



### [Stepping Stones to Behavior Change](#)

Biometrics and health risk assessments (HRAs) are great assessment tools for helping your employees know where they are on the wellness scale (See [Biometrics Made Easy](#)).

**The ultimate goal of the employer is to create lasting lifestyle change for their employees.**

Many employers spark an interest for change with Biometrics but are lacking huge resources when it comes to increased well-being – which should be the focus of employee wellness programs.

Offering multiple touch points provides stepping stones such as *awareness, motivation and a toolbox that leads to behavior change* for participants no matter where they are in their journey. Our comprehensive wellness program offers meaningful engagement for sustainable lifestyle behavior.



## [Awareness is a starting point, not a solution](#)

Medical claim costs are certainly a concern for both the employer and employee – 86% of all health care spending in 2010 was for people with one or more chronic medical conditions.\* Some studies indicate that 85% of medical costs are incurred by 15% of the population. Between 70-90% of chronic illnesses can be reduced with lifestyle behaviors.\*\*

Biometric screenings identify risk factors in hopes that the employee will seek lifestyle change.

### **Biometric health screenings include:**

- Height and weight
- Blood pressure
- Full lipid panel (includes cholesterol, triglycerides, high-density lipoprotein (HDL), and low-density lipoprotein (LDL)).

### **Health Risk Assessments behavioral risk factors:**

- Health view
- Preventive health
- Nutrition
- Exercise
- Emotional/stress
- Safety
- Tobacco
- Alcohol
- Readiness to change
- Productivity
- Culture and health

Health Risk Assessments (HRAs) identify behavioral risk factors as shown on the chart to the right.

Addressing all dimensions of wellness, including culture, allows a comprehensive well-being plan. Improved well-being not only results in reduced medical claims but also increases productivity and performance of employees.

Knowing one's numbers is rarely enough to initiate behavior change or to alter the numbers. Just because we step on a scale and realize that we are carrying some extra weight does not make a change in the weight. While information or knowledge is important, it may not be enough to ***motivate*** and sustain behavior change.

## [What Is The Motivation?](#)

Wellness practitioners identify two types of motivators; intrinsic and extrinsic. Intrinsic motivation is tied to a feeling of internal accomplishment or satisfaction, which leads to long-term lifestyle improvements. Extrinsic motivation can be those things outside of our being that encourage or motivate immediate change.

Incentives are an extrinsic motivator utilized to encourage participants to engage in wellness programs. A well planned incentive, developed by the individual or organization, can create some competition, excitement and motivation towards short-term behavior change. These short-term extrinsic motivators could potentially lead to a deep intrinsic motivation tied to a long-term healthy lifestyle.

Balanced Wellness encourages participants to begin by reflecting on their wellness lifestyle and identify those areas they wish to change as a part of intrinsic motivation. Developing a Wellness Vision Statement based on core values helps each person focus on making the right decisions to move toward the defined wellness vision. The participant can also determine which changes they are most ready to tackle.

\*Gerteis J, Izrael D, Deitz D, LeRoy L, Ricciardi R, Miller T, Basu J. Multiple Chronic Conditions Chartbook.[PDF - 10.62 MB] AHRQ Publications No, Q14-0038. Rockville, MD: Agency for Healthcare Research and Quality; 2014. Accessed November 18, 2014.

\*\*Willett W. C. Balancing Lifestyle and Genomics Research for Disease Prevention. Science.2002;296:695-98.



## Toolbox for Success

Are we doing a disservice to employees by identifying risks for chronic disease without offering programs to improve their health? Consistent behavior change leads to reduced chronic illnesses. Smoking, exercise and nutrition are the top three behaviors – with stress management impacting all three indirectly. What programs can Balanced Wellness offer for these behaviors?

- Educational Workshops
- Tracking Tools (exercise and nutrition)
- Exercise and Nutrition Planning Tools
- Expert Advice
- Wellness Coaching

Certainly a combination of these efforts will provide the participant with the foundation for the most success in behavior change and ultimately disease reduction and prevention. See [Wellness Made Easy](#).

## Support for Slippery Stones

Walking across stones – slippery or dry – can be challenging without help. A healthy and supportive environment may keep the participant from slipping off the path. Utilization of a wellness coach can provide the necessary support to guide the participant into areas the person is ready and willing to change. These may include areas in all dimensions of wellness – physical, social, emotional, environmental, and occupational. The Balanced Wellness coach realizes the journey is different for everyone and allows each person to determine their own path – while providing support and accountability. Coaches become the participant’s ally and guide in their journey by helping them to find their footing along the way – and offering a supportive hand if they slip.

