired size. The amount of space necessary to post health information and community information in a visible, uncluttered manner was estimated. Next, a local carpenter was asked to provide an estimate to build an attractive, weather-tight frame with plexiglass doors. While the owners were pleased with the design, the cost was much greater than anticipated. The store then reached out to one of the local high schools, George Stevens Academy, ultimately working with a student to build the structure as part of an Independent Study project. This time the cost was much more reasonable, as only material costs were incurred.

The bulletin board was mounted on a highly visible exterior section of the store in March 2003. At least half of the bulletin board space is dedicated to health information. New content is posted on the board when received from

2.5 Small Business Success Stories

Bulletin Board (continued)

local healthcare providers or community groups. “We have received information on cardiovascular disease, tobacco cessation, healthy eating, health classes, and support groups,” says Trish Robertson, who researches and posts the information.

the costs

The materials to build the bulletin board cost a total of \$350. Approximately four hours per month are spent finding and planning the content to put in the bulletin board.

the results

“We’ve had very positive comments from customers and employees,” says Trish Robertson. “I post information myself because we keep the board locked. When people see me adding information, they take notice of the changes.” Trish reports, “For the future, we plan to revise the heading of the board in coordination with local healthcare contacts. We also plan periodically to post health trivia questions to which answers would come from information posted on the board.”

contact(s)

Trish Robertson, Co-owner, Eggemoggin Country Store, RR #1, Box 4710, Sedgwick, ME 04676, 207-359-2125





Honor System Healthy Food Program

the people

Medical Care Development (MCD) is a public health organization dedicated to improving the health of people in Maine and around the world. MCD employs approximately 60 employees in its Augusta office. MCD's projects include cardiovascular health, AIDS/HIV prevention, breast and cervical health, suicide prevention, mental health, and disease management. Many of these projects are grant-funded in collaboration with the Department of Human Services, Bureau of Health.

the need

The company's vending machines had an unhealthy balance between nonnutritious snacks and healthy alternatives. MCD's Wellness Committee decided that a change was needed to support employees in making healthy food choices.



the idea

The Honor System Healthy Food Program, adopted by the Wellness Committee, provides fresh fruits and healthy snacks at a reasonable price and on a regular basis.

the idea at work

The Committee met on two separate occasions to determine how best to offer healthy foods to employees. First, a quick survey was conducted to determine the interest in such a program, along with the desired types and quantities of healthy alternatives. From this survey, the Wellness Committee created a shopping list of items that employees were interested in. A Coordinator was appointed to schedule two volunteers per month to handle food shopping. Another committee member developed a tracking sheet to monitor money in versus money out, as well as to track lost inventory. All items have been priced at a break-even price point. A list of common items along with their prices follows: Fruit (bananas, oranges, apples, plums, pears, nectarines, etc.) —\$.50 each; String cheese—\$.25 each; Yogurt—\$.75; Raisins—\$.25; Reduced-fat milk—\$.75; Trail mix—\$.75.

2.5 Small Business Success Stories

Honor System (continued)

the cost

With our current pricing, this project is self-funded. The Wellness Committee has worked hard to create “smart shoppers,” not purchasing too much at one time, identifying preferred types of fruit, and recognizing the ebbs and flows of the demand. To date in the current year, we have brought in approximately \$40 over the cost of the food. Wellness Committee members spend approximately one to two hours per week to handle shopping and inventory. The Wellness Committee meets every three months for 90 minutes to discuss the initiative.

the results

The number of employees eating healthy snacks has increased dramatically. Barbara Carney, a senior accountant, says that the healthy food program is great when she needs a quick pick-me-up. “There are times when I want a snack, but am trying to keep it healthy, so I just wander over to the basket and find something that looks good.” The healthy food program has also assisted employees participating in a Five A Day incentive program in getting their required servings. From a company perspective, the program is viewed as a great contributor toward a healthy work environment. “The honor system program takes up very little staff time and helps people eat healthy,” says John LaCasse, MCD president. “Given what we know about healthy behaviors and productivity, I am delighted with this program.”

contact(s)

Andy Spaulding, Worksite Health Coordinator, 11 Parkwood Drive, Augusta, ME 04330, 1-800-427-7566, x262, aspaulding@mcd.org



Sports and Recreational Activities

the people

The City of Auburn is located in Central Maine and employs 260 people in a variety of positions, including office staff, manual laborers, and public safety officers. The City's Wellness Committee has been active since 1995. The Wellness Committee works with the Maine Municipal Association's Employee Health Trust to offer educational programs and incentives to support employee health.

the need

City of Auburn employees range in age, shape, and physical ability levels. The Wellness Committee was interested in offering a sports and activity program to better reach employees who don't participate in traditional wellness activities.

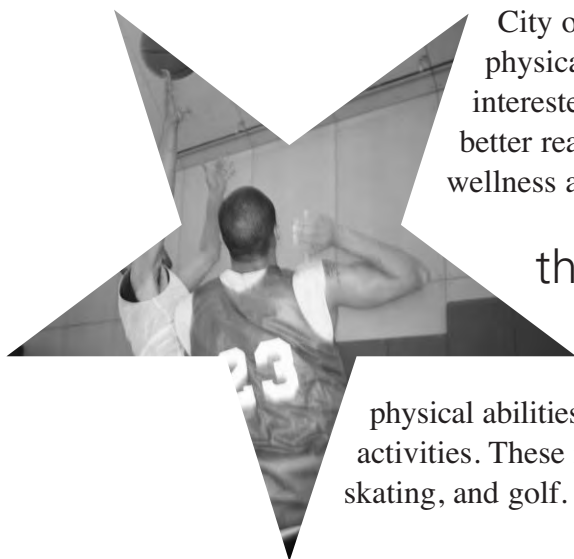
the idea

The Wellness Committee wanted to introduce employees, regardless of their physical abilities, to a wide variety of sports and recreational activities. These include hiking, 3-on-3 basketball, bowling, roller skating, and golf.

the idea at work

The Wellness Committee invited City employees to submit ideas for various activities and recreational sports. The Committee then evaluated the number and feasibility of these requests before deciding which activities to offer. Some of the more popular requests were for golf vouchers and 3-on-3 basketball games. The Committee decided to offer the following activities and sports:

- Golf vouchers for discounted green fees at area courses
- Organization of 3-on-3 coed basketball games
- Hockey games
- Walking program
- Bowling group
- Roller skating



2.5 Small Business Success Stories

Sports and Recreational (continued)

the costs

The costs associated with these recreational sports and activities are as follows:

- 3-on-3 basketball: \$125—Used to purchase T-shirts for teams
- Hockey games: \$25—To pay referees
- Walking trails: Free
- Bowling: \$150
- Roller skating: Price of renting rink

the results

Golf vouchers were handed out to more than 40 employees at area courses. Thirty employees participated in the 3-on-3 coed basketball, with most participants being from the Public Works, Police, and Fire departments. About 20 people participated in the walking program, 40 in the bowling program, and 25 in roller skating. All sports games were scheduled during evening hours, after work. In addition, an evaluation of these activities will be done at the end of the year, giving employees another opportunity to let the Wellness Committee know what they are most interested in.

The number of people stepping forward to try new activities has been a direct result of offering recreational activities. Having a wide variety of activities offers something for everyone. None of the activities are very competitive, which has drawn people of all levels of ability. Loretta Martin from the Parks and Recreation Department found the 3-on-3 basketball “a lot harder than I first thought, but a lot more fun than I had expected. I am looking forward to next year’s tournament.” The camaraderie of the games has also carried on into the workplace.

contact

Dorothy Meagher, Health & Social Service Department, 45 Spring Street,
Auburn, ME 04210, 207-786-2421 x207, dmeagher@ci.auburn.me.us



Fruit and Vegetable Honor System

the people

Maine Machine Products Co. (MMP Co.) is located in the Oxford Hills town of South Paris and employs roughly 115 associates. The company works to manufacture precision machine components for various industries including telecommunications, defense, and computer equipment. Approximately half of employees are machine operators and support staff, while office staff and management make up the remaining half. MMP Co. formed a wellness committee in 2001, specifically to create a healthier work environment for employees. The Health and Wellness Committee is made up of employees from a variety of positions within the company, including management, machine operators, and office staff.

the need

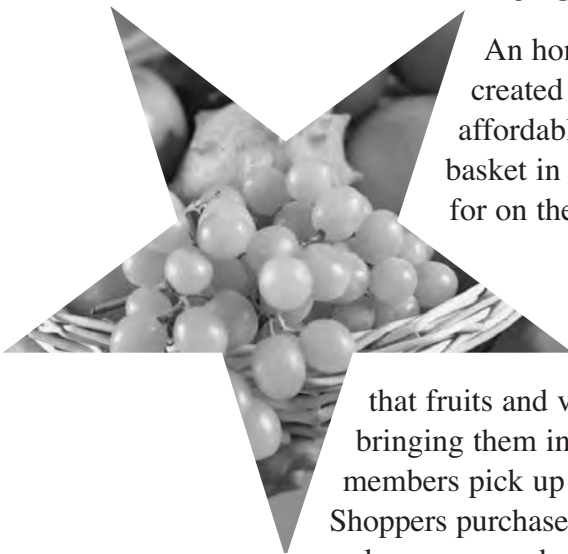
Most people do not get enough fruits and vegetables in their diets and miss out on many of the nutrients necessary for optimal health. MMP Co. wanted to support employees to make better choices that will improve their health and happiness by offering healthy items as an alternative to more popular snacks like candy bars and chips.

the idea

An honor system fruit and vegetable program was created to make healthy foods convenient and affordable. Fruits and vegetables are placed in a basket in the break room at \$.25 per item and paid for on the honor system.

the idea at work

The Health and Wellness Committee decided that fruits and vegetables would be purchased once per week, bringing them in at the beginning of the first shift. Committee members pick up selections at the store on the way to work. Shoppers purchase a variety of fruits and vegetables, including apples, oranges, bananas, baby carrots, and celery sticks. The



2.5 Small Business Success Stories

Fruit and Vegetable (continued)

Committee set up a table for the honor system in the training center/cafeteria, with a basket and a money tin. Those Committee members who sign up to shop for a particular day purchase the items and are then reimbursed by the company. Volunteers monitor supplies to determine when they will need to shop again. With the increasing demand for fruits and vegetables, Committee members have had to make about three trips to the grocery store per week, depending on the daily demand.

the results

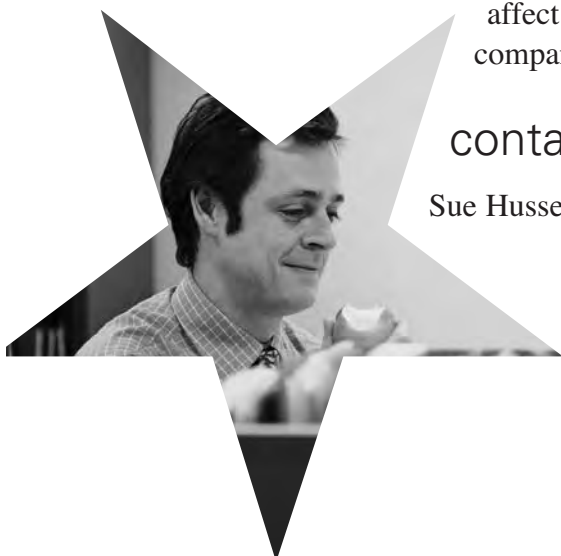
The results of this initiative have been staggering. Due to the high demand, the choices were expanded from one to five days per week in just a few months. On any given day, between 40 and 45 employees visit the fruit table. The initial investment in the program was \$3 to cover the cost of the initial shopping trip, but since that time the program has been self-sustaining. The average cost to employees is about \$.50 per item. Bananas are the most cost-effective item at around \$.15 each, while selling for \$.25 each. This allows for more expensive fruits, like pears, peaches, and apples, to be sold for \$.50 each while still covering costs. Granola bars and similar items have been purchased at BJ's Wholesale Warehouse and sold on a limited basis, also for \$.50. Vegetables were more difficult to offer in a convenient form and were not as popular, so it was decided to stick with fruits. Since starting up in September of 2002, the honor system has gone very well, even showing a small profit.



There have been other exciting results as well. An employee health survey was conducted in the beginning of 2002 and again one year later. Below are some key findings:

- ★ In one area of the survey, employees rated the company's efforts to provide healthy foods. At baseline, 21.6% of survey responders either "agreed" or "strongly agreed" that MMP Co. provides opportunities to eat fruits and vegetables as compared to 82.4% of employees one year later, a 300% increase.
- ★ The percentage of employees reporting that they consume five or more fruits and vegetables on four or more days per week increased from 28.5% to 43.1% after one year.

This has been music to the ears of Jeff Sutton, MMP Co.'s President. "We had hoped the Health and Wellness Committee's activities would help employees eat better and improve their overall habits, and we also hope that translates into higher productivity and less sick time," says Sutton, who adds, "What we were surprised with is the affect of programs like this on employee morale and company image among employees."



contact(s)

Sue Hussey or Scott Brown, 207-743-6344

2.5 Small Business Success Stories



Sit for 60, Move for 3

the people

The City of Presque Isle is a rural municipality located in Northern Maine. The City has a diversified group of employees ranging from police, fire, and public works, to recreation and leisure, office personnel, airport, landfill, and recycling. On average, there are 107 full-time employees. The City's Wellness Committee is made up of representatives from the police and fire departments, public works, and City Hall, which represent the majority of City employees.

the need

Whether at the desk, driving, or in meetings, many City employees sit for long periods of time, contributing to circulatory problems, stiffness, and muscle aches that negatively affect health and productivity. The City wanted to remind people not to sit too long without stretching and moving around, as well as to support employees to increase their activity levels throughout the day.

the idea

A policy and poster were created to promote "Sit for 60, Move for 3" (60 and 3 referring to minutes). The idea is that once anyone has been sitting for 60 minutes they are encouraged to get up and move for 3 minutes.

the idea at work

The City adapted an existing "Sit for 60, Move for 3" concept from the Maine Cardiovascular Health Program, taking it from an idea to a policy. A poster was created to announce the new policy, as well as to suggest examples of how employees might use their 3 minutes per hour effectively. The poster encourages people to get out of the vehicle, off the chair, use stairs, and stretch and move. One section of the poster provides the following tips: "In the Office: Get up from your desk and walk around...Go to the photocopier—walk up and down some steps—or do exercises. In a Vehicle: Get out and move around—do some simple stretches."

the costs

The monetary cost was minimal. Money was spent on paper to print the poster. Little staff time was needed to create either the policy or the poster.

the results

The poster reminds people to move around throughout the day. Approximately 29% of employees report using the “Sit for 60, Move for 3” policy. The policy gives the employees the OK to get away from their work station without feeling guilty about moving around the building or taking a brief walk. This is largely due to the fact that the City created an actual policy, with management encouraging employees to take advantage of it. This policy turned out to be an excellent way for the City Manager to support employees in being physically active, without any monetary costs or negative effects on productivity. Tom Stevens, City Manager, comments, “Our lifestyles have become more sedentary with modern conveniences and technology. A policy such as “Sit for 60, Move for 3,” encourages employees to be more physically active throughout the workday. It is a wonderful policy to help break up the monotony of sitting in meetings that last for long periods of time.”

contact(s)

LaNiece Winslow, Director of Human Resources, 207-764-2522,
lwinslow@presqueisleme.us

Thomas Stevens, City Manager, 207-764-4485, tstevens@presqueisleme.us

Posters “Sit for 60, Move for 3”

Sit For 60, Move For 3

Physical Activity Break Guideline

All meetings lasting more than 60 minutes will include a physical activity break of at least 3 minutes for every hour of sitting time. (This can apply to office sitting time too!)

To ensure the physical activity break guideline is put into action always designate one person at the beginning of meetings to be responsible for announcing the time for a physical activity break, just as you would designate a meeting facilitator or record keeper.

Examples of Move For 3 Physical Activity Breaks


- Going up and down a few flights of stairs
- Walking back and forth in a nearby hallway
- Taking the stairs to go outside and walk around the building
- Participate in a group stretching activity right at the meeting table

**SIT FOR 60,
MOVE FOR 3**

"HEALTHY HEART"
RECOMMENDATIONS SAY:

IT IS IMPORTANT TO
GET SOME ACTIVITY IN
YOUR DAILY ROUTINE!

THE CITY'S
CARDIOVASCULAR
PROGRAM IS
INTRODUCING: THE SIT FOR
60, MOVE FOR 3 PROGRAM!



*THE PROGRAM IS EASY: IF YOU
HAVE BEEN SITTING FOR 60
MINUTES, GET UP AND MOVE
AROUND FOR 3 MINUTES!*

2.6 No-Cost Success Stories



Performance Objective for School Principals

the people

Maine School Administrative District #11 (MSAD #11) is made up of the Central Maine communities of South Gardiner, Gardiner, West Gardiner, Randolph, and Pittston. MSAD #11 employs approximately 300 teachers, staff, and administrators. District-wide there are a total of 2,400 students. As part of the Coordinated School Health Program, a Wellness Team was formed with a mission to promote staff and student health.

the need

School Principals and leadership agree that they should lead by example for the district toward improving the health of staff and students.

the idea

The MSAD #11 administrative team voted unanimously to create a performance objective that would require administrators to find creative ways to support and encourage healthy lifestyles among staff and students. This performance objective would become part of every administrator's yearly evaluation. Each year when the Superintendent conducts evaluations of building principles, the Principals must demonstrate how they promoted or encouraged healthy behaviors. Specifically written into the evaluation is the promotion of physical activity, nutrition, and tobacco use prevention and cessation.

the idea at work

The idea for an administrator performance objective was generated from a meeting between the School Health Coordinator (SHC), the Superintendent, and the Assistant Superintendent regarding the need for administrators to take a more active role in health promotion. The SHC recommended that a performance objective related to health promotion be included on the yearly administrative evaluation. The Superintendent liked the idea and pitched it to administrators at the next meeting. In March of 2003, the administrative team voted unanimously to approve the addition. Furthermore, to encourage administrators to take action, a list of strategies to use in promoting health

2.6 No-Cost Success Stories

Performance Objective (continued)

improvement was generated and distributed. These strategies are listed on the next page.

the cost

There were no continuous costs related to the addition on the evaluation, which makes it a perfect example of a creative, low- or no-cost idea employers can implement to support the well-being of their employees. In most cases, it has been easy to promote the importance of health in a manner that doesn't cost money. For example, one Principal often ends the daily announcements by making a health-related quote. Another Principal now holds a healthy breakfast for staff that he cooks himself. Though this required a bit of funding, the costs were seen as worthwhile.

the results

Principals now consider health promotion as part of their daily jobs. The MSAD #11 staff is reaping the benefits of including health and well-being of staff and students as a priority among administration. Matt Houghton, Principal at Laura E. Richards School, says, "By modeling health, it has more value. I have seen a 100% increase in staff awareness about the importance of physical activity and nutrition because of the goals we established." Other school leaders have taken the initiative to consider employee health an important part of the learning process. Barbara Evan, Principal at Pray St. School, says, "Physical health supports mental health; mental health supports the ability to learn. Administrators need to be an advocate for health."

contact(s)

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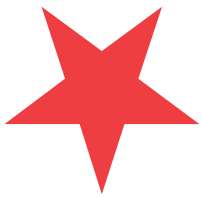
MSAD #11 Performance Objective Administration Scoring Rubric

<i>Exploring</i>	<i>Transitioning</i>	<i>Transforming</i>
Administrator occasionally discusses physical activity and nutrition with the staff and students.	Administrator encourages staff and students to find ways to become physically active and make healthy food choices.	Administrator actively supports and models healthy behaviors related to physical activity and nutrition.

Resource List for Administrators to Support Teachers	Resource List for Administrators to Support Students
<ol style="list-style-type: none"> 1. Sit for 60, move for 3 2. Walking routes around halls, number of steps 3. Encourage use of stairs rather than elevators 4. Make contact with local gyms 5. Seasonal incentives “Walking through Winter” 6. Smoking cessation programs 7. 5-minute walks with students 8. Walking meetings with staff 9. Staff activities before/after school 10. Veggie snack cart in teachers’ room 11. Health month 12. Health thought of the week 13. Building teamwork around incentive programs 14. Monday is walk with the Principal day! 15. Health thought on every agenda 16. Walking routes around town including steps and mileage 17. Become an active member of the Wellness Team 18. Volunteer to serve on the Community Health Advisory Board 19. Promote way in which you model a healthy lifestyle 	<ol style="list-style-type: none"> 1. Five minutes of walking during class 2. Weekly health messages 3. Health month/week 4. Healthy snacks in vending machines 5. Veggies available for snacks 6. Hiking classes 7. Visiting physical education/health classes 8. Walking to school 9. Promotion of extracurricular activities 10. Walking routes around halls 11. Celebrate healthy triumphs 12. What does my Principal do for physical activity? 13. What will your Principal have today for a healthy lunch? 14. Celebrating students’ achievements around physical activity and nutrition 15. Become a member of the Wellness Team 16. Volunteer to serve on the Community Health Advisory Board 17. Discuss with students ways in which you promote a healthy lifestyle

Note: This list is only a resource guide. There are many other ways you may promote health in your school. Please see the School Health Coordinator if you would like to discuss any of the above.

2.6 No-Cost Success Stories



Cold Vending Machine

the people

Maine Machine Products Co. (MMP Co.) is located in the Oxford Hills town of South Paris and employs roughly 115 associates. The company works to manufacture precision machine components for various industries including telecommunications, defense, and computer equipment. Approximately half of employees include machine operators and support staff, while office staff and management make up the remaining half. MMP Co. formed a wellness committee in 2001, specifically to create a healthier work environment for employees. The Health and Wellness Committee is made up of employees from a variety of positions within the company, including management, machine operators, and office staff.

the need

MMP Co. wanted to offer healthier snacks at a reasonable cost, with the same convenience as typical vending choices, to give employees a healthy alternative when they want a snack. A cold vending machine would allow for a greater variety of healthy foods to be provided.

the idea

A cold vending machine was obtained in order to offer healthy alternatives to the current vending machine choices, which are largely nonnutritious, high-calorie snack foods.

the idea at work

The Wellness Committee spoke with All Seasons Vending, the current vendor, about obtaining a cold vending machine. They offered several options regarding price and services, including leasing a machine that could be supplied by existing staff. The Committee chose to have the vending company supply and service the machine, along with specific direction as to the choices offered. Based on feedback from employees, it was decided to have a wide variety of foods, including some healthy and some not so healthy. The Committee did not want to give the impression that only salads and granola would be offered



in this machine. As time goes on, the percentage of healthy choices will be increased, according to demand. Some items have already been replaced with healthier options including yogurt and low-sugar beverages, and the process will continue with time.

the cost

There was no additional cost to MMP Co. to introduce the cold vending machine. The price of the products offered ranges from \$.85 up to \$2.50. The only ongoing expense is the electricity needed to run the machine.

the results

The results of having the machine available were just as we had hoped. Many employees now choose better foods than what they typically chose from the old vending machine. The amount of money people spent within the factory remained about the same. What the additional machine did was to shift money being spent on prepackaged snacks into some of the cold vending options. Sandwiches and salads offered in the \$1.50 range have the highest percentage of sales. These new options have received positive reviews from employees including Machinist Chuck Truman who states, "It's nice to have an alternative to the candy bars and chips when I go looking for a snack."

The company has seen a marked change in eating behaviors since adopting this new machine and instituting other changes. An employee health survey was conducted in the beginning of 2002 and again one year later. Some key findings are presented below.

- ★ The percentage of employees reporting that they consume five or more fruits and vegetables on four or more days per week increased from 28.5% to 43.1% after one year.
- ★ In one area of the survey, employees rated the company's efforts to provide healthy foods. At baseline, 21.6% of survey responders either "agreed" or "strongly agreed" that MMP Co. provides opportunities to eat fruits and vegetables as compared to 82.4% of employees one year later, a 300% increase.

contact(s)

Sue Hussey or Scott Brown, 207-743-6344

2.6 No-Cost Success Stories



Flextime Policy

the people

The City of Auburn is located in Central Maine and employs 260 people in a variety of positions, including office staff, manual laborers, and public safety officers. The City's Wellness Committee has been active since 1995. The Wellness Committee works with the Maine Municipal Association's Employee Health Trust to offer educational programs and incentives to support employee health.

the need

The City of Auburn recognizes the benefits of regular exercise to the employee and to the organization as a whole and wished to support employees in pursuit of more active lifestyles.

the idea

The Wellness Committee developed a formal policy allowing employees to use flextime to get in their daily physical activity.

the idea at work

This new policy idea came from a Wellness Committee discussion regarding how the City Manager could better support and encourage healthier lifestyles. Over the winter and spring of 2002, the HR director gained support from the City Manager on this idea and drafted a policy. A copy of the new policy was approved and distributed to all managers in the spring of 2002 to communicate the policy and encourage their employees to utilize it.

the cost

There were no monetary costs associated with this policy change. The time costs were minimal as well. The Wellness Committee discussed the idea at several different meetings, and the HR director spent several hours drafting the policy, gaining support from managers, and communicating the new changes to employees.



the results

Employees are able to take advantage of the flextime policy with approval from their department head. Not all

Physical
activity
participation
increased
55%

departments can allow employees to participate, as it could be disruptive to teamwork and productivity. However, many employees have utilized the policy with great results. Reine Mynahan, who uses her lunch break three days a week to exercise, says the policy allows her to do her normal routine during the day. She finds that a physical activity break during the day “revitalizes

me and makes me feel alive and more energetic. It makes me feel I can conquer more.”

Through an employee survey, the City has also observed an increase in physical activity participation among employees. The number of employees who participate in physical activities for five days or more each week increased from 17.9% of employees to 27.8% over the course of one year. This represented a 55% increase in physical activity participation among City employees. In addition, 29 employees indicated that they started a regular exercise program as a result of the City’s wellness initiatives, as compared to just two prior to the wellness team activities, such as the flextime policy. Survey results such as these offer proof that low- or no-cost changes that support healthy lifestyles really can make a difference in employee behaviors.

contact(s)

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207-786-2421 x243, dgrimmig@ci.auburn.me.us

2.6 No-Cost Success Stories

Below is the City of Auburn's Flextime Policy.

City of Auburn

45 Spring St
Auburn, ME 04210
Tel. 207-786-2421 Fax 207-786-2570
www.auburmaine.org

Flex Time for Exercise Policy

The City of Auburn recognizes the benefits of regular exercise to the employee and to the organization as a whole. A healthy workforce has more productivity, less absenteeism, and lower health insurance utilization rates. The City, as a way of encouraging overall health and physical fitness, will permit employees flexibility during the regular workday to pursue an exercise program.

Employees will be permitted to take flextime for the purposes of participating in a fitness program either through an individual regimen or through an established fitness program such as a fitness center. Specifically, employees who exercise during their lunch period may extend their lunch period if there is not sufficient time to complete their exercise regimen. Similarly, employees who exercise before work may report to work later than their normal start time if such a delay is a result of participating in an exercise program. Time for the exercise program will include travel to and from the exercise site, time for changing, actual exercise time, and showering.

The following are conditions on flextime for exercise:

- The staffing and work demands are very different among departments. Flextime for exercise may not be appropriate for all departments and employees. Therefore the employee and the supervisor and the department director must mutually agree to flex time before it is implemented. Factors such as union contract provisions, office coverage, minimum staffing levels, vacations, sick leave and other unplanned absences, special projects and peak workloads, and requirements for supervision will be considered before implementing individualized flextime.
- The employee must make up any time lost either at the end of the regular workday, during the lunch period or before normal start of the workday.
- Flextime for exercising will not disrupt the normal workflow of the department or impede customer service.
- Flextime away from regular job will not exceed 30 minutes per day.
- Flextime should occur on a regular schedule to the extent possible (example: lunch time every Monday, Wednesday and Friday, etc.)

Failure of the employee to adhere to these conditions, barring any extenuating circumstances which are approved by the department director or supervisor, will cause the employee to lose the opportunity to participate in flextime.

Approved by the City Manager on June 12, 2002.



Physical Activity Break

the people

Medical Care Development (MCD) is a public health organization dedicated to improving the health of people in Maine and around the world. MCD employs approximately 50 people in its Augusta office. MCD's projects include promotion of cardiovascular health and breast and cervical health, AIDS/HIV prevention, suicide prevention, mental health programs, and disease management. Many of these projects are grant-funded in collaboration with the Maine Department of Human Services, Bureau of Health, and the Department of Behavioral and Developmental Services.

the idea

MCD has a physical activity break policy to support employees in getting regular physical activity. Employees are encouraged to engage in 30 minutes of physical activity during the workday, as their job duties allow.

the need

The company wanted to support healthy lifestyles by removing the lack of time barriers, allowing employees to be physically active while at work. Furthermore, given the link between physical activity and improved mental and physical health, allowing employees time to exercise benefits the company through increased morale, increased productivity, and improved company image. MCD president John LaCasse sees nothing but positives from this policy. "Most people can't work eight hours straight," says LaCasse, adding, "The same amount of work, if not more, will be done even with the 30-minute break."

the idea at work

MCD's Director of Human Resources, Eunice Reneyske, sums up MCD's physical activity break policy in the following way: "MCD has had a physical activity policy since 2000. We understand that employees have lives outside of work time and that they need some flexibility to attend to their personal needs. This policy allows employees the opportunity to engage in physical activity during the workday."

2.6 No-Cost Success Stories

Physical Activity (continued)

MCD's physical activity break is promoted in a variety of ways. First, on most days of the week, weather permitting, a member of the company's Wellness Committee sends out a company-wide e-mail encouraging employees to meet in the lobby and go for a walk. In addition, each year since 2001, the company has participated in Move and Improve, a 12-week physical activity incentive program of the Community Wellness Service of Eastern Maine Medical Center. Since the goal of this program is to get 30 minutes of activity, four days per week, the physical activity break is a perfect way to help participants reach their goals.

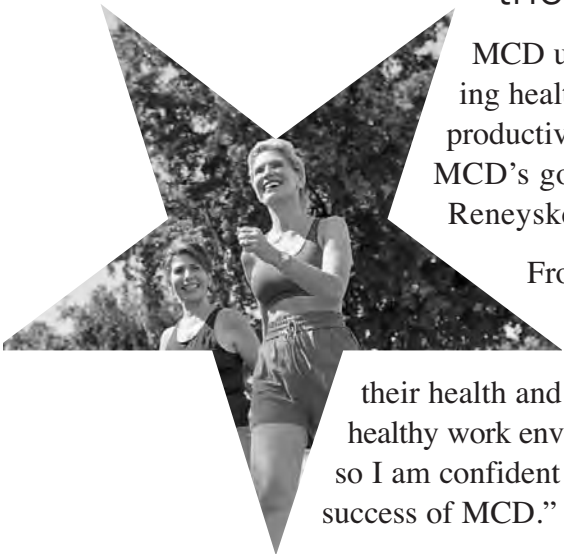
the cost

No measurable costs were incurred implementing the policy, making it a prime example of a no- or low-cost idea employers can do to support their employees' health and well-being.

the result

MCD understands that exercising regularly and eating healthy will lead to healthier, happier, and more productive employees. "These outcomes are part of MCD's goal to maintain a healthy workplace," says Reneyske.

From his vantage point, LaCasse notes, "It's great to see employees heading out for walks, knowing that we are supporting their health and well-being. Employee health, happiness, and a healthy work environment are interdependent with productivity, so I am confident that our break policy contributes to the success of MCD."



contact(s)

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Below is MCD's Physical Activity Break Policy.



Medical Care Development

11 Parkwood Drive • Augusta, Maine 04330
Phone: 207/622-7566 • TTY: 207/622-1209 • Fax: 207/622-3616

Physical Activity Break Policy:

Medical Care Development is dedicated to improving the health of people in Maine and around the world. MCD supports healthy lifestyles, and we believe that encouraging employees to be physically active at work can result in better physical and mental health. Active employees will be happier and more productive, and our employees, our organization, and the people we serve will benefit from this policy.

Given the link between physical activity and improved mental and physical health, allowing employees time to exercise will benefit the company through increased morale, increased productivity, and improved company image. Employees who are physically active generally experience better morale.

Employees are encouraged to engage in 20 to 30 minutes of physical activity during the workday, as their job duties allow and providing the walk time doesn't cause hourly employees to incur overtime. Exercise can also include walking and climbing stairs in the course of work.

International Office: 1742 R Street, N.W., Washington, D.C. 20009 (202/462-1920)
Medical Care Development is an Equal Employment Opportunity and Affirmative Action Employer.

2.7 Healthy Lifestyle Success Stories



Employee Cholesterol Screenings

the people

Barber Foods is a manufacturer of value-added, poultry-based convenience foods. The company, founded by Gus Barber in 1955, currently employs approximately 750 associates with national origins from over 50 different countries. Fifty-six different languages are spoken at Barber's Portland-based production facility. Many associates came to America as refugees or immigrants. As a result, many have little or no preventive medical history or awareness of good health practices. To this end, management determined that a strong employee wellness initiative was warranted and created a formal company Wellness Team.

the need

Through Medical Plan claims data, the company found a high prevalence of cardiovascular diseases among the employee population. Knowing that these diseases are often the result of poor lifestyle behaviors, Barber Foods wanted to raise awareness of cardiovascular disease and identify employees at high risk.

the idea

Barber's Wellness Team decided to sponsor health screenings to increase awareness, identify employees at risk, and encourage healthier lifestyles.

the idea at work

The Wellness Team offers screenings on a quarterly basis. The screenings are promoted through the company newsletter, in the Wellness Calendar, at annual Benefit Open Enrollment meetings, and at our Associate Wellness Boards located throughout the facility. Screenings are conducted at the job-site and are on company time to ensure good participation rates. Department heads are encouraged to support their employees in participating. On average, between 80 and 100 associates participate each quarter.

At the time of the screening, the associate receives follow-up education and referral from the nurse who conducted the screen. Nurses assist high-risk associates by developing a plan to address risk factors, along with regular follow-up at the worksite.

2.7 Healthy Lifestyle Success Stories

Employee Cholesterol (continued)

the cost

Barber Foods contracts with an Occupational Health Provider. Nursing coverage is provided at the production facility 12 hours per day, five to six days per week. Barber Foods elected to purchase a Cholestec machine for approximately \$2,000 so that nurses can conduct cholesterol and blood glucose screenings. Associates are typically charged \$10 per screening.

the results

Barber's nurses have identified several associates who are at risk due to family history and lifestyle behaviors. Nurses also identified several employees at very high risk. In these cases, counseling was provided and associates were encouraged to follow up with their current physician. If necessary, associates were assisted in locating a physician and arranging appointments for follow-up.

30%
reduction
in claims

The company's on-site nurse has found the screenings and convenience of having a Cholestec machine to be very helpful. "We have conducted three cholesterol screenings over the last 18 months. Several associates have participated in at least two of the three screens and have demonstrated lifestyle changes that are evident in the screening results. In one of the screenings, three associates were identified as very high risk and were directed to their Primary Care Physician for immediate care."

Through the employee screenings, the company has been able to identify employees in the high-risk category for cholesterol, blood pressure, and family history. Having a Cholestec machine on-site has made it possible for Barber to identify employees at high risk for cardiovascular disease, and assist these employees in addressing these risks.



Data provided by the Maine Health Information Center shows the following per-member, per-month medical charges for heart and other circulatory diseases.

2001	2002
\$15	\$10

This equated to a 30% reduction in claims for this disease category. With nearly 800 employees, this reduction translates into bottom-line results for Barber Foods.

contact(s)

Lynne Cooper, 54 St. John Street, Portland, ME 04102, 207-772-1934 x345, lynne_cooper@barberfoods.com



2.7 Healthy Lifestyle Success Stories



Preventive Care Benefits Increase the people

Barber Foods is a manufacturer of value-added, poultry-based convenience foods. The company, founded by Gus Barber in 1955, currently employs approximately 750 associates with national origins from over 50 different countries. Fifty-six different languages are spoken at Barber's Portland-based production facility. Many associates came to America as refugees or immigrants. As a result, many have little or no preventive medical history or awareness of good health practices. To this end, management determined that a strong employee wellness initiative was warranted and created a formal company Wellness Team.

the need

In the past, few associates at Barber Foods utilized preventive services, such as annual exams and related lab work, mammograms, Paps, and PSAs, which are provided through the insurance plan. Preventive care services help employees maintain good health, so it is important for the company to increase the use of these benefits and services.

the idea

Barber Foods developed and implemented a variety of strategies to encourage associates to seek preventive care services.

the idea at work

Barber Foods associates have access to a wide variety of preventive care benefits, which include annual exams and related lab work, mammogram, Pap, and PSA screenings, and even well baby visits. In 2001 the company enhanced the range and coverage for these benefits through an amendment to our Group Health Plan. After the office visit co-pay, preventive services are covered at 100% to a yearly maximum of \$500.

Despite these enhancements, employee utilization of preventive care services remained low. To combat this, the Wellness Team developed a plan to increase awareness and utilization of these services in hopes of seeing a long-term improvement in employee health. The Team found a variety of ways to



accomplish this goal, including monthly “Lunch and Learns,” company-wide e-mails, presentations to students in our ESL (English as a second language) classes, postings at our Wellness Center board, and in our company newsletter.

Another creative way the Wellness Team promoted preventive care was in putting together its 2003 Health and Safety Calendar, in which the Team built in “Barber Benefits” and “Did you know?” sections for each month of the year. A brief summary of a particular benefit or health and safety issue was provided in an obvious, easy-to-read manner.

The Team also provided incentives through our Wellness Program. A program similar to the old “Green Stamp” program was developed to award associates points for participating in Wellness events or screenings. Each event has a different point allocation. Following are a few examples:

- Cholesterol Screenings 10 points
- March into May 10 points
- Quarterly Walking Programs 25 points
- Monthly Lunch & Learn 5 points
- Smoking Cessation 50 points

Associates accrue their points and redeem them to purchase items from a vendor who offers a selective gift program.

the costs

Our medical plan has approximately 1,400 covered lives. We determined our maximum claim exposure through our plan to be \$700,000. After a \$15 co-pay, we offer an annual benefit of \$500 per covered life. In addition to this, we allocate \$50 per associate to our Wellness Budget, which is separate from the Medical Plan.

the results

The following data shows a significant increase in preventive care benefit utilization from the 2000 plan year to partway through 2003. Further, each of the seven preventive service categories showed an increased utilization from

2.7 Healthy Lifestyle Success Stories

Preventive Care (continued)

2002 to 2003. The Wellness Team has clearly raised awareness and contributed to increased preventive care benefit use by Barber associates.

Preventive Claims:

Plan year

2000 Preventive claims equaled 3.3% of total paid claims.

2001 Preventive claims represented 3.0% of total paid claims. Actual preventive claims dollars increased 17% over prior year.

2002 Preventive claims equaled 5.4% of total paid claims with a 40% increase in total preventive dollars over prior year.

2003 Six-month period (2/1/03-7/31/03) preventive claims represent 5.6% of total paid claims. Utilizing this information we project an increase in total preventive claims of 20% over prior year.

Preventive Utilization Services: Data provided by the MaineHealth® Information Center

<i>Type of Service</i>	<i>Age</i>	<i>2002</i>	<i>2003</i>	<i>Change in Rate</i>
Preventive Visit/Male	(40-64)	18.3%	18.5%	increase 1.1%
Preventive Visit/Female	(40-64)	30.9%	38.9%	increase 25.8%
GYN	(18-64)	14.2%	17.0%	increase 19.9%
Mammography	(50-64)	29.8%	41.3%	increase 38.6%
Cervical Cancer Screen	(18-64)	20.8%	28.7%	increase 38.1%
Prostate Cancer Screen	(50-64)	15.1%	22.5%	increase 49.3%
Colorectal Cancer Screen	(50-64)	9.1%	13.0%	increase 42.4%

contact(s)

Lynne Cooper, 54 St. John Street, Portland, ME 04102, 207-772-1934 x345,
lynne_cooper@barberfoods.com



Supporting Behavioral Changes

the people

The City of Auburn is located in Central Maine and employs 260 people in a variety of positions, including office staff, manual laborers, and public safety officers. The City has had a Wellness Committee since 1995. The Wellness Committee works with the Maine Municipal Association's Employee Health Trust to offer educational programs and incentives to support employee health.

the need

With the rising costs of healthcare and the decline in physical activities of the general employment population, the City of Auburn wanted to support employees in leading healthy lifestyles.

the idea

To promote increased health awareness and support positive behavioral changes by supplying newsletters, offering incentive programs, and conducting educational programs.

the idea at work

The City of Auburn has had a very active Wellness Committee for a number of years and was interested in promoting behavioral changes on a larger scale. In the fall of 2001, the Committee added incentive prizes to an already existing incentive program. This included purchasing wellness magazines, such as *Prevention* or *Cooking Light*, for small prizes. The prizes generated higher participation rates and helped the Committee reach a greater number of employees.

Wellness newsletters have also been distributed to employees, informing and instructing them of the benefits of leading a healthy lifestyle. The newsletters are provided quarterly. In addition, all departments get *Top Health*, a monthly newsletter providing current articles and summaries on health issues. A personalized *Fast Food Nutrition Guide* was also provided to all employees.

In the fall of 2002, a smoking cessation program was offered. Participants attended a class put on by the Health Trust (the City's health insurance program), and everyone who quit smoking had their name put in for a prize drawing if they remained smoke-free at six months and again at one year.

2.7 Healthy Lifestyle Success Stories

Supporting Behavioral Changes (continued)

The Wellness Committee meets monthly to discuss the needs and requests of employees. In addition to the meetings, a yearly evaluation is administered to all employees to get feedback on the Committee's activities.

the costs

The costs associated with the aforementioned initiatives are listed below:

- The *Top Health* newsletter: \$169 for the year
- Fast Food Guide*: \$316 for the year
- Smoking cessation: \$400 for the year
- Incentive prizes: \$500-\$1000 each year

the results

There has been an increase in the number of employees who participate in the incentive program. We now have 80 employees signed up, with about 65 employees participating on a regular basis. All 250 employees received the *Fast Food Nutrition Guide*, which was well-received. All departments posted the newsletters, making them available to everyone. Gina Klemenski, a City employee, says, "The newsletters build awareness, making you think of your health on a regular basis with everyday decisions you make."

contact(s)

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Auburn, ME 04210, 207-786-2421 x207, dmeagher@ci.auburn.me.us



Wellness Calendars

the people

Barber Foods is a manufacturer of value-added, poultry-based convenience foods. The company, founded by Gus Barber in 1955, currently employs approximately 750 associates with national origins from over 50 different countries. Fifty-six different languages are spoken at Barber's Portland-based production facility. Many associates came to America as refugees or immigrants. As a result, many have little or no preventive medical history or awareness of good health practices. To this end, management determined that a strong employee wellness initiative was warranted and created a formal company Wellness Team.

the need

Barber Food's Wellness Team has in the past struggled to find appropriate methods for announcing activities, benefits, programs, and services. This is largely a result of having a diverse group of employees who speak over 50 languages. The Wellness Team wanted a communication tool that all cultures and dialects could recognize and use.

the idea

The Wellness Team has for several years utilized the National Health Observances Calendar to structure its annual program offerings. Topics of the month are selected to develop and focus monthly activities and events. The Team decided to highlight the chosen topics, along with information on benefits and monthly events, in a Health and Safety Calendar.

the idea at work

Each year the Wellness Team distributes calendars to all associates. 2003 was the first year in which the calendars were personalized. Pictures taken during the previous year's monthly wellness events were included in the 2003 calendar.

Calendars were distributed during Open Enrollment meetings. The Wellness Team found this to be the perfect venue as much of the presentation discussed Preventive Healthcare and how it impacts quality of life and reduces overall medical costs. Associates were strongly encouraged to become informed

2.7 Healthy Lifestyle Success Stories

Wellness Calendars (continued)

consumers of healthcare services and were provided with as much information as possible to help them. One such resource provided is the Maine Health Management Coalition Web site.

Each month of the Health and Safety Calendar has a particular health theme. For example, February was Children's Dental Health Month and featured images of several children of Barber associates, along with a dental habits tip and an image of a brown bag on the date that the monthly health seminar was to be held. Other themes included workplace eye safety, mental health awareness, health and fitness, and heart health.

A concise summary of health and wellness benefits pertaining to the theme of the month was also provided in "Barber Benefits" and "Did you know?" sections. A brief summary of a particular benefit or health and safety issue was provided in an obvious, easy-to-read manner. See the next page for a look at the Barber Foods Health and Safety Calendar.

the costs

The cost of this project was approximately \$16,000 for 1,000 calendars. The company felt that the benefits of the calendar outweighed the relatively high cost. According to Lynne Cooper, a Benefits Specialist and Wellness team Chair, "The Health and Safety Calendars helped the company increase participation in health and wellness programs, as well as contributed to increasing use of preventive care benefits by employees, so this was well worth the money."

the results

Besides being the most fun project ever, the Wellness Team found the information to be well-received by employees. Many associates contacted team members to discuss details included in the Calendar. The Wellness Team even had a month that had information in several languages. We partnered with vendors and local community agencies to compile information that addressed the "whole person."



contact(s)

Lynne Cooper, 54 St. John Street, Portland, ME 04102, 207-772-1934 x345, lynne_cooper@barberfoods.com

Barber's Wellness Team contacted the following organizations for information: nutritional experts, dental carrier, Barber Foods Safety Department, Family Crisis Services, Occupational Health Services, local pharmacy, American Lung Association, Portland Public Health, Maine Correctional Center, Cancer Community Center, Silver Monkey, MaineHealth Learning Resource Center, Red Cross, United Way, University of Maine Cooperative Extension.

2003 Barber Foods Health and Safety Calendar

Barber Foods Associates Who Have Recently Lost 20 Pounds or More!

Dave Kelly 50+ pounds	Stephen Parsons 25+ pounds	Inspector Burt 24+ pounds	All Morrow 8+ pounds	Paul Ruffalo 8+ pounds	Laurel Craft 30+ pounds	Richard Caplan 40+ pounds	Tom Doye 100+ pounds
---------------------------------	--------------------------------------	-------------------------------------	--------------------------------	----------------------------------	-----------------------------------	-------------------------------------	--------------------------------

January
Healthy Weight and Diabetes Month

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Barber Benefits:
Barber Foods offers services for diabetes. If you are a diabetic, visit your primary care physician (PCP) regularly for a health diet and exercise plan. In addition to the services offered by Nurse-Lite Representatives at Porter Administration (207) 878-2843. The Wellness Committee has many ways to help you succeed with these recommendations. Feel free to contact a committee member for information regarding these topics. See the Wellness board at your location for names of committee members.
January is a great time to get an annual preventive physical exam!

WORKING WELL

BARBER FOODS

2.7 Healthy Lifestyle Success Stories



Employee Newsletter

the people

The City of Presque Isle is a rural municipality located in Northern Maine. The City has a diversified group of employees ranging from police, fire, and public works, to recreation and leisure, office personnel, airport, landfill, and recycling. On average, there are 107 full-time employees. The City's Wellness Committee is made up of representatives from the police and fire departments, public works, and City Hall, which represent the majority of City employees.

the need

Provide regular health information on a variety of topics to employees in a convenient, easy-to-read manner.

the idea

Use the monthly employee newsletter, *The Community*, circulated to the entire employee population, to provide an effective means of communicating various health-related information to employees. Management is able to reinforce that employee health is important while strengthening the relationship with frontline workers.

the idea at work

The monthly newsletter is composed as a way to distribute information to City employees. Articles on various health topics have been incorporated to give employees concise information that is quick and easy-to-read. Topics include physical activity, healthy eating, diabetes, back care, and general cardiovascular health. Most of the information is gathered by members of the City's Wellness Committee.

the costs

No actual dollar amount has been attached to this. The person doing the monthly newsletter may research the Internet or use information that has been provided from various health-connected organizations through the mail. Some staff time researching and typing and a little extra paper are minimal compared to the benefits that employees reap.



the results

Employees are presented with health-related information in an easy format that does not require extensive reading. Often Web sites or agency addresses are provided so that employees can find more information regarding a certain health topic. The City Manager supports the newsletter articles as a vehicle to reach out to employees, improve communication, and provide them with little tidbits of health information. Comments from employees have been very positive. They appreciate condensed versions of health information and appreciate the Web sites that they can access for more information on health topics.

contact(s)

LaNiece Winslow, Director of Human Resources, 207-764-2522,
lwinslow@presqueisleme.us

Thomas Stevens, City Manager, 207-764-4485, tstevens@presqueisleme.us

Example of City of Presque Isle's Newsletter



2.7 Healthy Lifestyle Success Stories



Healthy Lifestyle Resources

www.cancer.org

This resource allows the viewer to search among the latest cancer-related news articles, medical updates, and research findings posted on this site, and offers a number of sources for cancer information to best match the needs of the viewer.

American Diabetes Association

www.diabetes.org

This Web site provides recipes and tips for healthy eating and increasing physical activity levels, a variety of health and wellness information, and promotes the benefits of a healthy lifestyle.

American Heart Association

www.americanheart.org

This site provides information and links regarding the benefits of healthy lifestyles.

American Hiking Society

www.americanhiking.org

This site is a terrific resource for those interested in hiking, containing information about trail conservation and policy, events and volunteer opportunities, recent news and available resources, and provides a way for the viewer to join the American Hiking Society online.

American Lung Association

www.lungusa.org

This resource provides information on air quality, asthma, lung disease, tobacco, and links to current research, as well as information on related programs sponsored by the American Lung Association and the latest news.

American Red Cross

www.redcross.org

This site provides descriptions of the many different services provided by the Red Cross, recent news and articles involving the Red Cross, as well as interesting facts and links to other related features.



CDC Cardiovascular Health Program

www.cdc.gov/nccdphp/cvd

This address takes you to the CDC page explaining their Cardiovascular Health Program, where you can learn about the mission of the program, uncover some statistical information regarding cardiovascular health, and also peruse a number of fact sheets and related documents.

Diabetes at Work

www.diabetesatwork.org

This site includes information to help employers assess the impact of diabetes in the workplace. It also provides easy-to-understand information for employers to help employees manage their diabetes and take steps toward reducing the risk of diabetes-related complications such as heart disease.

Food and Drug Administration

www.fda.gov

This site offers a number of resources including Hot Topics of FDA interest, lists of products regulated by the FDA, links to FDA news, as well as a search index that can be used to research related topics concerning this administration.

Food and Nutrition Information Center

www.nal.usda.gov/fnic

This site provides information regarding several different nutritional topics such as dietary supplements, food composition, dietary guidelines, and the food guide pyramid, and also provides a search index so viewers can quickly find topics of interest.

Health Finder

www.healthfinder.gov

This site is meant to act as a “guide to reliable health information,” offering a search index and links to current information and health news.

National Center for Biking and Walking

www.bikewalk.org

This organization works to make America bicycle-friendly and walkable and so presents its vision and goals on this site, along with links to other resources and programs that relate to this mission, that is shared by so many.

2.7 Healthy Lifestyle Success Stories

Healthy Life Resources (continued)

National Center for Health Education

www.nche.org

This site provides you with information about the National Center for Health Education. It provides access to many related health education links and offers current news and updates regarding this topic.

National Center for Health Statistics

www.cdc.gov/nchswww

This link takes you to a CDC page presenting a number of different health statistics as well as the top ten links with related information.

National Institutes of Health

www.nih.gov

This site provides a wealth of information as it relates to the National Institutes of Health, including information regarding health, grants and funding opportunities, current news and events, scientific research, and explanations about the NIH and its mission.

National Mental Health Association

www.nmha.org

This site acts as an informational resource for the National Mental Health Association, posting information about the association, current news and upcoming events, as well as links to related publications and information.

Nutrition and Physical Activity at Centers for Disease Control and Prevention

www.cdc.gov/nccdphp/dnpa

This address takes you to the CDC Nutrition and Physical Activity Page where you can select a topic of interest on the search index, or you can select any number of different articles containing information and news regarding nutrition and physical activity as these topics relate to one's health.



The Heart Check Assessment

Use this tool to create an inventory of existing programs, policies, and other health improvement efforts. A human resource professional or a long-time employee can usually answer most of these questions. Once complete, the Wellness Team should use the attached template (at the end of this document) as a process tool for determining whether a change or new initiative is warranted and/or feasible.

1. ADMINISTRATIVE SUPPORT

1.1 Does the worksite have a Wellness Committee?

- meets at least quarterly?
- represented by a cross section of the workforce?
- includes at least one senior manager?
- has a written mission or goal statement?
- has a budget?

1.2 Does the worksite set annual organizational objectives for wellness?

1.3 Does the worksite contain references to improving/maintaining employee health in the organizational mission statement?

1.4 Does the worksite provide health education services (instruction, screening, etc.) to family members of employees?

1.5 Does the worksite have an individual responsible for delivery of a health promotion (wellness) program?

1.5.1 What % of this individual's time is devoted to health promotion? _____%

1.6 Did the worksite complete a needs assessment or employee interest survey during the previous 24 months?

- completed an analysis of healthcare claims
- held employee focus group discussions
- completed an interview with at least two organizational leaders
- analyzed company data (absenteeism, employee surveys)

Heart Check (continued)

- surveyed employees for “stage of change”
- completed a report to senior management summarizing results

1.7 Did the worksite evaluate the effectiveness of health promotion efforts during the previous 12 months?

Specifically, what outcomes did you evaluate? (check all that apply)

Cost effectiveness/benefit

Productivity

Job satisfaction/turnover

Absenteeism

Risk reductions

Other _____

1.8 Does the worksite maintain membership in a wellness coalition or health council?

1.9 What does top management do to support employee health promotion?

Check all that apply:

provides managers with objectives relating to health promotion

annual messages

e-mail or newsletters supporting good health practices

role modeling healthy behaviors

other

1.10 Did the worksite provide management training seminars within the last 36 months on the importance of employee health promotion?

1.11 Does the worksite provide flexible work scheduling policies (flextime schedule/work at home)?

1.12 At what percentage does the employer subsidize the employee’s health insurance? ____%

1.13 At what percentage does the employer subsidize the employee’s family health insurance? ____%

2. TOBACCO USE

2.1 Did the worksite provide anti-tobacco educational messages to employees during the previous 12 months?



2.2 Does the worksite have a written tobacco smoke-free work environment policy?

2.2.1 What is the extent of the tobacco smoke-free policy?

1. Designated smoking areas in the building, in compliance with State law
2. Smoking allowed on the grounds but not in the building
3. Smoking allowed on the grounds but not in the building, with restrictions on smoking near building entrances
4. A total ban throughout the premises (including grounds)

2.2.2 Written policy statement defining measures for noncompliance

2.2.3 Provides tobacco smoke-free policy messages displayed throughout the work premises

2.2.4 Policy requiring all company vehicles to be designated as tobacco smoke-free

2.3 Did this worksite offer tobacco use treatment/smoking cessation programs/services during the previous 24 months?

2.3.1 provides coverage for pharmacological treatment?

2.4 Does the worksite offer any type of incentives for being a nonsmoker or for quitting smoking?

- provides material incentives?
- provides benefits plan-related incentives?

3. NUTRITION

3.1 Did the worksite provide healthy eating messages to employees during the previous 12 months?

3.2 Does the worksite subsidize or provide free food options for employee meetings?

3.2.1 Subsidize or provide nonnutritious food options (soda, pastries, chips, etc.) for employees, including at meetings?

3.2.2 Subsidize or provide nutritious food options (free apples, juices, popcorn, etc.) for employees, including at meetings?

Heart Check (continued)

3.3 Did the worksite offer weight control programs during the previous 24 months?

3.4 Did the worksite offer “healthy eating” programs during the previous 24 months?

3.5 What percentage of vending machine choices are low fat (3 grams or less per serving)?

[# of total choices_____ / # of low fat choices_____ x 100 = _____%]

3.5.1 Do your vending machines provide labels to identify low fat snack foods (3 grams or less per serving)?

3.6 Does the company have a cafeteria?

3.6.1 How many of the following five categories are available in the cafeteria on a daily basis?

- fresh fruit and vegetables
- whole grains available (100% whole wheat bread, brown rice)
- 1% or less milk available
- low fat or nonfat salad dressing available
- low fat preparation methods (bake, broil, poach) available

3.6.2 Do you provide labels to identify “healthy” foods in the cafeteria?

3.6.3 Did the worksite provide written policies that require healthy food preparation practices in the cafeteria?

3.6.4 Did the worksite provide any special cafeteria promotions in the last 12 months to increase the sale or consumption of “healthy foods”?

4. PHYSICAL ACTIVITY

4.1 Has the worksite provided exercise/physical fitness specific messages to employees during the previous 12 months?

4.2 Does the worksite have a written policy statement supporting employee physical fitness (e.g., policies that allow workers additional time off from lunch to exercise, walk breaks, stretching)?

4.4 Does the worksite provide opportunities for physical activity on-site?



- 4.4.1 created walking clubs or other physical activity clubs?
- 4.4.2 built and maintained walking paths?
- 4.4.3 has maps of trails available?
- 4.4.4 provides fitness rooms or recreational sports facilities?
- 4.4.5 provides staffed exercise facility?
- 4.5 Does the worksite promote or subsidize exercise facility memberships off-site?
- 4.6 Has the worksite offered educational programs for employees on physical activity, such as seminars on walking, stretching, low back exercises, and aerobics?
- 4.7 Does the worksite provide any type of incentives for engaging in physical activity?
 - provides material incentives?
 - provides benefits plan-related incentives?

5. SCREENING

- 5.1 Did the worksite provide blood pressure screening during the previous 24 months?
- 5.2 Did the worksite provide cholesterol screening during the previous 24 months?
- 5.3 Did the worksite provide diabetes screening during the previous 24 months?
- 5.4 Did the worksite provide health risk appraisal assessments during the previous 24 months?
- 5.5 Did the worksite provide depression and/or stress screening during the previous 24 months?

Use template on next page to record answers and determine areas to target.

Appendix One

Heart Check Scoring Sheet (sample)

Question	Response	Is it feasible to make changes in this area?	What steps required to make this change?	Timeframe for making change?	Task assigned to?
1.1	N	Y	<ol style="list-style-type: none"> 1) Get support from CEO, 2) Identify key people to include, 3) Set date for first meeting 	10/15/01	HR Director
1.8	N	Y	1) Contact Southern Maine Wellness Council, or Mid Main Worksite Wellness Council, or Bangor Region Wellness Council	10/01/01	Wellness Team Coordinator
2.2.1	2	Yes on #3 No on #4	<ol style="list-style-type: none"> 1) Set a goal date to be smoke-free on property (if desired) 2) Engage top management in a discussion about smoking policy, 3) Set a date to move to #3 	3/1/02 for #3	HR Director
3.2.1	Y	Y	<ol style="list-style-type: none"> 1) Create a policy requiring healthy food to be served at all company meetings where food is to be served. 	11/01/01	Wellness Team Coordinator
4.2	N	Y	<ol style="list-style-type: none"> 1) Evaluate management support for a ‘PA on company time policy’, 2) Create policy and inform employees/managers, 3) Design exercise incentive program which will stimulate employees to be physically active while at work. 	01/01/02	Wellness Team Coordinator

Heart Check Scoring Sheet (template)

Question	Response	Is it feasible to make changes in this area?	What steps required to make this change?	Timeframe for making change?	Task assigned to?

Appendix Two



Employee Interest Survey

Check the items that apply.

1. If you could receive information for five of the health topics listed below, which would you select? *(Check all that apply.)*

- | | |
|---|--|
| <input type="checkbox"/> Weight management techniques | <input type="checkbox"/> Financial planning |
| <input type="checkbox"/> Starting a walking program | <input type="checkbox"/> Coping with stress |
| <input type="checkbox"/> Smoking cessation information | <input type="checkbox"/> Medical self-care |
| <input type="checkbox"/> Healthy eating | <input type="checkbox"/> Managing depression |
| <input type="checkbox"/> Understanding health insurance | <input type="checkbox"/> Diabetes |
| <input type="checkbox"/> Talking with your doctor | <input type="checkbox"/> Cholesterol |
| <input type="checkbox"/> Blood pressure | |

2. Would you participate in any of the following wellness activities if available? *(Check all that apply.)*

- | | |
|---|--|
| <input type="checkbox"/> Recreational sports | <input type="checkbox"/> Medical self-care training |
| <input type="checkbox"/> Weight management programs | <input type="checkbox"/> Health screenings |
| <input type="checkbox"/> Community fitness contest | <input type="checkbox"/> Stress management programs |
| <input type="checkbox"/> Depression management programs | <input type="checkbox"/> Smoking cessation classes |
| <input type="checkbox"/> Nutrition classes | <input type="checkbox"/> Financial/retirement planning |

3. Are healthy food options, such as fruits and vegetables, available at work?

- No Yes

4. Are safe walking routes available from your worksite?

- No Yes

5. Where are you most likely to participate in wellness activities?
(Check all that apply.)

- At home At your worksite At a local fitness center

Other: _____

Employee Interest (continued)

6. In which one of the following categories would you place yourself?

(Check only one.)

- I'm not interested in pursuing a healthy lifestyle.
- I have been thinking about changing some of my health behaviors.
- I am planning on making a health behavior change within the next 30 days.
- I have made some health behavior changes but I still have trouble following through.
- I have had a healthy lifestyle for years.

7. What is the best way for the worksite to help employees to be physically active?

8. What is the best way for the worksite to make fruits and vegetables available to employees?

9. What is the best way for your worksite to assist employees with quitting smoking?

Appendix Three



Baseline Behavior Survey

Physical Activity:

(For questions 1-11, circle the appropriate response)

1) When you are at work, which of the following best describes what you do?

- 1—Mostly sitting or standing
- 2—Mostly walking
- 3—Mostly heavy labor or physically demanding work

2) In an average week, how many days do you participate in physical activities that cause increases in breathing or heart rate?

- 0—Never 2—2 days 4—4 days
- 1—1 day 3—3 days 5—5 days or more

3) On the days you participate in physical activities, how much time do you spend being physically active?

- 0—Less than 10 minutes 3—At least 30 minutes
- 1—At least 10 minutes 4—More than 30 minutes
- 2—At least 20 minutes

4) Which of the following best describes your physical activity level?

- 0—Not physically active on a regular basis now and do not intend to start
- 1—Not physically active on a regular basis now but am thinking of starting
- 2—Trying to become physically active, or am physically active infrequently
- 3—Physically active less than 5 times/week for 1-6 months
- 4—Physically active 5 or more times/week for 1-6 months
- 5—Physically active 5 or more times/week for 7 months or more

5) My employer provides opportunities for me to be physically active.

- | | | | | |
|-------------------|----------|----------------|-------|----------------|
| Strongly Disagree | Disagree | Somewhat Agree | Agree | Strongly Agree |
| 1 | 2 | 3 | 4 | 5 |

Appendix Three

Baseline Behavior Survey (continued)

Nutrition:

6) In a usual week, how many days do you eat 5 or more servings of fruits and vegetables?

- | | |
|------------|--------------------|
| 0 – Never | 3 – 3 days |
| 1 – 1 day | 4 – 4 days |
| 2 – 2 days | 5 – 5 days or more |

7) My employer provides opportunities for me to consume fruits and vegetables.

Strongly Disagree	Disagree	Somewhat Agree	Agree	Strongly Agree
1	2	3	4	5

Tobacco Use:

8) Do you currently smoke cigarettes every day, some days, or not at all?

- | | | |
|--------------|-------------|-------------|
| 0—Not at all | 1—Some days | 2—Every day |
|--------------|-------------|-------------|

9) If you smoke, how many cigarettes do you smoke on an average day?

- | | |
|----------------------------|-----------------------------|
| 1—Less than 1 pack per day | 3—2 packs per day |
| 2—1 pack per day | 4—More than 2 packs per day |

10) Have you quit smoking cigarettes?

- 0—Never smoked, or quit for at least 5 years
- 1—Yes, I have for more than 6 months
- 2—Yes, I have, but for less than 6 months
- 3—No, but I intend to in the next 30 days and have tried for at least 24 hours in the past year
- 4—No, but I intend to in the next 6 months
- 5—No, and I do not intend to in the next 6 months

11) My employer provides opportunities to help me quit smoking.

Strongly Disagree	Disagree	Somewhat Agree	Agree	Strongly Agree
1	2	3	4	5



Worksite Support:

12) Indicate each of the items listed below that you have started or accomplished that were influenced by your company or work setting:
(Place a check beside all appropriate responses.)

- Started regular exercise program
- Maintained regular exercise program
- Cut back on smoking
- Stopped smoking
- Developed skills to manage symptoms of depression
- Developed skills to manage the stress in your life
- Developed healthier eating habits

Appendix Four

Work Plan (sample)

Need	Strategies	Potential Impact	Monetary Costs	Time Costs	People Responsible	Action Steps	Target Implementation Date
Increase awareness of tobacco use treatment benefits	1. Improve benefits explanation during orientation	Low/ Moderate	Low	Low	HR	1. Revise training manual to make clearer	
	2. Provide simple benefits education in newsletter, posters, e-mail, etc.	Moderate	Low	Moderate	HR	1. HR will draft ideas and present to the Wellness Team	
	3. Hold benefits education classes	Low/ Moderate	Low	Mod/High	HR	1. HR develops curriculum with WT members 2. Get managers to encourage ees to attend	
Increase availability of healthy foods, like fruits and vegetables	1. Work with vendor to get a cold vending machine	High	Low	Moderate	Wellness Team Member	1. Bob will call Vendors to see what options and cost are involved	
	2. Start an honor system fruit basket	High	Low	Mod/High	Wellness Team	1. Recruit volunteers willing to do the shopping 2. Work out shopping process and payment with Finance Dept. 3. Survey employees as to what snacks they like	
	3. Create a policy to have healthy alternatives at meetings where food is served	Moderate	Low	Low	Wellness Team/HR	1. Andy will meet with CEO to explore support for idea 2. Policy will be drafted and approved 3. Awareness and training on new policy	

Appendix Four

Work Plan (template)

Need						Strategies	Potential Impact	Monetary Costs	Time Costs	People Responsible	Action Steps	Target Implementation Date																							

Appendix Five



Follow-Up Behavior Survey

Employer Name—Health Survey

Physical Activity:

(For questions 1-11, circle the appropriate response.)

1) When you are at work, which of the following best describes what you do?

1—Mostly sitting or standing

2—Mostly walking

3—Mostly heavy labor or physically demanding work

2) In an average week, how many days do you participate in physical activities that cause increases in breathing or heart rate?

0—Never 2—2 days 4—4 days

1—1 day 3—3 days 5—5 days or more

3) On the days you participate in physical activities, how much time do you spend being physically active?

0—Less than 10 minutes 3—At least 30 minutes

1—At least 10 minutes 4—More than 30 minutes

2—At least 20 minutes

4) Which of the following best describes your physical activity level?

0—Not physically active on a regular basis now and do not intend to start

1—Not physically active on a regular basis now but am thinking of starting

2—Trying to become physically active, or am physically active infrequently

3—Physically active less than 5 times/week for 1-6 months

4—Physically active 5 or more times/week for 1-6 months

5—Physically active 5 or more times/week for 7 months or more

Follow-Up Behavior Survey (continued)

5) My employer provides opportunities for me to be physically active.

Strongly Disagree	Disagree	Somewhat Agree	Agree	Strongly Agree
1	2	3	4	5

Nutrition:

6) In a usual week, how many days do you eat 5 or more servings of fruits and vegetables?

0—Never	2—2 days	4—4 days
1—1 day	3—3 days	5—5 days or more

7) My employer provides opportunities for me to consume fruits and vegetables.

Strongly Disagree	Disagree	Somewhat Agree	Agree	Strongly Agree
1	2	3	4	5

Tobacco Use:

8) Do you currently smoke cigarettes every day, some days, or not at all?

0—Not at all	1—Some days	2—Every day
--------------	-------------	-------------

9) If you smoke, how many cigarettes do you smoke on an average day?

1—Less than 1 pack per day	3—2 packs per day
2—1 pack per day	4—More than 2 packs per day

10) Have you quit smoking cigarettes?

0—Never smoked, or quit for at least 5 years
1—Yes, I have for more than 6 months
2—Yes, I have, but for less than 6 months
3—No, but I intend to in the next 30 days and have tried for at least 24 hours in the past year
4—No, but I intend to in the next 6 months
5—No, and I do not intend to in the next 6 months



11) My employer provides opportunities to help me quit smoking.

Strongly Disagree Disagree Somewhat Agree Agree Strongly Agree
1 2 3 4 5

Worksite Support:

12) Indicate each of the items listed below that you have started or accomplished that were influenced by your company or work setting. *(Place a check beside all appropriate responses.)*

- Started regular exercise program
- Maintained regular exercise program
- Cut back on smoking
- Stopped smoking
- Developed skills to manage symptoms of depression
- Developed skills to manage the stress in your life
- Developed healthier eating habits

Wellness Team Activities:

13) In the past 12 months were you aware of any of the following Wellness Team activities? *(Place a check beside all appropriate responses.)*
Note to Wellness Coordinator: List your company's Wellness Team activities here.

- _____
- _____
- _____

14) In the past 12 months have you participated in any of the following Wellness Team activities? *(Place a check beside all appropriate responses.)*
Note to Wellness Coordinator: List your company's Wellness Team activities here.

- _____
- _____
- _____

Appendix Five

Follow-Up Behavior Survey (continued)

15) Did any of the specific activities listed in question 14 help you increase your physical activity level?

0—No 1—Yes

16) If yes, please list the activities that helped you increase your physical activity level.

17) Did any of the specific activities listed in question 14 help you to eat more healthy?

0—No 1—Yes

18) If yes, please list the activities that helped you to eat more healthy.

19) Did any of the specific activities listed in question 14 help you cut down your use of tobacco products?

0—No 1—Yes

20) Did any of the specific activities listed in question 14 help you quit using tobacco products?

0—No 1—Yes

21) If yes to 19 or 20, please list the activities that helped you quit or cut down your use of tobacco products.

22) The activities of the Wellness Team have improved my satisfaction with my job.

Strongly Disagree	Disagree	Somewhat Agree	Agree	Strongly Agree
1	2	3	4	5

23) The activities of the Wellness Team have improved my job performance.

Strongly Disagree	Disagree	Somewhat Agree	Agree	Strongly Agree
1	2	3	4	5

24) The activities of the Wellness Team have improved my opinion of [employer] as a positive place to work.

Strongly Disagree	Disagree	Somewhat Agree	Agree	Strongly Agree
1	2	3	4	5