

# SIGnature Wellness Services

Integration

Culture

Engagement

Nutrition

Fun

Well-being

At SIG,  
we "do" wellness  
*differently.*



# Introduction

Wellness programs have been around for years, but many organizations, especially their HR professionals and executives, are now questioning the value of these programs, and rightfully so. Almost all wellness programs focus on individual change without addressing the underlying conditions that lead to and reinforce unhealthy behaviors. As a result, the vast majority of people fail to achieve health improvement goals because they lack the support and resources needed for long-term success and are trying to do so in an unsupportive culture.

Many of us have had good intentions going into initiatives like weight loss challenges, newsletters, and other wellness programs, but we have often been frustrated by a lack of engagement and little impact.

## How do we “get” people to participate?

When designed strategically and with a culture-focused approach, wellness programs can serve as recruitment and retention tools, boost morale and camaraderie, and improve employee health.

At SIG, we “do wellness” differently. We do it in a way that’s educational, interactive, entertaining, and refreshing to HR professionals, leadership teams, and your employees. People want to participate.

Can we help you with the more traditional wellness programs like biometric screenings, quit smoking programs, flu shot clinics, newsletters, and fitness challenges? Of course.

With over eight years of experience in corporate wellness, we can “do” traditional wellness programs, but we offer more, too.

We engage. We inspire. And we have fun doing it.

Are you struggling to build a culture of health at your workplace?

Have you “tried everything” and feel like throwing in the wellness towel? You’ve come to the right place.

We “talk the talk” and “walk the walk.” We “get” wellness, and we live and breathe it.

We have had our own wellness program for our employees since 2007. Our efforts have been recognized by numerous local, regional and national awards. SIG is the first benefits firm in Maryland to receive the prestigious Wellness Council of America (WELCOA) Well Workplace Award designation. We have been recognized twice as a BBJ Healthiest Employer and three times as an American Heart Association Fit-Friendly Company.

SIG’s Wellness Director, Rachel Druckenmiller, MS, INHC, CNE, was recently recognized as the Top Health Promotion Professional in the United States by WELCOA. With a personal health journey that inspires, Rachel and the SIG team will bring to your organization enthusiasm, energy and passion for being well in a way that is inspiring, and motivating.

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*“I took Weight Watchers classes last year, and I feel I had learned more from Rachel than the classes I took.”*



# 7 Steps to Wellness Success

1. Capture Senior Leadership Support (Fact Finding, Senior Leadership Wellness Culture Training)
2. Create a Cohesive Wellness Team (Or Expand Role of Existing Committee)
3. Collect Data (Health Culture Audit, Focus Groups)
4. Craft An Operating Plan (Branding, Focus Areas, Timeline, Communication Plan, Incentives)
5. Choose Appropriate Initiatives (Workshops, Seminars, Cooking Demonstrations, Challenges, Discount Programs, Portals, Health Services)
6. Create a Supportive Environment (Make Healthy Choices Easy)
7. Consistently Evaluate Outcomes & Input (Surveys, Informal Feedback)



Source: Wellness Council of America (WELCOA)

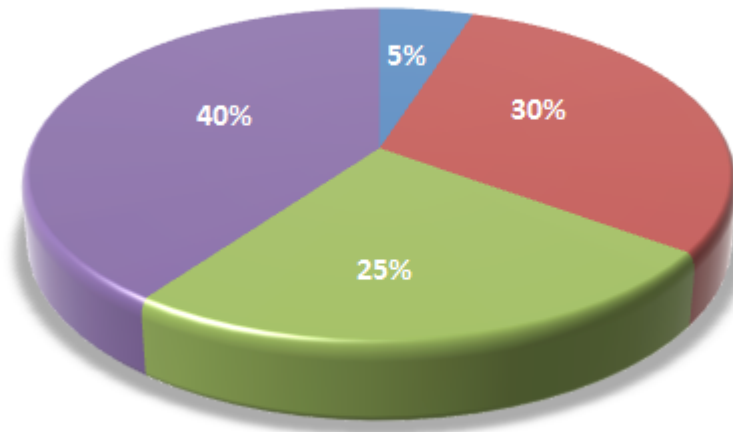
# The Behavior Change Pie

Most wellness programs focus on raising awareness and motivating employees. While both of those are important to the overall success of a program, helping employees build skills to be well and creating opportunities to make healthy choices easier have more of an impact on behavior change.

Our innovative approach to wellness is unique in that it focuses on understanding you and your employees' needs first. Knowing that information enables us to collaborate with you to come up with customized approaches to raise awareness, motivate and engage employees, teach skills and equip with tools, and make changes to your work environment in a way that people will embrace rather than resent.

Our goal? Make the healthy choice the easy choice, the default. We help you make it easier and more fun.

■ Awareness   ■ Motivation   ■ Skill-Building   ■ Opportunity



AMSO Model – Michael O'Donnell

# Onsite Wellness Services



Service	Description
Health Culture Audit	<ul style="list-style-type: none"> <li>• Customization of employee interest survey/culture audit</li> <li>• Site visit</li> <li>• Reporting of findings with recommendations</li> </ul>
Wellness Leadership Training	<ul style="list-style-type: none"> <li>• 90 minute interactive presentation to management and/or leadership team.</li> <li>• Evaluation and follow-up meeting with HR and leadership team to share evaluation results and outline strategic action plan based on feedback</li> </ul>
Focus Groups	<ul style="list-style-type: none"> <li>• Facilitation of up to 3 focus groups at client location</li> <li>• Reporting of strengths and opportunities</li> </ul>
Health Fair Planning & Coordination	<ul style="list-style-type: none"> <li>• Client discovery &amp; planning call</li> <li>• Coordination of vendors and incentives</li> <li>• Preparation &amp; printing of marketing materials to promote event, customization and printing of employee passports</li> <li>• Presence at health fair (Rachel to host a table)</li> <li>• Evaluation report of employee feedback</li> </ul>
Personal Wellness Strengths Builder	<ul style="list-style-type: none"> <li>• Employee assessment of personal wellness strengths (15 minutes)</li> <li>• Offers helpful suggestions on how to use strengths and support systems to achieve personal goals</li> <li>• Aggregate report of data for wellness program planning and evaluation, serving as a complement or substitute to traditional HRAs</li> </ul>
Additional Consulting Hours	<ul style="list-style-type: none"> <li>• Including but not limited to food and beverage analysis &amp; recommendations, vendor vetting, additional training or wellness committee assistance; volume discount available if block of hours is purchased</li> </ul>

*"Best presentation yet. Can tell presenter is truly passionate about topic, and her non-traditional diet/health views are refreshing."*

# Appendix A: Health & Wellness Workshop Topics

Newsletters and flyers alone are not enough to change behaviors. What we often lack are the skills and tools to make changes. Through interactive workshops/seminars, employees will be equipped with the knowledge, skills, and tools they need to start making healthier lifestyle choices.

These are available as one-time seminars/workshops or as a series. The fee is inclusive of all materials/handouts and a post-workshop evaluation.

The requested lead-time for booking a workshop is 6 weeks. Classes are limited to 30 attendees, and a \$5 per employee charge will apply for any groups above 30 attendees to cover additional costs associated with a larger group. Here is a list of our current topics:

- Eating for All Day Energy: Fuel Your Life With Great Food
- Decoding Food Labels & Debunking Health Claims Hype
- How to Eat Healthy...Without Going Broke
- Fear Fat No More: Why We Need Fat to Look & Feel Great
- Fuel for the Road: How to Eat Healthy on the Go
- Stress-Proof Your Diet
- Meal Planning 101
- Calming Inflammation: Why It Helps Us Lose Weight & Feel Better
- Clean Eating 101
- Eating for Beauty... From the Inside Out
- GBOMBS: The Top 6 Foods You Should be Eating Every Day
- Current Dietary Trends: Paleo, Vegan, Gluten-Free...What Are They All About?
- Super Foods, Super You



*"Such a refreshing approach. Very down to earth and not lecture."*





# Appendix B: Healthy Food Demonstrations

Focus on whole, unprocessed foods that nourish and energize the body, as well as gluten-free, dairy-free options that accommodate various eating styles and preferences. The dishes are predominantly plant-based and will not include raw meat, poultry or fish. Healthy food demonstrations accommodate up to 20 people\*, and the requested lead-time to schedule healthy food demonstrations is 6 weeks.

Dips & Spreads	Quick & Easy Breakfasts
Glorious Greens / Not Your Average Salad	Smoothies & Shakes
Gluten-Free Grains	Sweet Treats
Healthy Snacks	

\*For groups larger than 20, additional demonstrations can be purchased for an additional fee.



## Testimonials

*"Rachel is a great teacher and she inspires you to want to eat better and is very resourceful to make you see that this can be a reality."*

*"Great presentation all around!! Bravo, Rachel!! Donut holes were a hit!!"*

*"It was a fabulous seminar. I actually lost track of time."*

*"Practical advice. Not wildly 'new age' philosophy – just smart and down to earth."*