

Personal Energy Plan (PEP):

New Look for a New Audience in Worksite Promotion

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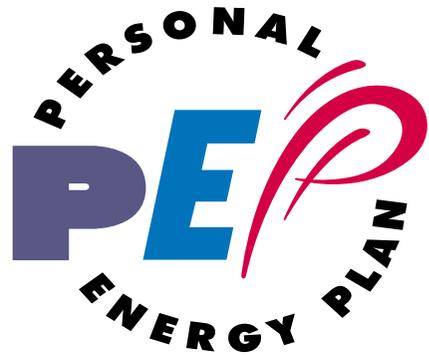
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NCC
Cooper Institute





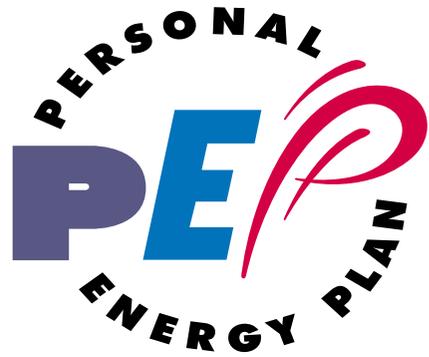
Goals

- Use MCO's to effectively implement worksite programs
- Move participants forward along the stages of change continuum



History: Worksites Selected

- Piloted in 5 worksites - Fall 1977
- Blue Cross Blue Shield - Scientific Atlanta
- Atlanta, GA
- Keystone - Hershey Foods-Hershey, PA
- Medica - Star Tribune and Computype -
Minneapolis and St. Paul, MN
- Omnicare - Comerica - Detroit, MI



History

- 12 week intervention
- PA and HE behaviors
 - Accumulate 30 minutes or more of moderate physical activity over the course of most days of the week
 - Choose a diet low in fat, saturated fat and cholesterol.
 - Choose a diet with plenty of vegetables and fruits.



History

- Stages of change-based
 - targeting contemplators and preparers
- CDC provided written materials
- MCO and worksites developed site specific interventions/incentives



Kit Components

- Overview
- Steps to Success
- Physical Activity and Healthy Eating Quiz
- Tips
- Calendar - 11 x 17 and Day-timer Format
- Worksite Coordinators Guide
- Worksite Audit
- Path to PEP - Staging Tool



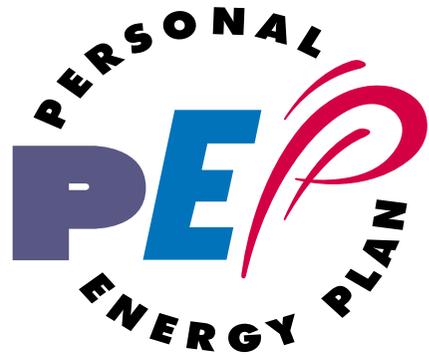
Evaluation

Process

- Mid-point and final interviews with MCO and worksite personnel
- Site visit by CDC and AAHP representative
- Worksite Audit

■ *Outcome*

- Pre-test and Post-test with participants



Results: Stages of Change

Contemplators

- Healthy Eating

14% at pre-test --- 1.4% at post-test

- Physical Activity

13% at pre-test --- 4% at post-test

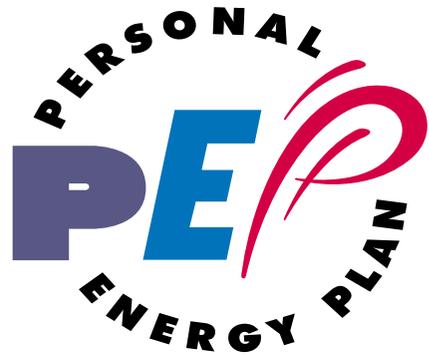
Preparers

- Healthy Eating

80% at pre-test --- 54% at post-test

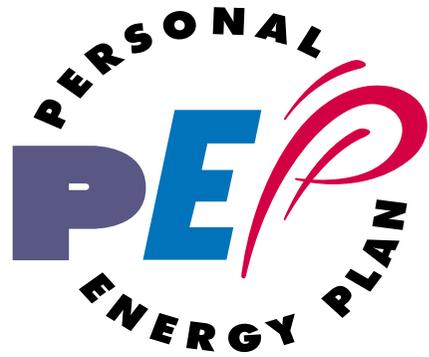
- Physical Activity

72% at pre-test --- 53% at post-test



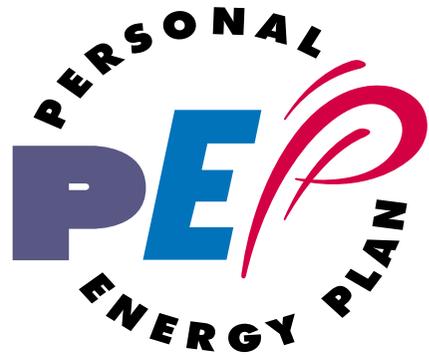
Results

- Felt PEP was successful at their workplace
57%
- Felt PEP influenced them to make changes in their level of activity or healthy eating
69%
- Thought managers/bosses would be supportive of their participation in PEP
23% decrease (69% to 46%)



Results

- MCO not necessarily needed
(more research)
- Stages of Change tool problematic
- Coordinator's Issues
 - too complicated
 - too much time
 - only two stages
 - timeliness of materials
 - materials not energetic enough



Changes

- Revise kit
 - include materials for all five stages
 - reflect more energy
- “Beef Up” Coordinator’s Guide
 - incentives linked to accountability
 - on-site coordinator (1/2 FTE)
 - follow-up programs/support
- Revise Staging Tool
 - lower literacy level



Partnership Buy-In

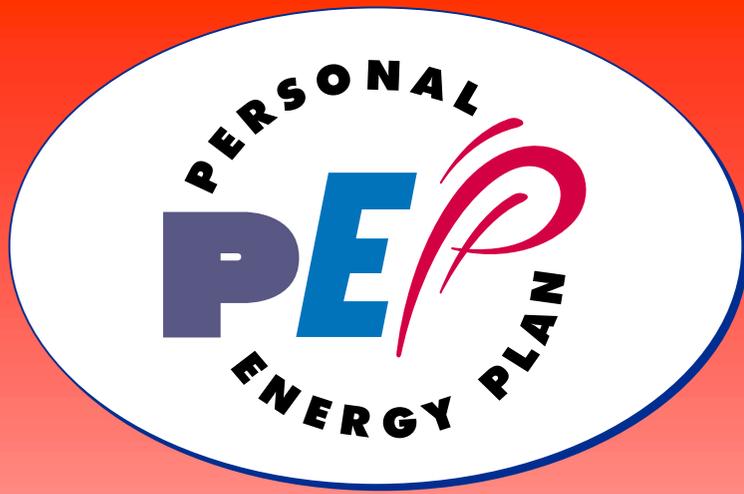
The Cooper Institute View

- A developed and tested product
- CDC had resources to further refine PEP
- PEP fits with CI product line (marketing)
- CI's experience with behavior change programs/materials
- Association with CDC



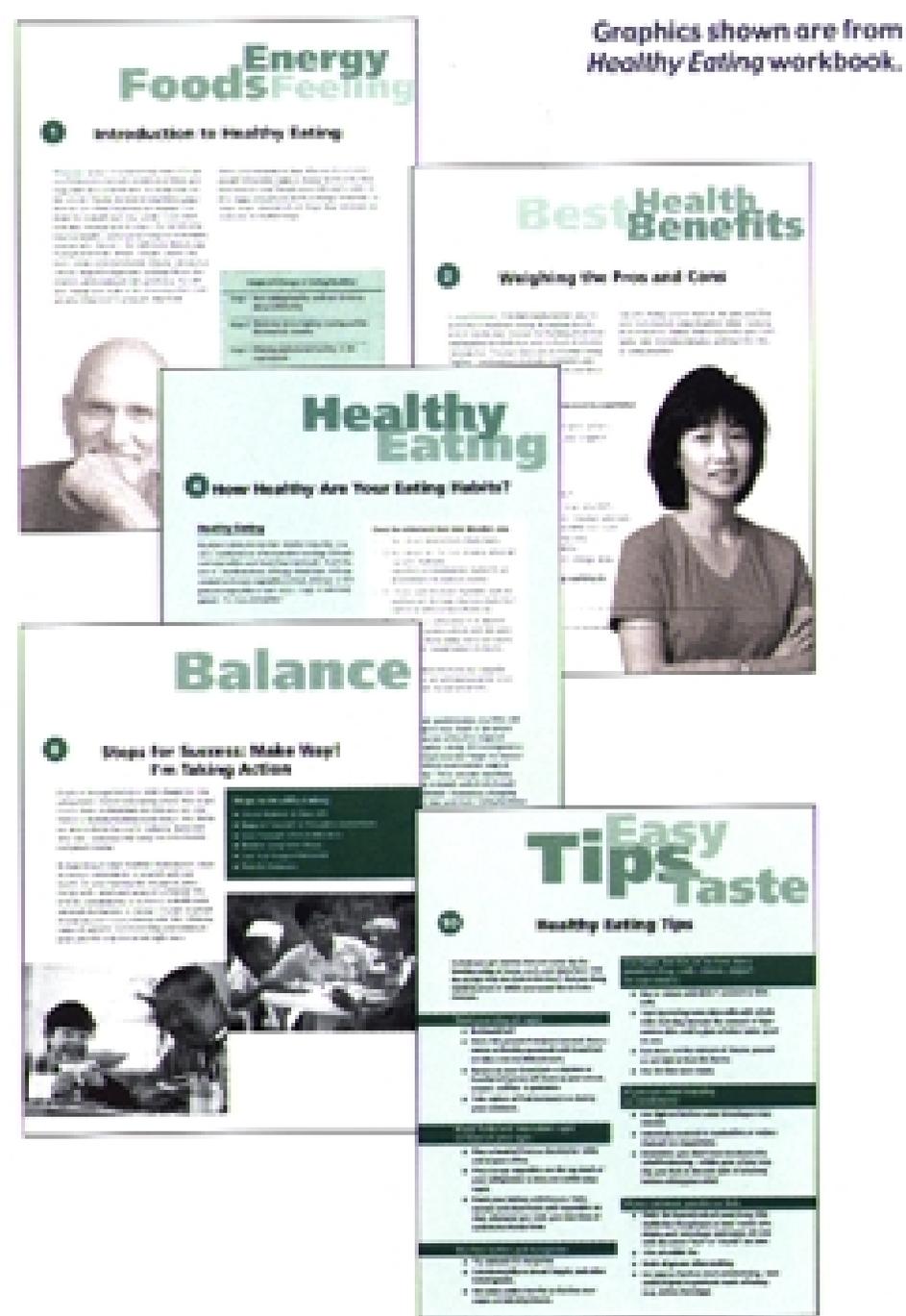
Maximizing CDC/CI Partnership

- Project Coordinators
- Agreed to goals and deliverables
- Regular communication
- Developed communication “style”



Targeted Changes

- Include all five stages in each respective kit



PEEP

PEEP

Energy Plan
Specially For
Preparers

PEEP

PEEP

Energy Plan
Specially For
Activity Contemplators

YOU!

Your Personal Kit

PEEP organizes the small steps through several stages to get to the major lifestyle changes. PEP will address you directly in your health and wellness for change. One can do it in health needs to get into each gradual personal step.

Your Personal Kit

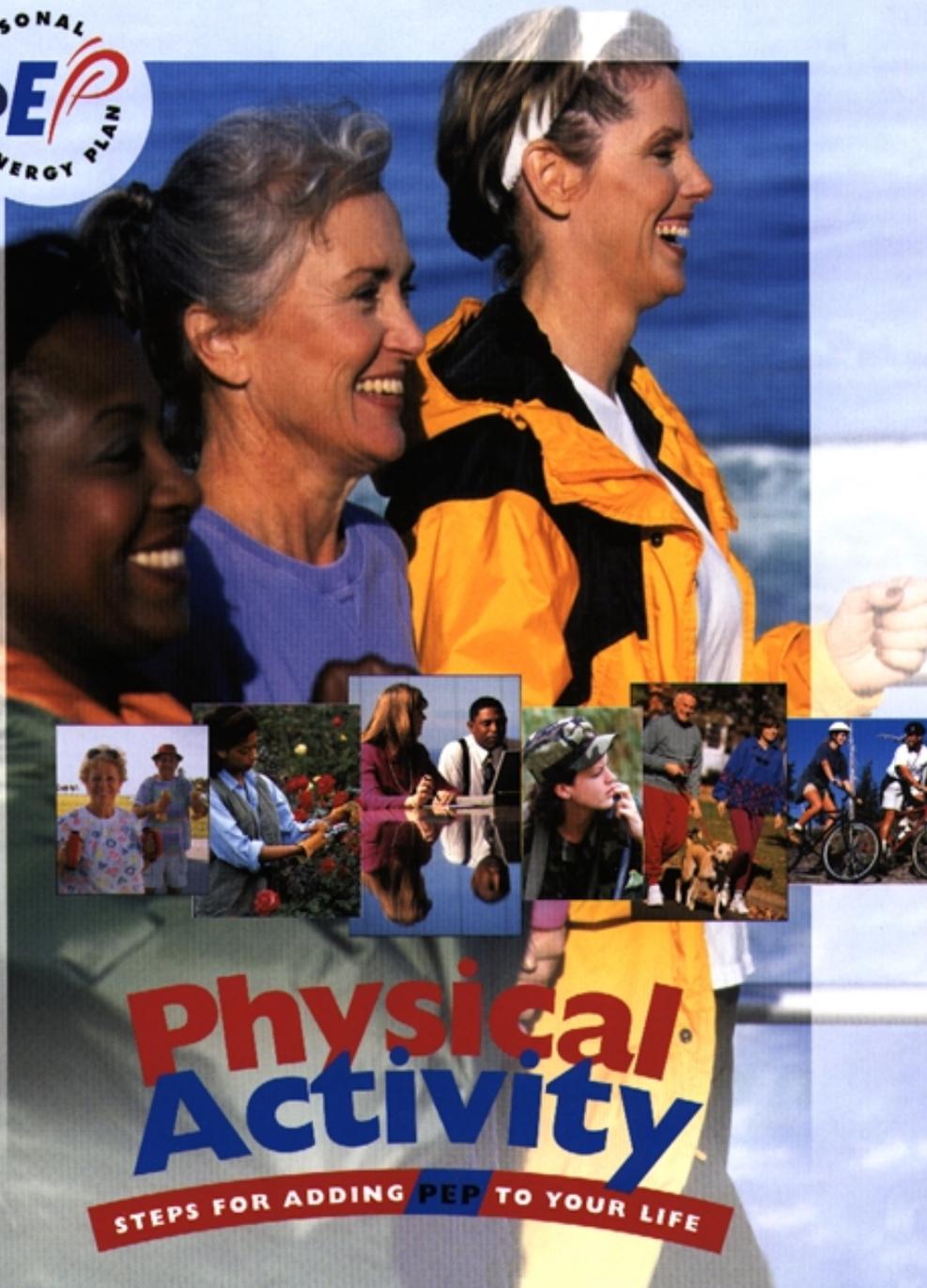
Now there's a commitment to your level of readiness with a simple plan for changing health care choices and for living more pleasant with the plan. Your kit includes: Step 1: Wellness, Step 2: Health, and Step 3: Wellness/Healthcare.

Working for PEP

Working, gardening, learning, and working for the job all count as making your personal activity. Get 30 minutes a day of Step 1 Step 2 work, and you'll be on the way to a better life. It's time to get the most out of your day at work or at home. And don't ever think too.

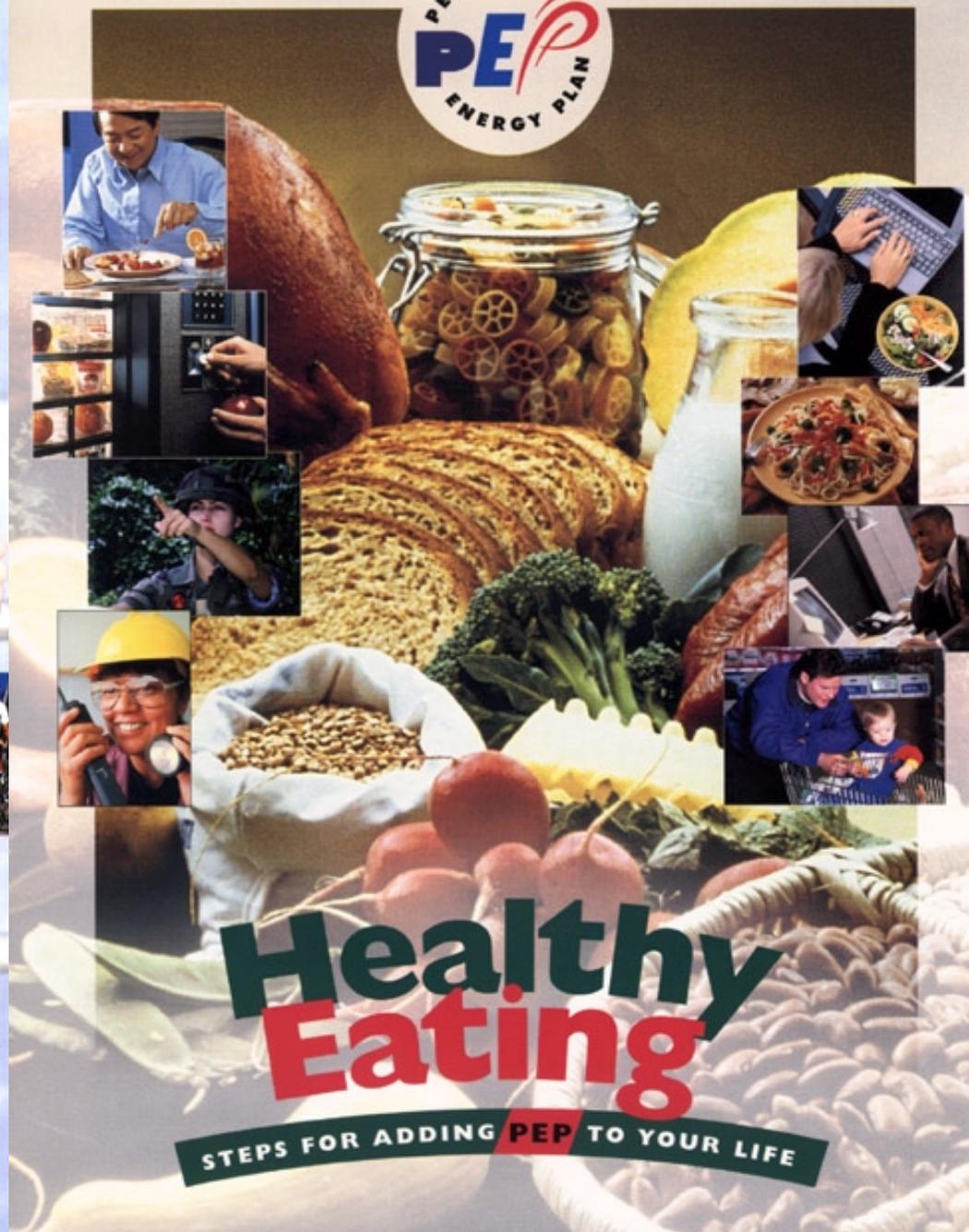
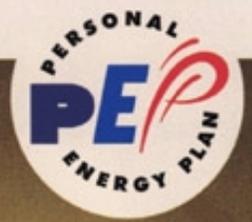
Eating for PEP

Be sure you eat 5 fruits and vegetables a day and eating them for well and not only keep you from getting sick, it will help you going stronger. And also remember that energy helps them on working hard. Be on the side of one of them.



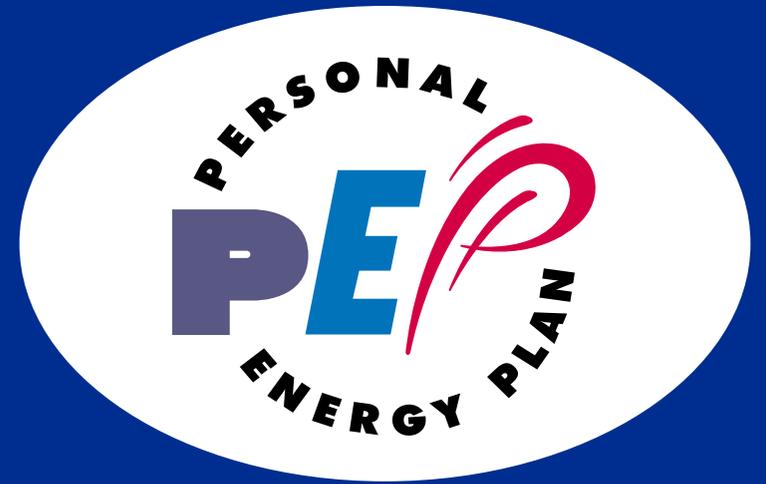
Physical Activity

STEPS FOR ADDING PEP TO YOUR LIFE



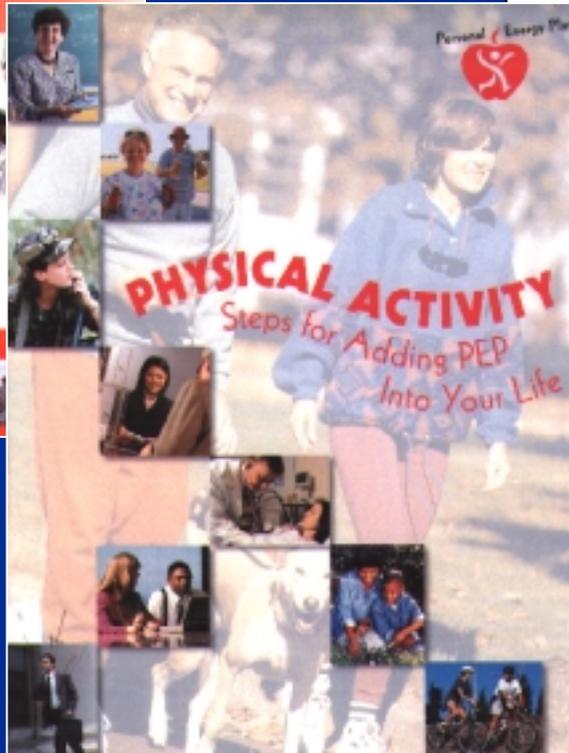
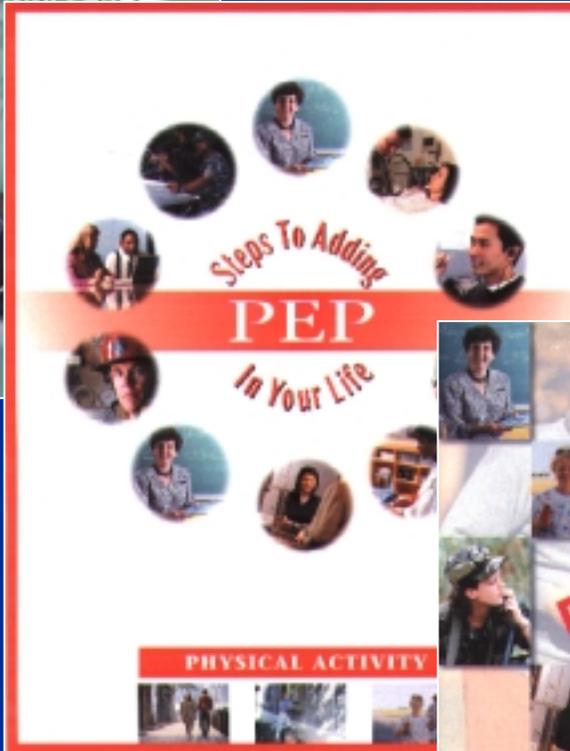
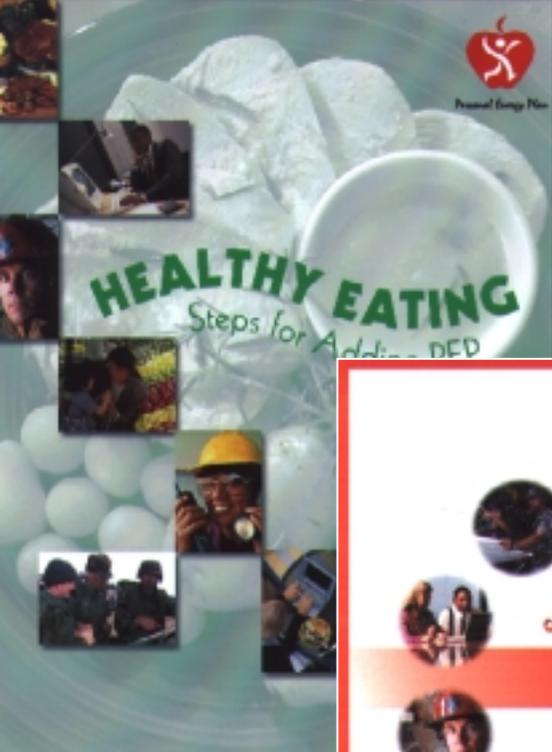
Healthy Eating

STEPS FOR ADDING PEP TO YOUR LIFE



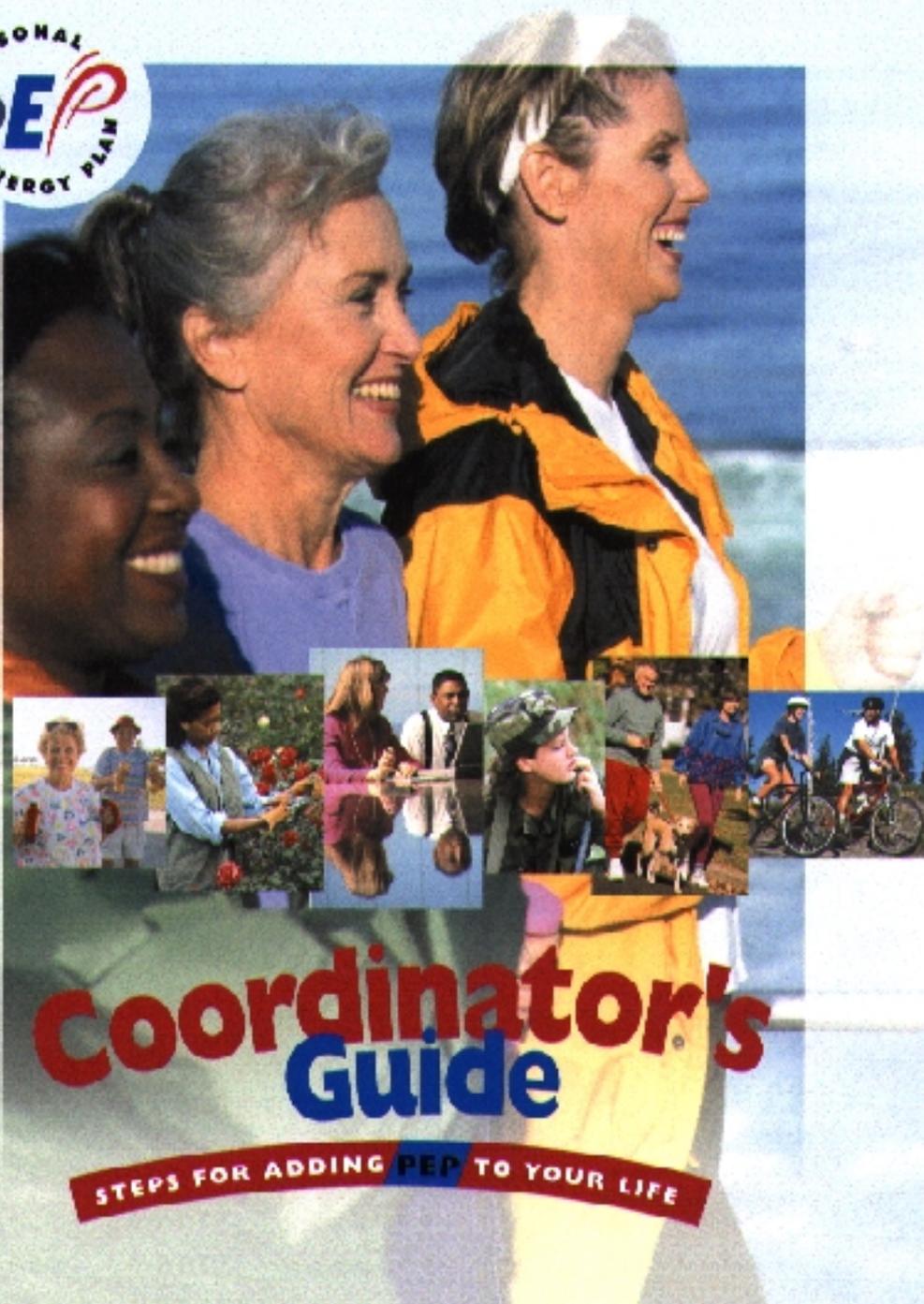
Targeted Changes

Make more energetic through color, design, logo



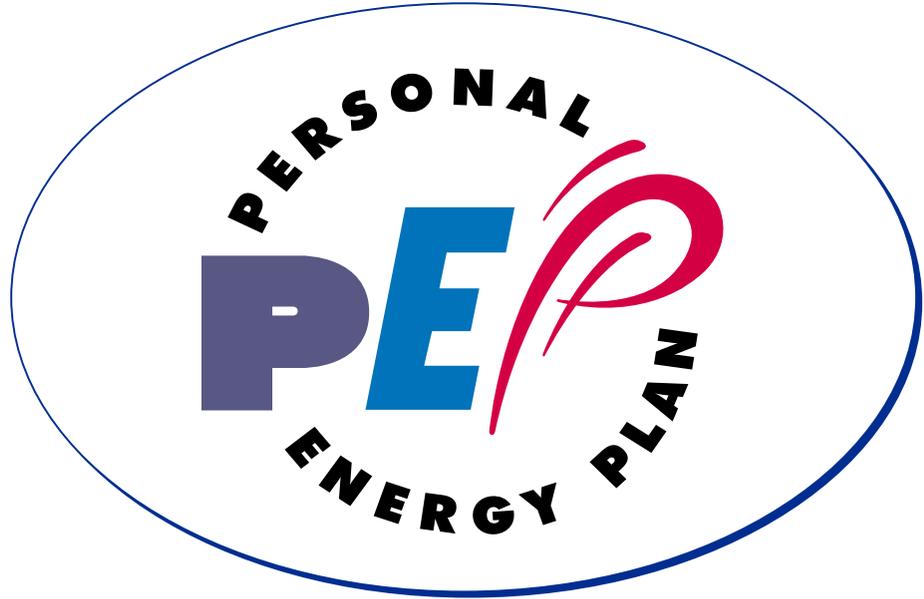
Targeted Changes

- Make more culturally diverse



Coordinator's Guide

STEPS FOR ADDING PEP TO YOUR LIFE



Targeted Changes

- Expand coordinator's guide



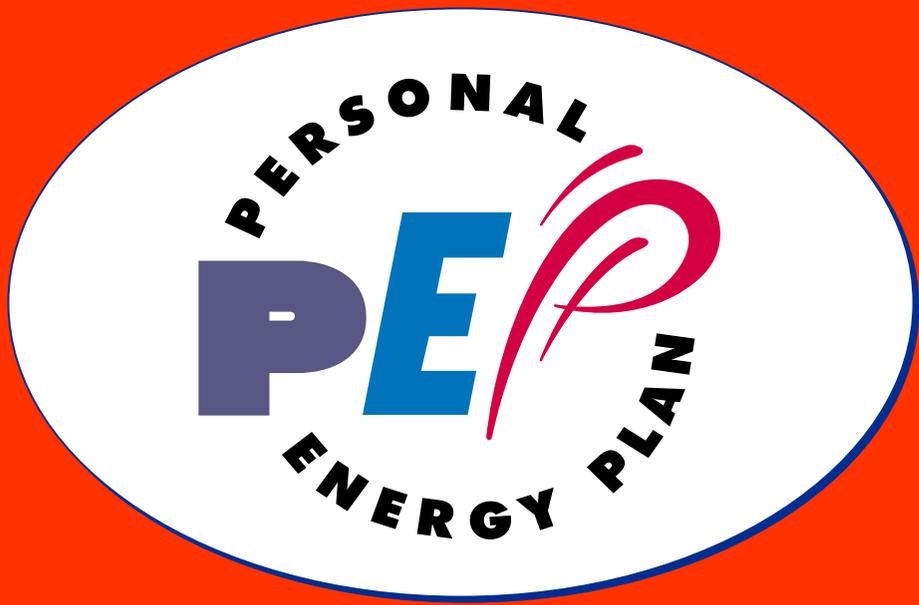
Challenges

- Published in public domain
- Pricing
- “Tiered” partners
- Contractual arrangements
- Printing problems
- Staffing changes



Take-away Lessons

- Remain committed to top-shelf product
- It has to be a “*win-win*” for both parties
- Ensure full understanding of partners’ responsibilities to additional partners
- Keep the lines of communication open
- Have fun!



To order:

- 1-800-635-7050 x-3230
- www.cooperinst.org

Go from **PEP** **pooped** to **PEP**.

Put a little  in your life.

Contact your PEP Rep _____ at _____