



Using Game-Based Learning in Wellness to Drive Employee Engagement

May 24, 2023

City of Wilmington



Located in Delaware, the City of Wilmington is the largest & most populous city with a population of 71,000 with an operating budget of \$267 million.

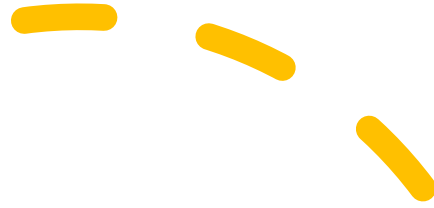


Our Employee Benefits are a self-funded program covering 3,000 employees, retirees, and their families with a rich portfolio of healthcare plans and wellness program.

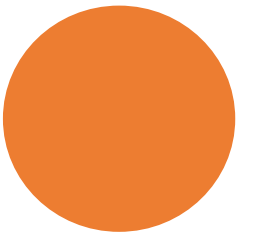


Employees serve in diverse roles that consist of Police, Fire, Public Works, Parks & Recreation and city operations.

The Problem



- Lack of consistent engagement.
- High cost of claims pertaining to chronic conditions related to diabetes, obesity, high blood pressure, and back/joint pain.
- It became imperative to explore cost effective solutions that could build year-round engagement across the hybrid workforce in preventative care, nutrition, and physical exercise to combat the potential risks associated with the progression of these conditions.



Our Strategic Approach



EDUCATE



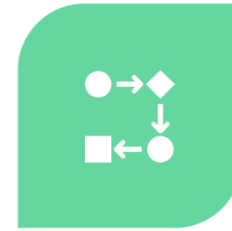
ENGAGE



INCENTIVIZE



CELEBRATE



PERSONALIZE

WE GO

HARD

FOR HEALTH



WHO ARE WE?

- **Wilmington Employees**
- **Active and Retired**



WHAT DO WE DO?

- **TAKE HEALTHY ACTIONS**
- **REWARD – DAILY, DOLLARS, DRAWING**



WHY DO WE DO IT?

- **FOR OUR HEALTH**
- **Self, Family, Work and the Community**

2022 CITY OF WILMINGTON
FALL FEST

AN APPRECIATION EVENT FOR CITY EMPLOYEES & RETIREES

OCTOBER 14TH | 11AM - 3PM
 FREEDOM PLAZA - 800 N FRENCH STREET - WILMINGTON

REGISTRATION & "LUNCH AROUND TOWN"
 MONDAY, OCTOBER 10TH - FRIDAY, OCTOBER 14TH
 BREAKFAST: 8AM | DESSERT TRUCKS: 11AM - 3PM

HOSTED BY: **iHeartRADIO**

EARN HEALTHY ACTION TICKETS | WELLNESS WALK, GARDEN OF GAMES, ZEN ZONE, AND PARTNERS IN PREVENTION.
WIN BIG IN THE PRIZE PAVILION

HIGHMARK Delaware

USI | ChristianaCare | aetna

MetLife | Colonial Life | DIAMOND | HARD


 TINYURL.COM/YPSSKREZD



Employee Appreciation and Wellness Day

“Healthy Action Stations”

Month long series for our employees & retirees that featured webinars every week on various topics from Medicare to Mental Health.



The Employee Benefits Division Invites You to

MARCH MADNESS

M is for...

A Month-Long Celebration of Health & Wellness
for City Employees and Retirees!

2023 SCHEDULE

WEEK 1: MARCH MADNESS & WE GO HARD FOR HEALTH LAUNCH PARTY
Wed., March 1 | 9:00am - 12:00pm, Turner Bldg | 1:00pm - 4:00pm, City/County Bldg
Learn about our new employee benefits incentive program. Earn HARD (Healthy Action Reward Dollars) tickets all month-long!

RAFFLE: CITY NIGHT AT THE BLUE COATS ON MARCH 14! Sponsored by iHeart Media

WEEK 2: BENEFITS TOWNHALL: MEDICAL, MEDICATION & MORE!
Wed., March 8 | 10:00 am | Webinar | Higmark Delaware

WEEK 3: IT'S ALL ABOUT MONEY, HONEY!
Mon., March 13 | 9:00am - 3:00pm | Deferred Compensation | Empower
Stop by the Treasury (5th Floor) for 1:1 Consultations regarding our deferred compensation program.
Wed., March 15 | 10:00am | Webinar | "10 Steps to Financial Success" | Spectrum Credit Union

WEEK 4: YOUR MENTAL HEALTH MATTERS!
Wed., March 22 | 10:00am | Webinar | "A Healthier You: How Mental Health Affects Your Physical Health" | Health Advocate

WEEK 5: MARCH MADNESS FINALE!
Wed., March 29 | Benefits Open House LIVE | Details to be announced.
Join us for a fun day to wrap up our month-long celebration.

EARN DOUBLE HARD TICKETS | PRIZE WINNERS ANNOUNCED

Zoom Webinar Info:
Webinar Link: <https://tinyurl.com/COWmarchmadness23> | Passcode: 973061
Or Join Us By Phone:
+ 1 301 715 8592
WEBINAR ID: 844 9849 8846 | Passcode: 973061





The Employee Benefits Team Presents:

MARCH MADNESS

Finale

Wednesday, March 29, 2023
City/County Building | 11:00 am - 2:00 pm
JOIN US FOR A DAY TO WRAP UP OUR MONTH - LONG CELEBRATION!

10:00 am | Webinar | Retiree Power Hour: Medicare and You!
The Social Security Administration joins us for a deep dive into the ABCs & D's of Medicare. Session is open to everyone!

Zoom Webinar Link: <https://tinyurl.com/COWmarchmadness23> | Passcode: 973061
Or, Join Us By Phone: + 1 301 715 8592 | WEBINAR ID: 844 9849 8846 | Passcode: 973061

Benefits Open House LIVE!
JOIN US FOR MOVEMENT, MOBILITY, MONITORING, LUNCH, AND PRIZES!

Double Point Day!



YOU DON'T WANT TO MISS THIS!
Lunch is On Us! Prize Winners Announced at 1:30 pm.



A large, solid orange circle is positioned on the left side of the slide, partially overlapping the white background. It contains the text 'Our Culture of Health is Growing!' in white, sans-serif font.

Our Culture of Health is Growing!

In order to drive employee behaviors and to build healthier habits, we knew we needed to design a solution to engage employees YEAR-ROUND providing both in-person and virtual opportunities for education and awareness with our usual brand of fun and celebration.



Benefits Go Digital!

- REBRANDED to 'We Go HARD for Health'
- Powered by an application through the **In**nvite app
- Takes the concept of 'Healthy Action Stations' and turns them into activities ranging from in-person and virtual events.

**WE GO
HARD  HEALTH
CITY OF WILMINGTON**

WE GO HARD 4 HEALTH CITY OF WILMINGTON

- A new wellness initiative that aims to provide consistent opportunities for active and retired City of **Wilmington Employees (WE)** to educate, engage, earn, and elevate their health and wellness.
- This optional program (powered by the INNVITE app) allows employees to **GO HARD** and to earn (non-cash value) “**Healthy Action Reward Dollars**” in their digital wallet with opportunities to “cash out” in various wellness activities throughout the benefits year.
- The goal of the initiative is to build consistent, fun, and intentional action **FOR HEALTH** whether it’s attending a wellness webinar, answering a quiz, getting a physical every year, or completing open enrollment.
- New Activities loaded every month increase your chance to win HARD tickets for upcoming raffles.



CITY OF WILMINGTON
EMPLOYEE BENEFITS WELLNESS PROGRAM

Download Now!

Username: Your City Work Email
Password: 302576BENE



Get the Innvite app by using the keyword **Innvite** to search on your Google Play or App Store.



View online: <https://www.innviteapp.com/wghfh.html>



- Employees and retirees can accumulate these dollars in their digital wallets and ‘cash out’ at wellness events held through out the year.
- By gamifying health & wellness, the ‘We Go HARD for Health’ program aims to make healthy living more fun and engaging for our employees, leading to increased participation and greater overall health outcomes.

Earned: 3 Point(s)

[LOCKED] MetLife Dental App Information & Resources
1 Point(s)
Claim Now

[LOCKED] Open Enrollment Questionnaire: Test Your Knowledge!
1 Point(s)
Claim Now

[LOCKED] Station 1: Highmark
1 Point(s)
Claim Now

[LOCKED] Station 2. Teladoc
1 Point(s)
Claim Now

[LOCKED] Station 3: Health Advocate
1 Point(s)
Claim Now

[LOCKED] Station 4: Blood Pressure Screening
3 Point(s)
Claim Now

[LOCKED] Station 5: Colonial
1 Point(s)

EVENT ACTIVITIES WALLET

Fall Fest 2022 Impact Results:



♥ 1,571 - Healthy Actions Taken | 2,744 - Raffle Tickets Dropped for Prizes

🛒 350 - Bags Of Fresh Produce

🚲 213 - Healthy Prizes on the Wellness Wheel

♥ 198 - Blood Pressures

⊕ 188 - Healthy Action Cards

📢 160 - Cancer Awareness Conversations

👤 126 - Spine Screenings

📄 50 - Flu Shots

📄 50 - Covid Vaccinations

March Madness 2023 Impact Results:

✈️ 1,028 Healthy Actions Taken | 1,380 H.A.R.D. (Healthy Action Reward Dollars) Earned

📄 224 – Webinar Attendees (Virtual: Medical, Medication, Money, Mental Health, Medicare)

🚲 214 – Movement is Medicine (In-person: Movement & Mobility)

✓ 181 – Healthy Activities (Virtual: Brain Sharks, Quizzes, Videos)

📢 159 – Nutrition & Healthy Living Programs (In-person: Monitoring Weight & Nutrition)

🩺 150 – Healthy Meals (In-person: Pescatarian & Vegetarian Food Truck)

🩸 84 – Blood Pressure (In-person)

💉 16 – Diabetes Prevention & L.E.A.N. Program Participants (Credit for On-going cohorts given)



Impact



Using game-based learning to drive employee engagement represents a creative and effective approach to promoting health behaviors and habits in the workplace.



This program has the potential to significantly improve employee health and wellbeing while also boosting employee engagement and productivity.



We are incredibly proud of the engagement of our City employees and retirees as reflected in our FY'23 Impact Results. We will continue to lead activities throughout the rest of the fiscal year to keep our workforce engaged.



CITY OF WILMINGTON
FALL FEST