




SFMTA
Municipal
Transportation
Agency

Common Ground

Making Wellness Relevant

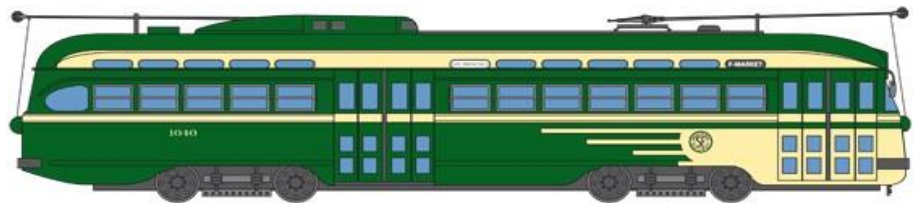
2017 IBI Annual Forum
March 27-29, 2017
Weston-St. Francis
San Francisco, CA

City Commitment to Wellness

-  Mayoral Proclamation:
- The City of San Francisco has made a strong commitment to the wellness of all employees
- The SFMTA, via the bid process, partnered with BackFirst to implement a wellness program for our 6,000 employees
- SFMTA Road to Fitness : The first comprehensive wellness program for CCSF



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Layers of Challenges

- 60+ locations throughout the City
- Unionized environment
- 24 / 7 operations
- Labor v. Management
- Participation barriers
- Cultural challenges
- No financial incentive



Formula for Success

- Relevant + Motivate + Participate =
Wellness Culture



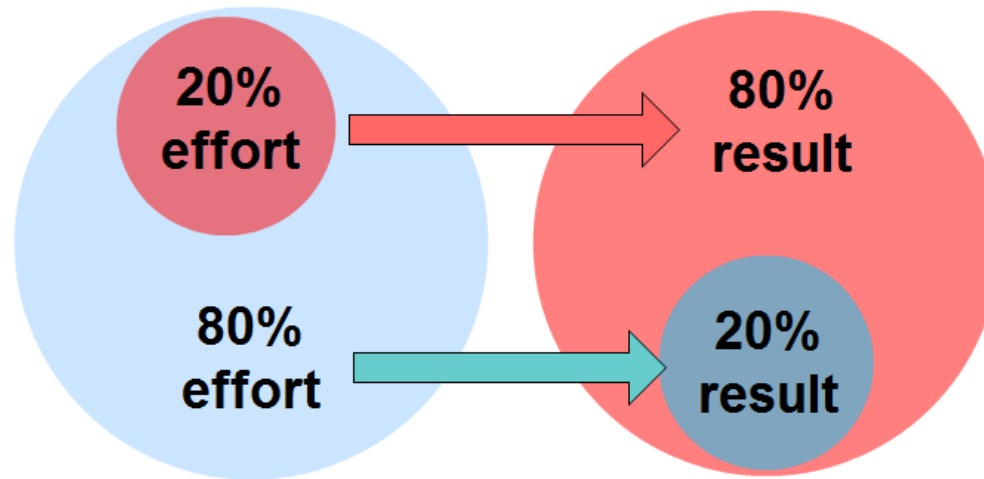
How Progress Was Made

- Connecting with people, one employee at a time
- Personal interaction and genuine engagement
- Innovative, flexible
- Relevant, effective services provided

**“You will never get
one big chance to be
trusted in your life,
only millions of
small ones.”**

- David Horsager

Resource Management



All employees are embraced as participants; however we choose to focus the majority of resources to those employees who need the most motivation and stand to benefit from participation more than others. Many older employees possess an average of three comorbidity factors, yet require more motivation to take the first steps on the Road to Fitness.

Finger on the Pulse

- What works for us:
 - One on one interaction
 - Personalized services
 - Relevant offerings
 - Innovative
- Program management expertise:
 - 50+ years of experience
 - Bi-weekly strategy and status meetings
 - Daily research and reconnaissance of trending topics
 - Ongoing data evaluation
 - Recently surpassed 50% penetration level

Core Services

Comprehensive Health Risk Assessments	Orthopedic Assessments
Glucose & Cholesterol Screening	Nutritional Counseling
Informational Seminars	Weight Loss Club
Walking Club	Exercise Classes
Farm Fresh Cooking Demos	Health Fairs
Worksite Exercise Centers	Participation Incentives
Industry Experts	Program monitoring & data management

We direct 80% of our services towards the 20% of employees who need it the most!

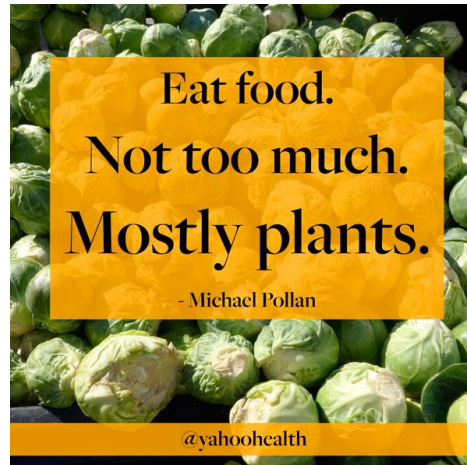
Vetting information

Yes, there is “fake” wellness news proliferating the internet! Wellness products have become a multi-billion dollar revenue source. Validation is as important as relevance!



Nutrition is the Foundation

- Transit Divisions: Snack Attack
- Road to Fitness staff eat their lunches alongside employees in the Transit Divisions— generate real conversations regarding healthy eating



Participants to Target

- 80/20 Rule
- All are welcome, some benefit more than others..
 - Our employee demographics
 - Convenience factor: HealthStrong Mobile
 - Some just need a nudge
 - A few steps on the Road to Fitness change someone's life

Employee Feedback

- Workplace injuries have plummeted thanks to your assistance.
-Mike E., Rail Maintenance
- My primary care provider was impressed and surprised when I went to my yearly physical. My blood pressure is down to normal and my weight is down too. My doctor wants to thank you for my improvements health-wise.
-Glyna A., SVN
- I wanted to say thank you for having the digital blood pressure cuff available in the “Wellness Room” located on the 6th floor. It saved my life –Kathy B., SVN
- Chef Daniella has actually inspired me to begin cooking. This is a major activity and change for me. I have lived many decades without having to cook. Now, I am actually using her shopping list and beginning on my new journey and lifestyle. I look forward to delicious home cooked meals. Thank you for all your education and support. I believe that I am much healthier now thanks to the Road to Fitness programs. Always, a loyal fan of your program. -Rosa E., SVN

Metrics

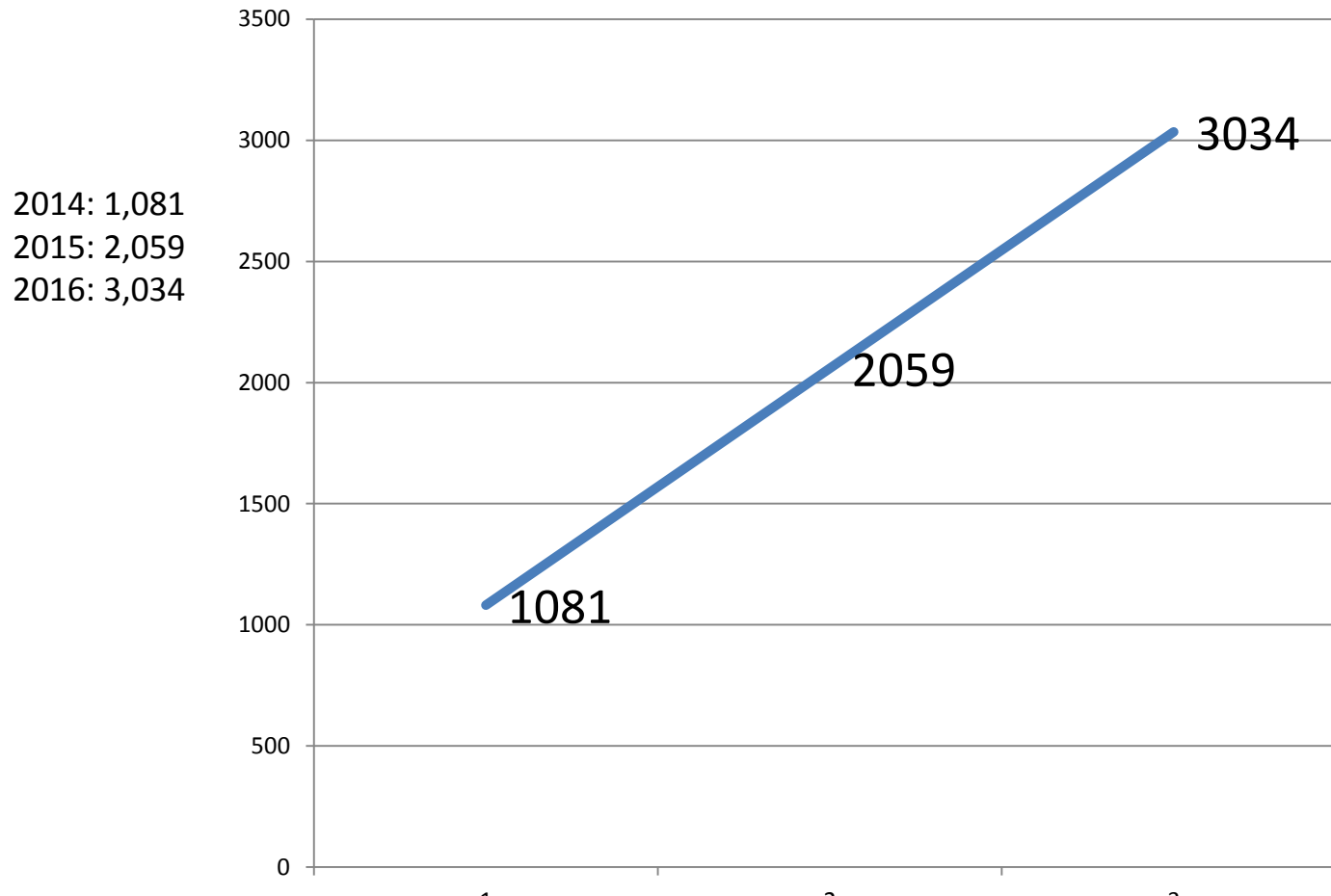
- Program participants: 3,078 employees
- Daily Employee Encounters
 - 9,991 in 2016
- HRA's: 1,838
 - Transit Operators: 49%
 - Mechanics: 20%
 - Office workers: 27%
 - Other 4%

One-on-one HRA's – 1,838 performed

HRA's by Job Classification

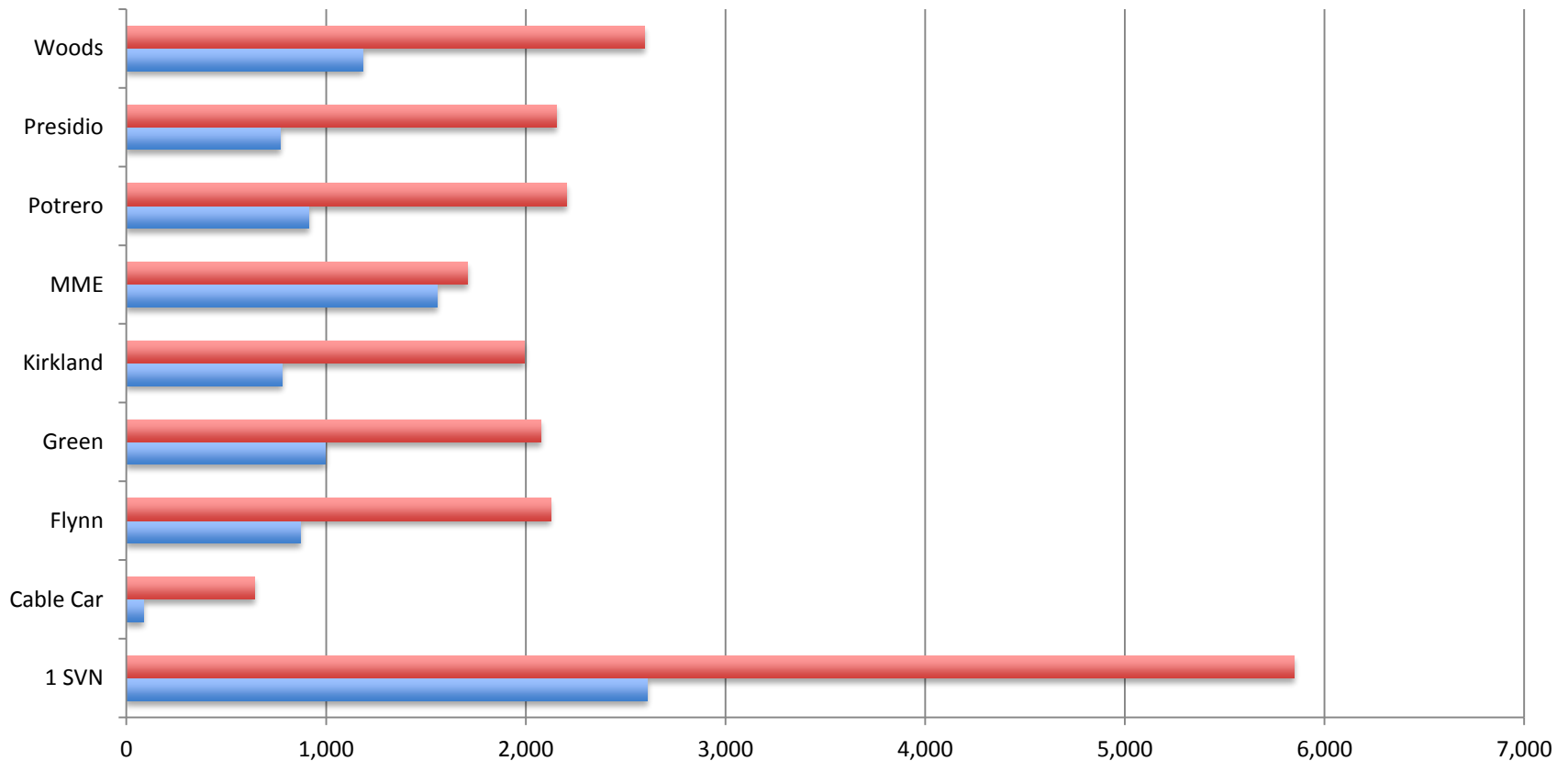


Total Road to Fitness Participants by Year



Metrics

Total Road to Fitness Participant Wellness Encounters: 21,340



Wellness Message

- Make sure your program is relevant, motivational and participatory!
- Screen your material carefully
- The ‘personal touch’ works
- Nutrition is the foundation of wellness
- Have fun!

