



# **A Wellness Inventory and Implementation Plan for Vermont's Health Benefits Exchange**

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# 1. Background

This is the final in a series of reports on using the Vermont Health Benefits Exchange to further Vermont's vision for wellness. The report provides Vermont with an inventory of wellness activities being implemented in the state and a plan for integrating wellness into the Health Benefits Exchange. As stated in the contract between the University of Massachusetts Medical School (UMass) and the state of Vermont, the goal of this task is to:

Develop an integration plan for the Exchange's wellness programs and any programs that exist outside the Exchange.

As background for this report we conducted an environmental scan (E-scan) of other state's wellness programs and also interviewed Vermont stakeholders about their wellness activities. During the interviews we explicitly asked stakeholders how they envisioned the Health Benefits Exchange advancing the state's commitment to wellness.

In this document we present:

- A short summary of regulatory requirements for wellness
- Methods for conducting the E-scan of other states and preparing the Vermont inventory
- Summary of other state's wellness initiatives
- Summary of Vermont's wellness activities
- Summary of key themes heard during the interviews of stakeholders
- Implementation plan and timeline

# 2. Regulatory Requirements for Wellness

Previous reports have described the ACA and Act 48 requirements with respect to wellness. We summarize the key points here.

Wellness and certification. The ACA sections on certification do not specify wellness programs as a criterion, but Act 48 does so explicitly: among other factors, "promotion of high-quality care, prevention, and wellness" by a health plan must inform the certification decision by the DFR Commissioner.<sup>1</sup>

Summary ratings of QHPs. The ACA assigns no role to wellness programs in the plan quality ratings that Exchanges will have to apply in the future. Act 48 makes wellness a key feature of

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<sup>1</sup> ACA, Section 1311(c); Act 48, §1806(a).

the rating system planned for Vermont, going so far as to call the Vermont system a “quality and wellness rating.”<sup>2</sup>

Incentives. At the health plan level, the ACA lays out a broad vision for incentives for wellness programs through payment methodologies, but with no details provided until future rulemaking.<sup>3</sup> With respect to member-level incentives, Vermont more strictly regulates aspects of incentives that potentially discriminate based upon health status. Rule 8-05 states that incentives (such as premium discounts or other member rewards) may only be based on program participation, not on “an individual achieving a specified health status.”<sup>4</sup> Rule 8-05 also limits the total monetary value of member incentives to a maximum of 20 percent of premium cost.<sup>5</sup>

Wellness programming through the Exchange. Act 48 contains a provision allowing (though not mandating) the Exchange to offer wellness programs to insurers outside the Exchange, and directly to employers.<sup>6</sup> Providing stand-alone wellness programs would give Vermont a unique opportunity to pursue its vision of wellness and health promotion beyond the Exchange’s functions in regulating participating health plans.

### 3. Scan and Inventory Methods

#### 3.1 State environmental scan

Scanning the environment is a useful strategic planning technique. It helps address the question of “where are we now.” It also helps generate ideas about what is feasible when planning a new endeavor. To get a better sense of how other states have addressed wellness, we conducted a state Environmental Scan (E-scan).

##### 3.1.1 Identifying states

We used the Kaiser Family Foundation’s *State Health Facts* function to select states for the E-scan.<sup>7</sup> Initially, all 50 states were reviewed to determine which states had 1) already implemented a Health Benefit Exchange or 2) were in the planning phase of Health Benefit Exchange development. As of March 2012, 14 states had established exchanges and 3 states were in the early planning stages. To narrow down the list of 17 states further, we reviewed the remaining 17 states to identify those states with Exchange structures similar to Vermont, e.g. operated by the state itself. Six states with state operated Exchanges were identified and

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<sup>2</sup> ACA, Section 1311(c)(3); Act 48, §1805(5).

<sup>3</sup> ACA, Section 1311(g).

<sup>4</sup> Vermont Rule H-2008-05, Department of Banking, Insurance, Securities and Health Care Administration, Section 3 (b) (iv).

<sup>5</sup> Ibid., Section 3 (d).

<sup>6</sup> Act 48, §1803(c)(2).

<sup>7</sup> <http://statehealthfacts.org/index.jsp>

included in this E-scan: Connecticut, New York, Rhode Island, Utah, Washington, and West Virginia. We also supplemented the grid with information from Massachusetts, based on previous experience with the MassHealth (Massachusetts Medicaid) Wellness program and Florida, based on prior research into their wellness programs. In total, 8 states were included in the E-scan.

### [3.1.2 Data collection](#)

This E-scan focused on public programs, rather than commercial or non-profit endeavors. For each state, we collected the following information:

- Description of the program,
- Who the program serves (target population),
- Interventions used,
- Mode of delivering the interventions, and
- Whether incentives were used to encourage enrollment and participation.

Information was obtained via an extensive internet search and, when applicable, personal contact with state representatives. Attempts were made to interview State Exchanges, however, Massachusetts was the only state to respond to interview requests.

## **3.2 Vermont inventory**

Vermont has a wealth of wellness programs and activities operating within the state. Some of these programs may be leveraged to provide wellness services to individuals purchasing health insurance through the new Vermont Exchange. As such, we created an inventory of wellness programming within the state (Appendix A). The inventory represents information derived from interviews with key stakeholders and experts in Vermont as well as from an internet based search.

### [3.2.1 Consulting with stakeholders and experts](#)

During the months of May and June, the UMass Wellness Team conducted individual and group interviews with key stakeholders across Vermont's health care system. These interviews served two purposes: first, to compile an inventory of Vermont wellness activities and second, to solicit stakeholder views about the potential role of the Health Benefits Exchange in furthering wellness.

Potential key informants were identified by the Department of Vermont Health Access (DVHA). DVHA sent an initial email to Vermont stakeholders requesting their participation in the interviews (see Appendix B- Initial Outreach Email to Vermont Stakeholders). We followed up with stakeholders who responded to the initial email by emailing a summary of the interview objectives and scheduling telephone interviews with willing participants. An effort was made to include key stakeholders from multiple levels of the health care system. Table 1 provides information on the types of stakeholders interviewed for the report.

**Table 1: Wellness Stakeholder Outreach Results**

Metric, by # of stakeholder groups	State Agency	Foundation	Purchaser/Em ployer	Academia	Hospital/Health Care System	Professional Organization	Health Plan	Other	Total
Received Initial Outreach	4	2	8	2	3	2	2	5	<b>28</b>
Responded to Initial Outreach	3	2	5	0	2	1	2	4	<b>19</b>
Did not respond to Initial Outreach	1	0	3	2	1	1	0	1	<b>9</b>
Targeted for follow-up	0	0	3	1	0	0	0	0	<b>4</b>
Responded to follow-up	0	0	1	1	0	0	0	0	<b>2</b>
Interviews conducted	3	2	4	0	2	0	2	3	<b>16</b>
# of people interviewed	8	3	9	0	3	0	3	3	<b>29</b>

[3.2.2 Data collection](#)

Each interview was conducted by a minimum of two Wellness Team members using a semi-structured interview guide (see Appendix C- Sample Interview Guide): 1) A primary interviewer to conduct the interview and 2) a second interviewer to take detailed notes and record responses. Interviews typically lasted between 40-60 minutes. To assist in the note taking and analysis, interviewers requested permission to audio-record responses for subsequent review and transcription. We used both our detailed notes and audio recordings to draft the final interview notes.

The final sets of notes were imported into Atlas.ti.ver.6.2 ©, a qualitative data analysis software program. To guide the qualitative analysis, a codebook and coding scheme was developed based on the interview guide questions and themes that emerged from the data. To ensure reliability, we used a consensus-based approach to coding; each interview was coded with a primary and secondary coder. Through the coding, the analysts discussed the codes, coding process, and any coding discrepancies to ensure that codes were consistently and reliably applied. Once the coding and quality assurance processes were completed, we reviewed the coded text to identify key themes.

[3.2.3 Reviewing the web for Vermont activities](#)

As mentioned previously, a core component of the inventory development process was an extensive internet review. Specifically, we reviewed the web to identify wellness programs in Vermont that focused on:

- Eight wellness domains recommended in the ACA (Tobacco Cessation, Healthy Lifestyle Support, Physical Activity, Weight Management, Nutrition, Stress Management, Diabetes Prevention, and Heart Disease Prevention); or

- One of the two additional topics requested by the Vermont Department of Health: Alcohol and Drug Abuse Treatment and Safety (incorporated into healthy lifestyle support).

Additionally, for programs to be incorporated into the inventory, we required that the programs meet one of the following criteria:

- Funded or administered by a Department within Vermont State government,
- Offered as a benefit through the state Medicaid program,
- Offered as a product by an insurer in Vermont,
- Provided as part of an employee wellness initiative by the largest employers in the state,
- Recipient of Governor's council worksite wellness award, or
- Considered an innovative wellness program in the state.

### **3.3 Methodological limitations**

The E-scan reports on web-based information only may not entirely reflect the volume and scope of wellness activities in a particular state. Furthermore, the opinions of the interviewees may not reflect the formal views of the organizations or agencies they represented.

## **4. Results: Wellness Initiatives**

### **4.1. State environmental scan**

#### **4.1.1 Domains and priorities**

Table 2 provides a high-level summary of the wellness priorities addressed by each of the states included in the E-scan. Complete E-scan results may be found in Appendix D. In general, findings suggest that the majority of the key ACA domains are addressed by all states to varying degrees. For example, all states have programs and initiatives for nutrition, diabetes, and tobacco cessation. States typically have extensive information and resources targeting smokers via telephone and online quit-lines, health coaching, and in print and media. Nutrition efforts across all states are designed to increase community access and consumption of healthy and affordable foods through educational programs (e.g. Farm to School), mass-media campaigns, and collaborations with WIC retail vendors.

Other domains are less well represented. The healthy lifestyle domain was addressed by only one state, Massachusetts, through their MassHealthy Program, which encourages and supports Medicaid (MassHealth) members in adopting and maintaining healthy lifestyle practices. In addition, the Massachusetts Department of Public Health offers a number of health promotion initiatives, such as their Mass in Motion campaign and health podcasts.

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**Table 2: Wellness Domains by State**

Domain State	Tobacco Cessation	Weight Management	Physical Fitness	Nutrition	Diabetes	Heart Disease	Healthy Lifestyle
FL	✓	✓	✓	✓	✓	✓	
MA	✓	✓	✓	✓	✓	✓	✓
RI	✓	✓	✓	✓	✓	✓	
UT	✓	✓	✓	✓	✓	✓	
WA	✓		✓	✓	✓	✓	
WVA	✓	✓		✓	✓		
CT	✓	✓	✓	✓	✓		
NY	✓	✓	✓	✓	✓	✓	

### 4.1.2 Interventions

Table 3 provides detailed information on the specific interventions addressed by each state reviewed as part of the E-scan. Of the 5 intervention types listed, education/awareness and behavior modification appear to be the most popular; they were used by all 8 states in approximately 52 of the 59 and 45 of the 59 wellness programs respectively.

Cross cutting interventions, which incorporate a variety of technologies, were also used by all 8 states, but slightly less frequently. Tobacco cessation, in particular, heavily emphasizes web-based activities as the primary communication tool for its target population. For instance, all eight states have developed interactive web-sites offering accessible information and resources, health coaching, and online community forums for smokers.

Finally, only two states utilize risk assessments. MA and FL each have a program that requires completion of an HRA before participating in a wellness program (the MA Health Connector and the FL Enhanced Benefit Reward Program).

**Table 3: Wellness Interventions by State**

State	Program	Risk Assessm't	Education & Awareness	Behavior Modification	Environmental Modification	Cross Cutting
CT	CT Smokers' Quit Line		✓	✓		✓
	Ct Tobacco use		✓	✓		✓

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State	Program	Risk Assessm't	Education & Awareness	Behavior Modification	Environmental Modification	Cross Cutting
	Prevention Control Program					
	Action Pack Campaign		✓	✓		✓
	Diabetes Prevention and Control Program		✓	✓		✓
FL	Tobacco Quit Line		✓	✓		✓
	Health Hub Food Initiative		✓			
	Pathways to Health		✓	✓	✓	
	Safe Routes To School		✓		✓	
	Active Transportation and Recreation				✓	
	Insulin Distribution Program			✓	✓	
	Enhanced Benefit Reward Program	✓	✓	✓		
MA	MA Quit works		✓	✓		✓
	Mass In Motion		✓	✓	✓	✓
	MA Smokers Helpline		✓	✓		✓
	DPH Health Note Podcast		✓			✓
	MassHealth Tobacco Cessation Program		✓	✓		
	MassHealth Wellness Program		✓			✓
	MA Connector	✓	✓			✓
	Text4Baby		✓			✓
NY	NY State Smokers' QuitLine		✓	✓		✓
	QuNitY		✓	✓	✓	
	Medicaid Cessation Services			✓		
	Talk to Your Patients		✓	✓		✓
	Heart Health Program		✓		✓	
	Overweight and Obesity Prevention Program		✓		✓	
	Schools & Professionals in Nutrition		✓	✓		
	Just Say Yes to Fruits & Vegetables		✓	✓		✓
	Diabetes Prevention and Control Program		✓			✓
	Shape Up New York		✓	✓		
	BeFitNYC		✓	✓		✓
RI	Quit Works Rhode Island		✓	✓		✓
	Tobacco Control Program		✓	✓		✓
	Medicaid Cessation Services		✓	✓		

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State	Program	Risk Assessm't	Education & Awareness	Behavior Modification	Environmental Modification	Cross Cutting
	Initiative for Healthy Weight				✓	✓
	Kids First Farm to School Program		✓	✓	✓	
	Heart Disease and Stroke Prevention Program		✓	✓	✓	
	HeartSafe Community Program		✓		✓	
	Diabetes Prevention and Control Program		✓	✓		
UT	QuitNet and Quit Line		✓	✓		✓
	END Program			✓		
	Living Well Classes		✓	✓		
	Educational Resources		✓			
	First Step		✓	✓		
	Diabetes Prevention and Control		✓	✓		✓
WA	Tobacco Quit Line		✓	✓		✓
	Chronic Disease Self Management Program		✓	✓		
	KCQuits		✓	✓		✓
	Cook and Learn		✓	✓		
	Cooking Club		✓	✓		
	Shop Arouds		✓	✓		
	King County Steps to Health		✓	✓		
	Mission Delicious		✓			
	Live Outside The Box		✓			
WVA	WV Tobacco Quit Line		✓	✓		✓
	WV Diabetes Prevention and Control Program		✓			✓
	Dining with Diabetes			✓		
	Smoke Free WVA			✓		
	WV Public Employee Insurance Agency		✓	✓		

### 4.1.3 Incentives

State wellness incentive data is not readily available on the web. However, we did identify two instances in which incentives are used to encourage lifestyle change:

- The free nicotine replacement therapy is provided by each state's tobacco cessation program to qualifying resident users of cigarettes and other tobacco products.
- Florida offers an enhanced benefit reward program designed to reward Medicaid members for taking part in activities that can improve their health. These activities,

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known as healthy behaviors, will earn credits that can later be used to buy health-related items at the pharmacy.

### 4.2 Vermont initiatives

#### 4.2.2 Interventions

Thirty-one wellness programs were identified through the team’s web search and stakeholder interview process. Of these 31 programs:

- Sixteen used risk assessment screening tools. Fifteen programs either did not have risk assessment information on the web or, due to the structure of the wellness program, a risk assessment is not needed.
- Two focused primarily on environmental interventions. 1) “CHAMPPs” provides grants for health and wellness projects, such as increasing walking routes. 2) “Vermont Action for Healthy Kids” is a coalition of professionals working together to create a safer environment for kids.
- Twenty-four used a combination of one or more behavior modification interventions, such as telephonic counseling, one on one health coaching, peer support, and individual and group counseling.
- Twenty-nine programs used cross cutting technology to support and promote wellness activities and programs.

Table 4 summarizes the interventions used by each Vermont Wellness Program.

**Table 4: Vermont Wellness Program Initiatives**

Program	Risk Assessment	Education / Awareness	Behavior Modification	Environmental Modification	Cross Cutting
BCBS Worksite Wellness	✓	✓	✓	✓	✓
Bi-State Primary Care				✓	
Bridging the Gap		✓	✓		✓
Center for Mindful Learning		✓	✓		✓
Community Tobacco Coalition		✓	✓	✓	✓
Coordinated Health Activity, Motivation and Prevention Programs				✓	
Dartmouth Hitchcock	✓	✓	✓		✓
Eat for Health		✓			✓
Employers Health Alliance		✓	✓		✓
Fit and Health Vermonters Initiative		✓		✓	✓
Fletcher Allan HealthCare Employee Assistance	✓	✓	✓		✓

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Program	Risk Assessment	Education / Awareness	Behavior Modification	Environmental Modification	Cross Cutting
Program					
Get Moving Vermont		✓	✓		✓
Green Mountain Coffee Roasters Wellness Solutions	✓	✓	✓		✓
Healthy Retailers Project		✓		✓	
IHMS-Injury and Health Management	✓	✓			
Ladies First Program AKA Wise Woman Program	✓	✓	✓		
Marathon Health	✓	✓	✓		✓
MVP Health Care Well Style Rewards	✓	✓	✓		✓
MVP Health Care Work Well, Live Well Worksite Wellness Program	✓	✓	✓		✓
MVP HealthCare Well Style Reward Program	✓	✓	✓		✓
Rutland Mental Health Wellness Program	✓	✓	✓		✓
VDH Diabetes Self-Management Education		✓			✓
Vermont Action for Healthy Kids				✓	
Vermont League of Cities & Towns	✓	✓	✓		✓
Vermont Quit Network		✓	✓		✓
VT Education Health Initiative	✓	✓	✓		✓
VT Feed		✓	✓		
Vtrim		✓	✓		✓
VT State Employee Wellness Program	✓	✓	✓	✓	✓
WalkRutland (RAPAC Program)		✓			✓
Welcome to Rutland VT Chamber of Commerce Guide	✓	✓	✓		✓
Youth Prevention Tobacco Control Program		✓	✓	✓	✓

### 4.2.3 Incentives

Table 5 presents information on Vermont wellness programs utilizing incentives. Fifteen wellness programs offer either financial or non-financial incentives. Incentives are offered to encourage participation in wellness program activities:

- Nine programs offer incentives in the form of visa cards, checks and cash.
- Two programs have a raffle drawing and prizes, such as water bottles

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- Four programs offer membership discounts, insurance premiums and free nicotine replacement therapy products.

**Table 5: Vermont Wellness Program Incentives**

Program	Incentive	
	Financial	Non- Financial
Bridging the Gap		Free NRT
Vermont Quit Network	Free NRT & \$10 coupon towards purchase of more	
Get Moving Vermont	Weekly Raffle drawing	Weekly Raffle drawing
Fit and Health Vermonters Initiative		Points earned for visiting parks and doing outside activities
Walk Rutland (RAPAC program)		Promo Items and discounts on exercise gear
Vermont Action for Healthy Kids	Fit & Healthy school wellness awards; cash prized \$1000 – \$3000	
Ladies First Program AKA Wise Woman Program	\$25 Debit card	
Rutland Mental Health Wellness Program	Cash gift card for healthy behaviors. Based on point system	
Green Mountain Coffee Roasters Wellness Solutions		50% reimbursement for fitness activities e.g. gym. and discounted insurance premium for completing certain wellness activities
Dartmouth Hitchcock	Up to \$300/yr for completing HRA, health screening and a wellness activity	
Vermont Education Health Initiative	Up to \$150/yr for participating in health life survey, health coaching m 10wk action plan.	
VT League of Cities and Towns	Up to \$200/yr for completing HRA, health screening and participating in various wellness activities	
MVP HealthCare Well Style Reward Program	Up to \$300/yr for completing HRA, telephonic lifestyle coaching and disease management,	
Fletcher Allan Health Care	Cash/healthy eating card to the cafeteria	Cookbooks, give away prizes (e.g. coffee mugs, plastic water bottles)
VT State Employee Wellness Program		Recognition and certificates for participation; raffle prizes (e.g. water bottles); passes to historical society

### [4.2.4 Data and reporting](#)

Through the environmental scan process, we found limited information on the web regarding how programs collect data about participation and about program results. The bulk of information on this topic was gathered through the stakeholder interviews and is discussed in

Section 5.1.5 Data and reporting. Overall, we found that a combination of one or more types of information are typically collected and reported, e.g. health risk assessment, biometric screening results, participation rates, and participant survey results.

## 5. Results: Key findings and themes from interviews

This section summarizes the key findings and themes that we heard during the interviews. These themes are discussed below and have been organized into four major categories:

1. Wellness Program Structure – Key themes or ideas relating to the overall development process and design of the wellness program.
2. Wellness Program Implementation – Key themes or ideas that pertain to the implementation process of a program.
3. Wellness Program Financial Outcomes – Key themes regarding the fiscal/economic results of the program.
4. Wellness Vision – Key themes or ideas that pertain to how the Exchange could potentially impact wellness in Vermont.

### 5.1 Wellness program structure

Within the theme of wellness program structure, five sub-themes emerged:

- Wellness priorities addressed by the programs;
- Definition of wellness used to guide program activities;
- Integration of wellness in larger organizational structures;
- Customizing wellness offerings for the population being served; and
- Collecting data to understand program participation and success.

#### 5.1.1 Wellness priorities

Not surprisingly, wellness programs varied across stakeholder organizations. This variation was particularly evident with regard to the types of interventions and strategies used with participants. Nevertheless, there were some similarities among programs, namely wellness program priorities. Wellness priorities tended to center on the same topics or domains: Stress Management, Nutrition, Weight Management, Physical Activity, and Tobacco Cessation. Although slightly fewer stakeholders identified Mental Health as a priority, it was also mentioned several times and a few wellness programs were even housed in Employee Assistance Programs (EAP).

*“Priorities don't change. [The] top five priorities we focus on are: weight management, nutrition, stress management, depression and physical activity. Weight management has*

*always been number one with the caveat that tobacco cessation... is always in the mix and always a top priority when developing a health plan with someone."*

Significantly fewer stakeholders identified Heart Disease Prevention and Diabetes Prevention as the core priorities of their wellness programs, although these topics are addressed through the HRA process employed by many wellness programs.

### 5.1.2 Definition of wellness

Generally, stakeholders defined wellness in one of two ways: 1) using the traditional medical model or 2) holistically. Traditional definitions of wellness tended to focus narrowly on physical health, disease prevention, and disease management. For example:

*"We look at wellness from 3 perspectives: 1) wellness programs and benefits that help people stay healthy; 2) perspective of living with a chronic illness; [and] 3) the perspective of getting better after some type of episode (e.g. heart attack)."*

These traditional descriptions of wellness are consistent with the ways in which wellness programs were defined when they were first created. However, in the last several years there appears to have been a shift in thinking around wellness, leading to changes in wellness definitions, missions, and goals. This shift represents an expansion of the wellness concept and the characteristics used to define well being.

*"It has evolved over the last 22 years [from] our original mission. Today our mission is to help them live better lives and we have a bunch of services that address that... we realized we just can't focus on the individual because what they do (individually) to take care of themselves can often be undermined when they walk into the building. So we added a piece that addressed the environmental and the cultural aspect of their workplace and to make it (workplace) the healthiest option for them as well."*

The majority of stakeholders interviewed now tend to define wellness more holistically, often citing non-medical concepts as key components to the wellness definition, e.g. mental health, dental health, financial health, employment satisfaction, social/community supports, and external/environmental influences. Use of this holistic definition demonstrated stakeholders' beliefs that wellness is more than just physical health and lack of disease.

*"[We] define it as being able to live and function at your optimum both mentally, physically, and spiritually."*

*"We have a lot of entry level employees that are struggling financially and are having trouble making ends meet. We try to look at all levels of wellness. We partnered with the local credit union and developed a financial boot camp that was free. We try to think outside of the box."*

### 5.1.3 Integration

During the course of the interviews, stakeholders frequently discussed the concept of integration. That is, wellness programs need to be embedded within an organization or within a

larger program and strongly supported by leadership. It was often stated that wellness as a stand-alone program would not work, with several stakeholders citing relevant organizational experiences.

*“What we have learned is that we you can not just be a free standing program. You can not be just a tobacco cessation program. You have to collaborate and integrate... You have to become part of the integrated mission of the hospital or the health care organization in order to survive.”*

The concept of wellness needs to be “woven” into the fabric of an organization with adequate support from senior management. Without management support, it is difficult to make the requisite “cultural” changes necessary to impact wellness.

### 5.1.4 Customization

Another key theme to emerge from the interviews related to wellness program customization. During several interviews, stakeholders stressed the importance of customizing or tailoring a wellness program to the specific user group/target population. That is, programs should take into account individual participant needs, as well as contextual factors such as environment and culture. This notion seemed to be particularly salient when wellness vendors were hired to design or directly provide wellness programming.

*“There are different [types of initiatives] in different worksites depending on what they are looking for, what their culture is, what their data is telling us. It may be everything from educational programs, to surveys, to consumer engagement campaigns. One thing we do when starting work with employers, in addition to health assessment campaigns, is surveys with employees to see what their interested in but also [we] do organizational health evaluations. [These are] comprehensive evaluations of the worksite that look at their environment, policies, culture, initiatives done before, what has worked, what hasn't worked. We take these into consideration when we plan the initiatives that we are working on with the client. So it depends on their particular data and culture.”*

Moreover, stakeholder experience suggests that one-size-fits-all models negatively impact stakeholder participation and engagement.

*“We tried a couple of years ago to package things and tighten wellness and what we found especially with the larger clients [was] that it didn't work.”*

### 5.1.5 Data and reporting

The final themes related to wellness program structure focused on data and reporting. We asked stakeholders to talk about the types of wellness data collected by their organization. All participants indicated that at least some wellness data was being collected either by 1) their organization, or 2) other organizations contracting with them, the interviewees, for wellness services. The amount and types of data collected varied across organizations, with some organizations collecting a greater amount of more sophisticated data. For example, some stakeholders only receive participation data.

*“We do not get results other than knowing employee took the assessment.”*

Other stakeholders, on the other hand, would use HRA results to better understand the specific needs and health risks of the populations with which they were working. HRA data was generally viewed in the aggregate form to protect confidentiality.

*“The HRA that we have now, we can take... the data from those screenings [and put it] into an aggregate system so we can look at change over time, specific departments, so we can look at changes in health.”*

Finally, many of the larger stakeholder organizations, particularly insurance providers or employee wellness programs, would look at claims based utilization data.

*“We also get data from our insurance carrier. That data is more specific to claim data. So they work with a consultant at the state to work with claims data to get a better picture of ER [use], Hospitalizations, top 10 drugs, top 10 diagnoses, highest chronic care, who are you seeing more of. It looks at dependents as well.”*

Although there appears to be variation in the types of data stakeholders collect, it does seem that most stakeholder organizations are using this data to inform and improve their wellness programs.

*“We look at the employee aggregate data from EAP about what issues our employees are facing and through our website they are able to see what information employees are looking at. We try to provide education workshops based on that. We also get data from the employee health screenings... We look at that aggregate data in order to see what our needs of employees from year to year and how we can address them. We look at insurance aggregate data. In the past we’ve looked at claims data and identified high utilizers who may have chronic health condition to determine how we might best help them.”*

Stakeholders were specifically asked if data was used for reporting purposes. Almost all stakeholder organizations indicated that data was used to generate and disseminate reports to various groups. These groups ranged depending on the individual organization and included: executive leadership, advisory committees, management, clients, and external interest groups. Most often, data was reported to individualized participants in the form of customized reports which provided specific information about a participant’s health status, e.g. results of a biometric screening.

*“The HRA that we have now takes all of that individual data and we give the employee individual reports.”*

Stakeholders also cited using these reports as tool to celebrate program success, as well as garner support for and promote the wellness programs.

*“We share data and findings with the leadership group and with employees via a summary report... We use this to remind them of the many resources available.”*

### 5.2 Wellness program implementation

We identified four sub-themes under program implementation:

- Importance of program accessibility
- Positioning the Exchange to support collaboration and avoid redundancy
- Using incentives to promote participation
- Using data to continually improve program offerings.

#### 5.2.1 Accessibility

Stakeholders identified accessibility as a significant consideration for wellness programs. When wellness activities are not reasonably accessible to its target population, participation and engagement are adversely impacted. Most stakeholders highlighted the need for program accessibility and provided examples of how they have addressed this issue within their organizations.

For instance, many stakeholders offered wellness activities on-site at employer locations and at different times of the day (e.g. first versus third shift).

*“For wellness screenings we...actually go out and make appointments at worksites and set up a screening day. Then we go out and meet one on one with employees and do an individual wellness screening which includes biometric screenings, total cholesterol, LDL, HDL, blood sugar, blood pressure.”*

A few stakeholders mentioned the need for wellness programs to incorporate or at least make available information about wellness activities in participant's communities. This information is of particular importance for those individuals who want to pursue wellness close to home, rather than at their worksites or some other location.

*“[We need] to know what's available closer to employee's home since many employees work across state lines.”*

#### 5.2.2 Avoiding redundancy and increasing collaboration

Interviewed stakeholders repeatedly stressed the importance of having the Exchange leverage existing programs to minimize duplication of services. Stakeholders described Vermont as having “a very strong complimentary community health care” system and suggested that Vermont focus on “reinforcing the existing system” rather than adding new, siloed programs and services.

*“[We] would not want them (the Exchange) to create siloed or compartmentalized infrastructures that are not integrated into the current system to create what they think of as innovations but is in fact redundancies”*

Stakeholders generally believe that it is easier to direct and refer members to already existing health services rather than “reinvent the wheel.”

*“We like to link and leverage to state programs (e.g. Quit Smoking, nutrition guidance). From a State perspective linkage is important; [we] don’t want to duplicate services in the market but can direct people to these services.”*

A number of collaborative relationships already exist in the state of Vermont. Stakeholders mentioned having partnerships with a variety of state agencies, hospitals, health plans and universities. Still other stakeholders reported being part of larger statewide collaborations around worksite wellness, injury prevention, promotion of physical activity and nutrition, as well as tobacco cessation

### 5.2.3 Incentives

Many of the stakeholders interviewed reported using incentives in their wellness programs. Incentive designs and structures appeared to vary widely across organizations. For instance, some stakeholders incentivized only participation while others incentivized completion of specific activities. Very rarely stakeholders incentivized behavior change or health outcomes. Moreover, some stakeholders offered large cash incentives, while others employed a points-system in which points were redeemable for health related goods.

When asked about the overall effectiveness of incentives, stakeholders reported that incentives achieve modest behavior changes as well as increase participation in wellness programs.

*“[I] have to say yes [incentives] have played a role... They were certainly an attention getter for the last five years.”*

However, many stakeholders questioned the longevity of the incentives’ effect on behavior, and often noted that incentives were less likely to impact prolonged engagement in wellness activities. Stakeholders described incentives as extrinsically motivating and cited intrinsic motivators, e.g. personal satisfaction or goal achievement, as being more effective.

*“Financial incentives often initiate behavior change. We found that social incentives sustain engagement in behavior changes.”*

*“Incentives are great to motivate but incentives are short-term and [participants] lose the whole focus of why they’re doing something.”*

In any case, it appears that incentive programs are a popular tool used by Vermont stakeholders to increase program participation.

## **5.3 Financial outcomes**

Stakeholders reported several barriers to generating and then sharing information about ROI and cost savings. First, some stakeholders reported that they had not collected the kind of data required to assess cost savings. Other stakeholders stated that they had the appropriate data

but lacked the internal resources to perform the necessary analyses. Still other stakeholders had the information but were unable to share it with UMass because the information was considered proprietary. Stakeholders did seem to feel that at least anecdotally, their wellness program provided some sort of return on investment.

### 5.4 Vision

#### 5.4.1 Vision for the Exchange

We asked stakeholders to describe their wellness vision for the new Vermont Health Benefits Exchange. Responses varied, but most stakeholders viewed the Exchange as an opportunity to further a statewide goal of wellness. For some stakeholders, the Exchange represented a vehicle by which evidence based tools and wellness programming could be provided to Vermonters who would not otherwise have access to such information.

*“As we move toward the Exchange, [we can] bring in tools that may help individuals who don’t have a worksite [wellness program] (e.g. whether it be a mobile application, community forum; web-based application).”*

For others stakeholders, the Exchange is a chance to promote personal responsibility for health and wellness.

*“If Healthcare is a right, then self-care has to be a responsibility and not in our culture. People do not think that way. It is easier to go to the doctor and take a pill than take responsibility for their own body. Wellness is “my wellness” “I am responsible for my health” not “my physician.”*

Finally, stakeholders believed that the Exchange could offer an ideal venue to promote collaboration, reduce redundancy, and endorse other existing programs within the state, especially the Blueprint for Health.

*“This is an opportunity to support and enhance what is already ongoing—create an environment where insurers are partners, which is already the case—create a framework that allows for that to be continued and to strengthen that.”*

*“We leverage the Blueprint because we don’t want to duplicate services: how do we take this information to the community teams that have the infrastructure? We [have] to pull all parties together to work towards one goal.*

#### 5.4.2 Concerns about the Exchange

Stakeholders raised several concerns regarding the Exchange and its wellness role within the state. The main concern focused on the concept of customization, and whether the Exchange would only provide a “one size fits all” model. Some stakeholders believed that the Exchange wellness program would be akin to those provided by commercial insurers and would be less robust than what is currently offered through other types of wellness programs.

*“As an employer, I want choice and design a program for me and my employees.”*

*“I guess the challenge is that [we have] a really robust insurance policy for our employees. I don’t see that employees are willing to go back in anything that they’ve got... So if they have a good plan, they are not going to want change. Once you offer it, how do you take it back? Maybe Employers will need to have separate add-on for employers so employees can get the additional bells and whistles.”*

Additionally, a couple stakeholders questioned how wellness services through the Exchange would be funded. They also referenced tension pertaining to how stakeholders would continue to conduct their wellness work with wellness being incorporated into the Exchange.

*“With Health Exchanges coming into place will there be a role for us to have a wellness program? Have to get funding for it from somewhere. The structure that is in place now for funding is going to go away and the system that is set up in the Health Exchange is going to be for navigators or brokers to place coverage not to provide other services. We have a whole infrastructure set to provide those services. We are challenged to see how or if we will continue to do those things.”*

Finally, stakeholders reiterated the need for a more holistic view of wellness and cited the Exchange as an opportunity to connect traditional wellness with a more holistic program design.

*“The Exchange I hope would not draw a tight line between the medical benefits that we think of traditionally when we go to a doctor and having certain opportunities in having our health checked to having access to someone who sees us as a whole person in various places and to help them make those connections.”*

## 6. Implementation Plan

This final section of the report presents a high level strategy for implementing the wellness model described in our report, *A Wellness Design for Vermont’s Health Benefits Exchange*<sup>8</sup> (Design).

We recommend that the wellness component for the Exchange be implemented in two phases. Phase one, for 2014, should include basic web content and links to outside wellness resources. Phase two, for 2016, would be contingent upon funding. If implemented, we recommend that this phase include either on-line coaching or telephonic coaching, or both.

### 6.1 Implementation tasks

At the simplest level, incorporating wellness into the Exchange involves the following tasks:

1. Design the web content
2. Build the wellness module into the web

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<sup>8</sup> First draft delivered July 27, 2012.

### 3. Testing the functionality of the module

During the design phase, the Exchange planners will have the opportunity to address the concerns of interviewed Vermont stakeholders who wanted to see the Exchange leverage existing resources and programs in any program developed by the Exchange. We strongly recommend convening a stakeholder workgroup to help guide the design.

#### [6.1.1: Design the web content](#)

Designing the web page includes the following components:

- a. Design site organization and navigation for wellness module
- b. Write the content for each page
- c. Identify appropriate links
- d. Layout the web pages

To ensure that Vermont stakeholders have their concerns about content redundancy met, we recommend that the design team for the wellness module meet regularly with a multi-stakeholder workgroup.

As discussed in our report, we recommend the wellness module homepage include links to four other major sections: find a wellness program, explore general health literacy topics, browse wellness topics or take a health risk assessment. Subsequent sections will flow from these sub-sections.

The content for the site should address the recommendations in the *Design* report as well.

#### [6.1.2: Build the wellness module](#)

Building the module consists of the following programming activities:

- a. Establishing a place holder on the Exchange website for the wellness module
- b. Preparing templates for each page type
- c. Populating pages with content
- d. Loading content to web

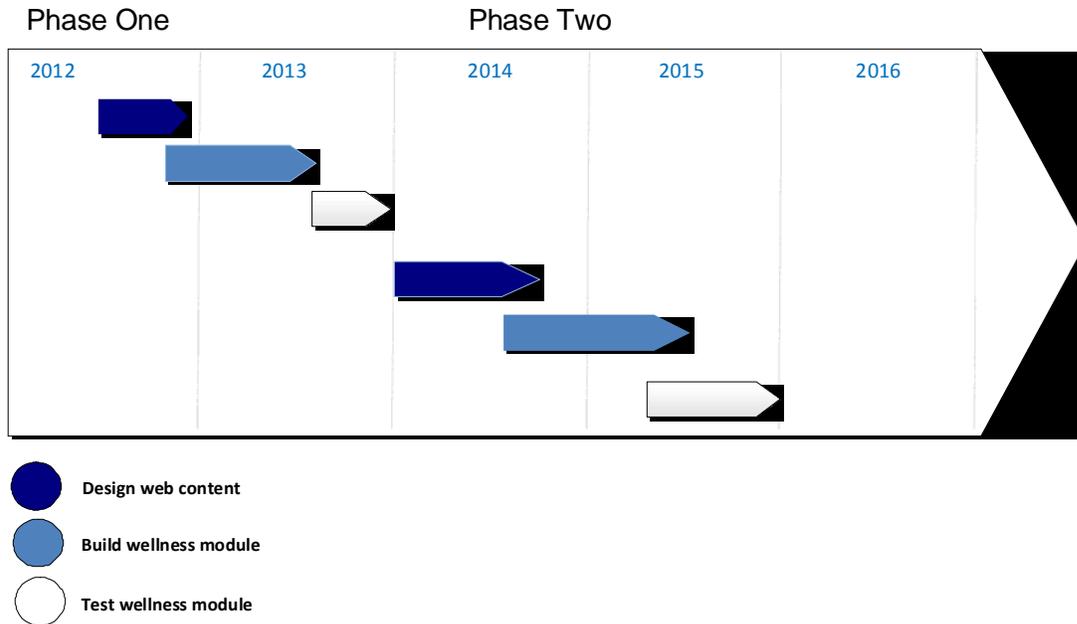
The work of building the module should be undertaken by a professional web design team. In addition, the functionality, look and feel of this section will need to match the designs developed for the rest of the Exchange's web interface.

### 6.1.3 Testing the module functionality

During this phase, the functionality of every component of the module will be subjected to rigorous testing. Tests should be designed collaboratively between the web designers and the Vermont Exchange planners.

### **6.2 Timeline for implementation**

The diagram below presents one possible implementation scenario for Vermont to consider.



We propose that the remainder of 2012 be used to meet with stakeholders and work with the Exchange's IT implementation team to flesh out the content for the Phase one wellness module. Programming for the content would occur during the end of 2012 and the first 7 or 8 months of 2013. The final quarter of 2013 would be devoted to user testing.

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**Table 1: Tobacco Cessation**

Vermont Organization/ Program Name  <i>Hyperlink</i>	Tobacco Cessation Program Descriptions		
<a href="#"><u>Bridging the Gap</u></a>	Description	A component of Vermont’s Tobacco Control Program to address tobacco related health disparities in Vermont.	<i>Additional Domains:</i> alcohol and substance abuse; diabetes; weight management
	Target Population	Adults- with a focus on those living in poverty and with mental health and/or substance abuse issues.	
	Intervention #1: Education and awareness (multi-component)	Mode of Delivery: mass media campaign	
	Intervention #2: Skill building (group-focused)	Mode of Delivery: peer support/counseling	
	Incentives	Free nicotine replacement – gum, patches or lozenges	
<a href="#"><u>Community Tobacco Coalition</u></a>	Description	A component of Vermont’s Tobacco Control Program that provides grant funding to local communities for tobacco control efforts. In FY2011, 17 community coalitions were awarded	
	Target Population	Local communities	
	Intervention #1: Support-(group-focused)	Modes of Delivery: <ul style="list-style-type: none"> <li>• physical environment modifications: supports local businesses in setting smoking policies and helping communities make town parks smoke-free;</li> <li>• social environment modifications: works with retailers to reduce advertising and displays</li> </ul>	
Intervention #2: Education and awareness-(group-focused)	Modes of Delivery: <ul style="list-style-type: none"> <li>• mass media campaign</li> <li>• organizes educational programs on tobacco cessation with local businesses</li> </ul>		

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Vermont Organization/ Program Name  <i>Hyperlink</i>	Tobacco Cessation Program Descriptions	
<a href="#"><u>Youth Prevention Tobacco Control Program</u></a>	Description	Youth prevention outreach and initiatives on tobacco use and cessation in their communities. Prevention groups include: Our Voices Xposed (OVX), and Vermont Kids Against Tobacco (VKAT), Not on Tobacco (N-O-T)
	Target Population	Ages 10-18
	Intervention #1: Environmental modifications	Mode of Delivery <ul style="list-style-type: none"> <li>• physical environment modifications-smoke-free outdoor areas and reduced tobacco advertising at the retail level.</li> </ul>
	Intervention #2 Education and awareness-(individual and group-focused, multi-component)	Modes of delivery: <ul style="list-style-type: none"> <li>• mass media campaign (TV and radio)</li> <li>• self-help materials and tools</li> </ul>
	Intervention #3: Behavior modification	Modes of delivery: <ul style="list-style-type: none"> <li>• individualized and group counseling (online or phone)</li> <li>• quit-smoking classes</li> </ul>
<a href="#"><u>Vermont Quit Network</u></a>	Description	Free resources to help Vermonters quit smoking via phone, in person, online
	Target Population	Individuals in Vermont who smoke
	Intervention #1: Behavior modification (multi-modal)	Mode of Delivery: <ul style="list-style-type: none"> <li>• health coaching (telephone and web-based)</li> <li>• quit coaching podcasts</li> </ul>
	Intervention #2: Education and awareness	Modes of Delivery: <ul style="list-style-type: none"> <li>• online tools and materials</li> </ul>
	Incentives	Free NRT & \$10 coupon towards purchase of more

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**Table 2: Physical Fitness and Nutrition**

Vermont Organization/ Program Name  <i>Hyperlink</i>	Physical Fitness and Nutrition Program Descriptions		
<a href="#"><u>Eat for Health</u></a>	Description	A website designed by the Department of Health to support healthy nutrition and diet	
	Target Population	All Vermonters	
	Intervention:	Mass media campaign	Mode of Delivery: online website accessible through the Department of Health's main website
	Incentives	Not applicable	
<a href="#"><u>Healthy Retailers Project</u></a>	Description	Collaboration with WIC retail vendors (e.g. community health coalitions, department of local health offices and retail grocers) to promote nutrition and healthier food options	<i>Additional domains:</i> weight management
	Target Population	Vermont families	
	Interventions:	Mass media campaign and environmental-based	Mode of Delivery: <ul style="list-style-type: none"> <li>• campaign printed posters and display tables;</li> <li>• increasing access to low-calorie beverages and healthy snacks available in stores</li> </ul>
	Incentives	Not applicable	
<a href="#"><u>Get Moving Vermont Initiative</u></a>	Description	A statewide initiative sponsored by the Department of Health and the Vermont Governor's Council on Physical Fitness and Sports to improve overall health by encouraging people of all ages to get at least 30 minutes of physical activity most days of the week.	<i>Additional Domains:</i> stress management, heart disease prevention, weight management, diabetes prevention
	Target Population	All Vermonters	

## Appendix A – Inventory of Wellness and Health Promotion Programs in Vermont

Vermont Organization/ Program Name  <u>Hyperlink</u>	Physical Fitness and Nutrition Program Descriptions		
	Interventions: mass media campaign and self-help materials		Modes of Delivery: <ul style="list-style-type: none"> <li>• progress tracking and goal setting worksheets available via the website as well as tips for staying motivated and active;</li> </ul>
	Incentives	Weekly raffle drawings	
<a href="#"><u>Fit and Healthy Vermonters Initiative</u></a>	Description	An initiative that focuses on ways to increase physical activity and improve healthy eating through collaborations with statewide partners and builds upon the Blueprint for Health to address the burden of chronic diseases in Vermont.	<i>Additional Domains:</i> weight management
	Target Population	All Vermonters	
	Intervention#1 : physical and social environmental modifications		Mode of delivery: policy changes
	Intervention #2: information and referral to community-based programs		Mode of delivery: online website provides links to other wellness-related programs and initiatives in Vermont as well as community resources, and self-help informational materials.
	Incentives	Points earned for visiting parks and doing outside activities such as paddling, frisbee, nature programs	
<a href="#"><u>VT Feed</u></a>	Description	The Vermont Food Education Every Day (VT FEED) is a Farm to School program in collaboration with three non-profit organizations. VT FEED partners with schools and communities to raise awareness about healthy food, proper nutrition, and the role of the Vermont farming community.	
	Target Population	All Vermonters (especially targeting school programs and children)	
	Intervention#1	Information and referral to community-based programs	Mode of Delivery: community planning and connection with local resources

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Vermont Organization/ Program Name  <i>Hyperlink</i>	Physical Fitness and Nutrition Program Descriptions		
	Intervention#2	Educational materials and resources	Mode of Delivery: workshops, courses (e.g. cooking), toolkits to support Farm to School Programs
<a href="#"><u>WalkRutland, RAPAC Program, Daily Walks, Rutland County Vermont</u></a>	Description	A program of the Rutland Area Physical Activity Coalition (RAPAC) that encourages the community to walk more and get involved in a variety of walking programs.	<i>Additional Domains:</i> weight management
	Target population	Vermonters living in Rutland County	
	Intervention #1	Community-wide campaign and challenges	Mode of delivery: provides links and allows Vermonters to sign-up for a number of community-wide walking events (e.g. 100 miles in 100 days).
	Incentives	Periodically offers discount coupons for walking, exercise gear, free pedometers, walking logs and other promotional items.	

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**Table 3: Healthy Lifestyle Support**

Vermont Organization/ Program Name  <i>Hyperlink</i>	Healthy Lifestyle Support Program Descriptions		
<a href="#"><u>CHAMPPs (Coordinated Healthy Activity, Motivation and Prevention Programs)</u></a>	Description	Grants awarded by the Department of Health to communities, municipalities, coalitions, and non-profits for health and wellness projects.	<i>Additional domains:</i> nutrition, weight management, alcohol and substance abuse, tobacco cessation
	Target Population	Community based: varies on the scope of the program and/or project	
	Intervention #1: Environmental modifications		Modes of Delivery: <ul style="list-style-type: none"> <li>• physical environment modifications- e.g. increase use and development of walking routes; promotion of healthy snack policies; improving nutrition environment via use of farmers markets</li> <li>• social environment modifications- e.g. increase access to school facilities for physical activity when school is not in session;</li> </ul>
	Incentives	Not specified	
<a href="#"><u>Vermont Action for Healthy Kids</u></a>	Description	A coalition of health and nutrition professionals as well as other community members who take action in schools, communities, and regions to support healthy eating and active living through a variety of statewide resources and programs (including the Fit and Healthy School Wellness Awards).	<i>Additional Domains:</i> weight management, nutrition, physical activity
	Target Population	School-aged children	

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Vermont Organization/ Program Name  <i><u>Hyperlink</u></i>	Healthy Lifestyle Support Program Descriptions		
	Incentives	Fit and Healthy School Wellness Awards: top scoring schools in several categories will win cash prizes (\$3,000.00, \$2,000.00 or \$1,000.00) to support school wellness activities.	
<a href="#">Home - Vtrim</a>	Description	Vtrim is an online, behavioral weight management program. The company is based in Vermont and offers various diet programs and services to assist weight loss and management.	<i>Additional domains:</i> nutrition, weight management, physical activity
	Target Population	Program can be tailored to healthcare providers (training options for staff); colleges and universities (for-credit courses, tuition remission, on-campus meal programs); businesses (employee wellness); individual	
	Intervention #1	Computer technology	Mode of delivery: comprehensive online behavioral weight management program
	Intervention #2	Counseling	Mode of delivery: Group and individual counseling (online and in-person) and peer support
	Intervention #3	Educational self-help tools and resources	Mode of delivery: online self-management tools (e.g. interactive journaling program)

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**Table 4: Chronic Disease Prevention**

Program Name  <i>Hyperlink</i>	Diabetes Prevention Program Description		
<a href="#">VDH Diabetes Self-Management Education</a>	Description	General diabetes prevention website sponsored by the Department of Health to help people understand the basics of diabetes and what steps can be taken to manage it.	<i>Additional Domains:</i> smoking cessation, heart disease prevention, nutrition, physical activity, weight management
	Target Population	Vermonters who are interested in learning more about diabetes prevention	
	Intervention: self-help materials		Mode of delivery: online self-management and educational resources within Vermont and nationally (e.g. American Diabetes Association)
Program Name	Heart Program Description		
<a href="#">Ladies First Program AKA (Wise Woman Program)</a>	Program Description	Health screening program for breast and cervical cancer and overall heart health	<i>Additional Domains:</i> nutrition, physical activity, diabetes prevention, weight management, nutrition, smoking cessation
	Target Population	Low-income women (age 40 and over) or age 21-39 with abnormal Pap and age 18-39 with breast symptoms	
	Interventions: Health screenings and biometric assessments		
	Incentives	\$25 Debit Card	

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**Table 5: Vermont Employer-Based Wellness Programs**

<b>Vermont Organization/Program Name</b>  <u>Hyperlink</u>	<b>Employer-Based Program Descriptions</b>		
<a href="#"><u>Vermont State Employee Wellness Program</u></a>	Description	Supports state employees through partnerships with health and wellness related resources both within and outside of state government.	<i>Wellness Domains:</i> diabetes prevention, heart disease prevention, stress management,
	Target Population	State employees (active and retired)	
	Intervention #1: Health Risk Assessments (HRA)	Mode of Delivery: Wellness screenings held at worksite locations with a nurse and/or health educator	
	Intervention #2: Biometric assessments (blood pressure, glucose and cholesterol)	Same as above (intervention #1)	
	Intervention #3: Health coaching	Mode of Delivery: Individualized one-one counseling with nurse and/or health educator	
	Intervention #4: Physical and social environment modifications	Mode of Delivery: Collaborative policies (e.g. with Vermont's Workplace CSA Program) to provide employees with more access to local foods.	
	Intervention #5: Self-help educational materials and resources	Mode of Delivery: <ul style="list-style-type: none"> <li>• online linkages to wellness-related initiatives in Vermont (e.g. Tobacco Cessation Program)</li> <li>• online courses on a variety of health and wellness topics (e.g. stress management)</li> </ul>	
	Incentives	<ul style="list-style-type: none"> <li>• Non-financial: participants receive recognition (e.g. certificates) for completing a wellness activity</li> <li>• Participants may also receive raffle prizes (e.g. water bottles); yoga mats/stretch bands as part of yoga classes; park or historical society passes</li> </ul>	

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Vermont Organization/Program Name  <i>Hyperlink</i>	Employer-Based Program Descriptions		
<a href="#"><u>Employers Health Alliance</u></a>	Description	A community of Vermont of employers who collaborate to promote evidence-base health care reform and value-base benefit design	
	Target Population	Vermont employers	
	Intervention #1: Encourages dialog between employers, insurers, government agencies and other stakeholders to improve quality, safety and value of health care expenditures	Mode of Delivery: Conference calls, online webinars, issue briefs and newsletters	
	Intervention #2: Promotion of strategies for purchasing health and wellness programs	Same as above (intervention #1)	
	Incentives	Not applicable	
<a href="#"><u>Rutland Mental Health Employee Wellness Program</u></a>	Description	Worksite wellness program for the Community Care Network (CCN)/Rutland Mental Health that supports employees live a healthier life and encourages participation in healthy activities	<i>Wellness Domains:</i> stress management, heart disease prevention, diabetes prevention, nutrition, physical activity, weight management
	Target Population	CCN and Rutland Mental Health employees	
	Intervention #1: Health Risk Assessments (HRA)	Mode of Delivery: wellness screenings held at worksite locations with a nurse and/or health educator	
	Intervention #2: Biometric assessments	Mode of Delivery: wellness screenings held at worksite locations with a nurse and/or health educator	
	Incentives	<ul style="list-style-type: none"> <li>• Employees are awarded with an incentive gift card for healthy behaviors (e.g. yearly dental visit) based on a “points” system with documentation to prove completion of wellness activities.</li> <li>• Previously, completion of an HRA led to a decrease in premiums/payment.</li> </ul>	

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Vermont Organization/Program Name  <i>Hyperlink</i>	Employer-Based Program Descriptions		
<a href="#">Fletcher Allan Health Care Employee Assistance Program</a>	Description	Worksite wellness program that offers employers with a variety of health management programs and services for employees	<i>Wellness Domains:</i> tobacco cessation, weight management, physical activity, nutrition, stress management, , diabetes prevention, heart disease prevention
	Target Population	Employees of Fletcher Allan Health Care	
	Intervention #1: Educational materials and resources	Modes of Delivery: health, wellness, and disease prevention seminars	
	Intervention #2: Health fairs	Modes of Delivery: Health fair	
	Intervention #3: HRA	Mode of delivery: ScoreHealth® tool that measures individual health risks by assessing a health screen and questionnaire	
	Incentives	<ul style="list-style-type: none"> <li>• Employees are awarded with cash card/healthy eating card to the cafeteria, and other gift cards</li> <li>• Employees are also given healthy nutritional cards, cookbooks as well as “give a ways” such as coffee mugs and plastic water bottles for participation</li> </ul>	
<a href="#">Green Mountain Coffee Roasters- Wellness Solutions</a>	Description	Wellness program that provides education, screening and intervention services to improve the health and productivity of employees	<i>Wellness Domains:</i> tobacco cessation, weight management, physical activity, nutrition, stress management, , diabetes prevention, heart disease prevention
	Target Population	Employees of Green Mountain Coffee	
	Intervention #1: HRA	Modes of Delivery: Not specified	
	Intervention #2: Biometric screenings	Modes of Delivery: onsite	
	Intervention #3: Educational materials and resources (print and online)	Modes of Delivery: <ul style="list-style-type: none"> <li>• on-site education sessions</li> <li>• targeted mailings (e.g. blood pressure guides)</li> <li>• newsletters</li> <li>• self-help materials (available online)</li> </ul>	

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Vermont Organization/Program Name  <i>Hyperlink</i>	Employer-Based Program Descriptions		
	Incentives	Employees are reimbursed 50% for fitness activities including ski tickets, gym memberships, horseback riding and rental equipment (e.g. skates, skis, and kayaks) Employees who complete four wellness-related activities (walk 10 miles in 30 days, try a new physical activity, track food intake for 5 days, and complete an HRA) receive a discounted health premium	
<a href="#"><u>Blue Cross Blue Shield Worksite Wellness</u></a>	Description	Wellness program that provides support, tools and resources to employers in order to improve the health and productivity of employees.	<i>Wellness Domains:</i> tobacco cessation, weight management, physical activity, nutrition, stress management, diabetes prevention, heart disease prevention
	Target Population	Employees of Blue Cross Blue Shield of Vermont	
	Intervention #1: HRA	Modes of Delivery: employers offering to members at the worksite	
	Intervention #2: Biometric screenings	Same as above (intervention #1)	
	Intervention #3: Educational materials and resources (print and online)	Modes of Delivery: <ul style="list-style-type: none"> <li>• Self- help materials available online</li> <li>• Regional forums on wellness-related topics</li> </ul>	
	Intervention #3: Information and referral	Mode of delivery: consumer outreach and engagement around preventive care in a member's community (collaboration with community health teams)	
	Intervention #4: Environmental Modifications	Mode of delivery: survey members at the worksite to determine necessary wellness related policy changes in order to improve the health and well-being of employees	
Incentives	Offered to members via the employer- BCBS doesn't reimburse for incentives but the employer can offer incentives through the Blue 365 Product		

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Vermont Organization/Program Name  <i>Hyperlink</i>	Employer-Based Program Descriptions		
<a href="#">Dartmouth Hitchcock Medical Center Worksite Wellness Program</a>	Description	A health and well-being program that offers employees and their families the resources to be able to enjoy a healthier lifestyle at work and at home	<i>Wellness Domains:</i> tobacco cessation, weight management, physical activity, nutrition, stress management,
	Target Population	Employees of Dartmouth Hitchcock Medical Center	
	Intervention #1: HRA	Mode of Delivery: employers offering to members via an online website and at the worksite	
	Intervention #2: Biometric screenings	Same as above (intervention #1)	
	Intervention #3: Individualized coaching	Modes of Delivery: <ul style="list-style-type: none"> <li>• Online nutrition and weight management coaching</li> <li>• Tobacco cessation coaching via an online program or face to face with a Quit/Lifestyle Coach</li> </ul>	
	Intervention #4: Educational materials and resources (print and	Mode of Delivery: Self- help materials, help-lines available online	
	Incentives	Incentives vary year to year: <ul style="list-style-type: none"> <li>• Wellness Reward Program that gives employees the opportunity to earn \$300 (completion of HRA, health screening, and claiming a wellness activity)</li> <li>• Previously offered cash value gift card (\$75) to a local athletic studio, classes at a local fitness studio, cafeteria, gym membership for completion of an HRA, health screening and claiming a wellness activity.</li> </ul>	

## Appendix A – Inventory of Wellness and Health Promotion Programs in Vermont

Vermont Organization/Program Name  <i>Hyperlink</i>	Employer-Based Program Descriptions		
<a href="#">MVP Health Care Work Well, Live Well<sup>SM</sup> Worksite Wellness Program</a>	Description	Resources from MVP that employers can use to motivate employees to make informed choices about their health. The Program encompasses six wellness strategies that target the common health issues that affect employees' ability to lead healthy, productive lives.	<i>Wellness Domains:</i> tobacco cessation, weight management, physical activity, nutrition, stress management,
	Target Population	MVP employees (members and non-members)	
	Intervention #1: HRA	Modes of Delivery: offered members via an interactive online website	
	Intervention #2: Educational materials and resources (print and	Modes of Delivery: Online self- help materials, tool-kits, goal tracking sheets, health improvement classes	
	Incentives	Not specified ( MVP offers Wellness Rewards Program offered to PPO and EPO members; and discounts to members)	
<a href="#">Vermont Education Health Initiative</a>	Description	VEHI PATHpoints is designed to be a wellness incentive program that enables enrolled members to receive points for participating in the VEHI. VEHI distributes support funds to members schools that applied for extra best-practices programs and/or services as well as stipends for on-site wellness leaders VEHI currently licenses it's wellness programs from VSBIT and PATH to Wellness, LLC for Vermont school employees.	
	Target Population	VEHI enrolled members	
	Intervention #1: HRA	Modes of Delivery: offered members via an interactive online website	
	Intervention #2: Individualized coaching	Modes of Delivery: <ul style="list-style-type: none"> <li>• Nurse coaching (clinical support for chronic conditions)</li> <li>• Peer coaching ( structured mutual support toward attaining health goals)</li> <li>• One-one lifestyle coaching</li> </ul>	

## Appendix A – Inventory of Wellness and Health Promotion Programs in Vermont

Vermont Organization/Program Name  <i>Hyperlink</i>	Employer-Based Program Descriptions			
	Incentives	Based on a “points” system: 50 points are awarded for participation in a health life survey, health coaching, 10 week-health action plans, etc for a total maximum amount of \$150.		
<a href="#">Welcome to Rutland Vermont, Rutland Region Chamber of Commerce Guide.</a>	Description	Rutland County Worksite Wellness Initiative (RCWWI) is an affiliation of health professionals assisting organizations to develop and promote prevention based programs via consultations and worksite assessments.	<i>Wellness Domains:</i> stress management, nutrition, physical activity, smoking cessation, weight management	
	Target Population	Vermont employers/employees		
	Intervention#1	HRA	Mode of Delivery: a component of a larger package of activities based on the worksite assessment and onsite consultation.	
	Intervention #2	Educational resources and programs	Mode of Delivery: provides employers/employees with a variety of health materials; workshops (e.g. stress reduction, cooking, weight reduction)	
	Intervention #3	Information and referral	Mode of Delivery: RCWWI provides employers/employees with linkages to community, regional, and national resources (e.g. screening services, media, ergonomic evaluations and injury prevention etc.)	
	Intervention #4	Coaching	Mode of Delivery: provided as a component of a worksite wellness package offered to employers/employees.	

## Appendix A – Inventory of Wellness and Health Promotion Programs in Vermont

<b>Vermont Organization/Program Name</b>  <u>Hyperlink</u>	<b>Employer-Based Program Descriptions</b>		
<a href="#"><u>Marathon Health / Complete Workforce Healthcare</u></a>	Description	Worksite health services company offering onsite primary care, health assessment, risk reduction coaching, disease management, wellness education, occupational health, and customized technology tools to employers and employees	<i>Wellness Domains:</i> tobacco cessation, weight management, physical activity, nutrition, stress management,
	Target Population	Employers and their employees	
	Intervention #1	Education materials and resources	Mode of Delivery: provides individualized wellness education, tools and resources
	Intervention #2	HRA and Biometric assessment	Mode of Delivery: available online via the health management system that houses a member's health history and risk assessment questionnaire as well as a suite of interactive tools
	Intervention #3	Risk assessment and chronic care management	Mode of delivery: an onsite health center clinic offering the following services: assessments/triage, primary and minor acute care (e.g. women's healthcare, urgent care, allergy and flu shots)

## Appendix A – Inventory of Wellness and Health Promotion Programs in Vermont

Table 6: Other Wellness Initiatives

Vermont Organization/ Program Name  <i>Hyperlink</i>	Other Wellness Program Descriptions			
<a href="#"><u>Vermont League of Cities and Towns</u></a>	Description	Promotes health and wellness in its member organizations and healthy behavior by individual subscribers.	<i>Wellness Domains:</i> nutrition, weight management, physical activity, stress management	
	Target Population	Member organizations and subscribers		
	Intervention #1: Health screenings (HRA)		Mode of Delivery: offered to organizations and subscribers at their own place of employment (completed by their staff)	
	Intervention #2: Information and Referral		Mode of Delivery: provides information to members online about health and wellness topics such as quitting smoking, nutrition in Vermont and external E-Library.	
	Incentives	Healthy Lifestyle Rewards (HLR) program to encourage healthy behavior among people insured through the Trust (currently discontinued) <ul style="list-style-type: none"> <li>Covered employees (and spouses) could earn \$50-\$200 by having a health screening, take a health assessment, and participating in weight management and pedometer classes.</li> <li>In 2011-600 participated and received checks totaling \$48,625.</li> </ul> Wellness incentives for employees vary by carrier: the Healthy Lifestyle Rewards program is being continued with BCBS plans; MVP's Wellstyle Rewards program pays covered people up to \$300 for a variety of healthy activities; employers with CIGNA (limited to those with 50 or more employees) can work to win a \$5,000 wellness grant and allocate some resources to employee incentives.		
<a href="#"><u>MVP Health Care Well-Style Reward Program</u></a>	Description	Well-Style Rewards Program is an outcome based incentive program that is incorporated into the product design for all EPOs, PPOs and high deductible products that MVP offers.	<i>Wellness Domains:</i> nutrition, weight management, physical activity, stress management, tobacco cessation, heart disease management, diabetes prevention	
	Target Population	MVP Health Plan members		
	Intervention #1: HRA		Modes of Delivery: available to members via an online	

## Appendix A – Inventory of Wellness and Health Promotion Programs in Vermont

Vermont Organization/ Program Name  <u>Hyperlink</u>	Other Wellness Program Descriptions		
		website and at the worksite	
	Intervention #2: Biometric screenings	Same as above (intervention #1)	
	Intervention #3: Educational materials and resources (online)	Modes of Delivery: Online self- help materials, tool-kits, templates, weight loss challenges, and tobacco cessation tutorials.	
	Intervention #4: Individualized coaching	Modes of Delivery: Personalized telephone lifestyle coaching	
	Incentives	<ul style="list-style-type: none"> <li>• Wellstyle Rewards Program based on a “points” system for completing an HRA, and corresponding screening results:               <ul style="list-style-type: none"> <li>○ BMI (over 30= no points; 25-29.9=25 points; under 25= 50 points)</li> <li>○ Cholesterol (under 200= 50 points, 200-239= 25 points; over 240= 0 points)</li> </ul> </li> <li>• Members can also earn points by participating in telephonic lifestyle coaching for four sessions (equal to 50 points) and disease management programs that meet program goals agreed by clinician coach</li> <li>• Points are worth dollars and every contract can be reimbursed up to \$300 per year; can be awarded in \$150 increments in the form of a \$150 AMEX gift card</li> </ul>	
<a href="#"><u>The Center for Mindful Learning -</u></a>	Description	A non-profit organization that offers mindfulness training that cultivates happiness, compassion, and success for the benefit of all people and all living things.	<i>Wellness Domains:</i> stress management, mental health
	Target Population	Programs for schools, businesses, humans services	
	Intervention	Educational materials, programs, trainings	Mode of Delivery: various program options (weekly or monthly) for schools business and human resources. Topics include mindfulness sessions through music and yoga. Web-based training program and software for business and schools is planned for 2013.

## Appendix A – Inventory of Wellness and Health Promotion Programs in Vermont

Vermont Organization/ Program Name  <i>Hyperlink</i>	Other Wellness Program Descriptions		
			Online teacher training courses are also offered on their website for those interested in teaching mindfulness.
<a href="#">Vermont Physical Therapy, Work Hardening   IHMS: Injury &amp; Health Management</a>	Description	Injury & Health Management Solutions, Inc. (IHMS) is a rehabilitation (PT, OT, AT), injury prevention and health promotion business. IHMS provides services to employers (workplace solutions) and ergonomics and training.	<i>Wellness Domains:</i> healthy lifestyle, stress management, weight management, nutrition, physical activity, heart disease prevention
	Target Population	Vermont employers and employees	
	Intervention #1	Education and Awareness	Mode of Delivery: educates employers to take an active role in injury prevention and health promotion via job coaching; offers educational resources based related to the type of employer and specific type of work. The IHMS website offers additional health information links related to in jury prevention, wellness, and workplace safety.
	Intervention #2	Risk Assessment	Mode of Delivery: assessment outlines risk factors of a job and outlines the potential for injuries based on current research and available tools.
	Incentives	Incentives depend on the specific organization contracted with IHMS. Past incentives included awarding employees with healthy breakfast food and individual prizes (e.g. gift cards, bags of healthy fruits and vegetables, time-off, exercise balls and bands).	

## Appendix A – Inventory of Wellness and Health Promotion Programs in Vermont

<a href="#"><u>Welcome   Bistate Primary Care Association</u></a>	Description	Bi-State works with health policy organizations, foundations, and payers to develop strategies, policies, and programs that provide and support community-based primary health care services. Wellness programs are offered by Bi-State member organizations (e.g. VDH wellness initiatives include Ladies First and Vermont Quit Network)	<i>Wellness Domains:</i> All domains
	Target Population	Bi-state member organizations (e.g. federally qualified health centers, community health centers)	
	Intervention #1	Health policy	Mode of Delivery: support member organizations for technical assistance on outreach for signing-up for Green Mountain Care applications; provides assistance with screenings for prevention with grants in the Department of Health
	Incentives	Incentives offered through member organizations (e.g. Ladies First Program offers monetary gift card for participation in a screening)	

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## Appendix B – Initial Outreach Email to Vermont Stakeholders

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Dear XXX

I write to invite your participation in the State of Vermont's planning of our Health Benefit Exchange opening in 2014. As required by the Affordable Care Act (ACA) and Vermont's Act 48, Vermont is developing and implementing an Exchange to allow consumers and small businesses to access affordable, high quality health insurance. To help us create a successful Exchange, we are contacting key stakeholders to assist in our understanding of the full range of Vermont activities in the many areas related to healthcare quality, including health promotion and wellness.

The Department of Vermont Health Access has contracted with the University of Massachusetts Medical School (UMass) to develop a robust wellness program for Vermont's Health Benefits Exchange that meets ACA requirements for Qualified Health Plans (QHPs) available in the Exchange and focuses on the wellness goals identified in Act 48, Vermont's new universal health care law. This includes the promotion of health through prevention and healthy lifestyles. An important first step in this process is to better understand existing wellness programs in Vermont's public- and private-health care sectors. UMass will be conducting interviews with key stakeholders as part of the information-gathering process.

The main focus of the interviews is to gather information on current wellness programs and initiatives in Vermont. The information will be used to develop a comprehensive inventory of wellness programs and provide recommendations on implementing and coordinating the Exchange activities with existing programs. The interviews will take approximately one hour. All findings will be summarized in the aggregate; reported information will not be attributed to any individual. Questions will be provided in advance and will focus on wellness programs and activities that are in your purview or that you are interested in discussing. If applicable to your work, we will ask about methods for incenting consumers to participate in wellness activities and incenting other organizations to offer wellness programs.

Would you be willing to participate in an interview? Your knowledge and experience will strengthen the Exchange planning and development process. If you would like to participate, please contact Odette Veilleux by email at [odette.veilleux@state.ma.us](mailto:odette.veilleux@state.ma.us). Odette will work with you to schedule a convenient time for a phone interview. If you feel there is someone more appropriate to speak to about wellness activities in your organization, I request that you please forward this invitation to him/her.

Please feel free to contact me with any additional questions you may have: 802.872.7523 or [Lindsey.tucker@vt.state.us](mailto:Lindsey.tucker@vt.state.us).

I appreciate your time and thank you in advance for your cooperation.

Regards,

Lindsey Tucker

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## **Appendix B – Initial Outreach Email to Vermont Stakeholders**

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Deputy Commissioner, Health Benefit Exchange

Department of Vermont Health Access

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## Appendix C – Vermont Wellness Inventory Interview Guide

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Date of Interview: \_\_\_\_\_

Person(s) Interviewed: \_\_\_\_\_

Title/Organization: \_\_\_\_\_

Interview Completed by: \_\_\_\_\_

### Follow-up Interview Required?

(Note: if yes, contact XX to set up the follow-up interview.)

### Introduction

- I. Greetings and Introductions
  - a. Each team member introduces themselves (Name and title)
  - b. Thank interviewee for participating
  - c. Remind participants that the interviews will take about 1 hour
  
- II. Brief Description of Project

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## Appendix C – Vermont Wellness Inventory Interview Guide

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- a. University of Massachusetts contracted by the Department of Vermont Health Access to help design the wellness component of the Vermont's Health Benefits Exchange and to ensure that this wellness component meets or exceeds the wellness standards required by the Affordable Care Act.
  - b. Work Products
    - i. Conduct a review of the evidence based literature regarding the effectiveness of wellness programs,
    - ii. Develop a set of recommendations for the Exchange wellness component, and
    - iii. Create an inventory of existing Vermont wellness programs and develop an implementation strategy.
- III. Explain roles of team
- a. Facilitator
  - b. Time keeper/Note taker
- IV. Interview Purpose/Objectives
- a. Identify current wellness initiatives and their components
  - b. Identify the types of wellness data collected
  - c. Identify the ways in which current wellness programs are funded and administer
  - d. Explore ways in which the Exchange can strengthen and reinforce existing state wellness related initiatives.
- V. Get permission/consent to record phone call
- VI. Ask if any questions before starting.
- VII. Ask interviewee(s) to describe their organization and position.

## Appendix C – Vermont Wellness Inventory Interview Guide

### Organization Wellness Priorities and Wellness Program Information

**Question Goal (For UMMS Team Use):** To gain a comprehensive understanding of the organization's **wellness priorities** and identify specific wellness **program characteristics**.

Questions	Responses
<p>1. Please describe how your organization defines wellness</p> <p><i>Prompts</i></p> <ul style="list-style-type: none"> <li>• Emotional, Environmental, Intellectual, Physical, Occupational, Spiritual, Social, and Financial</li> </ul> <p>2. Please tell us about your organization's top 3-5 wellness priorities. How were these established?</p> <p>3. How has your organization addressed these priorities through its current wellness initiatives?</p> <ul style="list-style-type: none"> <li>• Potential Program/Intervention Types           <ul style="list-style-type: none"> <li>• Single/Multi Modal, Print/Media Strategies, individual/group interventions, computer technology based interventions, screening, and environmental adaptations</li> </ul> </li> <li>• Topic/Domain           <ul style="list-style-type: none"> <li>• <b>Smoking</b> Cessation, <b>Weight</b> Management, <b>Stress</b> Management, <b>Physical</b> Fitness, <b>Nutrition</b>, <b>Heart Disease</b> Management, <b>Diabetes</b> prevention, <b>alcohol and drug</b></li> </ul> </li> </ul>	

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## Appendix C – Vermont Wellness Inventory Interview Guide

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<p>prevention/treatment, <b>mental health</b> Other</p> <ul style="list-style-type: none"><li>• Target Population<ul style="list-style-type: none"><li>• Patients/Providers, Employee/Worksite, Geographic Location, Age, Gender. Race/Ethnicity, Geographic Location</li></ul></li><li>• Length<ul style="list-style-type: none"><li>• Intervention</li><li>• Planning process</li></ul></li></ul> <ol style="list-style-type: none"><li>1. What has been the <b>level of participation</b> in your wellness program(s)?</li><li>2. Are there wellness initiatives or activities that are no longer being offered? <i>Why?</i><ul style="list-style-type: none"><li>• Would you like to see these initiatives reinstated?</li></ul></li><li>4. Can you describe any <b>lessons learned</b> from implementing the wellness initiatives described above? What has <b>worked well</b>/or <b>not worked</b> for example around:<ul style="list-style-type: none"><li>• Designing and implementing wellness initiatives?</li><li>• Integrating wellness with other benefits or services you may offer?</li></ul></li></ol>	
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## Appendix C – Vermont Wellness Inventory Interview Guide

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### Incentive Information

**Question Goal (For UMMS Team Use):** To identify if wellness related incentives were used and were successful:

Questions	Responses
<p>Does your organization offer any <b>financial</b> or <b>nonfinancial</b> incentives for its wellness programs?</p> <ol style="list-style-type: none"><li>1. Can you provide a list of the incentives that your organization offers? (<i>documentation describing all incentives –if available</i>)</li><li>2. Which incentives worked the best?</li><li>3. Were there any <b>differences</b> in <b>participation rates</b> or <b>outcomes</b> of <b>financial</b> or <b>non-financial</b> incentives?</li><li>4. If you had a choice, what [other] incentives would you offer and why?</li></ol>	

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## Appendix C – Vermont Wellness Inventory Interview Guide

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### Initiative Funding

**Question Goal (For UMMS Team Use):** To identify how the organization’s wellness initiative(s) is **funded** and **administered** as well as any related **challenges**.

- Overall Program
- Incentives
- Challenges

Questions	Responses
<p>How does your organization currently <b>fund</b> and <b>administer</b> its wellness program(s)?</p> <ol style="list-style-type: none"><li>5. Entire program</li><li>6. Incentives</li><li>7. What <b>challenges</b> has your organization faced in financing wellness programs or activities? Is there a particular component that is higher in cost?</li></ol>	

## Appendix C – Vermont Wellness Inventory Interview Guide

### Data Collection and Reporting

**Question Goal (For UMMS Team Use):** To identify the types of wellness data collected and how it is reported.

Questions	Responses
<p>What <b>types</b> of wellness <b>data</b> does your organization collect?</p> <p>8. Participant Demographics, Behavior Change, Health Outcomes</p> <p>5. How is this data collected?</p> <p>9. Self report, Claims/Utilization Data</p> <p>6. How is the data used?</p> <p>10. Is there any required reporting?</p> <p>11. Dissemination</p> <p>12. <b>Participants</b> – to increase participation</p> <p>13. <b>Managers</b> to get buy-in</p> <p>14. <b>External</b> stakeholders</p> <p>15. <b>Board</b> of directors/<b>executive</b> staff</p> <p>7. Has your organization done any <b>cost benefit/cost effectiveness/ROI</b> analysis for its wellness program?</p> <p>16. Can you share any reports on the cost benefit analysis?</p>	

## Appendix C – Vermont Wellness Inventory Interview Guide

### External Involvement with Statewide Wellness

**Question Goal (For UMMS Team Use):** Understand stakeholder experience in developing statewide wellness initiatives.

- **Role**
  1. **Leader/Originator, Collaborator, Program Design, Consultant, Promotion/Advertisement, Evaluation, Data Collection/Management**

Questions	Responses
<p>Has your organization been involved in the development and implementation of any statewide wellness initiatives? (encourage them to specify and explain their role)</p> <p>17. <b>Leader/Originator, Collaborator, Program Design, Consultant, Promotion/Advertisement, Evaluation, Data Collection/Management</b></p> <p>8. How do you envision collaborating with external agencies such as DVH to support population-based public health initiatives?</p>	

## Appendix C – Vermont Wellness Inventory Interview Guide

### Vision

**Question Goal (For UMMS Team Use):** Chance for interviewee to offer opinions about interface between Exchange and their world.

Questions	Responses
<p>How do you envision the new Health Benefits Exchange supplementing and supporting your organization's wellness initiatives?</p> <p>9. Do you foresee any challenges?</p> <p>18. How do you envision working with the Exchange to champion specific community based wellness initiatives?</p> <p>19. Are there innovative wellness initiatives you would like to pilot, expand upon, or undertake in the future and why?</p> <p>20. Prompts: What is the evidence behind the initiative? Is it a past successful program? Why is nit not being implemented presently? What are the resource limitations?</p>	

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## Appendix C – Vermont Wellness Inventory Interview Guide

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**Everything that you have shared with me today has been very helpful. Is there anything else you would like to tell us? Is it okay for us to contact you with additional questions?**

**Thank you for your time.**

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## Appendix D – Environmental Scan of State Wellness Programs

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### *Connecticut*

## Appendix D – Environmental Scan of State Wellness Programs

Wellness Program Name	<u>Connecticut</u> Wellness Programs Information		
<b>Tobacco Control Program</b>			
<i>Connecticut Smokers' Quitline</i>	Program Description	An interactive website that provides cessation services to smokers who are referred by their health care providers	<b>Domains:</b> Smoking Cessation
	Target Population	All Connecticut residents	
	Intervention Type	<ul style="list-style-type: none"> <li>• Self-help materials</li> <li>• Information and referral</li> <li>• Health coaching</li> </ul>	
	Mode of Delivery	<ul style="list-style-type: none"> <li>• Printed materials</li> <li>• List of local resources (e.g. support groups within the community)</li> <li>• Tobacco replacement</li> <li>• Quit coach</li> <li>• Information also available via Facebook</li> </ul>	
	Incentive	Free NRT	
	Link	<a href="https://www.quitnow.net/connecticut/">https://www.quitnow.net/connecticut/</a>	
<i>CT Tobacco Use Prevention Control Program</i>	Program Description	Coordinates state efforts to prevent use of tobacco and help current tobacco users quit.	<b>Domains:</b> Smoking Cessation
	Target Population	All Connecticut Residents	
	Intervention Type	Information and referral	
	Mode of Delivery	<ul style="list-style-type: none"> <li>• Online website that provides links to resources in CT (e.g. tobacco cessation programs, quit line)</li> <li>• Links to educational materials to help quit smoking</li> </ul>	
	Incentives	Free NRT through State Smokers Quitline	
	Link	<a href="http://www.ct.gov/dph/cwp/view.asp?a=3137&amp;q=388060&amp;dphNav_GID=1841">http://www.ct.gov/dph/cwp/view.asp?a=3137&amp;q=388060&amp;dphNav_GID=1841</a>	

## Appendix D – Environmental Scan of State Wellness Programs

Wellness Program Name	<u>Connecticut</u> Wellness Programs Information		
<b>Nutrition</b>			
<i>Action Pack Campaign</i>	Program Description	Campaign that encourages parents and children to be more responsible in eating healthfully and staying active	<b>Domains:</b> Nutrition, physical activity, and weight management
	Target Population	All Connecticut residents-parents and children	
	Intervention Type	<ul style="list-style-type: none"> <li>• Mass-media campaign</li> <li>• Educational materials</li> <li>• Information and referral</li> </ul>	
	Mode of Delivery	Health messages broadcasted on TV throughout the state Online tips and resources	
	Incentive	Not specified	
	Link	<a href="http://www.ct.gov/dph/cwp/view.asp?a=3137&amp;q=441060&amp;dphNav_GID=2094">http://www.ct.gov/dph/cwp/view.asp?a=3137&amp;q=441060&amp;dphNav_GID=2094</a>	

## Appendix D – Environmental Scan of State Wellness Programs

Wellness Program Name	<u>Connecticut</u> Wellness Programs Information		
<b>Diabetes</b>			
<i>Diabetes Prevention and Control Program</i>	Program Description	Provides diabetes awareness to the residents of Connecticut, as well as providing diabetes trainings to health care providers.	<b>Domains:</b> Diabetes prevention
	Target Population	All Connecticut residents and health care providers	
	Intervention Type	<ul style="list-style-type: none"> <li>• Computer technology</li> <li>• Educational programs</li> </ul>	
	Mode of Delivery	<ul style="list-style-type: none"> <li>• Online access to quarterly diabetes newsletter</li> <li>• Organizes annual conference for health care professionals</li> <li>• Maintains a diabetes surveillance system that provides information and data about diabetes an risk factor information</li> </ul>	
	Incentive	Not specified	
	Link	<a href="http://www.ct.gov/dph/cwp/view.asp?a=3135&amp;q=397524">http://www.ct.gov/dph/cwp/view.asp?a=3135&amp;q=397524</a> <a href="http://www.ct.gov/dph/cwp/view.asp?a=3132&amp;q=388098&amp;dphNav_GID=1601&amp;dphPNavCtr= #47041">http://www.ct.gov/dph/cwp/view.asp?a=3132&amp;q=388098&amp;dphNav_GID=1601&amp;dphPNavCtr= #47041</a>	

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## Appendix D – Environmental Scan of State Wellness Programs

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### *Florida*

## Appendix D – Environmental Scan of State Wellness Programs

Wellness Program Name	<u>Florida</u> Wellness Program Descriptions		
<b>Tobacco Control Program - DOH</b>			
<i>Florida Tobacco Quit Line</i>	Program Description	Provides self help materials, telephone support and coverage of nicotine replacement therapy. Members can self-refer to the program.	Domains: Smoking Cessation
	Target Population	All Florida Residents who smoke	
	Interventions	Counseling: telephonic, face to face and online counseling Medical – nicotine replacement therapy Self-help education Self-help planning	
	Mode of Delivery	Printed materials Telephonic counseling Face-to-face counseling Web based tool for planning quit attempt	
	Incentives	Free NRT	
	Link	<a href="http://www.flquitline.com/">http://www.flquitline.com/</a>	
<b>Physical Fitness and Nutrition</b>			
<i>Healthy Hub Food Initiative</i>	Program Description	Program to increase community access and consumption of healthy and affordable foods. The Healthy Food Hub will serve as an intermediary between producer and consumer; connecting local growers with new retail outlets, reducing transaction costs, reducing food waste, and facilitating the distribution of food “from farm to hub to plate”.	Domains: Nutrition
	Target Population	All Floridians	
	Interventions	Environmental based – providing healthier foods Community-wide: multiple stakeholder involvement	

## Appendix D – Environmental Scan of State Wellness Programs

Wellness Program Name	<u>Florida</u> Wellness Program Descriptions		
	Mode of Delivery	Multi-media campaign	
	Incentives	Incentives to WIC and/or SNAP-approved convenience stores although not specified	
	Link	<a href="http://makehealthyhappenmiami.com/index.html">http://makehealthyhappenmiami.com/index.html</a>	
<i>Pathways to Health</i>	Program Description	Service Provided by the Sarasota County Health Department that assists with establishing indoor and outdoor walking paths	Domains: Physical Activity
	Target Population	All Floridians	
	Interventions	Environmental based Education about benefits of walking Group support	
	Mode of Delivery	Walking groups and activities Printed materials	
	Incentives	NA	
	Link	<a href="http://www.sarasotahealth.org/pathwaystohealth/info.htm">http://www.sarasotahealth.org/pathwaystohealth/info.htm</a>	
<i>Safe Routes to School</i>	Program Description	Program to create safe active transportation routes to and from school. A component program of Make Healthy Happen Miami	Domains: Physical Fitness
	Target Population	School age children	
	Interventions	Environmental based – creation of safe routes in neighborhoods	
	Mode of Delivery	Multi-media campaign	
	Incentives	NA	
	Link	<a href="http://makehealthyhappenmiami.com/html/safe_routes_to_school.html">http://makehealthyhappenmiami.com/html/safe_routes_to_school.html</a>	

## Appendix D – Environmental Scan of State Wellness Programs

Wellness Program Name	<u>Florida</u> Wellness Program Descriptions		
<i>Active Transportation and Recreation</i>	Program Description	Initiative to improve walking and biking through improvements to the physical environment. i.e. make park and open spaces available for everyone to walk, bike and play.	Domains: Physical Fitness
	Target Population	All Floridians	
	Intervention Type	Environmental based – create new walk/ride paths	
	Mode of Delivery	Policy Change	
	Incentives	NA	
	Link	<a href="http://makehealthyhappenmiami.com/html/play.html">http://makehealthyhappenmiami.com/html/play.html</a>	
<b>Diabetes</b>			
<i>Health in Motion</i>	Program Description	Mobile medical unit in Sarasota County brings vital health and medical services to underserved areas of Sarasota County.	Domains: Diabetes Heart Disease
	Target Population	Medicaid eligibles	
	Interventions	Medical services Health education materials	
	Mode of Delivery	Mobile van staffed by registered nurse and volunteer physicians	
	Incentives	NA	
	Link	<a href="http://www.sarasotahealth.org/communityprograms/mobile.htm">http://www.sarasotahealth.org/communityprograms/mobile.htm</a>	
<i>Insulin</i>	Program Description	Provides insulin to individuals that meet certain requirements: prescription, income, residence	Domains: Diabetes

## Appendix D – Environmental Scan of State Wellness Programs

Wellness Program Name	<u>Florida</u> Wellness Program Descriptions		
<i>distribution Program</i>	Target Population	Persons with diabetes	
	Intervention Type	Individual focused Print - educational materials	
	Mode of Delivery	Health education materials on prevention Individual counseling	
	Incentives	NA	
	Link	<a href="http://www.doh.state.fl.us/family/dcp/insulin.html">http://www.doh.state.fl.us/family/dcp/insulin.html</a>	
<b>All Domains</b>			
<i>Enhanced Benefit Reward Program</i>	Program Description	This program is designed to reward Medicaid members for taking part in activities that can improve their health. These activities, known as healthy behaviors, will earn credits that can later be used to buy health-related items at the pharmacy.	Domains: Weight Management Tobacco Cessation Physical Activity Weight Management Stress Management Diabetes
	Target Population	All individuals currently in a Florida Medicaid Reform Health Plan are automatically enrolled in the Enhanced Benefits Account Program	
	Interventions	Individual focused	
	Mode of Delivery	HRA, Health educational materials, face to face with provider, Biometric testing	
	Incentives	Members may earn credits worth up to \$125.00 per year	
	Link	<a href="http://www.fdhc.state.fl.us/medicaid/Enhanced_Benefits/index.shtml">http://www.fdhc.state.fl.us/medicaid/Enhanced_Benefits/index.shtml</a>	

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## Appendix D – Environmental Scan of State Wellness Programs

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### *Massachusetts*

## Appendix D – Environmental Scan of State Wellness Programs

Wellness Program Name	<u>Massachusetts</u> Wellness Programs Descriptions		
<b>Tobacco Cessation</b>			
<i>MA Quit Works</i>	Program Description	An interactive website that provides cessation services to smokers who are referred by their health care providers	<b>Domains:</b> Smoking Cessation
	Target Population	All MA residents	
	Intervention Type	<ul style="list-style-type: none"> <li>• Individualized counseling</li> <li>• Medical</li> </ul>	
	Mode of Delivery	<ul style="list-style-type: none"> <li>• Printed Materials</li> <li>• Telephonic Counseling</li> <li>• Tobacco replacement</li> </ul>	
	Incentives	Free NRT	
	Link	<a href="http://www.quitworks.org">www.quitworks.org</a>	
<i>MA Smokers' Helpline</i>	Program Description	An interactive website that provides education materials about quitting smoking in collaboration with the MA Tobacco Control Program.	<b>Domains:</b> Smoking Cessation
	Target Population	All MA residents who smoke	
	Intervention Type	<ul style="list-style-type: none"> <li>• Self-help materials</li> <li>• Information and referral</li> <li>• Health coaching</li> </ul>	
	Mode of Delivery	<ul style="list-style-type: none"> <li>• Printed Materials</li> <li>• Tobacco replacement</li> <li>• Telephonic quit coach counseling</li> </ul>	
	Incentives	Free NRT ( offered through the Ready, Set, Quit Program)	
	Link	<a href="http://www.TrytoStop.org">www.TrytoStop.org</a>	

## Appendix D – Environmental Scan of State Wellness Programs

Wellness Program Name	<u>Massachusetts</u> Wellness Programs Descriptions		
<i>MassHealth Tobacco Cessation Program</i>	Program Description	Program that provides services and support to help members quit smoking.	<b>Domains:</b> Smoking cessation
	Target Population	All MassHealth members	
	Intervention Type	<ul style="list-style-type: none"> <li>• Group support</li> <li>• Individual counseling</li> </ul>	
	Mode of Delivery	<ul style="list-style-type: none"> <li>• Members can use up to 16 counseling sessions in any combination of group, individual or face-face sessions</li> <li>• Covered medications</li> <li>• Linkages to tobacco cessation resources (e.g. QuitWorks)</li> </ul>	
	Incentives	NRT, gum lozenge, etc.	
	Link	<a href="http://www.mass.gov/eohhs/provider/insurance/masshealth/masshealth-tobacco-cessation-benefits.html">http://www.mass.gov/eohhs/provider/insurance/masshealth/masshealth-tobacco-cessation-benefits.html</a>	
<b>Healthy Lifestyle</b>			
<i>Mass in Motion</i>	Program Description	Aims to promote wellness and to prevent overweight and obesity in Massachusetts - with a particular focus on the importance of healthy eating and physical activity.	<b>Domains:</b> Weight management, nutrition, physical activity, diabetes prevention, smoking cessation, stress management, heart disease prevention,
	Target Population	All MA residents	
	Intervention Type	<ul style="list-style-type: none"> <li>• Educational materials</li> <li>• Information and referral</li> <li>• Mass media campaign</li> <li>• Environmental modifications</li> </ul>	
	Mode of Delivery	<ul style="list-style-type: none"> <li>• Self-help materials, resources, toolkits (online and printed)</li> <li>• Linkages to community, work, and home-life resources and partnerships (e.g. Farm to School Program)</li> <li>• Provides grant funding to cities and towns to make wellness initiatives a priority at the community level.</li> <li>• Supports regulatory changes to promote healthy diet an exercise</li> </ul>	
	Incentives	Not specified	

## Appendix D – Environmental Scan of State Wellness Programs

Wellness Program Name	<u>Massachusetts</u> Wellness Programs Descriptions		
	Link	<a href="http://www.mass.gov/eohhs/consumer/wellness/healthy-living/mass-in-motion-english.html">http://www.mass.gov/eohhs/consumer/wellness/healthy-living/mass-in-motion-english.html</a>	
<i>DPH Health Note Podcast</i>	Program Description	An online website featuring podcasts on public health topics	<b>Domains:</b> Weight management, nutrition, physical activity, diabetes prevention, smoking cessation, stress management, heart disease prevention,
	Target Population	All MA residents	
	Intervention Type	Online educational podcasts (available in printed transcription)	
	Mode of Delivery	Podcasts on a variety of topics ( e.g. information about the flu and flu shot)	
	Incentives	Not specified	
	Link	<a href="http://www.mass.gov/eohhs/consumer/wellness/health-promotion/dph-podcast/dph-health-note-podcast.html">http://www.mass.gov/eohhs/consumer/wellness/health-promotion/dph-podcast/dph-health-note-podcast.html</a>	
<i>MassHealth Wellness Program</i>	Program Description	Program encourages and supports MassHealth members to take actions to prevent disease and illness in their lives, and make healthy choices.	<b>Domains:</b> Weight management, nutrition, physical activity, diabetes prevention, smoking cessation, stress management, heart disease prevention
	Target Population	All MassHealth members	
	Intervention Type	<ul style="list-style-type: none"> <li>• Educational Materials</li> <li>• Information and referral</li> </ul>	
	Mode of Delivery	<ul style="list-style-type: none"> <li>• Online resources on well-visits ( including tips on talking health care professionals-Ask Me 3 and well-child visit schedules)</li> <li>• Provides information on recommended screenings for men, women, and children</li> <li>• Printable brochures and posters on the MassHealth Wellness Program, tobacco cessation, and well-visits</li> <li>• Provides information and supportive services about MassHealth tobacco cessation benefits</li> <li>• Linkages to other health promotion resources and programs in MA (e.g. Mass in Motion) and nationally</li> </ul>	

## Appendix D – Environmental Scan of State Wellness Programs

Wellness Program Name	<u>Massachusetts</u> Wellness Programs Descriptions		
		(e.g. American Stroke Association)	
	Incentives	Not specified	
	Link	<a href="http://www.mass.gov/eohhs/consumer/insurance/masshealth-member-info/wellness/">http://www.mass.gov/eohhs/consumer/insurance/masshealth-member-info/wellness/</a>	
<i>MA Health Connector Wellness Program</i>	Program Description	<ul style="list-style-type: none"> <li>Issues state-funded subsidies to small businesses for providing a wellness program for their employees. The Wellness Track is a free program offered to eligible employers enrolled in a Business Express health plan through the Health Connector.</li> <li>Members enrolled in any of the Connector's health plans also have the option to use the free online tool developed by Live Healthier, a global provider of corporate health management solutions.</li> </ul>	<b>Domains:</b> Weight management, nutrition, physical activity, diabetes prevention, smoking cessation, stress management, heart disease prevention
	Target Population	<ul style="list-style-type: none"> <li>Small business in the Health Connector</li> <li>Health Connector members</li> </ul>	
	Intervention Type	Educational materials	
	Mode of Delivery	Interactive web-based program offering wellness and health promotion information and resources such as interactive training plans, content libraries, customized self-help materials, personalized health assessments	
	Incentives	Not specified	
	Link	<a href="https://www.mahealthconnector.org/portal/binary/com.epicentric.contentmanagement.servlet.ContentDeliveryServlet/FindInsurance/Wellness%2520Track/WellnessTrackProgramFAQs.pdf">https://www.mahealthconnector.org/portal/binary/com.epicentric.contentmanagement.servlet.ContentDeliveryServlet/FindInsurance/Wellness%2520Track/WellnessTrackProgramFAQs.pdf</a>  <a href="https://www.mahealthconnector.org/portal/site/connector">https://www.mahealthconnector.org/portal/site/connector</a>	

## Appendix D – Environmental Scan of State Wellness Programs

Wellness Program Name	<u>Massachusetts</u> Wellness Programs Descriptions		
<b>Nutrition</b>			
<i>Text4baby Initiative</i>	Program Description	A free mobile information service designed to promote maternal and children health by providing pregnant women and new moms with information to help them care for their health and give their babies the best possible start in life.	<b>Domains:</b> Nutrition
	Target Population	All MassHealth members (pregnant or new moms)	
	Intervention Type	<ul style="list-style-type: none"> <li>• Mobile text messaging</li> <li>• Educational information</li> </ul>	
	Mode of Delivery	Free messages that are timed to the due date or baby's birthday and provides tips on healthy pregnancy and caring for child's health	
	Incentives	Not specified-free text messaging when member sign-up through cell-phone	
	Link	<a href="http://www.text4baby.org/">http://www.text4baby.org/</a>	

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## Appendix D – Environmental Scan of State Wellness Programs

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### *New York*

## Appendix D – Environmental Scan of State Wellness Programs

Wellness Program Name	<u>New York</u> Wellness Programs Information		
<b>Tobacco Control Program</b>			
<i>New York State Smokers' Quitline</i>	Program Description	An interactive website that provides cessation services to smokers who are referred by their health care providers	<b>Domains:</b> Smoking Cessation
	Target Population	All New York residents	
	Intervention Type	<ul style="list-style-type: none"> <li>• Self-help materials</li> <li>• Information and referral</li> <li>• Health coaching</li> </ul>	
	Mode of Delivery	<ul style="list-style-type: none"> <li>• Printed materials</li> <li>• List of local resources (e.g. support groups within the community)</li> <li>• Tobacco replacement</li> <li>• Quit coach</li> </ul>	
	Incentive	Free NRT	
	Link	<a href="http://nysmokefree.com/Subpage.aspx?P=0&amp;P1=20">http://nysmokefree.com/Subpage.aspx?P=0&amp;P1=20</a>	
<i>QuNityY</i>	Program Description	Online community (log-in required) created by the New York State Smokers Quitline	<b>Domains:</b> Smoking Cessation
	Target Population	All New York Residents	
	Intervention Type	<ul style="list-style-type: none"> <li>• Computer-technology</li> <li>• Educational materials</li> <li>• Self-help</li> </ul>	
	Mode of Delivery	<ul style="list-style-type: none"> <li>• Personalized messaging customized to an individual's email and via text on a mobile phone or through voice recordings on a land-line.</li> <li>• Online journal option available on Facebook, Twitter or Google+</li> <li>• Online forum to share stories and talk with other members and coaches about quitting</li> <li>• Online chat available with Quitline coaches and QuNitY members</li> </ul>	

## Appendix D – Environmental Scan of State Wellness Programs

Wellness Program Name	<u>New York</u> Wellness Programs Information		
	Incentives	Free NRT (patches) through the NY State Smokers Quitline	
	Link	<a href="https://qunity.nysmokefree.com/">https://qunity.nysmokefree.com/</a>	
<i>Medicaid Cessation Services</i>	Program Description	Program that provides services and supports to help members quit smoking	<b>Domains:</b> Smoking Cessation
	Target Population	Medicaid population who smoke	
	Intervention Type	<ul style="list-style-type: none"> <li>• Individualized Counseling</li> <li>• Medical</li> </ul>	
	Mode of Delivery	<ul style="list-style-type: none"> <li>• Counseling- 6 sessions during any 12 continuous months on a face-face basis</li> <li>• Tobacco replacement</li> </ul>	
	Incentive	Free NRT	
	Link	<a href="http://www.nyc.gov/html/doh/html/smoke/smoke-nys-medicaid-benefit.shtml">http://www.nyc.gov/html/doh/html/smoke/smoke-nys-medicaid-benefit.shtml</a>	

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Wellness Program Name	<u>New York</u> Wellness Programs Information		
<i>Talk to Your Patients</i>	Program Description	Interactive website offers accessible information and resources online to help healthcare providers assist their patients who smoke.	<b>Domains:</b> Smoking Cessation
	Target Population	Healthcare providers	
	Intervention Type	<ul style="list-style-type: none"> <li>• Information and referral</li> <li>• Media campaign</li> <li>• Counseling advice</li> <li>• Continuing Education</li> </ul>	
	Mode of Delivery	<ul style="list-style-type: none"> <li>• Downloadable materials from current and previous campaigns to be given to members</li> <li>• Information on local tobacco cessation centers (listed by region)</li> <li>• Advice on counseling and encouraging members to quit smoking</li> <li>• Links to other resources within the State of New York</li> <li>• Opportunities to participate in continuing education activities such as statewide collaborative conference calls and other self-study courses for CME credit.</li> </ul>	
	Incentive	Not specified	
	Link	<a href="http://talktoyourpatients.org/index.php">http://talktoyourpatients.org/index.php</a>	

## Appendix D – Environmental Scan of State Wellness Programs

Wellness Program Name	<u>New York Wellness Programs Information</u>		
<b>Heart Disease Prevention</b>			
<i>Heart Healthy Program (HHP)</i>	Program Description	Aims to reduce cardiovascular disease illness and death by making it easier for people to engage in healthy behaviors. The HHP funds agencies to work in neighborhoods, towns and cities to make it easier for people to be physically active and eat healthy foods.	<b>Domains:</b> Heart disease prevention, smoking cessation, physical activity, Diabetes weight management, nutrition
	Target population	All New York residents	
	Intervention Type	<ul style="list-style-type: none"> <li>• Environmental modifications (physical and social policy)</li> <li>• Media campaign</li> </ul>	
	Mode of Delivery	<ul style="list-style-type: none"> <li>• Supporting policies that support communities in becoming more walkable (e.g. having sidewalks, identified crosswalks on street corners, walking trails, etc)</li> <li>• Support policies that would allow schools to remain open after hours for community use</li> <li>• Promote tobacco-free schools, work-places, etc.</li> <li>• Stroke awareness media campaign to educate residents about the importance of early signs of a stroke</li> </ul>	
	Incentive	Not specified	
	Link	<a href="http://www.health.ny.gov/diseases/cardiovascular/heart_disease/programs_and_tools.htm">http://www.health.ny.gov/diseases/cardiovascular/heart_disease/programs_and_tools.htm</a>	
<b>Weight Management</b>			
<i>Overweight and Obesity Prevention Program</i>	Program Description	Aims to increase physical activity and improve nutrition among New York residents	<b>Domains:</b> Nutrition, physical activity
	Target Population	All New York residents	
	Intervention Type	<ul style="list-style-type: none"> <li>• Policy and environmental changes</li> <li>• Mass media campaign</li> </ul>	
	Mode of Delivery	<ul style="list-style-type: none"> <li>• Supporting policies that support communities in becoming more walkable (e.g. having sidewalks, identified crosswalks on street corners, walking trails, etc)</li> </ul>	

## Appendix D – Environmental Scan of State Wellness Programs

Wellness Program Name	<u>New York</u> Wellness Programs Information		
		<ul style="list-style-type: none"> <li>Supporting national media campaigns such as “TV Turn-off Week)</li> </ul>	
	Incentives	Not specified	
	Link	<a href="http://www.health.ny.gov/prevention/prevention_agenda/physical_activity_and_nutrition/">http://www.health.ny.gov/prevention/prevention_agenda/physical_activity_and_nutrition/</a>	
Nutrition			
<i>Schools + Professionals in Nutrition (SPIN)</i>	Program Description	Partnership and product of the New York State Action for Healthy Kids Team, matches school professionals with a volunteer nutritional professional who work together to improve nutrition among students.	<b>Domains:</b> Nutrition, physical activity
	Target Population	NY schools and children	
	Intervention Type	<ul style="list-style-type: none"> <li>Information and referral</li> <li>Community-wide campaign</li> </ul>	
	Mode of Delivery	<ul style="list-style-type: none"> <li>Links schools with nutrition professional to improve health and wellness of school children</li> <li>Collaboration with other state agencies (e.g. NY State Education Department) to promote a comprehensive school health program aimed at improving nutrition and physical activity environment in schools.</li> </ul>	
	Incentives	Not specified	
	Link	<a href="http://healthymeals.nal.usda.gov/hsmrs/New%20York/New%20York%20State%20School%20Nutrition%20and%20Physical%20Activity%20Best%20Practices%20Toolkit.pdf">http://healthymeals.nal.usda.gov/hsmrs/New%20York/New%20York%20State%20School%20Nutrition%20and%20Physical%20Activity%20Best%20Practices%20Toolkit.pdf</a>	
<i>Just Say Yes to Fruits and Vegetables (JSY)</i>	Program Description	A nutrition education program that encourages members to consume more fruits and vegetables by offering wellness and health promotion information, activities and programs in the community	<b>Domains:</b> Nutrition, physical activity
	Target Population	Low-income families who receive food stamps	
	Intervention Type	<ul style="list-style-type: none"> <li>Educational materials and resources</li> <li>Community-wide campaign</li> </ul>	

## Appendix D – Environmental Scan of State Wellness Programs

Wellness Program Name	<u>New York</u> Wellness Programs Information		
	Mode of Delivery	<ul style="list-style-type: none"> <li>• Educational seminars with a nutritionist</li> <li>• Nutrition workshops</li> <li>• Cooking demonstrations</li> <li>• Educational activities at food pantries, farmers markets etc.</li> <li>• Online tips, and other community/health resources available</li> </ul>	
	Incentives	Not specified	
	Link	<a href="http://www.jsyfruitveggies.org/">http://www.jsyfruitveggies.org/</a>	
<b>Diabetes</b>			
<i>Diabetes Prevention and Control Program (DPCP)</i>	Program Description	Diabetes prevention projects and initiatives in New York to support diabetes prevention and management.	<b>Domains:</b> Diabetes prevention, nutrition, physical activity
	Target Population	All New York residents	
	Intervention Type	<ul style="list-style-type: none"> <li>• Educational materials</li> <li>• Computer-technology</li> </ul>	
	Mode of Delivery	<ul style="list-style-type: none"> <li>• Diabetes prevention and management toolkit (ordered and downloaded on the web)</li> <li>• Professional and educational web-casts via web streaming on the Department of Health website</li> </ul>	
	Incentives	Not specified	
	Link	<a href="http://www.health.ny.gov/diseases/conditions/diabetes/projects_and_initiatives.htm">http://www.health.ny.gov/diseases/conditions/diabetes/projects_and_initiatives.htm</a> <a href="http://www.health.ny.gov/diseases/conditions/diabetes/webstream_videos.htm">http://www.health.ny.gov/diseases/conditions/diabetes/webstream_videos.htm</a>	

## Appendix D – Environmental Scan of State Wellness Programs

Wellness Program Name	<u>New York</u> Wellness Programs Information		
Physical Activity			
<i>Shape-Up New York</i>	Program Description	A free family fitness program offered at park sites, community centers and housing sites around New York City to encourage the development of a healthy lifestyle and help improve self-esteem.	<b>Domains:</b> physical activity
	Target Population	Adults and children	
	Intervention Type	<ul style="list-style-type: none"> <li>• Community campaign</li> <li>• Peer-support</li> </ul>	
	Mode of Delivery	Classes cover: step aerobics, fitness walking, light weights, stretching and toning exercises	
	Incentives	Not specified	
	Link	<a href="http://www.nycgovparks.org/programs/recreation/shape-up-nyc">http://www.nycgovparks.org/programs/recreation/shape-up-nyc</a>	
	Program Description	An online search engine for free and low-cost fitness activities in New York City. It lists programs, classes, facilities, and leagues in the Parks Department's properties as well as those of a number of partner groups.	<b>Domains:</b> physical activity

## Appendix D – Environmental Scan of State Wellness Programs

Wellness Program Name	<u>New York</u> Wellness Programs Information	
	Target Population	All New York residents
	Intervention Type	Computer-technology
	Mode of Delivery	<ul style="list-style-type: none"> <li>• Online resources and links to fitness activities in and around NYC</li> <li>• Tips on how to incorporate more physical activity into daily life and how to sustain healthy nutrition habits</li> <li>• Can create events or groups using a Facebook application</li> </ul>
	Incentives	Not specified
	Link	<a href="http://www.nycgovparks.org/befitnyc/about.html">http://www.nycgovparks.org/befitnyc/about.html</a>

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## Appendix D – Environmental Scan of State Wellness Programs

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### *Rhode Island*

## Appendix D – Environmental Scan of State Wellness Programs

Wellness Program Name	<u>Rhode Island</u> Wellness Programs Information		
<b>Tobacco Control Program</b>			
<i>Quit Works Rhode Island</i>	Program Description	Provides self help materials, telephone support and coverage of nicotine replacement therapy. Members can self-refer to the program.	<b>Domains:</b> Smoking Cessation
	Target Population	All Rhode island Residents	
	Intervention Type	<ul style="list-style-type: none"> <li>• Group and Individualized Counseling</li> <li>• Medical</li> </ul>	
	Mode of Delivery	<ul style="list-style-type: none"> <li>• Printed Materials</li> <li>• Telephonic Counseling</li> <li>• Tobacco replacement</li> </ul>	
	Incentive	Free NRT	
	Link	<a href="http://quitworksri.org/">http://quitworksri.org/</a>	
<i>Tobacco Control Program</i>	Program Description	Provides services that will help smokers quit, and uses multiple strategies to reduce smoking and exposure to secondhand smoke	<b>Domains:</b> Smoking Cessation
	Target Population	All Rhode island Residents	
	Intervention Type	<ul style="list-style-type: none"> <li>• Group and Individualized Counseling</li> <li>• Medical</li> <li>• Information and Referral</li> </ul>	
	Mode of Delivery	<ul style="list-style-type: none"> <li>• Printed Materials</li> <li>• Online cessation counseling and support</li> <li>• Telephonic Counseling</li> </ul>	
	Incentives	Not specified	

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Wellness Program Name	<u>Rhode Island</u> Wellness Programs Information		
	Link	<a href="http://www.health.ri.gov/programs/tobaccocontrol/">http://www.health.ri.gov/programs/tobaccocontrol/</a>	
<i>Medicaid Cessation Services</i>	Program Description	Mandatory cessation coverage for Managed Care and Fee-For-Service members. Quit medications, nicotine replacement therapy, and individual counseling. Restrictions may apply.	<b>Domains:</b> Smoking Cessation
	Target Population	Medicaid population who smoke	
	Intervention Type	<ul style="list-style-type: none"> <li>• Group and Individualized Counseling</li> <li>• Medical</li> </ul>	
	Mode of Delivery	<ul style="list-style-type: none"> <li>• Printed Materials</li> <li>• Telephonic Counseling</li> <li>• Tobacco replacement</li> </ul>	
	Incentive	Free NRT	
	Link	<a href="http://lungusa2.org/cessation2/statedetail.php?stateId=44">http://lungusa2.org/cessation2/statedetail.php?stateId=44</a>	
<b>Nutrition</b>			
<i>Initiative for a Healthy Weight (IHW)</i>	Program Description	Initiative in preventing and controlling obesity. The program changes social, political and physical environments to make healthy choices easy for all Rhode Island residents	<b>Domains:</b> Nutrition, weight management
	Target Population	All Rhode Island Residents	
	Intervention Type	Physical and social environment modifications	
	Mode of Delivery	Improving community walk-ability; safety; access to recreation; access to healthy foods; ensuring that restaurants provide calorie information at the point of purchase; and strengthening nutrition guidelines	
	Incentives	Not specified	
	Link	<a href="http://www.health.ri.gov/programs/initiativeforhealthyweight/">http://www.health.ri.gov/programs/initiativeforhealthyweight/</a>	

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Wellness Program Name	<u>Rhode Island Wellness Programs Information</u>		
<i>Kid's First-Farm to School Program</i>	Program Description	Encourages all Rhode Island school districts to buy locally grown foods to serve in school meals.	<b>Domains:</b> Nutrition
	Target Population	Rhode Island school districts and children	
	Intervention Type	<ul style="list-style-type: none"> <li>• Educational materials</li> <li>• Mass media campaign</li> <li>• Physical and social environmental changes</li> </ul>	
	Mode of Delivery	<ul style="list-style-type: none"> <li>• Provides customized tools, resources and strategies for the development of policies, systems and environments that support healthier eating and increased physical activity.</li> <li>• Offers hands-on, behavior-focused workshops for students, parents, teachers, administrators and food service staff.</li> </ul>	
	Incentives	Not specified	
	Link	<a href="http://www.kidsfirstri.org/newfarm.htm">http://www.kidsfirstri.org/newfarm.htm</a>	
<b>Heart Disease Prevention</b>			
<i>Heart Disease and Stroke Prevent. Program</i>	Program Description	Develops plans and collaborates with partners to promote policy and system changes. Priority areas include increasing control of high blood pressure, and high blood cholesterol, increasing knowledge of signs and symptoms of heart attack and stroke, improving emergency response and the heart disease and stroke quality health care, and eliminating health disparities.	<b>Domains:</b> Heart disease prevention and management, smoking cessation,
	Target Population	Rhode Island residents	
	Intervention Type	<ul style="list-style-type: none"> <li>• Information and Referral</li> <li>• Mass media campaign</li> <li>• Physical and social environmental changes</li> </ul>	
	Mode of Delivery	<ul style="list-style-type: none"> <li>• Provides tools, resources and strategies for the development of policies, systems and environments that support cardiovascular care.</li> </ul>	

## Appendix D – Environmental Scan of State Wellness Programs

Wellness Program Name	<u>Rhode Island</u> Wellness Programs Information		
		<ul style="list-style-type: none"> <li>Public awareness campaigns about signs and symptoms of heart disease and stroke and the importance of calling 9–1–1 when such symptoms appear.</li> </ul>	
	Incentives	Not specified	
	Link	<a href="http://www.health.ri.gov/programs/heartdiseaseandstrokeprevention/">http://www.health.ri.gov/programs/heartdiseaseandstrokeprevention/</a>	
<i>HeartSafe Community Program</i>	Program Description	A collaborative effort between the Heart Disease & Stroke Prevention Program and the <a href="#">American Heart Association</a> , Providence Affiliate. Communities can earn points “HEARTBEATS” for each activity that furthers the goal of saving lives.	<b>Domains:</b> Heart disease prevention and management
	Target Population	Rhode Island residents	
	Intervention Type	Educational materials Mass media campaign Physical and social environmental changes	
	Mode of Delivery	Provides customized tools, resources, CPR/AED classes Placement of AED in public places	
	Incentives	Not specified	
	Link	<a href="http://www.health.ri.gov/programs/heartdiseaseandstrokeprevention/heartsafecommunities/index.php">http://www.health.ri.gov/programs/heartdiseaseandstrokeprevention/heartsafecommunities/index.php</a>	
<b>Diabetes</b>			
<i>Diabetes Prevention and Control</i>	Program Description	Coordinates Rhode Island Statewide Diabetes Health System to prevent and control diabetes and diabetes-related complications. Key focus areas include the Certified Diabetes Outpatient Education Program, Multicultural Diabetes Education Program, Diabetes Prevention Program, TEAMWorks	<b>Domains:</b> Diabetes prevention, nutrition, physical activity

## Appendix D – Environmental Scan of State Wellness Programs

Wellness Program Name	<u>Rhode Island</u> Wellness Programs Information	
<i>Program</i>	Target Population	All Rhode Island residents
	Intervention Type	<ul style="list-style-type: none"> <li>• Educational materials</li> <li>• Individualized counseling</li> <li>• Information and referral</li> </ul>
	Mode of Delivery	<ul style="list-style-type: none"> <li>• Provides customized tools, resources, self-help materials</li> <li>• Diabetes educators provide self-management education and training</li> </ul>
	Incentives	Not specified
	Link	<a href="http://www.health.ri.gov/programs/diabetespreventionandcontrol/">http://www.health.ri.gov/programs/diabetespreventionandcontrol/</a>

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## Appendix D – Environmental Scan of State Wellness Programs

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*Utah*

## Appendix D – Environmental Scan of State Wellness Programs

Wellness Program Name	<u>Utah</u> Wellness Programs Description		
<b>Tobacco Control Program</b>			
<i>QuitNet and Quit Line</i>	Program Description	Provides self help materials, telephone and internet based support and coverage of nicotine replacement therapy. Members can self-refer to the program.	<b>Domains:</b> Smoking Cessation
	Target Population	Teen and adult users of cigarettes and other tobacco products.	
	Interventions	Self Help Education Individualized Counseling Medical: nicotine replacement therapy	
	Mode of Delivery	Printed Materials Telephonic Counseling Tobacco replacement	
	Incentives	Free NRT	
	Link	<a href="http://www.tobaccofreeutah.org/">http://www.tobaccofreeutah.org/</a> <a href="http://www.tobaccofreeutah.org/quitline.html">http://www.tobaccofreeutah.org/quitline.html</a>	
<i>END Program (Ending Nicotine Dependence for Teens)</i>	Program Description	Provides youth the skills and knowledge to help them quit while providing opportunities to share experiences with other youth who are also trying to quit.	<b>Domains:</b> Smoking Cessation
	Target Population	Youth to 18 years old who smoke	
	Interventions	Group-Based Counseling	
	Mode of Delivery	Group Based Counseling	
	Incentives	NA	
	Link	<a href="http://www.utahcountyonline.org/Dept2/Health/Health%20Promotion/Tobacco/END.asp">http://www.utahcountyonline.org/Dept2/Health/Health%20Promotion/Tobacco/END.asp</a>	
<i>First Step Program</i>	Program Description	Provides self help materials and personal coaching support and coverage of nicotine replacement therapy.	<b>Domains:</b> Smoking Cessation

## Appendix D – Environmental Scan of State Wellness Programs

Wellness Program Name	<u>Utah</u> Wellness Programs Description		
	Target Population	Women before, during and after pregnancy and their partners who are interested in quitting	
	Interventions	Print materials Individual Based	
	Mode of Delivery	Individual one on one counseling	
	Incentives	NA	
	Link	<a href="http://www.utahcountyonline.org/Dept2/Health/Health%20Promotion/Tobacco/firststep.asp">http://www.utahcountyonline.org/Dept2/Health/Health%20Promotion/Tobacco/firststep.asp</a>	
<i>Educational Resources</i>	Program Description	A variety of educational resources around smoking cessation	<b>Domains:</b> Smoking Cessation
	Target Population	Utah County Smokers	
	Interventions	Education	
	Mode of Delivery	Print materials Videos Activity pac	
	Incentives	NA	
	Link	<a href="http://www.utahcountyonline.org/Dept2/Health/Health%20Promotion/Tobacco/resources.asp">http://www.utahcountyonline.org/Dept2/Health/Health%20Promotion/Tobacco/resources.asp</a>	
<b>Heart Disease</b>			
<i>Living Well classes for those with chronic conditions</i>	Program Description	Classes to self manage chronic medical conditions.	<b>Domains:</b> Diabetes Heart Disease
	Target Population	Individuals living with a chronic condition or those who live with someone with a chronic condition.	
	Interventions	<ul style="list-style-type: none"> <li>• Education</li> <li>• Behavior modification</li> </ul>	

## Appendix D – Environmental Scan of State Wellness Programs

Wellness Program Name	<u>Utah</u> Wellness Programs Description		
	Mode of Delivery	Group based counseling	
	Incentives	NA	
	Link	<a href="http://www.heraldextra.com/news/local/utah-county-health-department-offering-living-well-classes/article_b0f5bc26-3e28-11e1-8e60-001871e3ce6c.html">http://www.heraldextra.com/news/local/utah-county-health-department-offering-living-well-classes/article_b0f5bc26-3e28-11e1-8e60-001871e3ce6c.html</a>	
<b>Diabetes</b>			
<i>Diabetes Prevention and Control</i>	Program Description	Utah Department of Health and partners provide awareness campaigns, continuing education presentations etc. to improve the quality of life for all Utah residents at risk for, or affected by, diabetes.	<b>Domains:</b> Diabetes
	Target Population	Utah residents at risk for, or affected by, diabetes	
	Intervention Type	Education Behavior modification	
	Mode of Delivery	<ul style="list-style-type: none"> <li>• Multi model / multi component</li> <li>• Individual and Group based</li> <li>• Print and Media</li> <li>• Video-conference, telephone and webstreaming for “telehealth” program (see below for link)</li> </ul>	
	Incentives	<ul style="list-style-type: none"> <li>• Web Based E Health counseling</li> <li>• Individual and group based counseling</li> <li>• Health Educational Materials</li> </ul>	
	Link	<a href="http://health.utah.gov/diabetes/aboutus_contacts/aboutus_contacts.htm">http://health.utah.gov/diabetes/aboutus_contacts/aboutus_contacts.htm</a> <a href="http://health.utah.gov/diabetes/telehealth/telehealth.html">http://health.utah.gov/diabetes/telehealth/telehealth.html</a>	

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## Appendix D – Environmental Scan of State Wellness Programs

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### *Washington*

## Appendix D – Environmental Scan of State Wellness Programs

Wellness Program Name	<u>Washington</u> Wellness Programs Description		
<b>Tobacco Control Program</b>			
<i>Washington Tobacco Quit Line at 1-800-QUIT-NOW</i>	Program Description	Provides self help materials, telephone support and coverage of nicotine replacement therapy. Members can self-refer to the program.	Domains: Smoking Cessation
	Target Population	All clients 18 years and older and all pregnant women regardless of age	
	Interventions	<ul style="list-style-type: none"> <li>• Group and Individualized Counseling</li> <li>• Medical: nicotine replacement therapy</li> </ul>	
	Mode of Delivery	<ul style="list-style-type: none"> <li>• Printed Materials</li> <li>• Telephonic Counseling</li> <li>• NRT</li> </ul>	
	Incentives	NA	
	Link	<a href="http://www.doh.wa.gov/YouandYourFamily/IllnessandDisease/TobaccoRelated/QuittingTobacco.aspx">http://www.doh.wa.gov/YouandYourFamily/IllnessandDisease/TobaccoRelated/QuittingTobacco.aspx</a>	
<i>KCQuits is on Facebook.</i>	Program Description	Community forum to help people quit smoking	Domains: Smoking Cessation
	Target Population	Anyone who uses social media to network	
	Interventions	Group support	
	Mode of Delivery	Web Based – individuals use online networking site	
	Incentives	NA	
	Link	<a href="http://www.facebook.com/KCQuits">http://www.facebook.com/KCQuits</a>	

## Appendix D – Environmental Scan of State Wellness Programs

Wellness Program Name	<u>Washington</u> Wellness Programs Description		
<b>Heart Disease</b>			
<i>CDSMP (Chronic Disease Self - Management Program)</i>	Program Description	The Chronic Disease Self-Management Program is a workshop where people with different chronic diseases attend together. It teaches the skills needed in the day-to-day management of treatment and to maintain and/or increase life's activities.	Domains: Heart Disease Diabetes Nutrition Physical Fitness
	Target Population	Persons with chronic disease	
	Interventions	Education Behavior modification	
	Mode of Delivery	Group based counseling – members attend workshops	
	Incentives	NA	
	Link	<a href="http://livingwell.doh.wa.gov/programs/cdsmp-chronic-disease-self-management-program">http://livingwell.doh.wa.gov/programs/cdsmp-chronic-disease-self-management-program</a>	

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Wellness Program Name	<u>Washington</u> Wellness Programs Description		
<b>Physical Activity and Nutrition - King County</b>			
<i>Cook and Learn</i>	Program Description	Interactive nutrition lessons provided at Early Childhood Education Assistance Program sites. The child and parent learn about nutrition, participate in preparing a healthy recipe and taste freshly prepared foods.	Domains: Nutrition
	Target Population	Preschoolers and parents	
	Interventions	<ul style="list-style-type: none"> <li>• Print</li> <li>• Educational presentation</li> <li>• Skill builder (food preparation skills)</li> </ul>	
	Mode of Delivery	Presentations to preschooler and parents at SNAC sites	
	Incentives	NA	
	Link	<a href="http://www.kingcounty.gov/healthservices/health/nutrition/snac.aspx">http://www.kingcounty.gov/healthservices/health/nutrition/snac.aspx</a>	
<i>Mission Delicious</i>	Program Description	An elementary school-based program developed collaboratively with local and state agencies to bring messages about healthy eating to elementary students in selected schools. Staff and school district personnel work with students to teach food preparation skills and to promote healthful eating.	Domains: Nutrition
	Target Population	Elementary school age children	
	Interventions	Education	
	Mode of Delivery	In-person presentation at school Print materials	
	Incentives	NA	

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Wellness Program Name	<u>Washington</u> Wellness Programs Description		
	Link	<a href="http://www.kingcounty.gov/healthservices/health/nutrition/snac.aspx">http://www.kingcounty.gov/healthservices/health/nutrition/snac.aspx</a>	
<i>The Cooking Club</i>	Program Description	The Cooking Club provides an interactive, hands-on cooking, tasting, and nutrition program provided in after school and summer day camp programs.	Domains: Nutrition
	Target Population	School-aged and teens	
	Interventions	Cooking classes	
	Mode of Delivery	Classroom	
	Incentives	NA	
	Link	<a href="http://www.kingcounty.gov/healthservices/health/nutrition/snac.aspx">http://www.kingcounty.gov/healthservices/health/nutrition/snac.aspx</a>	
<i>Live outside the box</i>	Program Description	Initiative to get children to reduce TV watching by offering alternatives and challenges that increase “outside” time.	Domains: Physical Activity
	Target Population	Parents, childcare and health care providers	
	Interventions	Education and skill builders	
	Mode of Delivery	<ul style="list-style-type: none"> <li>• Print material</li> <li>• Videos</li> </ul>	
	Incentives	NA	
	Link	<a href="http://www.kingcounty.gov/healthservices/health/chronic/overweight/reducetv.aspx">http://www.kingcounty.gov/healthservices/health/chronic/overweight/reducetv.aspx</a>	
<i>Shop Arounds</i>	Program Description	Tours of grocery stores led by peer educators trained in basic nutrition and label reading. These interactive tours show people how to find foods high in fiber and nutrients and low in sugar, sat fats and salt.	Domains:

## Appendix D – Environmental Scan of State Wellness Programs

Wellness Program Name	<u>Washington</u> Wellness Programs Description		
	Target Population	All Individuals	
	Interventions	Health Educational materials Health coaching – reading nutritional labels and food shopping	
	Mode of Delivery	Group counseling through tour of grocery store	
	Incentives	NA	
	Link	<a href="http://www.kingcounty.gov/healthservices/health/chronic/steps/harvc.aspx">http://www.kingcounty.gov/healthservices/health/chronic/steps/harvc.aspx</a>	
<b>Diabetes - King County</b>			
<i>King County Steps to Health</i>	Program Description	Community Health Workers with the Steps to Health King County program provided home visits for Spanish, Vietnamese and English speaking clients with diabetes from September 2005 through August of 2008. Each enrolled client received baseline, multiple education and exit visits covering topics such as working with your provider, nutrition, foot care and physical activity.	Domains: Diabetes Nutrition
	Target Population	Persons with diabetes and family members	
	Interventions	<ul style="list-style-type: none"> <li>• Health education materials</li> <li>• Health coaching</li> </ul>	
	Mode of Delivery	<ul style="list-style-type: none"> <li>• Print material</li> <li>• Individual and Group based counseling</li> </ul>	
	Incentives	NA	
	Link	<a href="http://www.kingcounty.gov/healthservices/health/chronic/steps/diabetes.aspx">http://www.kingcounty.gov/healthservices/health/chronic/steps/diabetes.aspx</a>	

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## Appendix D – Environmental Scan of State Wellness Programs

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### *West Virginia*

## Appendix D – Environmental Scan of State Wellness Programs

Wellness Program Name	<u>West Virginia</u> Wellness Programs Description		
<b>Tobacco Control</b>			
<i>WV Tobacco Quitline</i>	Program Description	Provides phone coaching and pharmacotherapy options for those ready to quit tobacco use	Domains: Smoking Cessation
	Target Population	Smokers in WVA	
	Intervention Type	<ul style="list-style-type: none"> <li>• Education</li> <li>• Individual -Focused</li> <li>• Medical – nicotine replacement therapy</li> </ul>	
	Mode of Delivery	<ul style="list-style-type: none"> <li>• Individual counseling</li> <li>• Print material</li> <li>• Nicotine replacement therapy</li> </ul>	
	Incentives	NA	
	Link	<a href="http://www.bebetter.net/wvquitline_home.html">http://www.bebetter.net/wvquitline_home.html</a>	
<i>Smoke Free WVA</i>	Program Description	Educational Program about the dangers of secondhand smoke. Program also protects non-smokers by advocating policies and regulations requiring smoke-free environments in all work sites and public places.	
	Target Population	Smokers and non-smokers	
	Intervention Type	Health Educational Materials	
	Mode of Delivery	Print and Media	
	Incentives	NA	
	Link	<a href="http://www.wvntp.org/CleanIndoorAir/tabid/398/Default.aspx">http://www.wvntp.org/CleanIndoorAir/tabid/398/Default.aspx</a>	

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Wellness Program Name	<u>West Virginia</u> Wellness Programs Description		
<b>Diabetes</b>			
<i>West Virginia Diabetes Prevention and Control Program</i>	Program Description	Partnering with the CDC. WVA diabetes program offers via their website public service announcements on the management of diabetes	Domains: Diabetes Weight Management
	Target Population	People with Diabetes	
	Interventions	<ul style="list-style-type: none"> <li>• Education</li> <li>• Public service announcements</li> </ul>	
	Mode of Delivery	<ul style="list-style-type: none"> <li>• Video public service announcement</li> <li>• Links to other websites, e.g. CDC</li> </ul>	
	Incentives	NA	
	Link	<a href="http://www.wvdiabetes.org/">http://www.wvdiabetes.org/</a>	

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Wellness Program Name	<b><u>West Virginia</u> Wellness Programs Description</b>		
<i>Dining With Diabetes</i>	Program Description	Course to increase self-efficacy and support lifestyle behavior changes related to diabetes self-management. Members self refer	Domains: Diabetes Nutrition Weight Management
	Target Population	People with diabetes and their family members, caregivers, and support persons	
	Intervention	Skill building – cooking classes	
	Mode of Delivery	Cooking Classes to support healthy eating	
	Incentives	NA	
	Link	<a href="http://fh.ext.wvu.edu/programs/diabetes">http://fh.ext.wvu.edu/programs/diabetes</a>	
<b>Weight Management</b>			
<i>West Virginia Public Employees Insurance Agency Weight Management Program</i>	Program Description	The PEIA Weight Management Program uses the services of exercise and nutrition professionals in conjunction with professional phone counselors to help you make the necessary lifestyle changes	Domains: Weight Management
	Target Population	West Virginia Public Employees with BMI greater than 25	
	Interventions	<ul style="list-style-type: none"> <li>• Health risk assessment</li> <li>• Personal training</li> <li>• Phone coaching</li> <li>• Access to a participating fitness facility meeting PEIA's health and safety standards</li> </ul>	
	Mode of Delivery	<ul style="list-style-type: none"> <li>• Individual and group sessions</li> <li>• Telephone</li> </ul>	
	Incentives	NA	
	Link	<a href="http://www.peia.wv.gov/health-information/health_and_wellness_programs/peia_care_management/Pages/weight_management_program.aspx">http://www.peia.wv.gov/health-information/health_and_wellness_programs/peia_care_management/Pages/weight_management_program.aspx</a>	