

# PASSPORT TO CARDIOVASCULAR HEALTH CHALLENGE



## Facilitator's Guide 2007

Developed by the:



**City of Manchester  
Passport Planning Committee**



Thank you for your interest in the Passport to Cardiovascular Health Challenge. In this guide you will find everything you need to implement this program at your workplace. We have also included master copies of the various checklists, timelines, and promotional materials that are included in this guide for you to revise/adapt to your own program needs.

We are available to assist you with any questions you may have related to implementation of the Challenge. So, please feel free to contact us.

We wish you great success in implementing the Challenge, and we congratulate you for providing a supportive and healthy workplace environment for your employees.

Sincerely,

The Passport Planning Committee

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## **BACKGROUND**

The Passport to Cardiovascular Health program is a three-month, team-based challenge to help participants reduce their risk factors for heart disease. A pilot of this Challenge was offered in September 2006 to City Employees. The Challenge included two heart health screenings, which provided each participant with a cholesterol, blood sugar and blood pressure screening, waist-to-hip ratio, body mass index score, and a Heart Health Risk Appraisal Questionnaire. In addition to the health screenings, all participants received a pedometer and were encouraged to increase their daily physical activity level. Participants competed for points that were accrued by making healthy behavior changes, such as scheduling an annual physical with their physician or quitting smoking. The Challenge also provided free educational sessions and fitness programs that assisted participants in making heart healthy changes to achieve their personal wellness goals and improve their long-term health.

The Challenge was very well received by City Employees with a total of 106 City Employees from 16 Departments participating in this three-month program. This included over a half-dozen Department Heads for a total of 23 teams. Overall, participants in this program made remarkable changes in their health screening results, including significant decreases in their blood sugar levels and waist measurements.

The Challenge was developed by a Planning Committee comprised of various community partners who provided the support that made this Challenge a success. They included the American Heart Association, Catholic Medical Center, Dartmouth Hitchcock–Manchester, Elliot Health System, and the Foundation for Healthy Communities. The Challenge also received a tremendous amount of sponsorship from local businesses with over \$3,000 dollars in raffle donations generously provided by 22 businesses as an incentive for individuals who made healthy behavior changes. The Challenge Planning Committee has developed this Facilitator's Guide to extend the model of this program to the business community in New Hampshire.

Below please find some of the most significant accomplishments that occurred for Passport Participants as a whole when comparing the pre-screening results with the post-screening results.

### **Health Risk Appraisal Questions:**

- There was a 20% increase in the number of participants reporting that they exercise more than 4 times per week.
- There was a 32% increase in the number of participants reporting that they eat foods mostly low or always low in fat.
- There was a 23% increase in the number of participants reporting that they seldom use salt.

- There was a 29% increase in the number of participants indicating that they are currently taking action or maintaining changes that they have made to adopt a healthier lifestyle.

### **Health Screening Results:**

- There was a 9% increase in total cholesterol screening results in the low risk and ideal risk categories.
- There was an 8% decrease in the number of participants with a high risk LDL cholesterol level.
- There was a 28% increase in the number of participants with an ideal risk blood sugar level.
- There was a 4% increase in the number of participants with an ideal blood pressure measurement.
- There was an 9% increase in the number of female participants with an ideal BMI.
- There was an 11% decrease in the number of male participants with a BMI in the obese range.
- There was a 29% increase in the number of participants with a waist measurement within the desired range.



## **PROGRAM OVERVIEW**

### **PROGRAM GOAL:**

The Passport to Cardiovascular Health Challenge aims to increase employee awareness of the benefits of a heart healthy lifestyle by offering health education programming, promoting an increase in daily physical activity, and providing health screening results in the form of a heart health risk appraisal, which will ultimately lead to a reduction in individual risk factors for heart disease.

### **PROGRAM SUMMARY:**

The Passport to Cardiovascular Health Challenge is a three-month, team-based program to help participants reduce their risk factors for heart disease. The Challenge is designed to include two heart health screenings, which provides each participant with a cholesterol, blood sugar and blood pressure screening, waist-to-hip ratio, Body Mass Index score, and a Heart Health Risk Appraisal Questionnaire. In addition to the health screenings, all participants receive a pedometer and are encouraged to increase their daily physical activity level. Participants compete for points that are accrued by making healthy behavior changes, such as scheduling an annual physical with their physician or quitting smoking. The Challenge is also designed to provide free educational sessions and fitness programs that assist participants in making heart healthy changes to achieve their personal wellness goals and improve their long-term health.

### **MAJOR PROGRAM COMPONENTS:**

- Heart Health Risk Appraisal – pre-program and post-program.
- Pedometers to track physical activity levels.
- Educational Sessions based on the AHA recommendations for heart health
- Physical Activity/Fitness Offerings

### **PROGRAM FLEXIBILITY:**

The Challenge is a comprehensive program that would be categorized as a high resource or a program that requires a high level of time and/or financial support. High resource programming yields the greatest return on investment – both financially (increased productivity, reduced absenteeism, etc) and in health improvements gained. However, the Passport Planning Committee realizes that businesses will be at varying levels/abilities of commitment and may need to tailor this program to their commitment level. Therefore, the program design can be modified. For example, offering the program without the heart health risk appraisal component.



# **FACILITATOR'S MATERIALS**

## **RESPONSIBILITIES OF THE FACILITATOR**

***Everything you need to complete the following can be found in this Facilitator's Guide. You will also find the Worksite Wellness Resource Kit to be a helpful resource to get your programs started; especially for items one and two below. You can download a copy of this Resource Kit at [www.manchesternh.gov/health](http://www.manchesternh.gov/health).***

1. Gain the commitment and support of senior management/leadership within your organization.
2. Create a workgroup that involves cross-sectional representation of your organization to help with the development, implementation and assessment of your wellness programs.
3. Promote the program and recruit participation.
4. Distribute educational and program materials.
5. Collect registration and evaluation forms.
6. Organize educational sessions and fitness offerings.
7. Solicit for or provide incentives for participants.
8. Summarize data from evaluation forms and biometric data from preventive screenings.
9. Collect Team Point Calculation Forms and determine a winning team.

## **PROGRAM PLANNING AND IMPLEMENTATION**

Depending on your company's experience level with worksite wellness initiatives, you may already have some of the following in place within your organization. These major steps will establish a solid foundation for your implementation of this program. Please start your planning process at the appropriate step for your company. Please refer to the Timeline and Checklist for a more detailed "to-do" list.

**1. Gain the commitment and support of senior management/leadership within your organization.**

Support from all levels of management is essential to the successful implementation and sustainability of any worksite wellness program. Start by communicating the benefits of health programming. ***Please see Attachment A for more information.*** Senior leadership support is especially critical if your program will require financial support, such as for the health screening component of the Challenge.

**2. Create a workgroup that involves cross-sectional representation of your organization to help with the development, implementation and assessment of the Challenge.**

This workgroup should include as many perspectives as possible to ensure a well-rounded program that the majority of employees will benefit from. Ideas for potential workgroup members include human resources staff, employee health staff, one-two employees from every shift, safety officers, union representatives, administrative staff, or employee event committee members. The size of the workgroup will depend on the size of your company and the program components you chose to include.

**3. Nominate/Designate a Facilitator to lead workgroup meetings and help guide the development, implementation and assessment process.**

This is an essential step in the process of establishing a solid foundation for the Challenge. Although the workgroup will share in the responsibility of development, implementation and evaluation, all workgroups need a leader to keep the process on track and to communicate with senior leadership regarding the progress and goals of the workgroup.

**4. Contact your health insurance carrier or the person who coordinates your company's health insurance (if they are not already on your workgroup) to assess what benefits may already exist through your worksite's plan.**

Depending on your company's coverage, your health insurance carrier may provide access to free or reduced pricing for health risk appraisals, preventive screenings, and/or health education classes.



- 5. Based on your budget determined through senior leadership and the services that are provided by your health insurance carrier, the workgroup should decide if you will be able to include all of the program components in the Challenge (Heart Health Risk Appraisals, Pedometers, Educational Sessions, Physical Activity/Fitness Offerings).**

As discussed in the Program Overview section, the Challenge is a comprehensive program that would be categorized as a high resource program, which requires a high level of time and/or financial support. High resource programming yields the greatest return on investment – both financially (increased productivity, reduced absenteeism, etc) and in health improvements gained. However, businesses will be at varying levels/abilities of commitment and may need to tailor this program to their commitment level. Therefore, the program design can be modified to meet your needs based on financial support and implementation time. ***To assist your workgroup to make this important decision, please see Attachment B for a detailed description of program components.***

- 6. Now that you have determined the program components that will be included in the Challenge, begin researching competent vendors/organizations that can provide your company with these services (i.e. health risk appraisals, educational sessions, etc).**

If you engage an individual or company to provide worksite wellness services, it is prudent to make sure the individual or company has professional liability and workers compensation insurance, and that there is no misunderstanding about their fee for service or role as an independent contractor versus being an employee of your workplace.

Depending on what service the individual or company is providing, you may want to require CPR, First Aid and/or exercise certification from a reputable certifying body (American Heart Association, American Red Cross, National Safety Council, American College of Sports Medicine, American Council on Exercise, Aerobics and Fitness Association of America). You will also want to exercise caution in using your own employees to teach or lead fitness classes or programs. It may not fall under their job description and may make you liable to provide workers compensation if they sustain an injury. Other health promotion programs should be led by qualified organizations or individuals as well, for instance, lectures on healthy eating should be led by registered, licensed dietitians. Health educators (CHES) and nurses (RN) may also provide health education services. ***Please see Attachment C for a list of reputable vendors/organizations.*** This is only a suggested list of vendors and does not represent a complete list of competent/qualified service providers in the Manchester area.

- 7. Consult your legal counsel or other worksite wellness specialist to ensure that your program follows all of the appropriate standards, such as Physical Activity Readiness Questionnaires and Liability Consent/Release Forms.**

When offering exercise programs at your worksite you should consider following reputable standards by consulting the American College of Sports Medicine

recommendations for risk stratification. At a minimum, a Physical Activity Readiness Questionnaire (PAR-Q) and informed consent should be used. Finally, you will want to consult with New Hampshire State Law regarding workers compensation risk. You will want to make it clear that the activity employees are participating in is not work related and any injuries resulting from such participation are not covered by workers compensation.

Additionally, it is important to know that all personal health information collected during the fitness program is confidential, and systems should be in place to ensure its confidentiality. This health information is protected under Health Insurance Portability and Accountability Act (HIPAA) guidelines. Healthcare facilities are very familiar with these guidelines and can serve as an expert resource in your community. ***Please see Attachment D for a sample PAR-Q and Consent Form.***

**8. Determine the Challenge start date and schedule activities (i.e. health risk appraisals, educational sessions, fitness offerings, etc), and determine incentives/prizes for the winning teams and all participants.**

This program has been designed based on a three-month timeframe. Be sure to reserve the appropriate facilities/locations for program activities. Important tips to keep in mind:

- Avoid Monday screening dates or activities – most screenings require at least 12 hours of fasting prior to screening time. Therefore, it would be challenging to fast on a weekend and you would be unable to provide fasting reminders. Additionally, Mondays tend to be difficult days for employees to attend events.
- Fall is a great season for beginning wellness programming – the temperature is perfect for outdoor activity and walking breaks at work that will not require changing clothes or showers.
- January can also be a great month to start a wellness program – The number one New Year's Resolution is weight lose. A start date in January can help employees to jump-start their resolutions for good health. Generally, this also tends to be a more sedentary time of year for people with less opportunities and daylight time to be active. This Challenge will keep them motivated to move.

Offering incentives with your Challenge can increase participation rates and keep participants motivated during the program. Most surveys show two-thirds of employers use incentives to drive participation rates. Ideas for incentives: cash, reductions on health plan premiums, prize items, vacation/personal time, and company merchandise (i.e. water bottles with company logo, etc). The Wellness Councils of America ([www.welcoa.org](http://www.welcoa.org)) is a great resource to learn more about incentives and other worksite wellness related information/tools.

During the City's offering of the Challenge, we had a raffle of donated prizes. All participants were entered into this raffle. The top team received 10 additional raffle entries and a free healthy lunch catered by one of our partners. The second and third place team received 5 additional entries and 3 additional entries to the raffle, respectively.

**9. Revise participant materials and promotional/marketing materials.**

***Please see Attachment E for samples of these items.***

- Participant Materials: Passports, point calculation forms, activity logs, and fruit/vegetable intake sheets.
- Promotional/Marketing Materials: Registration forms, program flyer, other relevant items, such as newsletter articles, education/fitness session flyers, etc.

**10. Begin marketing/promoting the program and registering teams.**

Be sure you have set a deadline date for registration. It is helpful to have senior leadership actively involved in promoting the program and encouraging participation. Additionally, consider recruiting an employee as an Honorary Chair to share their personal story with heart disease.

**11. Organize a Team Captain Meeting to orient them to the program and provide participant materials.**

One or two weeks prior to your Challenge start date, assemble a team captain meeting and provide them with participant materials. Team Captains are responsible for orienting their team members. However, it may be helpful to have the Team Captain meeting be open to all interested participants too.

**12. Determine an Evaluation Plan.**

Evaluation is a system to collect, analyze and interpret data. Program evaluation is the systematic process of collecting credible information for timely decision making about implementing, operating, modifying, continuing, or expanding a program. (Source: University of Wisconsin Cooperative Extension)

Why evaluate?

- Create a greater understanding
- Improve the program or approaches
- Will let you know if your efforts made a difference
- Accountability/answer questions of funders or senior leadership
- Highlight the need for sustainability of the program
- Identify participants' wants and needs, likes and dislikes, preferences

Program Planning and Evaluation will help you to determine:

- Where you are going
- How you will get there
- When you have arrived

***Please refer to the Evaluation Plan section in this guide for more information.***

## **TIMELINE AND CHECKLIST**

### **8 weeks prior:**

- Gain management support for the program.
- Assemble your workgroup.
- Contact your health insurance provider to see what health education/promotion benefits may already be provided under the company's policy (i.e. pedometers, health education lectures, preventive screening, etc).
- Determine a budget and decide on incentives.
- Decide your program's start date (this is a three-month program). Avoid Monday Start Dates for programs with preventive screenings that require fasting.

### **7 weeks prior:**

- Contact a local healthcare organization to schedule preventive screenings (pre/post).
- Contact a healthcare organization to schedule the educational sessions and fitness offerings.
- Reserve facility space to hold preventive screenings and educational/fitness sessions.

### **6 weeks prior:**

- Modify promotional materials and registration forms to include your organizational information and appropriate registration information.
- If soliciting for incentives, send solicitation letters.

### **5 weeks prior:**

- Begin promoting the program and registering teams.
- Be sure that each team has a Team Captain.
- Schedule Team Captain and participant information meeting and send a save-the-date to all participants who register.

### **3 weeks prior:**

- Order pedometers.
- Confirm with and update the contracted organizations who will be providing the preventive screenings and educational/fitness sessions.
- If utilizing, review and revise the Physical Activity Readiness Questionnaire and the Consent Form.

## **TIMELINE AND CHECKLIST (CONTINUED)**

### **1-2 weeks prior:**

- Assemble Team Captain Packets.
- Hold Team Captain/Participant Information Meeting to review the program components and answer any questions.
- Schedule a pre-screening time for each participant.
- Send each participant their screening time with instructions for fasting and provide them with the Health Risk Questionnaire to complete prior to their appointment.

### **Day Before Pre-Screening:**

- Send a fasting reminder for screening to all participants.

### **Day of Pre-Screening:**

- Have participants complete the PAR-Q form and sign the Consent Form.
- Give each participant a pedometer and explain its proper use.

### **One week prior to each educational sessions/fitness offering:**

- Send a reminder promotional flyer to each participant.
- If you decide to, collect RSVPs for the offerings.

### **At each educational session/fitness offering:**

- Stamp and initial each participant's passport.
- Check in to see if anyone has any questions regarding the program.
- Encourage team captains to keep motivating their team members.

### **2 weeks Before the Challenge ends:**

- Schedule a post-screening time for each participant.
- Send each participant their screening time with instructions for fasting and provide them with the Health Risk Questionnaire to complete prior to their appointment.

### **Day Before the Post-Screening:**

- Send a fasting reminder for screening to all participants.

### **Day of Post-Screening:**

- Provide all participants with the Program Evaluation Form.

### **Within One Week After the Challenge:**

- Collect the Total Team Point Calculation Form and copies of the individual calculation sheets. It is the responsibility of the Team Captain to calculate team points and submit these materials.
- Compile and analyze the feedback received from the program evaluation forms.
- Review aggregate data from the pre/post health screenings.
- \*Report Results! Be sure to supply senior leadership with a report detailing the findings from the Challenge. Also, provide all participants with a summary of the results highlighting any health improvements.
- \*Announce the team winner. Depending on the number of teams in your Challenge, you may also want to provide a top five or ten list.

**\*Important note:** During the City's offering of this program, we organized a celebration event to wrap-up the program. This might be a nice way to end your Challenge as well. During this event, we announced the top three teams, provided a summary of results, and had a raffle showcasing our donated prizes. All participants were entered into this raffle. The top team received 10 additional raffle entries and a free healthy lunch catered by one of our partners. The second and third place team received 5 additional entries and 3 additional entries to the raffle, respectively.

## EVALUATION PLAN

In the planning stage, you need to determine where you are going and how you will get there. It is helpful to develop a goal and at least one measurable objective.

Goal: How will you know you did what you said you were going to do?

Objective: How much of what change occurred in whom by when?

Planning your program evaluation will help you to:

- Focus your efforts
- Allocate resources
- Insure you have people to help
- Gather data from participants when you are meeting with them
- Use evaluation as a needs assessment for the next program
- Make sure what you measure matches your outcomes

Minimal evaluation involves:

- Collection of data
- Development of forms for data collection
- Tabulation of data collected
- Analysis of data and summary that is easily understood
- Using findings for/to:
  - o Feedback into the planning process
  - o Report impact of activities to supporters
  - o Celebrate successes!
  - o Market future programs

**Two Types of Evaluation:** There are two types of evaluation that should occur – program specific evaluation and overall return on investment.

### 1. Program Specific:

- ✓ *Process (formative):* What you have done, for how long, to whom. How it was done and why it was done in a particular way. Tracking participant characteristics, attendance, and implementation issues.
- ✓ *Outcome/Impact (summative):* The degree to which each outcome has been achieved. How much impact did the program have on the employees and how much change has occurred?
  - *The data collected from the health risk appraisal can be used to assess the program's impact. The company assisting to supply the health risk appraisal should provide you with an aggregate report (without names or other identifying information). This report will tell you how many employees made a positive change in their health behavior/health status, such as an overall decrease in waist measurements. We presented you with this information from our offering of the program in the Background section of this document.*

- How to Evaluate Specific Programs -

***(Example of program evaluation form can be found in Appendix F)***

- ✓ Who will use the evaluation/how?
- ✓ What are the intended outcomes & indicators?
  - Knowledge
  - Perceptions/attitudes
  - Skills
- ✓ What questions will the evaluation seek to answer?
- ✓ Where will you collect information? (Source of information)
- ✓ What method will be used to collect information?
  - Questionnaires/surveys
  - Interviews
  - Documentation/review
  - Observation
  - Focus groups
  - Case studies
- ✓ How will data be analyzed, interpreted and reported?
  - Quantitative Data: Compute a mean for each question or report a range of responses (i.e. 25 people of 100 or 25% reported that they exercised at least 3 days per week).
  - Qualitative Information: Organize comments into similar categories.
- ✓ How and to whom will results be shared?
  - Report patterns of responses
  - Compare results to what you expected or your baseline/pre-program data (if available)
  - Report both conclusions and recommendations
  - Consider all audiences in the development of the report
  - Make sure project staff have a chance to discuss the report
  - Consider a narrative summary as well as bullet points and graphs
- ✓ How much money/time was required for program planning, implementation, and evaluation?



## **APPENDIX A: Evidence Supporting Worksite Wellness Programs**

Today, chronic diseases are among the top five leading causes of death for Manchester Residents - #1 Cardiovascular Disease, #2 Cancer, #3 Chronic Lower Respiratory Diseases, #4 Stroke, and #5 Diabetes. The issue of chronic disease is not unique to the City of Manchester and has become a trend both statewide and nationwide.

Beyond topping the list of leading causes of death, chronic diseases share common risk factors, which most are behavioral in nature. The most common preventable and/or modifiable risk factors for chronic disease include tobacco use, a sedentary lifestyle, and poor nutrition. These risk factors lead to health problems and conditions, such as high blood pressure, high cholesterol levels (LDL), a high Body Mass Index (BMI) resulting in overweight or obesity, and elevated blood sugar. Further, these health concerns are a direct contributor to the development of various chronic diseases that will impact long-term health and quality of life, such as cardiovascular disease and stroke, cancer, and diabetes.



So, why should local businesses be concerned with this increasing trend of illness and death due to chronic disease? Reducing risk factors for chronic diseases saves lives and money. Your workforce is at-risk for developing these chronic diseases, which have cost the nation billions of dollars in long-term medical treatment and management services. Business and industry have become increasingly responsible for bearing the burden of costs.

### **Recognize the Costs**

Employees with multiple risk factors, such as high blood pressure, high cholesterol, tobacco use, physical inactivity, and poor nutrition, cost employers more money in terms of health care, absenteeism, and overall productivity than employees with one or none of these risk factors.

- Business Roundtable CEOs have consistently cited healthcare as their top cost pressure.<sup>1</sup>
- In 2002, employers paid an average of \$18,618 per employee for all costs related to health and lost productivity.<sup>2</sup>
- In a study involving more than 46,000 employees from six large U.S. companies, employees at high risk of heart disease and stroke had significantly higher health care expenditures (228% higher for heart disease and 85% higher for stroke) than subjects who were not at risk.<sup>3</sup>
- Studies have shown that exercise capacity (aerobic fitness) is inversely associated with healthcare costs.<sup>4</sup>

## **Discover the Savings/Benefits**

Worksite strategies can lead to real cost savings for a company. A review of 42 studies showed that worksite health promotion programs can lead to more than 25% reductions each in absenteeism, health care costs and disability/workers' compensation costs.<sup>5</sup>

- Reducing or preventing one health risk increases a person's productivity and reduces absenteeism, disability, and future health care utilization.<sup>6</sup>
- Employers can save up to \$16.00 for every \$1.00 spent on wellness and health promotion in the workplace.<sup>7</sup>
- Adults gain two hours of life expectancy for each hour of regular exercise.<sup>8</sup>
- Physically active individuals save an estimated \$500.00 a year in healthcare costs.<sup>9</sup>

### **Citations and Resource Publications:**

#### Source 1

"CEO Economic Outlook Survey Comparison of Results: November 2002-December 2005."

<http://www.businessroundtable.org/publications/publication.aspx?qs=2AA6BF807822BOF1AD74680>

#### Source 2

Parry T, Schweitzer W, Molmen W. *The Business Case for Managing Health and Productivity*. San Francisco, CA: Integrated Benefits Institute; 2004, p.5.

#### Source 3

Goetzel RZ, Anderson DR, Whitmer RW, Ozminkowski RJ, Dunn RL, Wasserman J, et al. The relationship between modifiable health risks and health care expenditures: an analysis of the multi-employer HERO health risk and cost database. *Journal of Occupational and Environmental Medicine*. 1998 Oct; 40(10): 843-854.

#### Source 4

Weiss JP, et al. Healthcare costs and exercise capacity. *Chest* 2004; 126: 608-613.

<http://www.cardiology.palo-alto.med.va.gov/recentpapers/HCCCapacity.pdf>

#### Source 5

Chapman L., Meta-evaluation of worksite health promotion economic return studies. *Art of Health Promotion Newsletter*. 2003 Jan/Feb; 6(6):1-10.

#### Source 6

"Leading By Example: Improving the Bottom Line Through a High Performance, Less Costly Workforce." Partnership for Prevention, 2005, page 6

[http://www.prevent.org/images/stories/Files/docs/Leading\\_by\\_Example.pdf](http://www.prevent.org/images/stories/Files/docs/Leading_by_Example.pdf)

#### Source 7

Highmark Blue Cross Blue Shield

<http://www.highmark.com/hmk2/about/newsroom/pr070605.shtml>

#### Source 8

Paffenberger, Ralph S. Jr., et al. "Physical Activity and Coronary Heart Disease in Men: The Harvard Alumni Health Study." *Circulation*, August 29, 2000: 975-980.

<http://circ.ahajournals.org/cgi/reprint/102/9/975>

#### Source 9

World Health Organization Global Strategy on Diet, Physical Activity and Health

<http://www.who.int/dietphysicalactivity/publications/facts/pa/en/index.html>

## **APPENDIX B: Description of Program Components**

### ➤ **Health Risk Appraisals with or without Preventive Screenings:**

A health risk appraisal is a detailed health questionnaire that is used to assess an individual's health risk of developing disease, such as heart disease. Typically, questionnaires include an assessment of an individual's personal family history and risk factors for disease. This may include one-on-one health counseling with a health care worker to target high-risk behaviors. Aggregate data, or grouped results without individual names, from health risk appraisals can also be used by the employer to assess the needs of their employees. For example, if the results indicate that a high number of employees are at risk for developing diabetes, your company may decide to offer educational programs related to the prevention of diabetes, such as consuming a healthy diet and being more physically active.

A more comprehensive assessment of personal risk includes the addition of preventive screenings with the health risk appraisal. This will give the individual more specific risk information by allowing them to know their health screening values such as cholesterol level and/or blood sugar level. This type of information paired with the risk questionnaire gives a more accurate and reliable profile of individual risk. Additionally, preventive screening results are a motivating factor that often result in the individual reconnecting with their primary health care provider. Regular connection with your doctor is an important step in reducing an individual's risk of developing chronic disease.

### ➤ **Educational Sessions:**

Educational programs or health education provide important information on various health-related topics, such as nutrition, or disease-specific topics, such as heart disease. These health education sessions play an important role in educating your workforce about making healthy behavior changes and adopting a healthier lifestyle that will result in better health outcomes. These sessions can also be used to complement a health risk appraisal by providing detailed information for employees to take appropriate action based on individualized feedback from their health risk appraisal.

### ➤ **Physical Activity/Fitness Offerings:**

It is recommended that adults, age 18 and older, participate in moderate physical activity for at least 30 minutes per day for 5 days a week or more. Only 43% of Manchester residents meet this recommendation. Additionally, nearly 17% or approximately 18,000 Manchester residents are considered physically inactive (less than 10 minutes of physical activity per week). Individuals who achieve the recommended amount of physical activity lower their risk for chronic diseases, such as diabetes or heart disease, and reduce their stress levels. As work hours and

responsibilities increase for the average American, it makes it increasingly difficult to meet this recommended level of physical activity, which consequently leads to poorer health outcomes and higher healthcare costs. Furthermore, to lose weight or maintain healthy weight it is recommended that adults participate in 60-90 minutes of physical activity on most days of the week.

Since employees spend a significant part of their day in the workplace, employers can help their workforce meet the daily recommendation for physical activity by providing opportunities for all employees to be more active.

➤ **Pedometers:**

Pedometers are a fantastic way to motivate employees to increase their daily physical activity. It is a national recommendation that individuals strive to obtain 10,000 steps per day or approximately 5 miles of activity per day. In addition to being affordable, pedometers enable individuals to track their progress towards this goal. It is usually a reality check for anyone new to pedometers to realize how sedentary our daily lives can be. It is also a great learning tool for the working professional to understand and recognize the difference between being “mentally tired” from a busy day versus actually being “physically tired.”

Pedometers can also be used in program evaluation because they provide a tangible outcome measure. For example, during the Challenge, participants have the opportunity to earn points for averaging 10,000 steps per day for one month. At the end of the Challenge, you will be able to identify how many participants achieved this goal.

## **APPENDIX C: Quick Contact Information for Local Resources**

### **Health Risk Appraisals w/Screenings**

On-site Health Risk Appraisals and Screenings

- Elliot Health System, Working Well Program: Meagan Tarrier, 603-663-8280  
[ptarrier@elliott-hs.org](mailto:ptarrier@elliott-hs.org)

Does Not Provide Health Risk Appraisals, But Can Provide Screenings

- Catholic Medical Center, ASK-A-NURSE @ 603-626-2626,  
[svermette@cmc-nh.org](mailto:svermette@cmc-nh.org)

### **Educational Sessions**

- Catholic Medical Center, ASK-A-NURSE @ 603-626-2626,  
[svermette@cmc-nh.org](mailto:svermette@cmc-nh.org)
- Elliot Health System, Working Well: Meagan Tarrier, 603-663-8280  
[ptarrier@elliott-hs.org](mailto:ptarrier@elliott-hs.org)

### **Physical Activity/Fitness Offerings**

- American Heart Association (Start! Walking Program), Greater Manchester Office, 603-669-5833  
<http://www.americanheart.org/presenter.jhtml?identifier=3041223>
- Catholic Medical Center, ASK-A-NURSE @ 603-626-2626,  
[svermette@cmc-nh.org](mailto:svermette@cmc-nh.org)
- Elliot Health System, Working Well: Meagan Tarrier, 603-663-8280  
[ptarrier@elliott-hs.org](mailto:ptarrier@elliott-hs.org)
- Greater Manchester YMCA, Marketing Department, 603-623-3558

### **Pedometers**

Please note: the City program used the Accusplit Eagle 1020 pedometer. It is both reliable and affordable.

- Heart Rate Monitors USA, Inc., 1-800-403-8285, <http://www.pedometersusa.com>

## **Appendix D: Sample PAR-Q and Sample Consent Form**

### **Sample - Physical Activity Readiness Questionnaire**

~ A Self-Assessment of Your Readiness to Exercise ~

This is a self-assessment and will not be collected by the **Challenge** Coordinator.

For most people physical activity should not pose any problem or hazard. This self-assessment has been designed to help identify adults for whom physical activity might be inappropriate or those who should have medical advice concerning the type of activity most suitable for them. Use of this form provides no guarantee that you are in suitable condition for this program. If you have any questions or reservations of any kind about your ability to increase your level of physical activity, you should consult with your physician. Remember, this is a start, and in your own circumstances other questions of yourself may also be appropriate. Check Yes or No for each question as it applies to you.

Yes	No	
<input type="checkbox"/>	<input type="checkbox"/>	1. Has your doctor ever said that you have a heart condition and that you should only do physical activity recommended by a doctor?
<input type="checkbox"/>	<input type="checkbox"/>	2. Do you feel pain in your chest when you do physical activity?
<input type="checkbox"/>	<input type="checkbox"/>	3. In the past month, have you had chest pain when you were not doing physical activity?
<input type="checkbox"/>	<input type="checkbox"/>	4. Do you lose your balance because of dizziness or do you ever lose consciousness?
<input type="checkbox"/>	<input type="checkbox"/>	5. Has your doctor ever said your blood pressure was too high?
<input type="checkbox"/>	<input type="checkbox"/>	6. Do you have a bone or joint problem that could be made worse by a change in your physical activity?
<input type="checkbox"/>	<input type="checkbox"/>	7. Is your doctor currently prescribing drugs (for example, water pills) for your blood pressure or heart condition?
<input type="checkbox"/>	<input type="checkbox"/>	8. Do you know of <u>any other reason</u> why you should not do physical activity?
<input type="checkbox"/>	<input type="checkbox"/>	9. Are you over age 65 and not accustomed to vigorous exercise?

#### **If you answered YES to one or more questions:**

If you have not recently done so, consult with your personal physician by telephone or in person before increasing your physical ability and/or taking a fitness assessment. Tell your physician what questions you answered "yes" to on this self-assessment or present a copy of this form.

After medical evaluation, seek advice from your physician as to your suitability for restricted or unrestricted physical activity – starting off easily and progressing gradually.

#### **If you answered NO to all questions:**

If you answered this self-assessment accurately, you have reasonable assurance of your present suitability for participation in the Challenge. A gradual increase in proper exercise promotes good fitness development while minimizing or eliminating discomfort. Answering no to all questions is no guarantee of your suitability for this program. It is always best to consult your physician first before beginning any exercise program.

## Sample - Participant Consent Statement

By signing below, I certify that I have answered the questions above in the “Physical Activity Readiness Questionnaire -Self-Assessment Screening Tool” to the best of my ability and that I understand the need to seek my doctor's medical opinion regarding the history presented here, as well as regarding the increasing of physical activity/exercise.

Exercise, especially vigorous exercise in persons who are not used to being active, poses risks. Those risks include abnormal heart rhythms and heart attacks that may result in death in rare circumstances. The questions above, plus information gained from the screening tests, are used to estimate the amount of risk a given individual has from exercise. Some people have more risks than others and need to begin a fitness program under the close supervision of their doctor, adjusting their level of exercise according to their medical needs. Slowly increasing exercise duration and intensity may help decrease risks associated with exercise.

By signing below, *I certify that I understand that exercise has the potential to be harmful as well as beneficial.* I know that I should ask my personal doctor if I have any doubts about whether or not it is safe for me to increase my physical activity/exercise level. This includes the understanding that any person with known coronary artery disease, peripheral arterial disease, stroke history, or diabetes should undergo medical evaluation that possibly includes stress testing before initiation of exercise. I understand that it is my responsibility to seek the appropriate medical evaluation, and that I should direct all personal medical questions to my doctor.

I also recognize that no one is able to predict the effects that exercise will have on my health with certainty. If I am in the middle of an exercise session in this program and experience any of the described symptoms above such as chest pain or pressure etc., then I will stop exercising and inform the instructor.

I will hold harmless (insert company name) in regard to the potential outcomes of this fitness program.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature of Screener

\_\_\_\_\_  
Date

## **Appendix E: Participant Materials and Marketing Materials**

**Please refer to supplemental files. It includes Microsoft Word documents of the following items:**

### **Participant Materials**

- (1.) Point Calculation Forms
- (2.) Activity Logs
- (3.) Fruit/Vegetable Intake Sheet

### **Marketing Materials**

- (1.) Program Flyer
- (2.) Registration Form
- (3.) Sample Education Session Flyer
- (4.) Sample Newsletter Template
- (5.) Sample Incentive Request Letter

**The Passports were developed using Microsoft Publisher. The document is included a supplemental file in Microsoft Publisher format and as a .tif file that can be altered with imaging software. The supplemental files can be found at [www.ManchesterNH.gov/Health](http://www.ManchesterNH.gov/Health).**



## Appendix F: Sample Program Evaluation Form

### **PASSPORT TO CARDIOVASCULAR HEALTH CHALLENGE** **Program Evaluation**

*Please take a moment to complete this evaluation form related to your participation in the Passport to Cardiovascular Health Challenge. Your feedback is an invaluable component to the program's evaluation and revision process with the goal of potentially offering this program again to all employees in the near future. Thank you, in advance, for taking the time to provide your comments.*

**(1.) Overall, how would you rate your experience in the Passport to Cardiovascular Health Challenge?**

- My experience in this program was fantastic.
- My experience in this program was good.
- My experience in this program was fair – I have been involved in better programs.
- I did not like my experience as a participant in this program.

**(2.) What did you like most about the program?**

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**(3.) What did you like least about the program?**

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**(4.) Please rate the following Passport Program Trips (please circle your response):**

Mediterranean: The Mediterranean Diet	Excellent	Good	Fair	Poor
Colorado: A Healthy Weight Through Exercise	Excellent	Good	Fair	Poor
Framingham: Cholesterol, Fat and Fiber	Excellent	Good	Fair	Poor
Great Britain: Healthy BP Numbers 101	Excellent	Good	Fair	Poor
Egypt: Diabetes, Exercise and Nutrition	Excellent	Good	Fair	Poor
Latin America: Cardio Salsa	Excellent	Good	Fair	Poor
Thailand: Cardio Kickboxing	Excellent	Good	Fair	Poor
Bhutan: Smoking Cessation Options	Excellent	Good	Fair	Poor

**(5.) Overall, did you find the education sessions/fitness activities to be helpful/informative?**  
 YES       NO       I did not attend any educational session/fitness offerings

**(6.) Please list any topics for educational sessions or fitness sessions you think should be added to this program as a “Trip”**

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**(7.) Overall, did you increase your physical activity/exercise level during this program?**  
 YES       NO

**(8.) Did you use your pedometer?**  
 YES       Sometimes       NO

**(9.) Did you log your steps for at least one month?**  
 YES       NO

**(10.) Overall, did you eat more healthy, well-balanced meals?**  
 YES       NO

**(11.) Do you plan to continue some of the healthy behavior changes you have made over the past three months?**  
 YES       NO

**(11a.) Why or Why not? Please explain:**

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**(12.) If we offered this program again to all employees or a similar health/wellness program, would you participate?**  
 YES       Maybe       NO

**(12a.) If no, please explain:**

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**(13.) Would you recommend this program to other employees who did not participate?**  
 YES       NO

**(13a.) If no, please explain:**

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**(14.) Please provide any additional feedback/comments:**

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THANK YOU! PLEASE RETURN THIS SURVEY TO \_\_\_\_\_