

Spring 2015

Wellness Programs: Utilizing Incentives to Shrink Americans' Waistlines

Caitlin Moore
Clemson University

Gabrielle Tantillo
Clemson University

Taryn Miller
Clemson University

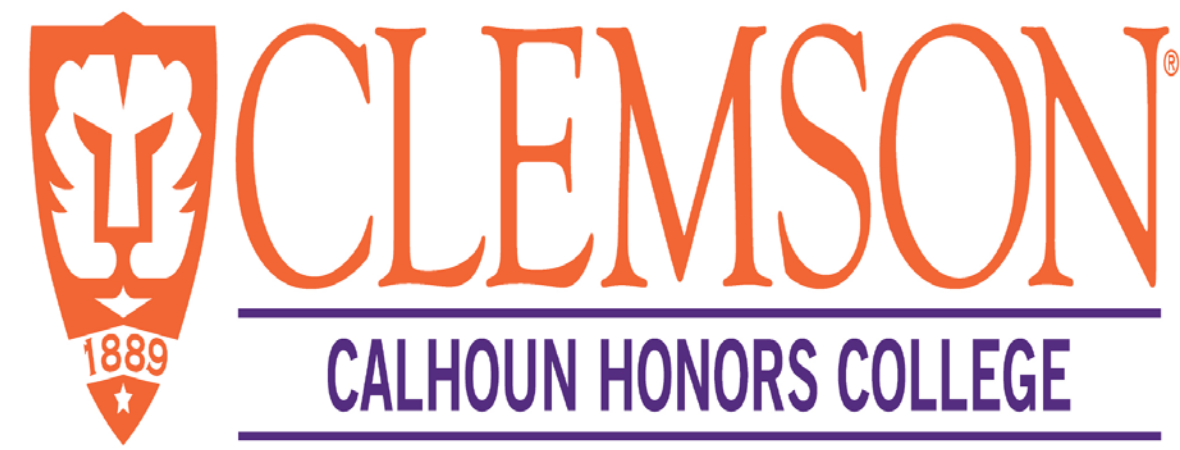
Follow this and additional works at: <https://tigerprints.clemson.edu/foci>

Recommended Citation

Moore, Caitlin; Tantillo, Gabrielle; and Miller, Taryn, "Wellness Programs: Utilizing Incentives to Shrink Americans' Waistlines" (2015). *Focus on Creative Inquiry*. 106.
<https://tigerprints.clemson.edu/foci/106>

This Poster is brought to you for free and open access by the Research and Innovation Month at TigerPrints. It has been accepted for inclusion in Focus on Creative Inquiry by an authorized administrator of TigerPrints. For more information, please contact kokeefe@clemson.edu.

Wellness Programs: Utilizing Incentives to Shrink Americans' Waistlines



Caitlin Moore, RN-BSN Wellness Coordinator; Gabrielle Tantillo, CUSN; Taryn Miller, CUSN



Abstract

Chronic illnesses are becoming an epidemic in the United States. The concern of healthcare providers is how best to combat these health concerns. The purpose of this research is to revise CU WELL, Clemson University's employee wellness program, by identifying successful qualities of incentivized wellness programs. The CU WELL program has a health activity tracker (HAT), which allows participants to track and earn points for healthy lifestyle choices. The team revised the HAT to include activities that are relevant and appealing to Clemson University employees. In addition, the team chose incentive rewards that encourage healthy lifestyles. In order to measure the effectiveness of CU WELL, the team created an online survey to be administered in 2016 to evaluate the intentions and motivating factors of participants for joining and continuing participation in CU WELL. In conclusion, transforming CU WELL into an incentive-based program will encourage Clemson employees to take an active role in improving their health.

Purpose: To revise CU WELL and implement an effective incentive-based wellness program at Clemson University.

Hypothesis: Adding incentives to the CU WELL program would increase employee participation at Clemson University.

Problem Statement: Despite CU WELL being an established wellness program, participation has remained low. The research team hypothesizes that by adding incentives, participation in the program will increase.

➤ Research supports the theory that poor health behaviors among employees can be lowered through employee participation in worksite wellness programs. Therefore, the workplace is an excellent environment to promote, encourage and educate employed Americans about healthy lifestyles.

Review of Literature

Various colleges and universities across the United States have implemented incentivized employee wellness programs. Many of these universities and colleges have readily available resources on campus to promote healthy lifestyles for their employees such as recreational facilities, healthy dining options, and health clinics. A variety of incentives have been offered to increase participation in employee wellness programs. For each of these programs, participants had to satisfy specific requirements to receive these incentives. Research shows that work-site wellness programs are one strategy to improve the health of Americans, serving as a convenient, structured environment for employees to pursue healthier lifestyles.



JOSEPH F. SULLIVAN
CENTER

Implementation

The research team:

- Developed a new set of health activities for participants to work towards as well as a new point system for each of these activities.
- Adjusted health activities and points rewarded via the Health Activity Tracker (HAT) online to fit the interests and resources of Clemson's employees and allowed CU WELL to reward employees who were already participating in healthy activities they loved
- Created an incentive award schedule and selected specific incentives for each schedule.
- Chose rewards that were not only appealing but also promoted health and collaboration across campus to encourage a healthy community.
- Consulted with numerous resources on campus to collaborate with CU WELL.
- Announced that the new incentivized CU WELL program would begin in January of 2015
- Designed fliers and advertising strategies to promote CU WELL.

Future Research

- To measure the progress of the incentivized CU WELL, the team created a post-survey to be administered in 2016 to evaluate the intentions and motivating factors of participants for joining and continuing participation in CU WELL.
- This research will be an exploratory study that will attempt to gain insight on whether the implementation of incentives do, in fact, lead to a higher participation in the CU WELL program.
- By comparing participation rates and surveying the reason employees chose to participate in the program, this data should allow the research team to gain insight into whether incentivizing CU WELL had an impact on participation rates among employees.

Discussion

- Clemson University's CU Well, an incentive-based wellness program, was developed to confront health issues and improve employee participation.
- Participation in CU WELL has the potential to improve employee morale and create a healthier environment for the Clemson population.

ACKNOWLEDGEMENTS

This project was completed with the support of Clemson University's Creative Inquiry program and the Calhoun Honors College.