Program Design Considerations

• Keep it simple, fun and easy to understand—build your culture

• Offer options, but not so many that the program is difficult to communicate and participants are confused

• Increase participation over time

• Provide an incentive that is meaningful to participants

• The closer the proximity of the reward to the behavior, the more powerful and motivating the reward is as reinforcement of the behavior

  – Ultimate goal is for individuals to develop intrinsic motivation towards healthy behaviors
### FY 2017 Incentive Program

#### University of Alaska: Employees, Spouses & FIPs

**FY 2017 Incentive : Complete the PHA, biometrics screening and earn 10 points.**

*7/1/2015 – 4/30/2016*

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>POINTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal Health Assessment (7/1/15-4/30/16)</td>
<td>Required</td>
</tr>
<tr>
<td>Biometric Screening (5/1/15-4/30/16 includes look-back)</td>
<td>Required</td>
</tr>
</tbody>
</table>

**Earn at least 10 points by completing any combination of the following activities (7/1/15-4/30/16):**

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>POINTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Physical Activity: 80,000 points per one calendar month</td>
<td>1 point per month</td>
</tr>
<tr>
<td>Lifestyle coaching (4 sessions)</td>
<td>2 points per four sessions</td>
</tr>
<tr>
<td>Worksite Health Challenge (University-sponsored challenges only)</td>
<td>1 point each/ 3 points max</td>
</tr>
<tr>
<td>Online Classes - 8 classes</td>
<td>1 point each/ 4 points max</td>
</tr>
<tr>
<td>Onsite education class</td>
<td></td>
</tr>
<tr>
<td>Tobacco Attestation</td>
<td>1 point max</td>
</tr>
<tr>
<td>Annual Wellness Visit (5/1/15-4/30/16)</td>
<td>1 point max</td>
</tr>
<tr>
<td>Dental exam</td>
<td></td>
</tr>
<tr>
<td>Vision exam</td>
<td></td>
</tr>
<tr>
<td>adult immunization</td>
<td></td>
</tr>
<tr>
<td>Flu shot</td>
<td>1 point each/1 point max</td>
</tr>
<tr>
<td>(data feed or attestation; 5/1/15-4/30/16)</td>
<td></td>
</tr>
</tbody>
</table>
FY 2017 Incentive Program
Organizational Support & Participation Strategies:
Q1 Incentive plan year

July 2015
– Understand the incentive design to earn your 2016-2017 reward
– Challenge yourself: Enroll in the Healthy Eating challenge
– Get Active-Connected! Physical activity year-long challenge

August 2015
– Great Snacks on the Go!-Onsite Education
– Challenge yourself: Participate in the Healthy Eating challenge
– Get Active-Connected! Physical activity year-long challenge

September 2015
– Challenge yourself: Complete the Healthy Eating challenge
– Get Active-Connected! Physical activity year-long challenge
– Prostate and Ovarian Cancer month—Is it time to make and appointment?
FY 2017 Incentive Program
Organizational Support & Participation Strategies: Q2 Incentive plan year

October 2015
– Challenge yourself: *Enroll* in De-stress the holidays challenge
– Quick & Easy Relaxation Tips—Onsite Education session
– Get Active-Connected! Physical activity year-long challenge
– How many points do you have? It’s not too late to start earning

November 2015
– Challenge yourself: *Participate* in De-stress the holidays challenge
– Get Active-Connected! Physical activity year-long challenge—there’s still time.
– Great American Smokeout- November 19, 2015

December 2015
– Challenge yourself: *Complete* the De-stress the holidays challenge
– Get Active-Connected! Physical activity year-long challenge- Are you halfway there?
– Don’t forget to check your incentive status.
– Be safe and have a happy, healthy new year!
FY 2017 Incentive Program
Organizational Support & Participation Strategies
Q3 Incentive plan year

January 2016
– Get active- leadership participates and challenge their teams
– The Stress-Weight Connection and How to Break It—Onsite Education Session

February 2016
– Why should I take the Personal Health Assessment? & PHA reminder
– Importance of knowing and understanding my numbers & biometric screening reminder
– Heart month—keep it healthy❤

March 2016
– Don’t miss an opportunity to understand your health and earn some cash-PHA & bio reminder
– Colorectal Cancer Awareness month—share and discuss your numbers with your PCP & make an appointment for a colonoscopy if you’re due
FY 2017 Incentive Program
Organizational Support & Participation Strategies:
Q4 Incentive plan year

April 2016
– I know my numbers, now what? Tools & resources to help improve or maintain health
– Challenge yourself: Enroll in the Healthy Habits challenge
– Get Active-Connected! Physical activity year-long challenge

May 2016
– Challenge yourself: Participate in the Healthy Habits challenge
– Get Active-Connected! Physical activity year-long challenge
– Melanoma/skin cancer detection month

June 2016
– Challenge yourself: Complete the Healthy Habits challenge
– Get Active-Connected! Physical activity year-long challenge
– Men’s Health month—Have you made your annual preventive exam appointment?