



CENTER FOR
WELLNESS AND NUTRITION

Tailoring a Worksite Wellness Program for Agriculture Workers

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Worksite Wellness Program for Agricultural Workers

- Site Recruitment in Fall 2014
 - Partnership with a growers association
 - Took approximately 2 months to get sites onboard
 - 3 Agricultural based sites in rural Central California
- Program Planning
 - Site Assessment
 - Employee Interest Surveys
 - Established a Wellness Committee



Employee Satisfaction Results

Employees were asked for their feedback on the program and the site was reassessed to determine changes made since program began.

- 75% are aware of the worksite wellness program
- 67% of the employees participated in wellness activities
- 50% have made lifestyle changes since the program began
- 73% would like to see the program continue and take part in future wellness program activities



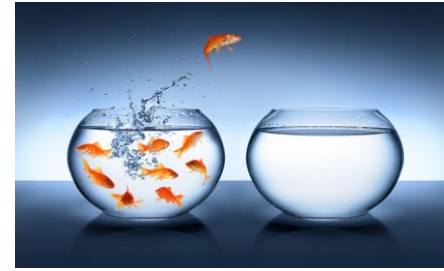
Site-based Changes

Organizational and environmental changes

- Healthy Fundraising
- Walking Path
- Healthy Lunchrooms
- Increased promotion of health promotion programs
- Dedicated budget for health promotion programs; incentives for participating
- Stretching at start of shifts
- Healthy Celebrations



Challenges



Seasonal Employment

- Temp and seasonal employees may not receive information about program

Distribution of wellness program information and materials

- Paycheck stuffers do not get to all employees

Thirty-minute lunches

- Staff have limited time to attend wellness events

Unreliable attendance tracking mechanism

- Not all sites had a mechanism in place to track attendance

Current Recommendations

- Longer lunches on event dates if possible
- Low literacy materials and resources
 - Conduct phone interviews to collect employee feedback
- Continue program for more than one season
 - Offer to all staff, including temp and night shift
 - Support is still needed
- Collect different metrics
 - Time worked (total days or hours worked) instead of absenteeism
 - Track Aggregate Biometric Data



Next Steps

- Incorporate technology components
 - Texting Program for staff
 - Social Media promotion
 - Develop Exclusive Phone App for Wellness Program
 - Fit Bit physical activity tracking and analysis

 fitbit

