



First Health of the Carolinas NORTH CAROLINA

Purpose

Promote employee wellness by rewarding employees whose healthy or improving lifestyles contribute to a healthier environment and more productive workforce

Target Population

First Health of the Carolinas employees

Goals

- Help employees identify and achieve health goals based on health risk assessments
- Provide employees incentives to achieve personal health goals
- Change work environment to support employee wellness

Years in Operation

2006 – current

Structure and Operations

Employees are tested in several risks areas, including weight, body composition, flexibility, blood pressure, cholesterol, and strength. Individuals set wellness goals based upon areas identified as needing the most improvement. Employees meet regularly with a dietician and an exercise technologist and measure progress against set goals. Employees are rewarded based upon the percentage of their goals attained. First Health supports healthier choices by providing a smoke-free environment, smoking cessation support, pricing cafeteria choices to favor healthier selections, hosting a farmer's market on the premises, and providing employees access to a dietician and exercise technologist to support employee wellness efforts. Participating employees achieve an average of 2/3 of their goals. Cafeteria pricing changes have resulted in an increase in consumption of healthier food and drink options.

Funding

First Health funds the program.