



12<sup>TH</sup> ANNUAL OHIO

*Employee  
Health &  
Wellness*  
CONFERENCE

# Workshop G

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*Wellness Programming –*  
**Columbus City Schools ... Healthy Bodies,  
Active Minds, Wellbeing Initiative**

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**11:15 a.m. to 12:30 p.m.**

## Biographical Information

**Kay Lakhi MS,RDN, LD, NHA, CEO & Founder**  
**Alyfe Wellbeing Strategies, 171 Green Meadows Dr. S., Lewis Center, OH 43035**  
**(614)310-2681      Fax: (614)985-6568      kay@alyfewellbeing.com**

Kay is a Registered/Licensed Dietitian with a Master's Degree in Nutrition and Dietetics. Her career started in an acute care setting before switching to long term care. In 1994, Kay founded Dietary Solutions, a dietary consulting company that serves long-term care facilities throughout the Midwest. It was over that time that Kay really saw the effects of chronic disease; with her background, Kay understood how making lifestyle changes earlier in life could lead to decreasing risk for these conditions.

In 2005, Kay started The Rite Bite, an organization focused on fitness and nutrition counseling with a registered dietitian. Over time, the company through Kay's visionary leadership has transformed to be known as Alyfe Wellbeing Strategies and today is currently working with organizations to help improve the wellbeing of their employees.

Kay is also very active throughout the community; was the past chairperson of the Worthington Area Chamber of Commerce, named Small Business Person of the Year (2012), and was recognized in 2016 as part of the Top 10 Health Professionals by WELCOA. Kay is also an active member of many other organizations; she love to cook, garden, read and spend time with her granddaughter. She is passionate about women's issues and rights of the disabled.

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**Jacqueline Broderick-Patton MA, BSN, R.N., LSN**  
**Wellness Initiative Coordinator**  
**Columbus City Schools, 61 S. 6<sup>th</sup> St., Columbus, Ohio 43215**  
**614-365-5824      Fax: 614-365-6429      Jbroderickpatton2086@columbus.k12.oh.us**

Jacqueline Broderick-Patton is the Wellness Coordinator for Columbus City Schools. She is passionate about engineering environments designed to make the healthy choice the easy choice for Columbus City Schools 10,000 employees and 50,000 students using a policy, systems and environmental approach. Under her tenure, Columbus City Schools received a 2016 Healthy Worksite Silver Award for large businesses with more than 1,001 employees and in 2017, a Healthy US School Challenge-Smarter Lunchroom Silver award (HUSC-SL) for its 109 schools.

Jackie earned her BSN from Capital University and an MA in Workforce Development and Education, with an emphasis on Health Education from The Ohio State University. Additionally, she is a Registered Nurse and holds a School Nurse Licensure from the Ohio Department of Education.

Early in her career, working as a nurse at The Ohio State University's Medical Intensive Care Unit, she quickly realized that 95% of the life-threatening diseases patients were experiencing were essentially preventable. This realization fuels her passion for supporting people's quest for adopting healthy lifestyles. She began her career as a School Nurse in 2000 and became involved in working on obesity prevention for students. Her role expanded to include employee wellness in 2013 when she accepted the Wellness Coordinator position. As it pertains to prevention, she strongly embraces and believes in working upstream in order to support the staff and students of Columbus City Schools, while positively impacting the ROI for the district.

## Biographical Information

**Kelly Thompson, Director, Client Services, Medical Mutual of Ohio**  
**10 W. Broad St. Ste. 1400, Columbus, OH 43215-3469**  
**614-621-6900** **kelly.thompson@medmutual.com**

Kelly Thompson is responsible for all aspects of implementation and service for education related customers such as colleges, universities and public and private schools. Ms. Thompson has experience taking care of our internal and external customers. She joined Medical Mutual in 1989 as an Administrative Assistant for Operations Training and Quality Assurance and later moved on to Member Customer Service, Provider Customer Service, Service Consultant, Client Manager and ultimately Client Director. She is licensed in Life and Accident & Health insurance.



HEALTHY BODIES

ACTIVE MINDS

Columbus City Schools



**#SPIRIT OF CCS**

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# Columbus City Schools

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## WELLNESS INITIATIVE

Jacqueline Broderick-Patton, MA, BSN, RN, Wellness Initiative Coordinator *Columbus City Schools*

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# CCS WELLNESS INITIATIVE

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## Largest School District in Ohio

- 52,000 students
- 10,000 employees
- Fifth largest employer in the state of Ohio
- Benefit Members 8,632
- Average age of the population is 34 years old
- 63% of the enrolled members are under 45 years of age
- Females make up 55% of enrolled population



# CCS WELLNESS INITIATIVE

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## Our Bottom Line

### Mission Statement:

To become a national school district model for health and wellness.

### Vision Statement:

Because we know that the social, emotional and physical wellness of students and staff is vital to **student success**, the CCS organizational culture will support wellness and our district will serve as a national school district model for health and wellness.



# CCS WELLNESS INITIATIVE

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It Takes a Village- Emphasis on the alignment, integration, and collaboration among internal and external partners

Core Wellness Team Members-Consist of professionals with diverse expertise

- Internal CCS Wellness Initiative Staff
- Medical Mutual Of Ohio Representatives
- Alyfe Wellbeing Strategies Vendor



# CCS WELLNESS INITIATIVE

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## Hello is There Anyone Out There?

Devised the “Blitz Campaign” which served to provide outreach at each 132 CCS locations

- Strategic Implementation
- Campaign designed to increase awareness, participation, and knowledge of the CCS Wellness Initiative offerings by engaging, educating, and exciting CCS staff





# CCS WELLNESS INITIATIVE

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## Design With a Purpose

Laser-focused dissemination of informative materials and incentives with wellness branding

- **3,184** participants were handed materials containing information which included current program offerings, pledge card to make a personal health behavior commitment, wristband, raffle ticket and a five-item survey
- **3,136** participants completed and submitted a survey



# CCS WELLNESS INITIATIVE

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## Mission Accomplished

- Surveyed staff and collected valuable data used in design of future program
- Survey responses were analyzed to establish district-wide trends
- Data further analyzed (drilled-down) to establish trends in particular geographic regions, or even individual facilities
- Recruited staff that displayed a special interest in health and wellness to assist in coordinating wellness programming at their location

\*To achieve a confidence interval of  $\pm 2\%$  at a 95% confidence level for a total population of 9,847 employees, a sample of 1,930 employees was required.



# CCS WELLNESS INITIATIVE

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## CCS Wellness Champions-Boots On The Ground

### **150 Voluntary Active Wellness Champions at 135 CCS locations**

- Support a culture of wellness
- Support participation in wellness activities
- Lead by example-make the connection between staff health and student achievement
- Help disseminate health and wellness information throughout the District to every building
- Provide important feedback as it relates to quality of program delivery and staff satisfaction



# CCS WELLNESS INITIATIVE



## A Policy, Systems and Environment Approach

Layers of influence intersect to shape a person's health and wellbeing

**Environment Matters:** Engineering physical environments that are designed with health and wellness as integral parts of broader plan.

Studies have shown that built environments that were expressly designed to improve physical activity are linked to higher rates of physical activity, which in turn, positively affects health.



**Making the Healthy Choice  
The Easy Choice**

# CCS WELLNESS INITIATIVE



## A Policy, Systems and Environment Approach

**Policy Matters:** Well-defined policy, based on best practices, support sustainability and equity.

Strong evidence demonstrates that school policy designed to enhance the school food setting leads to improvements in the purchasing behavior of children, resulting in higher dietary quality of the food consumed.



# CCS WELLNESS INITIATIVE



The Lay of the Land: Navigating existing organizational structure

## System Matters: Delivery

Staff request programming using online request form

- Staff provides key information on request form
- CCS/Alyfe can view class requests in real-time
- Wellness team evaluates request against certain criteria to ensure class continuity and success before establishing a fitness class location
- Reduce administrative load

A screenshot of a web-based request form. The header includes the "HEALTHY BODIES ACTIVE MINDS Columbus City Schools" logo. The form title is "October-December 2016 CCS Wellness Fitness Class Request Form". Below the title, there are instructions and a "Required" section. The "General Information" section includes fields for "Name of CCS location", "CCS location front office phone number", and "Street address of CCS location".

# CCS WELLNESS INITIATIVE

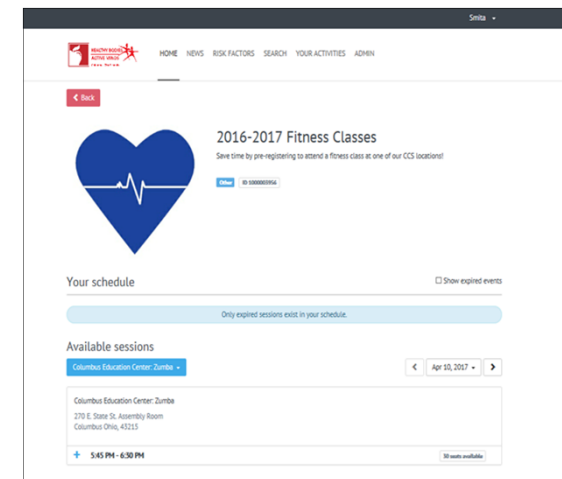


## Tracking Data: Outcomes

CCS customized wellness portal

Allows for:

- Electronic sign-in on portal
- Real-time data collection
- Electronic signing and collection/storing of liability waivers
- Paper sign-in sheets
- Monthly reports and annual data comparative reports

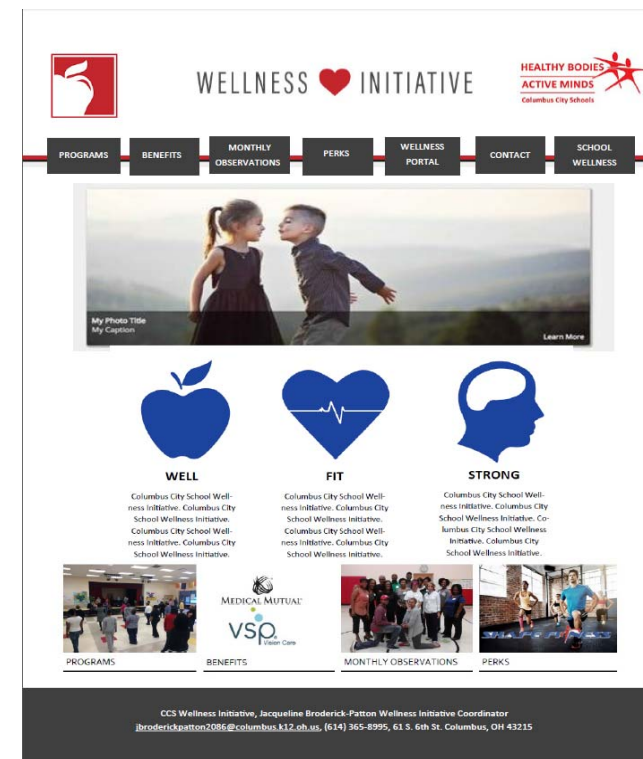


# CCS WELLNESS INITIATIVE



## Modes of Communication

- Email –staff report highest rate of accessing initiative information
- Wellness Web Page/Wellness Portal –second highest rate of accessing initiative information
- Bulletin Boards at each CCS location-third highest rate of accessing initiative information
- Word of Mouth-fourth highest rate of accessing initiative information
- Flyers
- Announcements
- Newsletter





# CCS WELLNESS INITIATIVE

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## Guiding Model of Principle

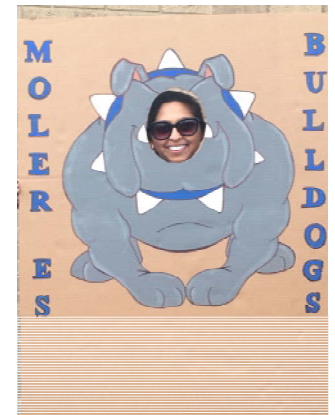
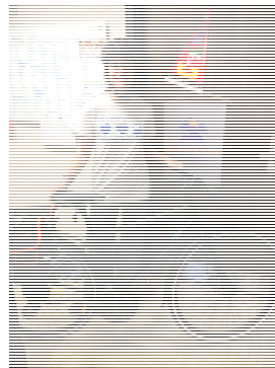
Emphasizes cross-sector implementation efforts and accountability –paying particular attention on customer service and satisfaction.

- Continuous improvement of processes and quality metrics
- Strong customer service and communication
- Use data and lessons learned to make informed program decisions, for program growth
- Real-time participation tracking
- Strive to meet employee needs, with unique programming
- CCS employees connection to wellness
- Fiscal responsibility with efficient and effective planning
- Strong collaborative relationship with our vendor, Alyfe Wellbeing Strategies, and MMO

# CCS WELLNESS INITIATIVE



Thank you, from our team to yours. Work Hard, Play Hard!



# Who is Alyfe

## Wellbeing Strategies?

- 🦋 20 years of experience in the wellbeing space
- 🦋 Strong foundation in nutrition
- 🦋 Columbus-based, WBENC, MBE Certified
- 🦋 Whole-person approach to health and wellbeing



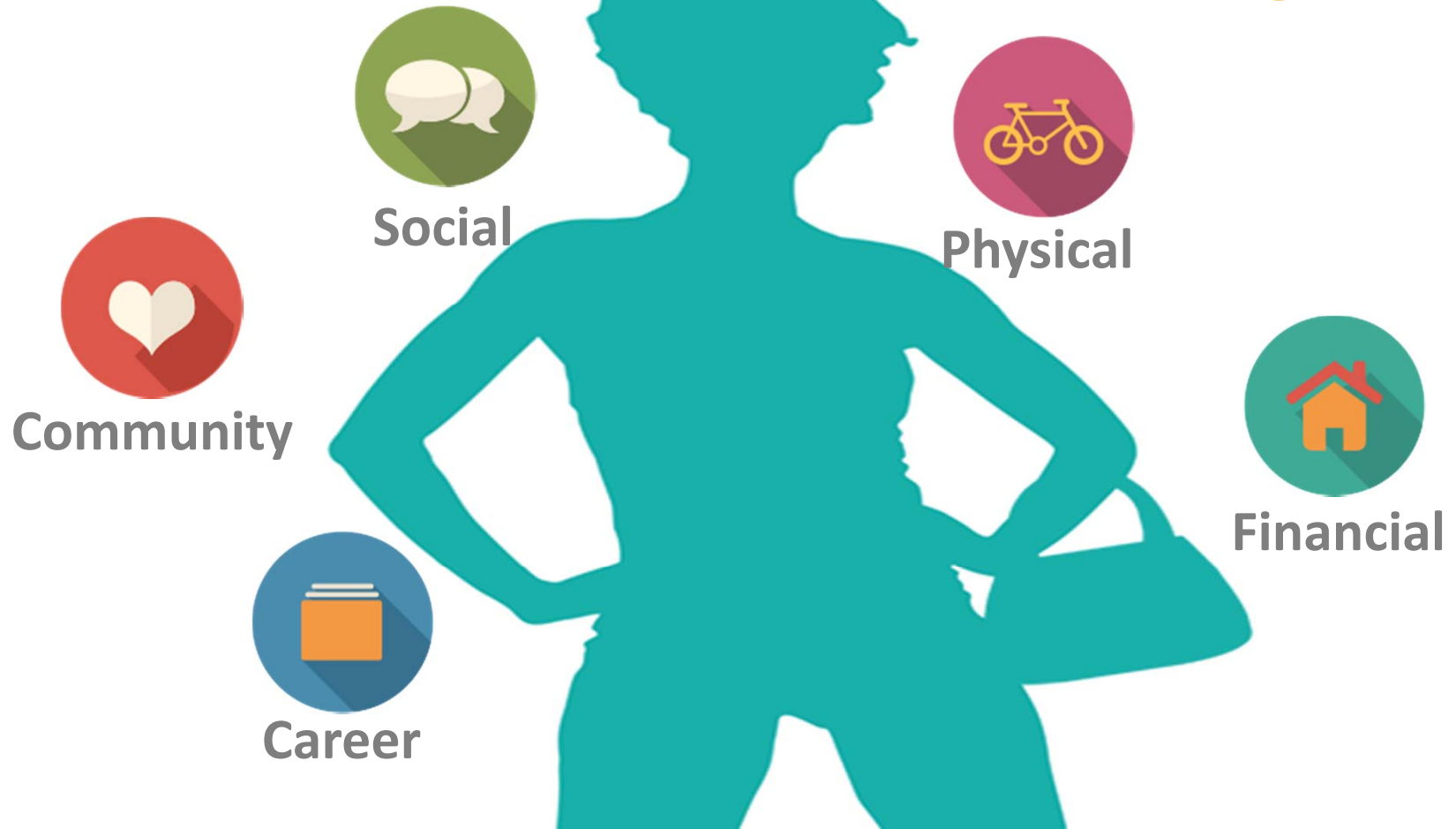
To proactively champion  
positive lifestyle changes with  
every life we touch.

## Alyfe's Why



Handcrafted Solutions  
Sustainable Behavior Change

# Wellness vs Wellbeing



# Alyfe's Role

**120 Locations**

**10,000 Eligible Lives**

- **Over 100 onsite classes per month throughout district**
  - **Fitness**
  - **Nutrition Education**
  - **Cooking Demonstrations**
  - **General Health**
  - **Stress-Less Sessions**
  - **Wellbeing Challenges with flexible tracking options**



# How We Do It

- **Strong heritage in nutrition – It’s at the core of all our programming**
- **Whole-person approach with handcrafted solutions and strategies to fit the unique needs of each organization**
- **Flexible delivery model designed to meet your population where they are and drive engagement**
- **Customizable programming options to fit into the culture of CCS**
- **“Boots on the ground” approach to account management that supports participants throughout the entire program, increasing engagement**



# Why It Worked

- Dedicated Account manager with a team of professionals to bring strategy
- Alyfe has infrastructure to grow the program while being nimble to accommodate changing landscape
- Alyfe had to have skin the game
- True partner to CCS and tweaked program/policies as needed to increase engagement
  - Online scheduling with ability to cancel/reschedule classes as needed
- Customized everything
  - Processes – From Request to Registration to Cancellation
  - Customized classes based on location demographics
  - Signage and communications
- If it didn't work, we went back to the drawing board





# Boots on the ground approach

- Blitz events
- Our staff of fitness and nutritional professionals are extensions of the program
- Wore CCS branded clothing
- Setup all the signage & equipment at each location
- Completed Sign In sheets, survey, consent forms
- Helped distribute incentives
- Account Manager conducted QA audits on all onsite programs



# Results Matter

- Each program targeted to location's demographic
- Delivery methods of programming were adjusted based on location
  - Paper vs Electronic
- Constant communication with CCS to review updates in real time
- Monthly results reviewed with both CCS and MMO teams to determine course correction, if needed
- End user surveys were looked at to determine customer services issues and any feedback
- Wellness experts and team from MMO have been vital to success of the program

