

## Arkansas Healthy Employee Lifestyle Program OVERVIEW

**1. In 2004, representatives from the Arkansas Department of Human Services and the Arkansas Department of Health worked collaboratively to develop a pilot Worksite Wellness Project entitled Healthy Employee Lifestyle Program (HELP).**

- An inter-agency committee (HELP Committee) was developed including colleagues from local, regional, and statewide perspectives as well as representation from Legal, Human Resources, Staff Development, Communications, Regional Hometown Health Administrators and County Office Administrators. HELP coordinators were recruited to design and promote wellness activities in divisions/work units as well as at the local county level. An incentive program was implemented to encourage employee participation.
- The purpose was to develop a program that encouraged state employees to live a healthy lifestyle by focusing on proper nutrition, exercise, and smoking cessation. The committee was further charged with the task of designing a program for all state agencies. AHELP was designed and piloted to approximately 10,000 employees in the Arkansas Department of Health and Department of Human Services.
- A grant from the Center of Disease Control and Prevention (CDC) enabled creation of website tracking and provides technical assistance in social marketing, using evidence-based worksite wellness strategies, and evaluation.

**2. The Arkansas Healthy Employee Lifestyle Program (AHELP) is a voluntary worksite wellness program that provides opportunities for, and encourages, state employees to become physically active, eat healthier, and reduce or quit smoking through policy, environment and activities.**

- *Components of AHELP*
  - Environment
    - Healthy choices in vending, snack bar, walking trails
  - Policy
    - Food and beverage guidelines for catered meetings and events
  - Individual health behavior
    - Educational opportunities
    - Team competitions
    - Incentive-based program
- Goals
  - To improve nutritional choices available to, and used by, colleagues
  - To increase the number of colleagues who are at a healthy weight

- To increase the number of colleagues who participate in regular physical activity
  - To increase the number of colleagues who obtain annual age-appropriate/doctor-recommended screenings
  - To increase the number of colleagues who reduce and/or quit their use of tobacco products
- Design and implementation of AHELP has been through collaboration.
    - Some of our partners that assisted in the program include: Center for Disease Control and Prevention, Arkansas Center for Health Improvement, Employee Benefits Division, AASIS, Corphealth, American Cancer Society, American Heart Association, and Arkansas Blue Cross and with many internal agency partners.
    - The AHELP implementation is managed at
      - Arkansas Department of Health in the
      - Center for Health Advancement,  
Director Stephanie Williams
      - Lifestage Health Branch,  
Associate Branch Chief, Becky Adams
      - Adults in Worksites Section Chief, Helen Weir

### **3. Participation in the Incentive program is easy.**

- The participant first registers in the AHELP website. Then he/she completes the Health Risk Assessment for AHELP that gives an individualized wellness report.
- A tracking website was custom developed for AHELP program.
  - Participants log daily or annual activities that qualify for points into the web-based system.
  - For daily activity the participant tracks the following:
  - Minutes of cardiovascular activity, stretching/resistance activity, number of fruit and vegetable servings consumed and no-tobacco use
  - Points tracked once per year include: Annual Health Risk Assessment (100 pts), Annual doctor-recommended screenings (100 pts) and Influenza vaccine (100 pts.)
- Redeem points for prizes
  - Prizes were determined from survey questions/focus groups
  - All state agencies are eligible for the time off benefit.
  - Other incentives may be provided by the agency as each desires.