



FirstHealth of the Carolinas

Worksite Wellness

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Policy and Environmental Changes That Drive Employee Behaviors

- First health system in North Carolina to adopt tobacco-free campus policy
- Already offer employees EHIP
- CEO and Board put forth charge to promote healthy eating and physical activity similar to tobacco policy
- Established FirstFit Wellness Committee – 2007

FirstHealth Farmers Market



April 21 – September 29 / Mondays, 3 – 6:30 p.m.

Get your recommended five servings of fruits and vegetables a day while helping to support our local farm community at the FirstHealth Farmers Market.

Buy fresh, locally grown produce direct from area farmers every Monday from 3-6:30 p.m. in the lower parking lot of the Health & Fitness Center. Both organic and traditionally grown produce is available as well as recipes for the featured fruit or vegetable of the week. Cash and checks accepted.

2008 Special Events

All events held the first Monday of each month.

May – Grand Opening Celebration. Samples, recipes, raffles and more!

June – Corn Off the Cob. Learn new ways to prepare this summer favorite.

July – Tomato Tasting. Back by popular demand! Sample more than 20 varieties of tomatoes and vote for your favorite.

August – I Scream for Ice Cream! Ice cream can only get better when you add fresh, locally grown peaches! Sample this Sandhills favorite and learn how to make your own.

September – Customer Appreciation Day. Join us as we say “thank you” for another great season! Taste testing, recipes, raffles and more!

Ask a Master Gardener.

Bugs driving you batty? Need a solution to your soil woes? Master Gardeners will be on hand during our 2008 special events to answer your gardening questions.

FirstHealth
OF THE CAROLINAS

2007/08

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FirstFit Healthy Vending Initiative

- Initiated policy healthy items cost less than unhealthy selections for vending
- Created labeling system for healthy options
- Conducted marketing campaign
- Implemented 50 percent healthy vending in 2009
- Increased healthy vending policy to 75 percent in March 2010
- Actively monitor purchases through vendor

Vending Pictures



Vending Policy Results

Vending Option	December 2008	September 2011	September 2014
FirstFit Beverage (Water & Diet Drinks)	42%	56%	57%
Other Beverages	58%	47%	43%
FirstFit Snacks	35%	56%	60%
Other Snacks	65%	43%	40%

FirstHealth Cafeteria Pricing Structure Change

GOAL:

- To impact customer choices through pricing
- Increase the price of unhealthy food
- Decrease the price of healthy food

Perceived Barriers

- Push back from customers
- Cost to implement
- Communication with customers

First Steps

- Collected data on current usage and pricing
- Developed a new pricing strategy
- Project impact on revenue of a 15 % change in eating habits
- Developed a communication plan for customers

Save Money Eat Healthy!

Effective
October 15,
your favorite
healthy food
items available
at reduced
prices.



FirstHealth
MOORE REGIONAL HOSPITAL

900 174 7

Cafeteria Changes

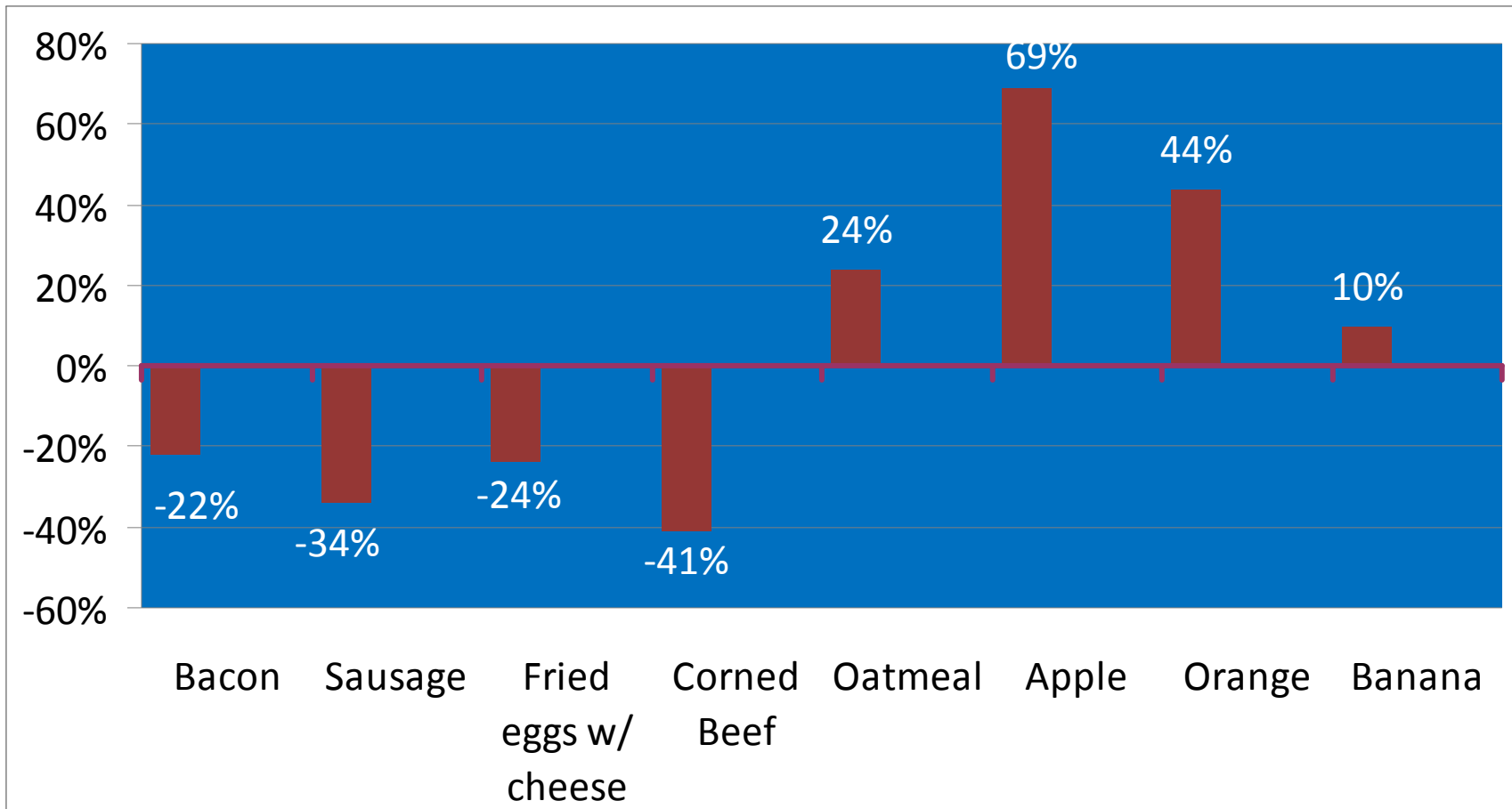
- Product placement changes
- Healthy items offered on menu increased
- Added:
 - 100-calorie snacks
 - Sugar-free cookies/desserts
 - Turkey bacon and sausage
 - Vitamin water
- Removed donuts
- Implemented portion controls

Price Comparisons Before and After Price Initiative

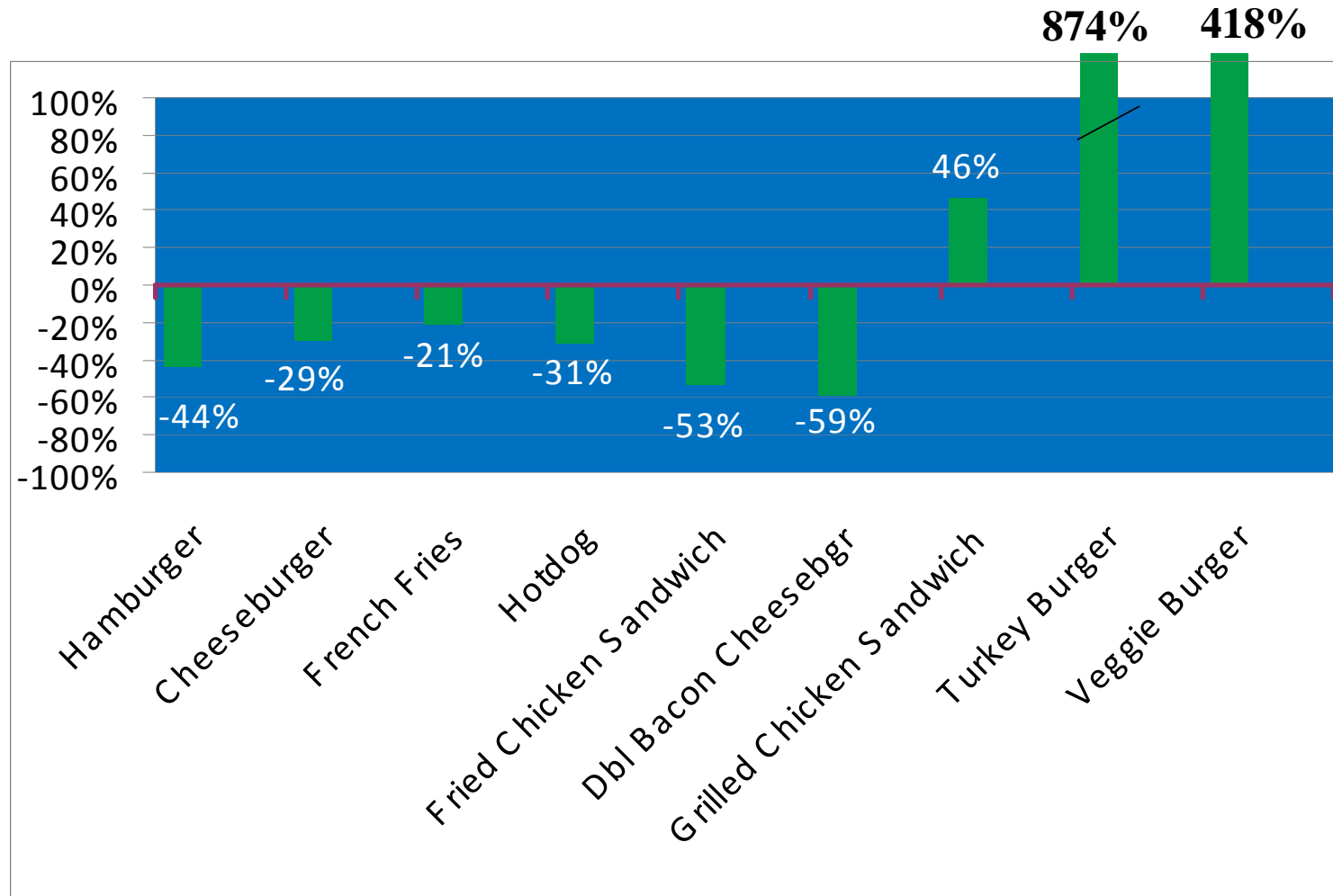
Price Changes:

	<u>Before</u>		<u>After</u>
Entrees	\$2.10	Healthy	\$1.90 Unhealthy \$2.80
Sodas	\$1.50	Healthy	\$1.00 Unhealthy \$1.50
Cheeseburgers	\$1.20		\$2.25
Grilled Chicken	\$2.25		\$1.95
Chicken Tenders	\$2.25		\$3.35
Salad Bar	\$4.50 for 8oz.		\$1.84 for 8oz.

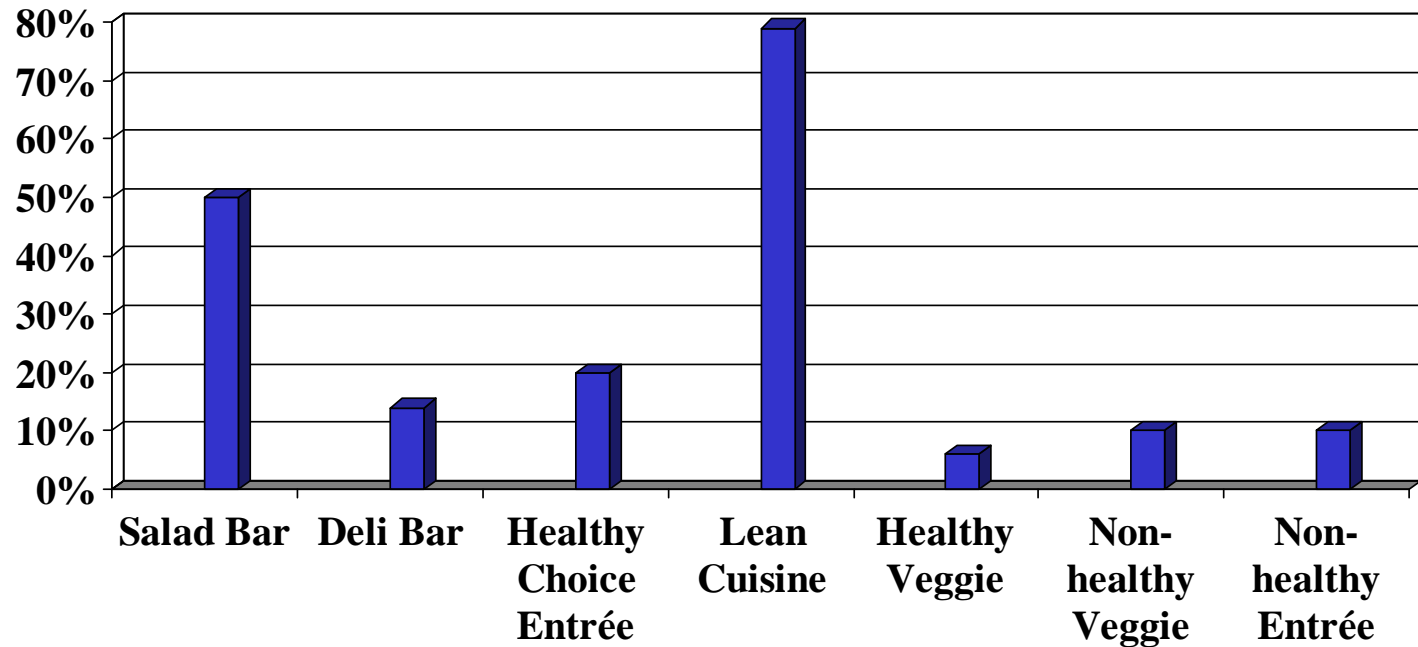
Changes At Breakfast



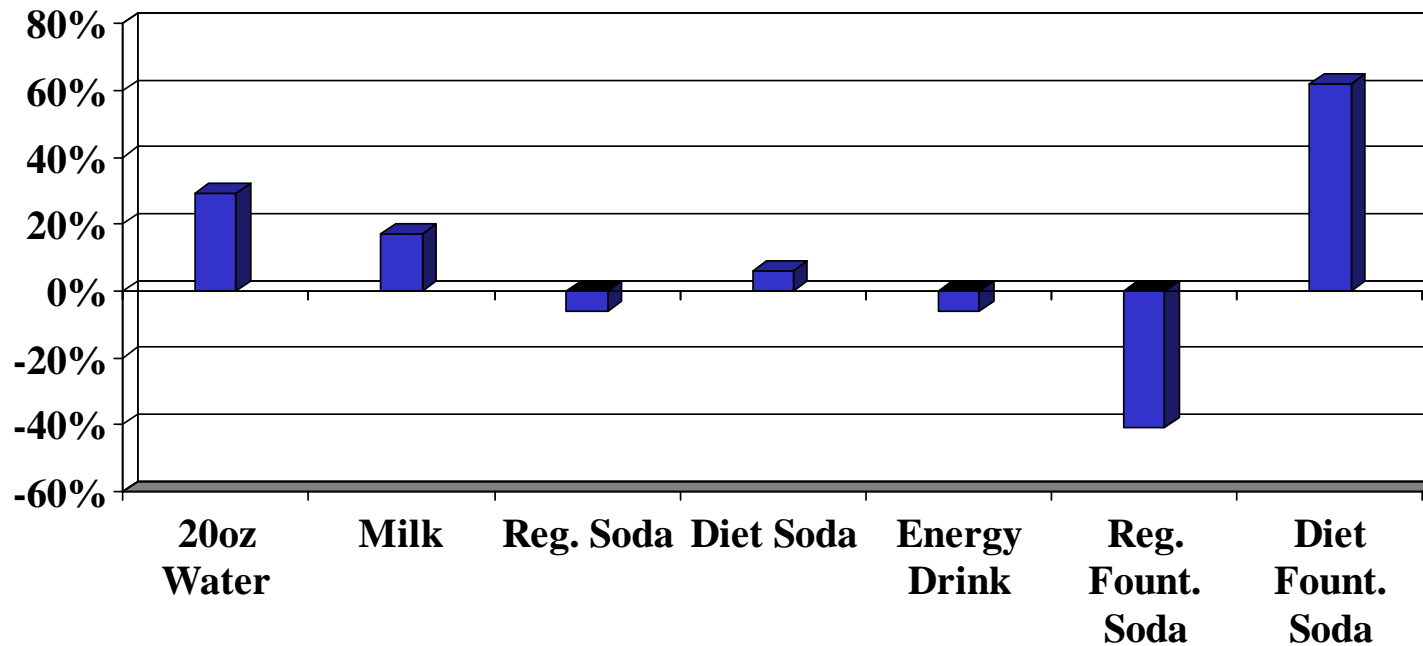
Changes At The Grill



Entrée and Salad Bar



Changes In Beverages



Overall Impact on Revenue

- Grill revenue increased by 13 %
- Salad and deli revenue decreased by 10 %
- Entrée revenue increased by 3 %
- Breakfast revenue increased by 8 %
- Beverage revenue decreased by 6 %
- YTD revenue on tracked items increased by \$5,301

Keeping Up The Momentum

- **Innovative Theme Cuisines** (variety of salads; Mediterranean dishes; vegetarian features; other ethnic dishes)
- Expanded choices on **salad bar** with more nutrient dense options (dark green lettuces; more variety of nuts and seeds; 2 homemade salads each day with olive oil based dressing; at least one low fat cheese available each day; fresh cut fruit offered every meal; variety of legume choices; homemade chicken and tuna salad with less mayo and sodium)
- More variety at **sandwich station** (pesto spreads, avocado, more vegetables, grilled chicken everyday)
- Most days one of the soups is a “Mindful” soup
- Development of “**Nutrition Corner**” to enhance nutrition education in the retail area
- Nutrition information available on FirstWeb for most of the items offered in the cafeteria – Mindless Mondays

Physical Activity

**Employee
Campaigns/Education**

Employee Health Improvement Program

- Employees sent packet by Human Resources
- Employees schedule and complete health assessment
- Set goals
- Six-month re-evaluation
- Meet goals = monetary award

Stairwell Initiative

- Remodeled stairwell at Richmond Memorial Hospital



Elevator Signs

- Posted elevator signs in all hospitals



Campaigns

Rethink Your Drink

- Cafeterias
- Gift shops
- Vending machines



Bulletin Boards



Next Steps/The Future

- 2013 – implemented Tobacco Surcharge (\$12/pay period)
- Continue to monitor progress through Work Healthy America Assessment
- Seeking adjustments to health plan
- Continue education campaigns (portion control – Fall 2014)

Questions?