

BUSINESS & INDUSTRY SECTOR

2011 ACCOMPLISHMENTS



BACKGROUND

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<i>Co-chair affiliations</i>	American Council on Exercise (ACE) · American Heart Association (AHA) · International Health, Racquet, and Sportsclub Association (IHRSA)
<i>Members</i>	18

STRATEGY 1

- STRATEGY** Identify best practices and model interventions. Establish the National Physical Activity Plan (NPAP) as a leading “go-to” resource. Evaluate effective physical activity interventions in the workplace.
- GOAL 1** Create a database. Establish best practice criteria for integrating regular physical activity into the workplace. Identify best practices by September 2011.
- ACTIVITIES**
- ✓ Collected and evaluated best practices for integrating physical activity into the workplace. [website link forthcoming]
 - ✓ Began compiling a database of best practices, including research and evaluation of physical activity programs, and drafted a document to guide the process of vetting resources in the database.

STRATEGY 2

- STRATEGY** Develop a multi-communication and outreach plan designed to engage, inform, and inspire leaders to promote active lifestyles in organizations, industries, and local communities.
- GOAL 1** For 2011: Present business leaders with the case to promote workplace physical activity by August 2011.
- By 2015: More than 500 corporations will support the NPAP with a public commitment. Implement policies that encourage physical activity by September 2015.
- ACTIVITIES**
- ✓ Developed two versions of a CEO pledge that business leaders can sign to indicate their commitment to a work environment that supports physical activity. Pledges available here: <http://www.ncppa.org/npap/CEOPledge/>.
 - ✓ Created marketing and communications strategy around the CEO pledge.
 - ✓ Launched the pledge in September 2011 at the HERO (Health Enhancement Research Organization) Forum in Phoenix, AZ.
- GOAL 2** For 2011: One business leader will publicly endorse the NPAP by August 2011.

- ACTIVITIES** ✓ Identified and contacted target corporations to publicly endorse the pledge once funding is in place.

STRATEGY 3

STRATEGY Develop legislation and policy agendas that promote employer-sponsored physical activity. Carefully protect individual employees' and dependents' rights.

GOAL 1 For 2011: Develop a database of current state and federal legislation that addresses comprehensive worksite wellness / physical activity by September 2011.

By 2015: Prioritize model legislation. Create an inventory of existing legislation at the state and federal level. Work toward passing legislation and regulation that addresses comprehensive worksite wellness and physical activity in the workplace. Will track wins at the state and federal levels and evaluate successes by September 2015.

ACTIVITIES

- ✓ Tracked city, state, and federal legislation related to worksite wellness, and will eventually create a database of this information.
- ✓ Participated in the US Department of Health and Human Services/Department of Labor Forum on incentives within worksite wellness programs.
- ✓ Met with the National Committee for Quality Assurance (NCQA) about the possibility of convening a forum to bring together large and small employers, consumer groups, and insurance providers to develop consensus recommendations to the federal agencies.
- ✓ Convened a group of thought leaders in Atlanta with the HERO Incentives Group, the AHA, ACS, and ADA to discuss common ground around the use of incentives within worksite wellness programs. Intending to publish a white paper from this discussion.

GOAL 2 Pass one model bill at the state level on worksite wellness / physical activity. Track what is happening across the state and federal landscape. Update the database on a semi-annual basis by September 2011.

ACTIVITIES

- ✓ Reviewed federal legislation drafted by Sen. Harkin (D-IA) to use in creating model state legislation. This legislation defines a comprehensive worksite wellness program and provides tax incentives for employers that implement these programs.
- ✓ Drafted model state legislation with the aim of having it ready by the January 2012 legislative session, with the idea that eventually state advocacy staff will distribute it to participating organizations that use it to promote physical activity in the workplace.

**STATE LEVEL MODEL LEGISLATION
EMPLOYEE HEALTH PROMOTION AND WELLNESS PROGRAMS IN THE
WORKPLACE**

A Bill

Whereas, there are more than 12 million employers and 130 million Americans employed across the United States

Whereas, workplace wellness programs are an evidence-based intervention for promoting employee health, preventing chronic disease risk factors such as physical inactivity, tobacco use, obesity, hypertension, dyslipidemia, managing diseases such as diabetes, stroke, and heart disease and cancer and decreasing absenteeism and presenteeism.

Whereas, an estimated 25% to 30% of companies' medical costs per year are spent on employees with the major chronic disease risk factors

Whereas, employees and their families share the financial burden through higher contributions to insurance, higher co-pays and deductibles, reduction or elimination of coverage, and trade-offs of insurance benefits against wage or salary increases.

Whereas, successful workplace wellness programs extend their influence beyond the individual employee to immediate family members who are often exposed to the favorable lifestyle changes
Whereas Worksite wellness programs that can reduce these risk factors can ultimately decrease the physical and economic burden of chronic diseases including diabetes, cardiovascular disease, stroke and certain cancers.

Whereas, when wellness programs move employees into a lower risk category, there is an estimated savings based on reduced medical costs savings that recur each year that the employee remains in a low-risk tier.

Whereas, wellness and health promotion programs have achieved a rate of return on investment ranging from \$31 to \$615 for each dollar invested with savings realized over time, and as early as 12 to 18 months.

Whereas, research has shown that comprehensive wellness programs can lead to a significant reduction in: sick leave absenteeism, healthcare costs, and workers' compensation and disability management claims costs.

Whereas, there are other benefits to employers offering such comprehensive programming, such as recruitment and retention of top employees as well as an improved corporate image.

SECTION 1. A TAX CREDIT TO EMPLOYERS FOR COSTS OF IMPLEMENTING WELLNESS PROGRAMS.

- (a) Award a state tax credit for implementing an employee wellness program under the following criteria