



## 2023 mspWellness Champions Designation Application

Workplace wellness programs contribute to a healthier, happier and more productive workforce. The public health departments from Hennepin County and the City of Minneapolis, the Minneapolis Regional Chamber and their partners have created this designation to recognize and celebrate organizations who work to positively affect the health and well-being of their employees and communities. Organizations that create, implement, and promote wellness programs as part of their organizational culture will be recognized through this program as a mspWellness Champions.

mspWellness Champions create, execute, and promote wellness programs as part of their organizational culture.

Applications are accepted on a rolling basis so organizations can apply to be a mspWellness Champion at anytime throughout the year. An annual recognition event will be hosted in the fall of 2023, and organizations who qualify for designation prior to September 15th will be featured at the event.

Qualifying worksites have a physical location in the state of Minnesota and have a minimum of 10 employees located in the state.

It is estimated that this application process will take around 30 minutes.

First Name \*

Last Name \*

Email \*

Find Your City \*

### Organization Information

If your organization has multiple locations, please provide information for the location applying for designation. Location must physically be in Minnesota.

Organization Name \*

Organization Street Address (Primary location in Minnesota) \*

Organization City \*

Zip Code \*

Is this your organization's headquarters? \*

- Yes  
 No  
 Other

How many physical locations do you have in the Twin Cities metro area? \*

Number of employees in Minnesota \*

- 10-25  
 26-100  
 101-500  
 501-1000  
 1001-5000  
 5001 -10,000  
 More than 10,001  
 Other

Organization Website \*

Organization Type \*

- Business  
 Government  
 Educational Institution  
 Nonprofit  
 Other

How did you first hear about the mspWellness recognition program?

- Email announcement  
 Online search  
 Social media  
 Benefits consultant or broker  
 Referred by fellow business  
 Event  
 Other

## Contact Information

To communicate with you regarding this award designation, we ask for several points of contact within your organization. Please provide contact information for the following people:

- **Wellness Lead:** The main contact for this award designation. This person is likely completing this form and is well-versed in the organization's wellness initiatives. This person will receive the majority of communications.
- **Communications Contact:** Typically, this individual is in a position of marketing, communications, and/or public relations. This person will be contacted with questions about brand identity, press releases, and social media.
- **Leadership:** To foster management support, please provide the contact information of someone in your organization's senior management who is an existing or potential champion of worksite health. This individual is invited to major events and sent program announcements.

### Wellness Lead-Contact One

The main contact for this award designation. This person is likely completing this form and is well-versed in the organization's wellness initiatives. This person will receive the majority of communications.

#### Wellness Lead Contact (Contact One) Name \*

#### Contact One Title \*

#### Contact One Email \*

### Communications Contact-Contact Two

Typically, this individual is in a position of marketing, communications, and/or public relations. This person will be contacted with questions about brand identity, press releases, and social media.

#### Communications Lead Contact (Contact Two) Name

#### Contact Two Title

#### Contact Two Email

### Leadership Contact-Contact Three

To foster management support, please provide the contact information of someone in your organization's senior management who is an existing or potential champion of worksite health. This individual is invited to major events and sent program announcements.

#### Leadership Contact (Contact Three) Name

#### Contact Three Title

### Additional Contact Information (optional)

If there are additional members of your team who should receive information from the mspWellness team, please include their contact information here.

#### Name

#### Type of Contact

- Communication
- Leadership
- Human Resources
- Wellness Committee
- Other

#### Title

#### Email

## **Designation Criteria**

This application is organized into five categories designed to evaluate the wellness initiatives taking place at your organization. The categories are:

1. Foundational Elements
2. Assessment and Evaluation
3. Policies
4. Practices (Systems and Environmental Supports)
5. Programs and Employee Engagement

Your organization does not need to check every box in order to qualify for the designation. Please see a full description of designation levels & criteria [here](#). Feedback on application and outcomes will be available on request.

## Foundational Elements

A successful, results-oriented and sustainable wellness program has a number of foundational elements. These elements are the building blocks of a worksite wellness program and provide organizational support for implementation of specific strategies. Leadership support is demonstrated when senior leaders align the organization's health promotion efforts with the organization's primary mission and provide resources for and participate in the wellness program.

### Foundational Elements 1 - Leadership supports our organization's wellness program as demonstrated by:\*

Responses that are required for 4 or 5 star champion designation are denoted with an asterisk\*

- 1. An identified champion or spokesperson from senior-level management who delivers health messages and promotes wellness activities.\*
- 2. Designation of a coordinator to lead the wellness committee and direct wellness efforts.\*
- 3. Approval of an annual budget or identification of funds for health promotion.
- 4. Integration of health promotion into the organizational structure and culture (for example, health promotion goals are aligned with business goals and the organization's mission statement).\*
- 5. Support and buy-in from all levels of management.
- 6. Participation of managers and/or decision makers in health promotion activities.
- 7. The organization providing affordable health care for all employees.
- 8. The wellness coordinator reporting directly to senior-level management.\*
- 9. The leadership and management team(s) for the wellness program are diverse
- Other

### Foundational Elements 2 - To ensure that wellness is deeply embedded into the organization's structure, we have:\*

Responses that are required for 4 or 5 star champion designation are denoted with an asterisk\*

- 1. Measurable goals and objectives based on needs and interests identified through data (for example, health screenings, interest surveys, culture audit).\*
- 2. A written strategic plan detailing how to reach goals and objectives.
- 3. An active wellness committee.
- 4. A wellness "identity" (for example, a brand name, logo, theme) for the organization's wellness program. \*
- 5. A comprehensive communication plan for health promotion efforts.
- 6. A process to designate wellness committee volunteers.
- 7. Annual reporting to management on wellness goals, objectives, and results (for example, HRA, participation rates).\*
- 8. Integration of health promotion into the organization's benefits plan (for example, reduced copays for wellness participation).
- 9. A mission statement for the wellness program.
- 10. A diverse wellness committee.
- 11. A demonstrated commitment to address language, literacy, and/or cultural nuances within the wellness program.
- 12. Identified and developed a written plan to address racial disparities within our organization.
- Other

## Assessment and Evaluation

Assessment is the collection and review of information to assess current status; evaluation is the review of data to document results or progress toward goals. Employee engagement is an important part of the relationship between an organization and its employees. Engaged employees are enthusiastic about their work and take action to further the organization's reputation and interests.

### Assessment and Evaluation 1 - To assess a baseline for our health promotion efforts, we:\*

- 1. Collect aggregate health data on our employee population (for example, medical claims, demographic data, workers' compensation, injury records).
- 2. Conduct a facility survey (for example, a survey to examine workstation design, vending machine options, noise levels).
- 3. Offer biometric screenings for employees (for example, blood pressure, cholesterol, height, weight).
- 4. Survey employees to determine their health and wellness needs and interests.
- 5. Conduct an employee engagement survey.
- 6. Conduct interviews with small groups of employees on organizational culture.
- 7. Conduct a culture audit or an organizational climate survey.
- 8. Have a strategic plan that addresses employee engagement through goals and action items.
- 9. Participate in a culture walk. Copy this link in a browser window to access more information: <https://rb.gy/cn2aw7>
- 10. Conduct annual employee health risk assessment (HRA).
- 11. Disaggregate health data by demographic or protected class, race, age, and gender where possible.
- Other

### Assessment and Evaluation 2 - To evaluate the effects of our health promotion efforts, we:\*

- 1. Record participation in wellness activities (for example, number of employees attending a brown-bag seminar or participating in a behavior change campaign).
- 2. Track use of company health and wellness facilities or equipment (for example, number of employees using fitness center, walking path, or blood pressure monitors).
- 3. Conduct employee satisfaction surveys about health promotion activities.
- 4. Measure and evaluate employee behavior change in response to environmental changes or programs (for example, vending machine healthy snacks sales trends, stairwell use observations, weight change surveys, commuting by bicycle or transit surveys).
- 5. Compare program participation from year to year.
- 6. Compare program satisfaction among programs.
- 7. Measure change in health care claims or absenteeism.
- 8. Conduct ROI or other financial assessment of our wellness program.
- 11. Compare the results of employee health risk assessments (HRA) from year to year to evaluate changes and trends.
- 10. Provide opportunities for employees to review and provide feedback on health-related policies and practices.
- 11. Evaluate our organization's policies for disparate impacts to improve health equity within our organization.
- 12. Disaggregate participation and satisfaction data by demographic or protected class, race, age, and gender where possible.
- 13. Assess accessibility of wellness programming to all employees.
- Other



## Policies/Procedures

An organization's wellness policies and procedures are principles, rules, and guidelines that have been adopted to influence decisions, actions, and other matters related to employee health and wellness.

### **Policies/Procedures 1 - We have formal, written policies that:\***

- 1. Provide benefits to family members and domestic partners.
- 2. Require seat belt use when riding or driving on company time.
- 3. Require tobacco-free grounds, including e-cigarettes.
- 4. Define emergency procedures at work.
- 5. Prohibit tobacco use, including e-cigarettes, in the worksite and in company-owned vehicles.
- 6. Promote physical activity during working hours.
- 7. Provide for onsite breastfeeding support (private room and pumping area, flexible breaks).
- 8. Support alternate forms of transportation to/from work.
- 9. Promote healthy food and beverage choices at work.
- 10. Allow for flexible work scheduling (flex-time schedules and work remotely/telework).
- 11. Define and promote respect in the workplace, including prohibiting bullying, harassment, and other inappropriate conduct.
- 12. Address and promote diversity, equity and inclusion strategies.
- 13. Reflect the diversity and needs of our staff (ie leave policies, holiday observance, etc.).
- 14. Consider employee salaries when determining staff contributions to premiums; enabling staff earning lower wages to have the same coverage as staff earning higher wages, while their premium contributions are scaled to their salary.
- Other

### Practices (Systems and Environmental Support)

An organization's wellness practices are its usual customs and ways of doing things. Implementing strategies that impact all elements of an organization (systems) and creating places where employees can be healthy (environments) influence an organization's practices.

#### Practices (Systems and Environmental Support) 1 - To make it easier for employees to be physically active, we offer:\*

- 1. Subsidies of personal expenses for physical activity (for example, exercise equipment, exercise classes, or health club memberships).
- 2. Promotion of safe, accessible, and attractive stairwells for everyday use.
- 3. Bicycle racks that are secure and protected from the weather.
- 4. A shower and changing facilities.
- 5. Resources to be active during the work day (for example, basketball courts, walking routes, an onsite fitness facility).
- 6. Sponsorship of employee walking clubs, intramural sports, or other group exercise programs.
- 7. Ergonomic assessments to employees.
- 8. Standing desks or treadmill stations.
- 9. Walking/standing meetings.
- 10. Subsidies for mass transit, multimodal, or bicycle use.
- Other

#### Practices (Systems and Environmental Support) 2 - To make it easier for employees to eat healthier, we offer:\*

An organization's wellness practices are its usual customs and ways of doing things. Implementing strategies that impact all elements of an organization (systems) and creating places where employees can be healthy (environments) influence an organization's practices.

- 1. Healthy food and beverage choices at meetings and events (including healthy food ordering guidelines and training).
- 2. Healthy food and beverage options in onsite vending machines or cafeterias.
- 3. Nutrition information or symbols that identify healthier food and beverages in the company cafeteria or vending machines.
- 4. Lower prices on healthier food choices and beverages in vending or cafeterias.
- 5. Community supported agriculture (CSA) onsite or nearby.
- 6. Promotion of onsite or nearby farmers' market.
- 7. Food preparation and storage facilities (for example, sink, refrigerator, microwave) for employees.
- 8. Offer resources on supplemental food options (ie WIC, SNAP, food shelves, etc.).
- 9. Diverse food options that are reflective of employees needs (ie cultural, religious, medical, etc.).
- Other

#### Practices (Systems and Environmental Support) 3 - To make it easier for employees to quit tobacco use, we offer:\*

- 1. Signage supporting the worksite's tobacco and e-cigarette policy.
- 2. Free or subsidized tobacco cessation counseling.
- 3. Health insurance that covers tobacco cessation medication including nicotine replacement.
- 4. Provide incentives for being a nonuser of tobacco.
- Other

#### Practices (Systems and Environmental Support) 4 - To make it easier for employees to handle stress, we offer:\*

- 1. An Employee Assistance Program (EAP) for all employees.
- 2. Opportunities for employees to connect socially.
- 3. Onsite child daycare facility.
- 4. Assistance with childcare (for example, resource information, pre-tax program).
- 5. Assistance with eldercare (for example, resource information, family medical leave).
- 6. Designated space for relaxation or meditation.
- 7. Onsite chair massage available to employees.
- 8. Resources to help employees manage personal financial issues.
- 9. Access to trauma-informed resources and providers.
- 10. Resources for promoting and maintaining psychologically safe work spaces.
- 11. Training for managers on stress related issues and equity/inclusion related issues.
- 12. Opportunities for employees to participate in decision-making around workplace issues that address stress.
- Other

#### Practices (Systems and Environmental Support) 5 - To make it easier for employees to achieve and maintain overall good health, we offer:\*

- 1. An overview of the wellness program at new employee orientations.
- 2. Flu shots.
- 3. Health insurance available to all full-time employees.
- 4. At least five days of sick leave or paid time off (PTO) per year to all full-time employees.
- 5. Breast and chest feeding facilities (separate from restrooms).
- 6. Parental leave for all new parents.
- 7. A health and wellness lending library (books, videos, exercise equipment).
- 8. Time to participate in employer-sponsored health promotion programs during work hours.
- 9. Health promotion programs available to spouses and covered dependents.
- 10. One or more functioning, onsite AEDs (automated external defibrillators).
- 11. Relationships with state and local health departments or Chamber of Commerce to understand the unique societal constraints impacting our staff where they live and work.
- 12. Advocacy for local, state, and federal programs that support dismantling societal practices that enable health disparities (example: free vaccination programs).
- 13. Opportunities for engagement and support of diverse business and nonprofit leaders in our community.
- 14. Flexible time away from work policies that are considerate of nuances across cultures and practices (holiday observance, bereavement policies, etc)
- Other

## Programs

A program is a plan of action aimed to achieve a particular result. Offering programs is one way to increase participation , provide social support and further engage employees in wellness efforts.

### Programs 1 - To deliver health education programming to employees, our organization uses:\*

- 1. Self-study instruction
- 2. Group sessions
- 3. Behavior change campaigns
- 4. Internet-based instruction
- 5. Individual counseling or coaching
- 6. Health fairs
- 7. Referrals to community groups and resources
- 8. Support groups
- Other

### Programs 2 - Health education programming topics include:\*

- 1. Aging workforce
- 2. Alcohol or drug use
- 3. Back care
- 4. Career planning
- 5. Disease management (for example, diabetes, heart disease, high blood pressure, asthma)
- 6. E-cigarettes
- 7. Ergonomics
- 8. Financial health
- 9. Health savings accounts (HSAs)
- 10. Healthy eating
- 11. Integrative medicine/holistic health
- 12. Mental health
- 13. Physical activity
- 14. Safety/injury prevention
- 15. Self-care
- 16. Stress management
- 17. Tobacco use
- 18. Volunteerism
- 19. Weight management
- 20. Work and family issues (for example, child and elder care, life balance)
- 21. Workforce diversity
- Other



## **Program Narrative**

**Program Narrative 1 - Tell us about the most innovative or creative component of your wellness program. Please limit your response to 150 words or less.**

**Program Narrative 2 - What is one change or innovation you made to your wellness program this past year? Please limit your response to 150 words or less.**

**Program Narrative 3 - How does your health education programming incorporate the impact of unconscious bias and micro-aggressions? Please provide 1-2 examples: \***

**Program Narrative 4 - Does your organization use employee demographic data to inform the priorities, focus, and content of wellness programming? \***

## **Affiliations and additional recognitions**

There are many organization's that have partnered to create this designation. We would like to know more about your connections to these groups, as well as other accolades and recognitions your organization has received.

**Are you currently a member of a Chamber of Commerce? Note: It is not required to be a member of a Chamber of Commerce to receive mspWellness designation.**

- Yes
- No
- Not Sure
- Other

**What other recognitions has your organization received?**

## Feedback

Since this is a new designation, we would love your feedback on the process and the application.

**What do you like about the current application and process?**

**What would you like to see changed, added or subtracted in the future?**