

POSITION DESCRIPTION

Title: Member, employee advisory board

Hours: 1 hour per month at employee advisory board meeting plus several hours per month on Treatwell: 5 A DAY activities.

Membership:

Members will be selected to represent a broad range of departments and cultural/ethnic/racial groups in the health center (e.g. administration, medical department, clerical staff, maintenance department, line workers, the health center newsletter, food service, etc.). Duration of board membership:

1 year but members can serve several terms.

Summary:

The employee advisory board is critical to the success of Treatwell: 5 A DAY. Board members will reflect the interests of a broad range of employees throughout the health center. They will help the Treatwell: 5 A DAY staff adapt the Treatwell: 5 A DAY program for specific worksites. Employee participation is essential to help Treatwell: 5 A DAY determine how to present the program effectively to the employees and to serve as program spokespersons in the worksite.

Responsibilities:

1. Attend meetings of the advisory board.
2. Provide information about the health center's characteristics to the Treatwell: 5 A DAY staff.
3. Work with the Worksite Coordinator and the Intervention specialist to develop, plan and deliver the annual intervention plan.
4. Negotiate with administration for those items required to implement Treatwell: 5 A DAY program.
5. Identify perceived employee interests regarding programming in targeted risk factor areas to the Treatwell: 5 A DAY staff.
6. Advise Treatwell: 5 A DAY staff on the best methods for the promotion and delivery of programs and activities.
7. Assist the Treatwell: 5 A DAY interventionist with:
 - ~ Promotion of Treatwell: 5 A DAY programs and activities.
 - ~ Distribution and collection of promotional and educational materials needed for Treatwell: 5 A DAY programs and activities.
 - ~ Staffing of Treatwell: 5 A DAY programs and activities.
 - ~ Securing financial and material resources, including incentives.
8. Convey Treatwell: 5 A DAY messages to other employees.

POSITION DESCRIPTION

Title: Worksite Coordinator

Hours: Minimum of 2 hours per week in addition to Employee-Advisory Board (EAB) meetings (one per month)

Duration of Term:

To be decided by worksites or the length of the intervention period

Summary:

The position of Worksite Coordinator is critical to the success of the Treatwell: 5 A DAY program in your worksite. The major function of the coordinator is to help the Treatwell: 5 A DAY staff adapt the program to each worksite and its employees. His/her role is essential in helping determine how to present the program effectively and to serve as the Treatwell: 5 A DAY spokesperson in the worksite.

Responsibilities:

1. Serve as co-chairperson with the Intervention Specialist.
2. Assure representation of all strata of health center personnel on the EAB.
3. Attend monthly meetings of the EAB.
4. Coordinate (or nominate other employee) on-site post baseline survey administration.
5. Serve as a communication link between Treatwell: 5 A DAY staff and:
 - a. EAB: Convey suggestions for Treatwell: 5 A DAY activities and programs based on employees' perceived wants and needs.
 - b. Health center management: Negotiate administrative matters regarding Treatwell: 5 A DAY survey, activities and programs.
6. Attend periodic meetings with Treatwell: 5 A DAY staff to discuss program implementation details.
- 7., Work with other EAB members to arrange meeting times, places, equipment and food for Board meetings and other Treatwell: 5 A DAY events. Secure space for the resource center.
8. Assist with the promotion of Treatwell: 5 A DAY activities and events. Distribute and collect materials.
9. Attend group offsite training/orientation session with worksite coordinators from other worksites.



For Brookside Staff:

Treatwell 5 A Day Presents:

"FREEDOM FROM FAT"

Wednesday, February 21

12:00 noon

Front Conference Room

Start the New Year right by
doing something good for
yourself!

Find out how to get your weight
where you want it to be.,

...and how to keep it there



Don't Miss the *Treatwell*: 5-A-Day Snacking Campaign!



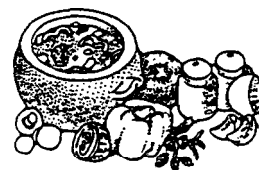
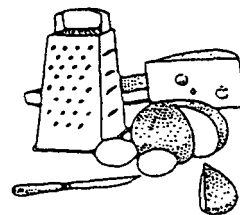
Enter a cooking contest and win prizes!

- (1) **Pick up a recipe card for a delicious and healthy snack**

Date?
Time?
Place?

- (2) **Bring your prepared dish**

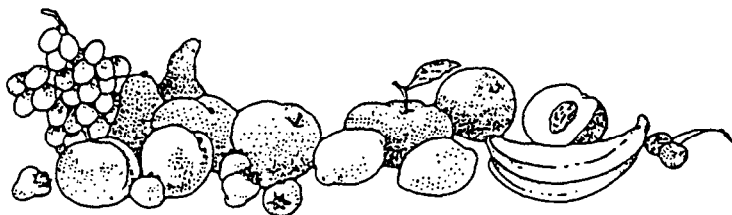
Date?
Time?
Place?



Receive a cookbook just for entering the contest!

Win a beautiful fruit bowl* if your dish is chosen as the best-tasting!

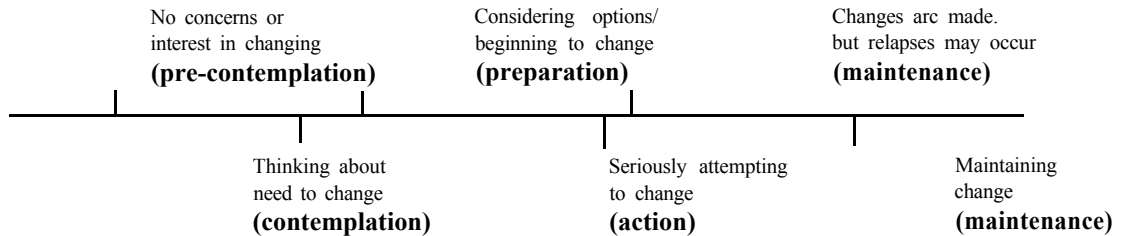
**EVERYONE - COME TRY NEW SNACKS AND DECIDE WHO WINS!
PARTICIPATE IN A GUESSING CONTEST!**



*Prize is subject to change.

Address Employee Readiness to Change Behavior

When it comes to any behavior change, employees are all at different stages of readiness for behavior change. Activities have been designed with this in mind. The chart below reviews the different stages of behavior change:



Wellness programs have been traditionally directed at people who are ready to take action. In the average worksite, this group usually accounts for fewer than 10% to 20% of the employees. Most employees fall into the pre-contemplation or contemplation stages of change, meaning that they have not yet begun to consider a change or that they are only thinking about changing. Action-oriented activities and programs will have little effect on employees who have not yet committed to making any changes.

The chart on the following page outlines the recommended approaches for planning activities for employees who are at different stages of readiness for behavior change. One strategy is to encourage small steps, such as substituting 2% milk for whole milk, moving gradually from consuming whole milk to 2% milk to 1% milk and finally to skim milk.

Behavior Change Strategies

Stage of Change	Descriptions of Change Process	Recommended Strategies
Pre-contemplators and contemplators Goal: use promotion/awareness activities to help people begin to consider changing and to move people into action stage	<ul style="list-style-type: none"> • unaware of long term consequences of behavior • lack confidence in their ability to change or do not want to think about changing • think about change but lack the skills • defensive because of social pressure to change • ambivalent about changing because the pros and cons of the behavior seem equal 	<ul style="list-style-type: none"> • support multiple awareness activities • provide information • provide a supportive atmosphere • proactively seek out employees • personalize the risk with a self-test • encourage experimentation • emphasize simple skills • encourage small steps
Preparation/Action Goal: get people well prepared take action and actively assist people to take action	<ul style="list-style-type: none"> • see the cons of the risk behavior outweighing the pros • have already made small behavior changes (e.g. reducing number of cigarettes smoked) • ready to commit to an action date 	<ul style="list-style-type: none"> • offer skill building opportunities • promote use of self-help materials/workbooks • offer self-help groups • hold worksite contests
Maintenance Goal: support and sustain behavior change	<ul style="list-style-type: none"> • trying to incorporate lifestyle changes when others around them are not • may relapse or returned to old ways • feel over-confident or want to give-up 	<ul style="list-style-type: none"> • provide environmental supports (e.g. restrictive smoking policy) • promote support systems (e.g. buddies, families, groups) • provide skills for maintenance (e.g. booklet on handling stress without cigarettes) • recognize employees who have made changes • use hotlines

Adapted from the Working Well Coordinators Guide. M.D. Anderson Cancer Center, University of Texas, Houston. Texas.

CORE EVENT: KICKOFF

Definition:	This event will occur at the beginning of the intervention period. EAB's will meet to plan and assist DFCI's staff in developing the activities.
Duration:	Variable. Over a period of 2 hours approximately, (e.g., during lunch time) DFCI's staff and EAB members will carry out the kickoff event. Employees at health centers will participate in the kickoff for as long as they are able to.
Objectives:	The objectives of the kickoff are to build awareness among workers of the Treatwell 5-A-Day program, messages, name, logo, purpose and activities; promote awareness among workers of the relationship between consumption of fruits and vegetables and cancer prevention; promote the CIS; motivate workers to participate in Treatwell 5-A-Day activities; and motivate workers to increase their consumption of fruits and vegetables.
Core Elements:	The kickoff will include: promotion, distribution of the Treatwell 5-A-Day brochure, a quiz with a prize drawing, a taste test of fruits and vegetables ("Salad Bowl" and "Fruit Bowl"), recipe cards, and distribution of 5 A DAY materials.
Optional Elements:	Self-assessment with feedback
Audience:	All employees of health centers in the intervention groups.