BeWell@Stanford Program Overview

BeWell@Stanford is a multi-dimensional health and wellness program designed to enhance the culture of wellness at Stanford. Our goal is to promote a better understanding of healthy behaviors and help you (and your family) achieve significant improvements in the quality and length of your life. By integrating the abundant health and wellness resources on campus, BeWell strives to help all students, faculty and staff to achieve a healthy and balanced lifestyle.

BeWell recognizes and collaborates with existing programs by bringing together leaders from the Department of Athletics, Physical Education and Recreation (DAPER); the Health Improvement Program (HIP) located within the Stanford Prevention Research Center (Stanford School of Medicine); Stanford Benefits and the WorkLife Office (Stanford Human Resources); Wellness and Health Promotion Services (Vaden Health Center); and the Faculty Staff Help Center. Launched in 2007, the BeWell program aims to be a model for university wellness programs nationally and internationally.
BeWell Historical Overview

The initial idea for the BeWell program was born in January of 2007 when colleagues on the Stanford campus were invited to a special meeting by the Provost. Nearly 75 participants discussed the merits of creating a coordinated and collaborative wellness program on behalf of students, faculty and staff. After many program design meetings throughout the spring and summer, and following the first Cardinal Walk in May of 2007 (which registered 400 participants and was led by Provost John Etchemendy), the BeWell program was officially launched in the Fall of 2007.

The first BeWell website was developed in coordination with Stanford Business School graduate, Ron Gutman, and his Wellsphere team in October of 2007. Coinciding with introduction of this first BeWell website, first-time special events were held — including the Pac 10 Fitness Challenge (Get Active) and the Launch Lunch (Eat Better) in conjunction with Residential and Dining Enterprises (R&DE).

In January of 2008, the Employee Incentive Program was introduced, with three designated components including the Stanford Health and Lifestyle Assessment (SHALA), Interpretive Workshops, free personal training and fitness assessments and $20 Group Fitness classes.

The BeWell special events expanded in 2008 with the first Unwind event, YogaPalooza, followed by the Wellness Fair held in the Arrillaga Center for Sports and Recreation (ACSR) and the 2nd annual Cardinal Walk. The BeWell Program was off to a good start!

In subsequent years, the BeWell Program has continued to grow and expand with partners across the campus dedicated to creating a culture of wellness at Stanford. Special events have continued to expand, and the Employee Incentive Program has added new facets each year — including personal wellness plans, wellness workshops, health screenings, wellness advising, Healthy Living classes, annual well visits and personal commitment to healthy lifestyle behaviors.

One of the real keys to success for BeWell has been the way in which different departments have come together to build a strong and effective collaboration. BeWell has connected with wellness partners across campus and created programs such as the Healthy Taste event with R&DE and BeWell Berries (awards for attendance at classes) with Worklife, the Help Center and Learning and Organizational Development.

Communication and marketing of wellness events have been very successful. In the winter of 2009, we started the Stanford BeWell Bulletin, an eight-page color publication. We subsequently created a bi-monthly BeWell article that has appeared in the Stanford Report on a regular basis, with great results. Additionally, we have sent bimonthly emails to our 10,000-plus registrants in the program, giving them updates on the latest happenings.

Overall, it has been an exciting process to see the BeWell Program expand and grow. We have hopes to further develop the Employee Incentive Program and other dimensions of wellness as we move ahead. Stanford University’s wellness programs, coordinated by BeWell, work toward creating a “culture of wellness” on campus.
In 2010, about 7,300 Stanford employees completed the Stanford Health and Lifestyle Assessment (SHALA) as part of the BeWell@ Stanford Employee Incentive Program. The number of total respondents grew from 6,665 in 2008 and 7,094 in 2009. Females comprised 66% of SHALA-takers. The mean age of respondents was 43.

While all personal information remains strictly confidential, the aggregate data have been compiled to provide us with a snapshot of Stanford’s health behaviors. Based on the self-reports, Stanford employees met or surpassed goals set by the U.S. Department of Health and Human Services’ Healthy People 2010 in the areas of obesity, physical activity, smoking, and alcohol consumption — similar to the SHALA findings from 2009.

As in 2009, self-reported nutrition behaviors of Stanford employees in 2010 exceeded U.S. baseline data, but do not yet meet Healthy People targets. However, it is noteworthy that the reported nutrition behaviors are getting closer to the targets. A full comparison of Stanford employees’ lifestyle behaviors with Healthy People target and baseline numbers is shown in a table that follows. (Results from 2008, 2009 and 2010 are included.)

Additional analyses were conducted on the 4,161 employees who completed the survey in both 2008 and 2010. The results showed significant improvements over the two years in respondents’ lifestyle factors: specifically, increased physical activity, improved eating patterns and reduced smoking. In addition, improvements were also found in respondents’ self-reported clinical risk factors of blood pressure and cholesterol measures. Unfortunately, weight status and stress did not show improvement from 2008 to 2010.

In 2011, Stanford continues to strive to create a culture of wellness in our community through the provision of a variety of health and wellness resources (e.g., programs offered by the Health Improvement Program; Department of Athletics, Physical Education and Recreation; and WorkLife Office) and policy support (e.g., provision of “well-time” to enable employees to participate in the BeWell Berry activities). With individual and collective efforts, we can all look forward to a healthier Stanford.
## Health Report Card (cont.)

<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td><strong>Body Weight Status</strong></td>
<td></td>
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</tr>
<tr>
<td>% at a healthy weight</td>
<td>42%</td>
<td>≥ 60%</td>
<td>54%</td>
<td>54%</td>
<td>54%</td>
</tr>
<tr>
<td>% who are obese</td>
<td>23%</td>
<td>≤ 15%</td>
<td>15%</td>
<td>15%</td>
<td>15%</td>
</tr>
<tr>
<td><strong>Physical Activity</strong></td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>% 30+ minutes moderate exercise 5+ days/wk</td>
<td>15%</td>
<td>≥ 30%</td>
<td>39%</td>
<td>39%</td>
<td>40%</td>
</tr>
<tr>
<td>% 20+ minutes vigorous exercise 3+ days/wk</td>
<td>23%</td>
<td>≥ 30%</td>
<td>47%</td>
<td>50%</td>
<td>50%</td>
</tr>
<tr>
<td>% strength training 2+ days/week</td>
<td>18%</td>
<td>≥ 30%</td>
<td>29%</td>
<td>34%</td>
<td>34%</td>
</tr>
<tr>
<td>% flexibility training 1+ days every 2 weeks</td>
<td>30%</td>
<td>≥ 43%</td>
<td>73%</td>
<td>77%</td>
<td>78%</td>
</tr>
<tr>
<td>% who often walk for transportation</td>
<td>17%</td>
<td>≥ 25%</td>
<td>44%</td>
<td>46%</td>
<td>46%</td>
</tr>
<tr>
<td><strong>Nutrition</strong></td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>% who eat 2+ servings of fruit per day</td>
<td>28%</td>
<td>≥ 75%</td>
<td>56%</td>
<td>60%</td>
<td>63%</td>
</tr>
<tr>
<td>% who eat 3+ servings of vegetables per day (including 1+ servings of dark green leafy or yellow/orange vegetables)</td>
<td>3%</td>
<td>≥ 50%</td>
<td>33%</td>
<td>36%</td>
<td>39%</td>
</tr>
<tr>
<td>% who eat 3+ servings of whole grain per day</td>
<td>7%</td>
<td>≥ 50%</td>
<td>22%</td>
<td>22%</td>
<td>24%</td>
</tr>
<tr>
<td><strong>Cigarette Smoking</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>% who currently smoke</td>
<td>24%</td>
<td>≤ 12%</td>
<td>4%</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td><strong>Alcohol Use</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>% drinkers who engage in high-risk alcohol consumption</td>
<td>73%</td>
<td>≤ 50%</td>
<td>15%</td>
<td>12%</td>
<td>12%</td>
</tr>
</tbody>
</table>

**Legend:**
- Falls short of baseline
- Meets/exceeds baseline, but falls short of target
- Meets/exceeds target
## BeWell Event Summary

<table>
<thead>
<tr>
<th>Event Description</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Launch Lunch (website launch)</td>
<td>N/H</td>
<td>1,496</td>
<td>N/H</td>
<td>N/H</td>
</tr>
<tr>
<td>Cardinal Walk</td>
<td>750</td>
<td>900</td>
<td>1,100</td>
<td>1,400</td>
</tr>
<tr>
<td>Wellness Fair</td>
<td>2,400</td>
<td>2,200</td>
<td>2,300</td>
<td>2,500</td>
</tr>
<tr>
<td>Unwind Event</td>
<td>N/H</td>
<td>300</td>
<td>400</td>
<td>N/H</td>
</tr>
<tr>
<td>Flu Shots</td>
<td>N/H</td>
<td>N/H</td>
<td>2,651</td>
<td>3,439</td>
</tr>
<tr>
<td>PAC-10 Fitness Challenge</td>
<td>N/H</td>
<td>3,200</td>
<td>3,215</td>
<td>3,333</td>
</tr>
<tr>
<td>PAC-10 Halloween Walk</td>
<td>N/H</td>
<td>75</td>
<td>82</td>
<td>N/H</td>
</tr>
<tr>
<td>Healthy Taste of Stanford</td>
<td>N/H</td>
<td>N/H</td>
<td>N/H</td>
<td>1,200</td>
</tr>
<tr>
<td>BeWell Walkers</td>
<td>N/H</td>
<td>301</td>
<td>256</td>
<td>136</td>
</tr>
<tr>
<td>BeWell Recognition Event</td>
<td>N/H</td>
<td>N/H</td>
<td>400</td>
<td>525</td>
</tr>
<tr>
<td>Blood Rival Challenge (units)</td>
<td>N/H</td>
<td>234</td>
<td>260</td>
<td>271</td>
</tr>
<tr>
<td>Sounds &amp; Sizzles Summer Blood Drive</td>
<td>N/H</td>
<td>N/H</td>
<td>120</td>
<td>60</td>
</tr>
<tr>
<td>(units)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BeWell Ticket Promotion (tickets)</td>
<td>N/H</td>
<td>N/H</td>
<td>4,310</td>
<td>5,352</td>
</tr>
<tr>
<td>Student Wellness Program Launch</td>
<td>N/H</td>
<td>N/H</td>
<td>N/H</td>
<td>350</td>
</tr>
<tr>
<td>TOTAL</td>
<td>3,150</td>
<td>8,706</td>
<td>15,094</td>
<td>18,566</td>
</tr>
</tbody>
</table>

Note: These numbers do not reflect unique participation. N/H = Not Held

### Cardinal Walk

- Started in May 2007, participation in the Cardinal Walk has increased each year. The walk has been lead by the Provost with the addition of Wellness Advocates in 2010. In 2009, we started the Spirit Award. Groups come to the walk dressed in matching T-shirts, fun costumes and/or create a cheer to promote their department and wellness. In 2010, we had winners in each category: Small Group – Student Affairs Office and the KnitWits; Medium Group – Health Policy; and Large Group – Residential and Dining Enterprises (for the second year in a row). Attendees receive a T-shirt to commemorate the event.

### Wellness Fair

- The Stanford Wellness Fair, offered since 2005, was launched by the Human Resources department. In 2008, the budget was transferred to BeWell, who thereafter assumed a leadership role in planning and implementation. This wellness-focused event features 50 university departments and numerous outside vendors providing employees with wellness resources such as health screenings, fun physical activities and even opportunities to volunteer in the community — all contributing to wellness.

### Unwind Event

- Offered in 2008, 2009 and once again in 2011, this event helps to remind people of the importance of setting aside time to unwind. Since individuals define unwinding in many different ways, the event chooses different focus activities each year, such as Yoga, Tai-Chi and massage.
BeWell Event Summary (cont.)

Healthy Taste of Stanford – The first annual Healthy Taste of Stanford was held in May of 2010. A collaboration between Residential and Dining Enterprises, Stanford Hospitality & Auxiliaries and BeWell, this event provides the community with a healthy, organic & sustainable food fair. BeWell invites employees to experience all of our sustainable food vendors and receive samples of these healthy foods.

BeWell Recognition Event – In 2009 and 2010, BeWell celebrated with the faculty and staff who completed the Employee Incentive Program by hosting an event to recognize this accomplishment. Invitations went out to all eligible participants and there was a presentation by BeWell staff and Provost John Etchemendy. BeWell took the opportunity to congratulate and encourage faculty and staff in the program to continue their wellness journey and to celebrate with friends and colleagues.

Rivals for Life Blood Challenge – This event, coordinated by the Stanford Blood Center, is a one-day blood unit collection challenge between Stanford and Cal during Big Game week. Stanford won for the third consecutive year in 2010 and, yes, there was blood!

Sounds and Sizzles Blood Drive – This event has been held the past two years just prior to Labor Day weekend and has involved barbeque and music encouraging people to Be There, Be Cool and BeWell.

BeWell Ticket Promotion – In collaboration with Stanford Athletics, this event has allowed Stanford staff and faculty who have completed the SHALA to receive complimentary tickets to a wide assortment of Stanford sporting events, including football, men’s and women’s basketball, baseball, soccer and volleyball.

Student Wellness Passport Program (launched in May 2010) – Launched in May 2010 at the first annual Student Wellness Fair, the Celebrate Wellness program was attended by about 350 students making a commitment to the Student Wellness Passport Program.

Step 1 - Completing the Student Health Appraisal (SHA)
Step 2 – Personal Wellness Plan
Step 3 – Wellness Activities

• Wellness and health promotion talks
• Unwind activity
• Intramural participation
• Wear a helmet
• Campus police ride-along
• Club sports participation
• Volunteer work
• Varsity athletics participation
• Annual health care exam
• Wellness advocate
• PE/Rec fitness class
• Well rounded lifestyle decisions
In 2008, participants completed SHALA, attended the Wellness Interpretation Workshop and were then eligible for the free fitness assessment and personal training sessions and $20 HIP fitness classes. Participants also received $150 for taking SHALA.

**2009**

In 2009, the program changed to a three-step process, with Step 3 expanding to include a variety of activities providing participants with more flexibility — including fitness assessments, personal training, wellness workshops, Group Fitness classes, Healthy Living classes, two-part Wellness Coaching and an annual physician well-visit. The incentive financial reward was increased from $150 to $250 while maintaining the free and/or reduced fee services.

In 2010, BeWell implemented BeWell Numbers (Health Screenings) in which eligible employees were given medical tests on campus during one of 37 dates. Testing (fasting finger stick for total cholesterol, HDL and glucose, blood pressure, height, weight, waist circumference and percent body fat) and exit counseling services were provided by Kaiser Permanente Worksite Wellness. The total incentive financial reward was increased from $250 to $300. The three-step process was maintained, with Step 2 expanding to include health screening, a wellness referral call and the personal wellness plan. BeWell increased the workshop offerings to include stress and nutrition and changed the “Commit to 2 healthy lifestyle behaviors” to becoming a “Wellness Advocate.” Participation in the personal wellness plan and certain of the Step 3 activities fell in 2010 because of the new requirement that employees take part in BeWell Numbers.

### Incentive Program Participation

<table>
<thead>
<tr>
<th>Activity</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stanford Health and Lifestyle Assessment - Employees</td>
<td>6,667</td>
<td>7,273</td>
<td>7,301</td>
</tr>
<tr>
<td>Stanford Health and Lifestyle Assessment - Total</td>
<td>7,565</td>
<td>7,888</td>
<td>7,703</td>
</tr>
<tr>
<td>BeWell Numbers (Health Screenings)</td>
<td>N/H</td>
<td>N/H</td>
<td>3,314</td>
</tr>
<tr>
<td>Personal Wellness Plan</td>
<td>N/H</td>
<td>4,374</td>
<td>2,743</td>
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<tr>
<td>Referral Call</td>
<td>N/H</td>
<td>N/H</td>
<td>1,017</td>
</tr>
<tr>
<td>Fitness Assessment</td>
<td>708</td>
<td>1,581</td>
<td>1,337</td>
</tr>
<tr>
<td>Personal Training</td>
<td>621</td>
<td>1,289</td>
<td>1,069</td>
</tr>
<tr>
<td>Wellness Workshop</td>
<td>2,471</td>
<td>1,188</td>
<td>N/H</td>
</tr>
<tr>
<td>Stress Workshop</td>
<td>N/H</td>
<td>N/H</td>
<td>1,109</td>
</tr>
<tr>
<td>Nutrition Workshop</td>
<td>N/H</td>
<td>N/H</td>
<td>1,273</td>
</tr>
<tr>
<td>Wellness Coaching</td>
<td>N/H</td>
<td>172</td>
<td>70</td>
</tr>
<tr>
<td>Healthy Living Class</td>
<td>N/H</td>
<td>973</td>
<td>1,212</td>
</tr>
<tr>
<td>Group Fitness Class</td>
<td>1,200</td>
<td>1,764</td>
<td>1,654</td>
</tr>
<tr>
<td>Wellness Advocate</td>
<td>N/H</td>
<td>N/H</td>
<td>872</td>
</tr>
<tr>
<td>Well-visit</td>
<td>N/H</td>
<td>2,095</td>
<td>1,621</td>
</tr>
<tr>
<td>Commit to Healthy Behaviors</td>
<td>N/H</td>
<td>2,733</td>
<td>N/H</td>
</tr>
<tr>
<td>Completed Step 3</td>
<td>N/H</td>
<td>1,368</td>
<td>1,392</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>12,565</td>
<td>25,425</td>
<td>26,386</td>
</tr>
</tbody>
</table>

Note: These numbers do not reflect unique participation

N/H = Not Held
Residential and Dining Enterprises hosted the first pilot for Wellness on Wheels (WOW) with modest workout and health education provided by BeWell during dining hall staff meetings. Classes took place at Ricker and Lakeside Dining Halls. The dining hall staff was instrumental in facilitating their staff members’ participation in the BeWell program. Land, Buildings and Real Estate (LBRE) was another early adopter of the WOW program, organizing a group of staff members and finding space to have a weekly yoga class which began in Spring 2008 and continues today.

Stanford Residential and Dining Enterprises has been a major player in several of our special events as well as being a major collaborative partner. Their participation in the annual Employee Wellness Fair provides staff the opportunity to taste a healthy dish that is easy to replicate at home. R&DE has willingly showcased a healthy snack and salad at the Student Wellness Fair, provided a free lunch to the nearly 1,500 staff during the BeWell launch in 2008, and co-coordinated last year’s BeWell Healthy Taste of Stanford event.

Other departments that provide classes for the Employee Incentive Program credit include: WorkLife Office, The Faculty/Staff Help Center, Learning and Organizational Development, School of Medicine and Environmental Health and Safety.

In 2009, the WorkLife Office joined the planning committee and contributed additional questions to the SHALA related to worklife. In 2010, the Faculty/Staff Help Center and Vaden Wellness and Health Promotion Services joined the BeWell planning team. Their addition was instrumental in helping to promote all the wellness options available to faculty, staff and students. Also, the Team to Improve Productivity at Stanford (TIPS) continues to provide BeWell with the opportunity to present program information and details.

BeWell Communication

BeWell in 2010 continued its evolution away from print media and toward electronic communication. Instead of publishing a quarterly magazine, BeWell contributed bi-monthly stories to the Stanford Report eNews, a daily electronic news service read by 15,000 Stanford employees. The BeWell stories continue to be popular with the readership. Among the top 25 stories of 2010, “Well Time” introduced the benefit in which 8 hours of sick time can be used to complete BeWell activities. Other popular stories included “Sit too much?” by Joyce Hanna and “Don’t scrimp on sleep” — a feature story on the essential nature of rest.

BeWell also began active management of the BeWell@Stanford website. Formerly run by Wellsphere, the site was transformed to include more relevant information for the Stanford population, including rotating feature stories, monthly health themes, updated event listing and program information.

Direct email communication also improved with fewer email “blasts” to the entire population. Carefully tailored messages were used in combination with targeted distribution lists to communicate more specific messages to various appropriate audiences. As a result, fewer emails were sent with more positive results.
In November of 2009, BeWell emailed surveys to a randomly selected population of university benefits-eligible faculty and staff seeking information about participation in and perceptions of university-sponsored health promotion programs.

The survey suggests that BeWell is widely recognized, with nearly 95% of the respondents indicating they knew about the incentive program before taking the survey. Two-thirds of the respondents believe the university is very committed to improving the health of all faculty and staff.

The participants expressed strong interest in their own health improvement. When asked why they participate in BeWell, 90% were intrinsically motivated by health improvement. The monetary incentive paid by the university and the free or reduced price of classes and assessments also played a role as significant motivators. Three-fourths of the participants felt the program was effective in motivating them to adopt or maintain healthy lifestyle behaviors. Indeed, 70% stated that they had made lifestyle changes as a result of the BeWell program. If we exclude the 87 individuals who indicated that they did not make a lifestyle change because they are already living a healthy lifestyle, the percentage of those who did make a change improves to 84%.

Within this sub-group of people who made a lifestyle change, 85% incorporated more physical activity into their lives. Making healthier food choices, working to reduce stress, and valuing/supporting wellness in other people also were frequently mentioned as lifestyle changes. Interestingly, 24% indicated they had made a lifestyle change by using alternative transportation. There appears to be a strong sense of health improvement focused on healthy lifestyle choices. These findings reflect a real “culture of wellness” on campus. The goals of the BeWell program (get active, eat well, unwind, and create a culture of wellness) appear to have been favorably impacted by the 2009 BeWell incentive program. Indeed, 71% of the respondents felt their overall work environment (supervisor, work schedule, facilities) are supportive of a healthy lifestyle.

When asked about specific components they would like to see included as part of the incentive program in the future, “having the opportunity to get blood pressure, cholesterol, and other biometric markers measured on campus” was listed by more than half (55%) of the respondents. Also, participants indicated they would like to have access to emails that promote relevant wellness resources, have access to on-line trackers, see the integration of SHALA and biometric data into the personal wellness plan, and be able to track short-term goals online. These components are all reflected in the new 2010 BeWell employee incentive program.
The BeWell@Stanford marketing group utilizes a wide variety of marketing materials to promote events and programs to student, staff and faculty. Banners, road signs, T-shirts, web pages, posters, post cards and mailers were all created and distributed with the hope of increasing awareness for the BeWell program campus-wide. The success and greater awareness of the program can be directly correlated to the increased marketing efforts since the program’s inception.

**Pac 10 Fitness Challenge**
10/26 - 10/30
Help Stanford 3-peat!

**Wellness Fair**
FOR FACULTY & STAFF
Arrillaga Center for Sports & Rec
April 28, 2010 • 10a - 3p
WellnessFair.stanford.edu

**WELLNESS FAIR 2010**
ARRILLAGA CENTER FOR SPORT AND REC (ACSR)
APRIL 28 • 10AM - 3PM • FACULTY & STAFF

**SOME OF THE HIGHLIGHTS INCLUDE:**
- ERGONOMICALLY CORRECT WORKSTATIONS
- BLOOD PRESSURE, BODY FAT, BONE DENSITY, STRENGTH & FLEXIBILITY TESTS
- BIKE SAFETY CHECK & LICENSE
- TALK TO A NUTRITIONIST
- UV TEST FOR SUNGLASSES
- CLIMB THE ROCK WALL
- HEALTHY FOOD DEMOS
- NINTENDO WII
- DOOR PRIZES
AND MUCH MORE!

WEB: WELLNESSFAIR.STANFORD.EDU
EMAIL: BEWELL@STANFORD.EDU
On December 2, 2010, 5,000 randomly selected benefits-eligible Stanford employees received an email inviting them to respond to an anonymous survey about the 2010 BeWell@ Stanford Employee Incentive Program (EIP). This survey, open for two weeks, was completed by 857 employees—a response rate of 17%.

Demographics of the Survey Sample

Approximately one-quarter of the respondents were in their 30s, one-quarter in their 40s, and one-quarter in their 50s. The majority of the remainder were younger than 30 years old (11%) or in their 60s (12%). Seventy-one percent of the respondents were women. Over half of the respondents (55%) were on main campus, with almost 20% indicating they were at the medical school. Two-thirds of the sample indicated they were exempt employees. Twenty-one percent were faculty or academic staff, 37% were professional staff, and 26% indicated that they were administrative staff. Ten percent indicated they were management, 3% were bargaining unit, and 2% were “other.”

Attitudes about Health & the Work Environment

Overall, respondents reported being in good health. Specifically, 13% reported their health was excellent, 39% reported being in very good health, and 35% reported being in good health. Only 13% reported being in fair or poor health.

Survey participants reported making efforts to practice a healthy lifestyle. 17% reported spending a lot of time and energy engaging in such behaviors, and another 43% reported spending a fair amount of time and energy in such behaviors. Only 10% reported spending no time or little time in such activities. Most respondents were taking interest in whether their coworkers take care of their health. Specifically, 29% said it was very important and 46% said it was somewhat important that their coworkers lead a healthy lifestyle. Less than 7% said it was not important at all.

Respondents were asked about their perceptions of the supportiveness of their overall work environment in promoting health. One-third indicated that they felt their environment was very supportive, and another 37% felt their work environment was somewhat supportive. Unfortunately, 8% of respondents indicated that their work environment was not at all supportive of a healthy lifestyle. The majority of respondents (71%) felt that this support was the same level as last year; 24% said that their work environment was more supportive of a healthy lifestyle than last year.

The vast majority of respondents (70%) felt that Stanford was very committed to improving the health of all employees; another 25% felt that Stanford was somewhat committed. These percentages have increased since the start of the BeWell program in 2008. Specifically, in 2008, 62% of employees felt that Stanford was very committed to the health of their employees; in 2009, the percentage grew to 67%.

Overall Perceptions about EIP

Almost all of the respondents (97%) had heard of the Employee Incentive Program (EIP), and 81% of the respondents reported participating in the program in 2010. It should be noted that this is substantially higher than the actual participation rate of all Stanford employees, and thus this sample is likely not representative of the Stanford employee population at large.

Respondents who participated in the EIP indicated their reasons (multiple reasons could be selected). The results showed both an intrinsic motivation (93% indicated that they wanted to improve their health) and an extrinsic motivation (73% reported participating for the monetary incentive.) Interestingly, over half of the respondents (58%) reported participating in order to receive the free and reduced price classes and assessments, suggesting that people are very responsive to incentives which remove financial barriers to health-promotive opportunities.

Approximately 75% of participants reported that the program was somewhat or very effective in motivating them to adopt and/or maintain healthy lifestyle behaviors. Almost 71% of participants reported having made healthful lifestyle changes as a result of the program, while 15% reported not making any changes because they are already living a healthy lifestyle. When asked to specify what changes they made (multiple responses could be selected), 82% of respondents reported incorporating more physical activity into their daily routine. Almost 70% reported making healthier food choices. Other well-endorsed changes were: working towards reducing stress (44%), increased knowledge of risk factors (37%), more health conscious in everyday life (55%), and supporting/valuing wellness in others (42%).

As previously noted, most of the survey respondents reported participating in the program. Among those who did not participate, the most often stated reason was: “1 did not have time” (43%). Fifteen percent indicated that they did not want to reveal personal information. Of those who participated in 2010, 94% reported that they planned to participate in 2011. Of those who did not participate in 2010, 35% indicated that they planned to participate in 2011.

Perceptions of EIP Components

SHALA: Of the respondents who took SHALA, 90% reported reading the output reports. The majority of respondents (69%) found SHALA to be somewhat or very helpful.
Employees’ Perception of EIP (cont.)

**BeWell Numbers:** 2010 was the first year where the EIP included onsite biometric screenings. Participants felt that it was a worthwhile experience, with 87% of respondents finding the biometric screening to be somewhat or very helpful. Similarly, respondents seemed pleased with the exit counseling they received as part of BeWell Numbers; 73% found it to be somewhat or very helpful. Of those who did not participate in BeWell Numbers, 31% reported that they did not participate because they already get lab work done at their doctor’s office.

**Wellness Referral Call:** Also new in 2010, participants who completed BeWell numbers were eligible to receive a wellness referral call from a member of the BeWell staff to let them know about wellness resources available to them on campus and through their health plans. Interestingly, half of our respondents reported opting out of the call. When asked why they opted out (multiple reasons could be chosen), 55% reported that they felt like the exit counseling provided enough information; 32% reported that they did not have time. Almost 10% reported that they opted out because they did not want to reveal personal information. Of those who participated in the wellness call, 61% found it to be somewhat or very helpful.

**Personalized Wellness Plan:** After completing BeWell Numbers, participants were asked to complete an online wellness plan. Approximately 70% felt that the process was helpful in mapping their health improvement ideas. The majority of participants (78%) reported having accomplished the short-term goal they set in the wellness plan, either somewhat or completely.

**Fitness Assessment and Personal Training:** Respondents had very positive views of their fitness assessment and personal training experiences. Almost 90% of participants reported that their fitness assessment was somewhat or very helpful; over 87% felt that their personal training session was somewhat or very helpful.

**Group Fitness Class:** Respondents who reported attending a group fitness class over the past year overwhelmingly (91%) reported that their class(es) were somewhat or very enjoyable. Approximately 74% of respondents reported attending more than 60% of the sessions. Those who reported attending fitness classes less than 60% of the time were asked their reasons for low attendance (multiple responses could be selected). Half of the participants reported not being able to leave work. Almost one-third reported that their schedule and/or workload had changed since they had registered for the class. Respondents who had not signed up for exercise classes were asked why (multiple reasons could be selected). The most endorsed reason was that participants were getting their exercise in other ways (44%). Twenty-seven percent did report not being able to attend them at work.

**Healthy Living Class:** Respondents found their healthy living class(es) valuable; 82% reported that their class(es) were either somewhat or very helpful.

**BeWell Nutrition and Stress Workshops:** Two-thirds of participants who attended the nutrition workshop found it to be somewhat or very helpful; 71% found the stress workshop to be helpful.

**BeWell Coaching:** A small number of respondents (n=42) reported participating in BeWell Coaching. The majority of these participants (81%) reported finding the experience to be somewhat or very helpful.

**Annual Well-Visit:** Employees could earn a “berry” for attending a yearly physical. Approximately 87% of respondents reported finding their physician visit either somewhat or very informative. Interestingly, no participant reported not having a primary care physician, and no participant reported not going to doctor because it was too expensive.

**Wellness Advocate:** Approximately 84% of respondents who acted as a Wellness Advocate reported that this activity made it easier for them to lead a healthy lifestyle. Almost three-quarters reported that their acting as an Advocate resulted in friends, family, and coworkers engaging in a slightly healthier lifestyle. Approximately 18% reported that being an Advocate resulted in a much healthier lifestyle for the people in their life. While encouraging, BeWell still has work to do to clarify the definition and purpose of Wellness Advocates: thirty-five percent of employees who did not act as an Advocate reported that they did not know what it means to be a Wellness Advocate.

**Conclusions and Future Directions**

Because of the low response rate and disproportionately high EIP participation rate (as compared to the overall Stanford population), the findings should be interpreted with caution.

Among survey respondents, participation in EIP was motivated by both intrinsic and extrinsic factors. Another motivator to participation was the removal of financial barriers to access to health promotion services.

Not only did employees enjoy participating in EIP, they also reported making lifestyle changes as a result of their participation. Specifically, employees reported making lifestyle changes in the areas of healthy eating, reducing stress, and physical activity. People also reported being more health conscious and aware of their risk factors as a result of participating in the program. Employees also reported an increase in the extent to which they valued and supported wellness in others.
Overwhelmingly, respondents felt that Stanford was committed to the health of its employees, and that their work environment was supportive of a healthy lifestyle. As noted above, respondents reported caring about the health of their coworkers. In addition, many employees reported acting as Wellness Advocates, which resulted in the promotion of the health of others.

While encouraging, 8% of employees reported that their work environment was not at all supportive of a healthy lifestyle. In addition, work responsibilities were often reported as a reason for not attending a group fitness class and for not signing up for a fitness class in the first place.

In summary, the EIP seems to be providing a large subset of Stanford employees with a very rewarding experience, and one that leads to change. That said, data from other sources suggests that BeWell is failing to reach an important segment of the population, namely those employees who are in jobs with little or no computer access and very little opportunity to take time off of work to participate in programs. BeWell has already taken action to reach those populations with programs that are tailored to meet their unique needs. Another segment of the Stanford population will likely continue to be hesitant to participate because of fear of revealing their personal health information. Hopefully, as employees realize that the BeWell program is not sharing such personal data, participation among those participants will increase.

Finally, finding time to engage in healthy activities does continue to be a challenge for much of the Stanford population. The actual size of this issue is likely much larger than is demonstrated by the survey responses, as the vast majority of these respondents were able to participate in the EIP. In 2011, BeWell has addressed this issue in at least two important ways. First, employees can use Well Time to participate in BeWell Berry activities, with supervisor approval. Secondly, employees now have the option of submitting lab work done by their doctor, rather than taking time to get lab work done on campus. Both of those changes should help employees participate in EIP. However, Stanford needs managers and supervisors who understand the value of health-promotive behaviors (both for themselves and their subordinates) in order for a culture of wellness to really take hold here at Stanford.
In 2010, 3305 Stanford University employees participated in BeWell Numbers, an onsite biometric screening program. This number represents approximately 25% of Stanford’s benefits-eligible employee population. Participants were required to fast for at least 10 hours before attending the screenings. Brief exit counseling was also included, at which participants had a chance to discuss their results with a health professional.

The following health screenings took place:

- Blood pressure
- Total blood cholesterol
- HDL (good) cholesterol
- Total cholesterol/HDL ratio
- Glucose
- Body Mass Index (BMI)
- Waist circumference

Data from BeWell Numbers provide a snapshot of the biometric values of participating Stanford employees. Participants are told that the numbers represent the result of a screening process, and should not be used as the basis for an official diagnosis. Participants are also encouraged to follow up with their healthcare professional if their readings were outside of the normal range.

The following paragraphs summarize the results of the 2010 BeWell Numbers. (Please note that normal values for blood pressure, cholesterol (total, HDL, ratio) and glucose levels suggest that employees are successfully controlling these risk factors either by lifestyle choices, medication, or a combination of the two methods.)

**Blood pressure** – Normal blood pressure was defined as having a blood pressure value less than 120/80 mmHg. Approximately half (51.2%) of the tested Stanford employees had normal blood pressure readings.

**Cholesterol** – Guidelines recommend that Americans have total blood cholesterol levels that are less than 200 mg/dL. Approximately 69% of those who participated in BeWell Numbers had a total cholesterol reading that met this recommendation. Further recommendations are that HDL (or good) cholesterol should be at 40 mg/dL or greater. Approximately 87% of Stanford employees met this recommendation. An HDL level of 60mg/dL or greater is considered even greater protection against heart disease. Almost 45% of Stanford employees met this stricter recommendation. A related recommendation is that Americans should have a Total Cholesterol/HDL ratio of less than 5.0. Approximately 89% of Stanford employees met this guideline; 63.3% met the stricter recommendation of having a ratio of less than 3.5.

**Glucose** – Fasting glucose levels of less than 100 mg/dL are considered healthy. Glucose levels between 100 mg/dL and 125 mg/dL are indicative of prediabetes, while glucose levels of 126 mg/dL and greater are suggestive of a diagnosis of diabetes. Among participants in BeWell Numbers, 82.7% of participants had glucose levels of 99 mg/dL or less.

**Body Mass Index (BMI)** – Participants had their height and weight measured, which were then used to calculate Body Mass Index (BMI). Although BMI is not an accurate measure of body fatness for everyone (e.g., elite athletes can measure overweight or obese because muscle weighs more than fat), it is a generally good estimate for most people. BMI under 25 kg/m2 is generally considered healthy. Approximately 58% of participants had BMIs within the healthy range.

**Waist Circumference** – Waist circumference is also used as a measure of health risk, as abdominal obesity has been found to be more closely associated with risk for heart disease and diabetes than is fat stored elsewhere in the body. A healthy waist circumference for women is less than 35 inches; men should aim for a waist measurement of less than 40 inches. More than three-quarters of participants (76.2%) had healthy waist circumferences.

The biometric data provided during the BeWell Numbers testing is complementary to SHALA data, where the focus is on understanding the lifestyle behaviors of Stanford employees. It is these lifestyle behaviors that in turn influence an individual’s risk of developing a chronic disease such as Type 2 diabetes or high blood pressure. Both pieces of data are important when understanding the health of the Stanford population and for determining effective methods to improve the health of employees. We hope for greater participation in BeWell Numbers in 2011.
Campus Wellness Resources

- **Department of Athletics, Physical Education and Recreation**: physical activity classes, fitness assessments and personal training, 650.724.2919, cardinalrec.stanford.edu
- **Health Improvement Program**: healthy living, behavior change and fitness classes, 650.723.9649, hip.stanford.edu
- **Stanford Prevention Research Center**: disease prevention research, 650.723.6254, prevention.stanford.edu
- **Human Resources**: medical insurance, retirement and benefits, 650.736.2985, hrweb.stanford.edu
- **Vaden Health Center**: physical, mental and social health, 650.498.2336, vaden.stanford.edu
- **Wellness and Health Promotion Services**: student wellness and health education, 650.723.0821, vaden.stanford.edu/wellness
- **Diversity and Access Office**: workplace inclusion, 650.725.0326, stanford.edu/dept/diversityaccess/
- **Center on Longevity**: aging well, 650.736.8643, longevity.stanford.edu
- **Center for Integrated Medicine**: alternative medicine, 650.498.5566, cancer.stanfordhospital.com/forPatients/services/complimentaryAltMed
- **Women's Health**: women’s health care resources, 650.498.7408, womenshealth.stanford.edu
- **Stanford Dining**: healthy food choices and locations, 650.725.1508, dining.stanford.edu
- **Faculty-Staff Help Center**: counseling services and workshops, 650.723.4577, helpcenter.stanford.edu
- **WorkLife Office**: parenting resources and elder care, 650.723.2660, worklife.stanford.edu
- **Human Performance Lab**: risk factor screening, 650.724.6272, sportsmedicine.stanford.edu/Human_Performance_Lab.html
- **Parking & Transportation Services**: alternative transportation, 650.723.9362, transportation.stanford.edu/
- **Environmental Health & Safety**: work safety services, 650.723.0448, ehs.stanford.edu
- **Sustainable Stanford**: sustainability programs on campus, 650.721.6530, sustainablestanford.stanford.edu
- **Stanford Blood Center**: blood, plasma and platelet donations, 650.723.7831, bloodcenter.stanford.edu
- **Cantor Arts Center**: free museum, 650.723.4177, museum.stanford.edu
- **Office for Religious Life**: multi-faith resource, 650.723.1762, religiouslife.stanford.edu
- **Woods Institute**: Environmental solutions, 650.725.3402, woods.stanford.edu
- **Learning and Organizational Development**: organizational development consultation, 650.723.4635, loe.stanford.edu