Elisa Wong, Kaiser Permanente Community Benefit

Maine Worksite Wellness Initiative
March 17, 2011
Presentation Outline

1. About Kaiser Permanente
2. Physical Activity Strategies
3. Healthy Food Strategies
4. Reflections
5. Questions
About Kaiser Permanente

- Founded in 1945
- America’s oldest and largest private, nonprofit healthcare organization
- 8.7 million members
- 15,100 physicians representing all specialties
- 167,300 employees
- Operations in 9 states and D.C.
- 35 Hospitals and 454 Medical Offices
How We Approach Healthy Environments

Healthy People

Healthy Environments

Thriving Local Economies
### KP’s PA Promotion Strategy

<table>
<thead>
<tr>
<th>Element</th>
<th>Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>PA-promoting built environments</td>
<td>Workforce, patients, community</td>
</tr>
<tr>
<td>Incentives/amenities for active transit</td>
<td>Workforce</td>
</tr>
<tr>
<td>Promotion and social marketing</td>
<td>Workforce</td>
</tr>
<tr>
<td>Clinical practice interventions</td>
<td>Patients</td>
</tr>
<tr>
<td>Community interventions</td>
<td>Workforce, patients, community</td>
</tr>
</tbody>
</table>
## Transportation Operations

<table>
<thead>
<tr>
<th>Title</th>
<th>Intent</th>
<th>Credit Goals</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>TO 1.1 Alternative Transportation: Public Transportation Access</td>
<td>Reduce pollution and land development impacts by minimizing vehicle transportation.</td>
<td>Provide and maintain a building occupant conveyance program (shuttle-link) for buildings that are more than 1/2 mile from commuter rail or subway and 1/4 mile from established bus routes.</td>
<td>Mod</td>
</tr>
<tr>
<td>TO 1.2 Alternative Transportation: Low Emitting &amp; Fuel Efficient Vehicles</td>
<td></td>
<td>Own or lease an alternative fuel vehicle fleet, defined as vehicles that are either classified as Zero Emission Vehicles (ZEV) by the California Air Resources Board or have achieved a minimum green score of 40 on the American Council for an Energy Efficient Economy (ACEEE) annual vehicle rating guide, and comprising a minimum of 50% of total fleet mileage driven annually. Provide fueling stations for 100% of alternative fuel fleet, as applicable. Provide preferred parking for low-emitting and fuel-efficient vehicles for 5% of the total vehicle parking capacity of the site.</td>
<td>New</td>
</tr>
<tr>
<td>TO 1.3 Alternative Transportation: Carpool Programs</td>
<td></td>
<td>Provide and maintain a building occupant carpooling program that serves a minimum of 5% of the full time equivalent (FTE) peak period staff and add no new parking. Provide preferred parking for carpool participants.</td>
<td>New</td>
</tr>
</tbody>
</table>
Connect Community to KP

• Provide community connections to KP destinations.
• Connect the KP facility to the community with bicycle/walking/hiking pathways that promote exercise.
• When community pathways lead to a KP facility, provide connections to these paths.
• When community pathways do not exist near a KP facility, consider including them on the site as a catalyst for their development throughout the community.
• Consider: Bicycle pathways, walking / hiking pathways, community green belts

Connect KP to Community

• Provide KP connections to community amenities.
• When retail facilities, parks, restaurants, and other amenities are located adjacent to a KP facility, provide walking pathways onsite that connect to the amenities for convenience and to encourage exercise.
Usable open space for staff and patients to promote activity and social capital

- Child play areas
- Exercise paths / par courses
- Jogging / Walking pathways
- Bicycle pathways
- Community or staff gardens
- Picnic or farmer’s market areas.
- Outdoor group meeting or activity spaces
Site Circulation – Pedestrian
• Provide landscaped buffers between busy roadways and pedestrian walkways.
• Provide at least one covered walkway for times of inclement or hot weather.
• Provide adequate lighting along pedestrian routes.
• Provide safe crosswalks.
• Provide non-slip and non-trip walking surfaces.

Site Circulation – Vehicular
• When bicycle pathways are required, segregate them from vehicular traffic.
  (Segregate bicycles and vehicles to provide a safe and pleasant path for bicycle travel. Avoid “mid-block” crossings that may not be anticipated by drivers.)

Site Parking
• Provide bicycle parking at main building entrance.

Building Planning and Layout – Stairs
• Locate stairs for convenience and easy movement between floors for staff and members.
• Locate and design stairs to encourage use over elevators.
Key Enablers of Active Transit: Incentives and Amenities

- Commuter Flex Spending Account (FSA)
- Transit subsidies (up to $50/month)
- Emergency Ride Home programs
- Preferred carpool/vanpool parking
- Rideshare assistance
- Shuttles to transit
- Bike lockers and bike racks
- Showers
Examples
KP Anaheim Medical Center Campus
KP Modesto Medical Center Campus
The Power of Promotion: Baldwin Park Medical Center’s Thrive Path

Welcome to the BPMC Thrive Walking Path
A half-mile walk toward good health
Start slowly and look for tips and encouragement along the path. Enjoy your walk.

Walking improves circulation and helps breathing
together
WE BUILD A BRIGHTER FUTURE

WE BUILD
A BRIGHTER FUTURE

• Access to places and opportunities for PA.
• A 1/2 mile walk to good health. Along the path, walkers can read tips and health messages that will help them thrive. It was unveiled in Oct 2008 at the 10th year anniversary celebration of the KP BPMC.
During your breaks and lunch, follow the walking route outlined in red to lead to a healthier you!

**Distance:** 0.36 miles / 0.56 kilometers  
**Calories:** 41 calories @ 180 lbs weight*  
**Time:** 6m 60s @ 3 mph  
**Steps:** 720 total steps

<table>
<thead>
<tr>
<th>Distance</th>
<th>Total Distance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Start to marker A</td>
<td>0.06 miles</td>
</tr>
<tr>
<td>Marker A to marker B</td>
<td>0.12 miles</td>
</tr>
<tr>
<td>Marker B to marker C</td>
<td>0.06 miles</td>
</tr>
<tr>
<td>Marker C to Finish</td>
<td>0.12 miles</td>
</tr>
</tbody>
</table>

*Kaiser Members,  
Track your progress online and receive a free pedometer. Go to [http://my.kp.org/ca/countyofla/yourrewards.html](http://my.kp.org/ca/countyofla/yourrewards.html), click on your benefit plan and learn more about your rewards.*

*To see a more personalized number of the calories you burned during your walk, go to: [http://members.kaiserpermanente.org/kpweb/healtheyn.do?hwid=tx4394](http://members.kaiserpermanente.org/kpweb/healtheyn.do?hwid=tx4394)*
Welcoming Stairwells and Prompts

With every step, you strengthen your bones, your muscles and your heart.

Taking the stairs burns steam and relieves stress.

Kaiser Permanente. thrive
What is *Thrive Across America*?

*Thrive Across America* is an online physical activity program where you travel through all eight Kaiser Permanente regions and program offices by recording exercise minutes and moving along a virtual route. Along the way, you'll learn about the people and places that help us thrive as well as great sites to visit in each region.
Progress

Southern California
Welcome

Log
Wednesday, Aug 18th, 2010

Minutes: -- Activity --

Notes:

Quick Stats
Stars Earned: 22
Total Exercise Min: 975

Contact Privacy FAQ Terms Acknowledgments Numbers © 2010 Health Enhancement Systems
Every Body Walk!

Championed by senior Kaiser Permanente leaders

Every Body Walk! Website
- Scientific and medical information on walking
- Interactive maps with safe walking routes
- Links to local bike/ped groups
- Calendar of organized walking events
- Rich, interactive, shareable video content
- Social media promotion

KP Walk! targeting employees and physicians

www.everybodywalk.org
Clinical Practice Change: Exercise as a Vital Sign

- MAs ask about PA for **every** patient, **every** visit
- Info recorded in Vitals section of EHR
- Providers counsel and encourage recommended PA levels (150/wk adults; 300/wk kids)
- System prompts for < recommended levels
- After Visit Summary with tailored information/recommendation
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<tr>
<td>Healthy options in vending &amp; cafeteria</td>
<td>Workforce, patients</td>
</tr>
<tr>
<td>Increasing awareness of nutritional content of</td>
<td>Workforce, patients</td>
</tr>
<tr>
<td>options</td>
<td></td>
</tr>
<tr>
<td>Access to locally sourced food</td>
<td>Workforce, patients, community</td>
</tr>
<tr>
<td>Lactation/breastfeeding practices &amp; policies</td>
<td>Workforce, patients</td>
</tr>
<tr>
<td>Healthy meetings</td>
<td>Workforce</td>
</tr>
<tr>
<td>Community interventions</td>
<td>Workforce, patients, community</td>
</tr>
</tbody>
</table>
Examples
Healthy Picks – Vending & Cafeteria
## Menu Labeling

**Snacks**

<table>
<thead>
<tr>
<th>Item</th>
<th>Calories</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Orange</td>
<td>62</td>
<td>$0.45</td>
</tr>
<tr>
<td>Apple</td>
<td>95</td>
<td>$0.75</td>
</tr>
<tr>
<td>Banana</td>
<td>105</td>
<td>$0.35</td>
</tr>
<tr>
<td>Grapefruit (whole)</td>
<td>82</td>
<td>$1.45</td>
</tr>
<tr>
<td>Fruit Bowl</td>
<td>90</td>
<td>$2.75</td>
</tr>
<tr>
<td>Baby Carrots</td>
<td>27</td>
<td>$0.35</td>
</tr>
<tr>
<td>Plain Bagel</td>
<td>280</td>
<td>$1.06</td>
</tr>
<tr>
<td>Apple w/ Caramel Dip</td>
<td>195</td>
<td>$2.75</td>
</tr>
<tr>
<td>Cinnamon Roll</td>
<td>223</td>
<td>$1.40</td>
</tr>
<tr>
<td>Croissant</td>
<td>231</td>
<td>$1.40</td>
</tr>
<tr>
<td>Cookies</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sugar Cookie</td>
<td>250</td>
<td>$0.67</td>
</tr>
<tr>
<td>Oatmeal Raisin</td>
<td>350</td>
<td>$0.67</td>
</tr>
<tr>
<td>Chocolate Chip</td>
<td>379</td>
<td>$0.67</td>
</tr>
<tr>
<td>Filled Donut</td>
<td>340</td>
<td>$0.90</td>
</tr>
<tr>
<td>Glazed Donut</td>
<td>408</td>
<td>$0.80</td>
</tr>
<tr>
<td>Danish</td>
<td>501</td>
<td>$1.26</td>
</tr>
<tr>
<td>Muffin</td>
<td>600</td>
<td>$1.80</td>
</tr>
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</table>
## Sugar Sweetened Beverages

### What's in your DRINK?

<table>
<thead>
<tr>
<th>Beverage</th>
<th>Calories</th>
<th>Sugar (Teaspoons)</th>
<th>Fat (Teaspoons)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Coca-Cola</strong></td>
<td>240</td>
<td>16, 1%</td>
<td></td>
</tr>
<tr>
<td>**Monster Energy Drink</td>
<td>200</td>
<td>13 1/3</td>
<td></td>
</tr>
<tr>
<td><strong>Snapapple</strong></td>
<td>210</td>
<td>12, 1 1/3</td>
<td></td>
</tr>
<tr>
<td><strong>Welch’s 100% Orange Juice</strong></td>
<td>240</td>
<td>14</td>
<td></td>
</tr>
<tr>
<td><strong>Gatorade</strong></td>
<td>130</td>
<td>5 1/2</td>
<td></td>
</tr>
<tr>
<td><strong>Caramel Frappuccino</strong></td>
<td>380</td>
<td>11 1/4</td>
<td>3</td>
</tr>
</tbody>
</table>
Farmers Markets
TakeHome - sustainably-farmed, organic produce delivered to you at your Kaiser location on Thursdays.

Place your order below. Set up a recurring delivery or order as needed. **Orders placed by Monday at 2pm can be delivered that Thursday.**

Click your region below to view the fruits and vegetables in **this week's seasonal mix**:
- Northern California
- Southern California
Lactation Accommodations
Healthy Meetings Tools

HEALTHY FOOD ORDERING CHEAT SHEET

When it’s your job to order food for a meeting, finding healthy choices can seem impossible. This tip sheet suggests healthy options that taste great and will help everybody thrive.

- **Go for whole grains.** You name it—whole-grain breads, pastas, brown rice and cereals.
- **Go lean on protein.** Offer chicken, fish and vegetarian options like beans or tofu.
- **Trim the fat.** Try low or nonfat options if available.
- **Include lots of fresh fruits and vegetables.** They add flavor, fiber, and color to any meal.
- **Keep it balanced.** Simply put, a healthy plate should be 1/2 filled with vegetables, 1/4 with whole grains and 1/4 lean protein. Serve fruit as a naturally sweet treat.
- **Always offer a vegetarian selection.** Be sure that whatever the vegetarian option is, it includes some sort of protein such as hard-boiled eggs, beans or tofu.
- **Avoid artificial ingredients, added sugars and trans fats such as hydrogenated oils.** Choosing fresh and whole foods is the easiest way to make sure you are serving truly Healthy Picks.
- **Avoid soda and other sweetened beverages.** Offer pitchers of water with citrus fruits or mint, rather than plastic water bottles. Try unsweetened tea, iced or hot, instead.
Learnings & Challenges

1. Heavy competition for leadership attention
2. Mismatch between evidence and programmatic focus of key champions
3. A broad range of potential allies:
   - workplace wellness/HR
   - clinical prevention leaders
   - community benefit
   - sustainability officers
   - marketing/communications
   - facilities
   - labor partners
4. Hospitals are an untapped as a community asset:
   - built environment
   - policy advocacy
   - social norm
Recommendations

1. Connect wellness strategies to emerging evidence and national focus on policy/systems/environmental change
   - CDC, Let’s Move!, WH Obesity Task Force, private health funders, IOM, etc.
   - Couple built environment strategies with awareness and culture norms

2. Emphasize role of hospitals as part of, and catalyst for, active community environments

3. Engage and partner with diverse stakeholder groups; be flexible in healthy environments framing
   - Environmental sustainability
   - Health equity
   - Community economic development
Thank You!

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