

PHYSICAL ACTIVITY INTERVENTION



A CASE STUDY WITH GOODWILL INDUSTRIES OF NORTH CENTRAL WISCONSIN

WELCOA 
WELLNESS WORKS HERE

CO-AUTHOR

Jeff Stieg, Senior Health and Wellness Specialist

Physical Activity Intervention

A Case Study with

GOODWILL INDUSTRIES OF NORTH CENTRAL WISCONSIN



WEBSITE
goodwillncw.org

INDUSTRY
Retail—multiple sites,
multiple shifts

EMPLOYEES
Full Time: 797
Part Time: 424

ABOUT GOODWILL INDUSTRIES OF NORTH CENTRAL WISCONSIN



“Elevating People” is the mission of Goodwill Industries of North Central Wisconsin (Goodwill NCW).

Goodwill NCW is a not-for-profit human services organization that helped improve the lives of 72,937 people across north central Wisconsin through its programs and services in 2017. The organization serves 35 counties and includes 27 retail stores and training centers. A member of Goodwill Industries International, it has been serving north central Wisconsin communities since 1971. Visit the website at www.goodwillncw.org.

“We are extremely proud of our culture of holistic wellness for our team members. The commitment to serving the full person has been a critical part of our organization for years, and it will continue to be. It separates Goodwill from other employers.”

CHRIS HESS

President & Chief Executive Officer

The Intervention at a Glance



COMPANY

Goodwill Industries of North Central Wisconsin, Menasha, WI



PROGRAM NAME

GoodMoves



CREATOR

Jeff Stieg, Senior Health and Wellness Specialist



PURPOSE

To help employees increase their physical activity at work and as a preventive safety strategy.



JUSTIFICATION

The GoodMoves intervention addresses Goodwill NCW's goal of improving the Personal Wellness Assessment score which indicated that a large percentage of their employee population wanted to increase their physical activity. It serves the role to create a culture where exercise is normal and encouraged at the workplace, and is a preventive safety strategy. The program intends to create awareness, provide education and change the physical activity behavior of employees and leaders at work. GoodMoves is part of a comprehensive worksite wellness program that has been awarded a Platinum Well Workplace Award through WELCOA.



FOCUS

Daily Stretching Pre- and Mid-Shift



INTERVENTION

GoodMoves is a list of 10 stretches and movements that are designed to:

1. Address the common musculoskeletal conditions that were commonly seen on Workers' Comp and health insurance claims for the organization.
2. Be done by most people in the organization.
3. Be led by any leader in the organization.
4. Be completed while standing.
5. Take no more than 5 minutes to complete.
6. Be fun and motivate people to be more active.

(This poster is available at all 27 stores, express centers, main offices.)

ABOUT THE POSTER

- » The stretches are done 2 times a day at all locations and take about 3 ½ minutes. To instill fun, the program has a rotating DJ program where a different person chooses the music that is played while they are doing the stretches and movements.
- » The strategy was created in order to ensure that all abilities could participate and that not all team members have access to email.
- » Before leaders begin to lead the stretches and movement, they must watch an online training video tutorial at www.youtube.com/watch?v=LFf-VrMuPVs.
- » CEO recorded a personal communication during his end of year address discussing the importance of the program and sharing his excitement for his participation in the stretches each day.



// GOODMOVES POSTER

“I do GoodMoves at home every night before bed and sometimes in the morning before I go to work.”



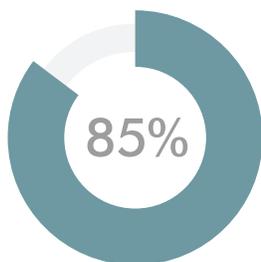
INVESTMENT

\$1,500

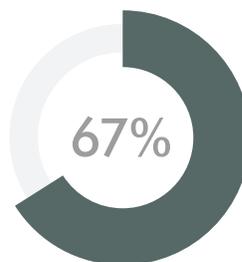


OUTCOMES

GoodMoves information is included in all onboarding materials for all employees and available as an e-learning module. The program has become part of Goodwill NCW's culture as recent surveys sent to all team members indicate that 80% of team members say they do the GoodMoves each day that they work. In addition:



85% say doing GoodMoves is important for their health and safety



67% say that doing GoodMoves teaches them skills on how to better care for their wellbeing

“I was able to avoid carpal tunnel surgery because of doing GoodMoves every day. It's great to be pain free without surgery.”

VONDA BACKHAUS, STORE TEAM LEADER



FOLLOW-UP GROWTH

Jeff felt that more than 80% of team members should be participating based on the expectation that GoodMoves was to be done twice a day at all locations. It was found that cashiers and those that only work the late shift were not fully participating because they typically didn't attend team huddles. In addition, by including the GoodMoves as part of a daily huddle, it was sometimes not done if the agenda become too long. The organization gathered a team together to find ways to shorten the daily huddles by streamlining communication so that GoodMoves could be included 2 times per day. The strength of the wellness program is the relationships developed by caring, supporting and giving opportunities for employees to be their best selves at work.

“Goodwill is the first place that I have worked that has offered so many great options and cares so much about the team members.”

Wellness Operating Plan



VISION

Live Well, Do Good! Our team members are functioning at a high level of wellbeing so they can bring their best selves to their work and personal lives.



MISSION

Giving team members cultural and environmental support to help them be their best selves.



JEFF STIEG, SENIOR HEALTH AND WELLNESS SPECIALIST

As Senior Health and Wellness Specialist for Goodwill of North Central Wisconsin, Jeff Stieg strives to make the workplace a catalyst for positive personal growth and self-realization all while providing wellness related solutions for business challenges. Jeff's journey into the workplace wellness arena began long ago when he realized his personal mission of inspiring others on their path of health and wellbeing. With a bachelor's degree in Kinesiology and a slew of certifications in the Wellness and HR field, Jeff worked in several settings before falling in love with the mission and culture of Goodwill where he's done his work since 2012. A point of pride for Jeff is that thousands of lives have been impacted by the work that he's done with the vast majority of those impacted saying that Goodwill's wellness program is one of their favorite perks of working for Goodwill. Outside of work Jeff has a mixed bag of interest including travel, music, vegetarian cooking, yoga and meditation, vintage motorcycles, strength training, and road cycling. Jeff's main joy in life is spending quality time with his wife Stephanie and daughter Sedona.



GOOD MOVES

#1 Reach for the Sky

- Raise arms above head, stretch fingers, lift chest on inhale
- Lower arms and round shoulders on an exhale
- Do 5 times
- Variation: lift to tip toes as arms raise

#2 Arm Circles

- Circle arms to the **FRONT** 5 times
- Circle arms to the **BACK** 5 times
- Use full range of motion



#3 Chest Expansion

- Clasp hands behind back
- Extend arms and open up chest
- Keep spine tall and hold for a count of 10



Hand Clasp Variations



#5 Neck Rolls

- Lower chin to chest
- Carefully roll right ear towards right shoulder count to 5
- Slowly roll chin back to center
- Carefully roll left ear towards left shoulder count to 5
- Repeat each side



#7 Cross Crunches

- Flex arm and lift opposite knee to elbow while tightening the abdomen
- Alternate sides for a count of 10
- Variation 1: alternate lifting knees toward waist
- Variation 2: flex elbow towards opposite leg then alternate (good when sitting)

#9 Hip Twists

- Take left hand to right hip and right hand behind back to left hip, rotate to the right for a count of 5
- Take right hand to left hip and left hand behind back to right hip, rotate the left for a count of 5
- Repeat each side
- Keep spine tall while rotating



#4 Shoulder Rolls

- Shrug and roll shoulders to the **FRONT** 5 times
- Shrug and roll shoulders to the **BACK** 5 times



#6 Side Bends

- Extend and reach right arm over head for a count of 10
- Extend and reach left arm over head for a count of 10
- Keep chest lifted



Thumb supports wrist

#8 Wrist Stretches

- Extend right arm with fingers pointing up, stretch fingers back with left hand and hold for a count of 5
- Point fingers down and cup left hand around right wrist, stretch down for a count of 5
- Repeat on left wrist

#10 Calf Stretches

- Extend right leg with heel on the floor, toes in the air
- Place hands on thigh, lengthen spine and stretch for count of 5, tap toes out for count of 5
- Repeat on left leg



WELCOA[★]
WELLNESS WORKS HERE

17002 MARCY STREET, SUITE 140 | OMAHA, NE 68118
402.827.3590 | WELCOA.ORG

