

3 > 4 > 50
VERMONT

Implementation Guide for Worksites

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Contents

| | |
|---|---|
| Welcome | 1 |
| Introduction | 1 |
| Quality of life and economic future | 1 |
| Cost of chronic diseases for businesses | 1 |
| Using the Toolkit | 2 |
| Sample Email to Employees | 2 |
| Sample Newsletter Copy | 3 |
| Sample Employee Handbook Copy | 4 |
| Sample Talking Points | 4 |
| Sample Social Media Post | 4 |
| Sample Website Text and Buttons | 5 |
| More Resources | 5 |

Welcome

Congratulations on taking the next step in protecting and supporting your employees' health and wellbeing. Employers can have a real influence on health behaviors like tobacco use, physical activity and nutrition in the work place. By signing-on to 3-4-50, you have reaffirmed the wellness measures you already have in place and are prepared to go even further.

Introduction

3-4-50 is a simple but powerful way to understand and communicate the overwhelming impact of chronic disease in Vermont. 3-4-50 represents **3 behaviors** — lack of physical activity, poor diet and tobacco use — that lead to **4 chronic diseases** — cancer, heart disease/stroke, type 2 diabetes and lung disease — resulting in more than **50 percent of all deaths** in Vermont.

3-4-50 is about making a difference at a level that can influence the health of many. Together, businesses, schools, cities and towns can help make the healthy choice the easy choice where we live, work, learn and play.

COST OF CHRONIC DISEASES FOR BUSINESSES

Chronic disease places a significant financial burden on employers in health care costs and lost productivity. Worksite wellness programs help improve the bottom line. On average, employers with worksite health promotion programs see:

- 27% reduction in sick leave absenteeism
- 26% reduction in health care costs
- 32% decrease in workers' compensation and disability claims
- Average savings of \$5.81 for each \$1 spent on wellness

QUALITY OF LIFE AND ECONOMIC FUTURE

- The estimated cost of chronic disease in Vermont in 2015 was over \$2 billion, and costs continue to rise.
- Approximately 1,000 Vermonters die from tobacco-related diseases each year.
- 60% of Vermont adults are overweight or obese, putting them at higher risk for many serious chronic health conditions.
- 18% of Vermont adults have no leisure time physical activity, and fewer than 60% meet the recommended amount of physical activity.

Using the Toolkit

This toolkit provides suggestions for ways you can reach out to your employees, partners and customers about the investment you are making in chronic disease prevention. Please contact your local health office with any questions or if you need additional support.

Sample Email to Employees

Dear [insert]:

In our continuing commitment to the health and wellness of our employees, we are excited to share that [business/org name] is now a proud partner of 3-4-50, a statewide approach to understand and address the impact of chronic disease in Vermont.

3-4-50 represents:

3 behaviors (lack of physical activity, poor diet and tobacco use), that lead to
4 chronic diseases (cancer, heart disease/stroke, type 2 diabetes and lung disease), resulting in more than **50 percent of all deaths** in Vermont each year.



3-4-50 connects businesses, schools and communities together for a common goal – to make the healthy option the easy option where we live, work, learn and play. For our part, we will reaffirm the wellness policies and programs we already have in place, like [insert current wellness measures]. We will also make changes over time to make it easier for you to stay on track with your own health goals during your workday.

Here are a few of the ways [business/org name] will lead the way: *[Replace the text with 3-5 examples of your own]*

- [Implementing healthy food and beverage policies]
- [Becoming a tobacco-free workplace]
- [Joining the growing number of breastfeeding-friendly employers in Vermont]
- [Actively encouraging employees to get 30 minutes of physical activity each day]
- [Offering a flexible leave time policy for employees to make regular appointments with their health care providers for preventative medical care]

We care about your health and wellbeing and we recognize the important role your workplace has in protecting and promoting your health. Thank you for your support while we make [business/org name] a healthier place to work. To learn more about 3-4-50, visit healthvermont.gov/prevent/3-4-50.

Sample Newsletter Copy

[Business/Org Name] Strengthens Its Commitment to Worksite Wellness

[Business/org name] is now a proud partner of 3-4-50, a statewide approach to understand and address the impact of chronic disease in Vermont. 3-4-50 represents **3 behaviors** (lack of physical activity, poor diet and tobacco use), that lead to **4 chronic diseases** (cancer, heart disease/stroke, type 2 diabetes and lung disease), resulting in more than **50 percent of all deaths** in Vermont each year.



3-4-50 connects businesses, schools and communities together for a common goal, to make the healthy option the easy option where we live, work, learn and play. We want to make it easier for our employees to stay on track with their health goals during the workday. In addition to the wellness measures we already have in place, such as [insert current wellness measures], we will also be adding new and simple measures over time. Here are a few of the ways

[business/org name] will lead the way: [Replace the text with 3-5 examples of your own]

- [Implementing healthy food and beverage policies]
- [Becoming a tobacco-free workplace]
- [Joining the growing number of breastfeeding-friendly employers in Vermont]
- [Actively encouraging employees to get 30 minutes of physical activity each day]
- [Offering a flexible leave time policy for employees to make regular appointments with their health care providers for preventative medical care]

To learn more about 3-4-50, visit healthvermont.gov/prevent/3-4-50.

Sample Employee Handbook Copy

[Business/org name] is a proud partner of 3-4-50, a statewide approach to understand and address the impact of chronic disease in Vermont. 3-4-50 represents **3 behaviors** (lack of physical activity, poor diet and tobacco use), that lead to **4 chronic diseases** (cancer, heart disease/stroke, type 2 diabetes and lung disease), resulting in more than **50 percent of all deaths** in Vermont each year. It unites businesses, schools and communities together for a common goal, to make it easier to be healthy where we live, work, learn and play.

At [business/org name], we have the following wellness measures in place to protect your health and help you stay on track with your own health goals while at work:

- [insert wellness measures here]

Sample Talking Points

- 3-4-50 is a simple but powerful way to understand the impact of chronic disease.
- Focusing on improving just three behaviors – tobacco use, physical activity and diet – we can reduce the burden of chronic disease in our community.
- Small changes over time at our worksites, schools and communities make a difference at a level that can influence the health of many.
- 3-4-50 aims to make the healthy option the easy option where we live, work, learn and play.
- It is easier to meet our own health goals when we have a supportive work place.

Sample Social Media Post

Sample Facebook Post:

When we heard that just 3 behaviors – tobacco use, physical activity and poor diet – lead to 4 chronic diseases, resulting in more than 50 percent of all deaths in Vermont each year, we were motivated to action. For us, that meant making it easier for our employees to reach their own health goals during the work day. That's why we offer *[Replace the text with 3 or 4 examples of your own] flexible break times, gym membership discounts, wellness incentives and quit tobacco support*. We're proud to be a 3-4-50 partner and to be putting our employees' health and wellbeing first. Join the movement at healthvermont.gov/3-4-50. #3four50VT *[add 3-4-50 logo] or [picture of employees participating in wellness activities]*

Sample Twitter Post:

Just signed-on to 3-4-50, making it easier for our employees to reach their health goals during the work day. Learn more at healthvermont.gov/3-4-50. #3four50VT

Sample Website Text and Buttons

Highlight your commitment to employee health and wellbeing on your website! You can include 3-4-50 in the text or with a button image linked to www.healthvermont.gov/3-4-50.

Sample Text:

[Business/org name] is committed to the health and wellbeing of our employees. That is why we are a proud partner of 3-4-50, a statewide approach to understand and address chronic disease in Vermont.

Some examples of how we foster good health at our work place and support our employees' personal health goals include [insert wellness measures here], [insert wellness measures here], and [insert wellness measures here]. To learn more about 3-4-50, visit healthvermont.gov/3-4-50.

Sample Buttons (link to healthvermont.gov/3-4-50):



More Resources

Visit www.healthvermont.gov/3-4-50/businesses for more tips and toolkits including:

- Worksite Wellness Tip Sheet: Easy Steps for Creating a Healthy Workplace
- Vermont Worksite Wellness Resource: Creating a Healthier Worksite
- Breastfeeding-Friendly Employer criteria

Share your story! Let us know about your successes and lessons learned. Your experience can guide other businesses looking to do similar work and the Health Department can help publicize your accomplishments. Submit your success story at www.healthvermont.gov/3-4-50/businesses.