

Wellness Week

Business Plan





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Wellness Week Overview

Friday, 16 September 2011 – Wednesday, 21 September 2011

Project Brief and Purpose:

The Pan American Health Organization, Regional Office of the World Health Organization (PAHO/WHO) and the World Economic Forum (Forum) are collaborating on “Wellness Week,” which seeks to develop a social movement on healthy settings for healthy living and increase awareness among individuals, policy makers, communities and employers. The objective of “Wellness Week” (WW) is to emphasize the importance of the built and natural environment and socioeconomic conditions in modifying the risk factors for non-communicable diseases and in promoting prevention.

Non-communicable diseases (NCDs) are responsible for more than half of all deaths in the world. WHO states that:

- **36 million** of the 57 million global deaths in 2008 were due to NCDs
- **29%** of NCD deaths in low- and middle income countries in 2008 occurred before the age of 60
- **80%** of premature heart disease, stroke and diabetes can be prevented.

In addition to increasing early death rates, NCDs also increase healthcare costs, affect development, lower the quality of life and decrease well-being.

Non-communicable diseases include mainly:

- Cardiovascular disease
- Cancers
- Diabetes
- Chronic respiratory diseases

While not the only NCDs, these four account for the majority of NCD-related avoidable deaths and share the common risk factors of physical inactivity, inadequate diet, tobacco use, and the harmful use of alcohol.

In 2011, “Wellness Week” will occur in New York City, 16-21 September, at the time of the United Nations (UN) High Level Meeting on the Prevention and Control of Non-Communicable Diseases, to be held at the United Nations in New York. The project will start with a small, concrete and doable set of activities, which target the delegates attending the UN meetings and other meetings, as well as the NYC community, specifically in Manhattan.

2011 should be considered a “launching year” for a movement that we expect will grow over future years in many other cities in the Americas and eventually worldwide; hence the historic importance of this event.

Other cities are welcome to lead similar events, starting in 2011.

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Objectives:

Wellness Week will focus on preventive measures for NCDs by raising awareness and creating a call to action for individuals, communities, policy makers, and employers. Specific objectives are:

1. **Individuals:** to engage individuals to take action to make healthy life style choices that lead to prevention of NCDs by:

- ❖ Increasing physical activity
- ❖ Encouraging healthy diets
- ❖ Limiting alcohol use
- ❖ Eliminating tobacco use
- ❖ Seeking appropriate preventive care

2. **Policy makers:** to create public policies and environments supportive of healthy living and making the healthier choices the easier option, For example:
 - Increasing access to affordable, healthy food: drinkable water, fresh fruit and vegetables
 - Creating urban design for an active living: walkable sidewalks, parks and plazas, access to comfortable and adequate public transportation
 - Creating closed and open spaces free of tobacco smoke
 - Limiting Carcinogens and Pollutants – water, air, second-hand smoke
3. **Employers and employees:** to challenge organizations to create products and services supportive of health, and to promote workplace wellness, which include policies and an organizational culture which creates supportive workplace environments for healthy living.

“Wellness Week” activities will be: Interactive, Memorable, Fun, Informative, Real-time and Virtual

Note: A Framework of the Project Brief and Purpose and Objectives can be found in Annex 1.

Approach to Implementation

- For each city or area that wishes to celebrate wellness week, a local organizing committee (LOC) should be established with representatives of relevant local authorities, representatives of PAHO/WHO and the Forum, and representatives of the private sector and of civil society, including key community groups, academia and faith-based. The Chair of the LOC or planning committee should be selected by the main local authority or selected by the committee itself.
- The roles of each representative group should be defined and agreed
- The terms of reference of the POC should be defined to include, but not be limited to,:
 - o Adopting or adapting the Wellness Week Business Plan and the Guidelines for Participating Organizations
 - o Developing the Budget for the core activities and for the administration of Wellness Week and the approach to resource mobilization

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- o Design and implement the communications strategy
- The modus operandi for the LOC is agreed to early, making maximum use of the virtual communications.
- Cities, municipalities and countries agree to respect the branding of wellness week which is anchored by the Wellness Week logo and attention is drawn to the guidelines for the use of this which is detailed in the document titled Participating Organization Guidelines. LOC could consider designing a complementary visual identifier for the local event.

Metrics

It is important to evaluate outcome and process through various types of metrics in order to reflect on the performance of Wellness Week and improve in the future. Below are examples of potential metrics; however, Participating Organizations will be asked to provide specific metrics on both outcome and process measures for their events.

- Quantitative indicators:
 - o “Wellness Week” Impressions
 - o “Wellness Week” Interactions
 - o Physical Attendance to Events
 - o Virtual Key Process Indicators (KPIs): (Examples: Number of Page Views, Site Visits, Video Streaming, Tweets, Facebook Impressions and Interactions, Location Mapping, etc.)
- Actionable indicators:
 - o [] Virtual personal tracking of short term and long term progress of individuals
- Addition KPIs to be discovered (e.g.: Engaging agencies for metric evaluation - ex: Nielsen)

Relevant Background

Document	Link
Prevention and control of non-communicable diseases, Report of the Secretary General, United Nations, May 2011	http://www.un.org/ga/search/view_doc.asp?symbol=A/66/83&referer=/english/&Lang=E
World Health Organization: 2008 – 2013 Action Plan: Global Strategy for the Prevention and Control of Non-communicable Diseases	http://www.who.int/nmh/publications/9789241597418/en/index.html
Pan American Health Organization: PAHO/WHO Regional Strategy & Action Plan on Chronic Disease Prevention & Control	http://www.paho.org/english/ad/dpc/nc/pan-mtg-07-2cncd-reg-strat.pdf
Margaret Chan, Director-General, WHO,: February 25, 2011 Statement at the Regional high-level consultation of the Americas on non-communicable diseases and obesity in Mexico City, Mexico	http://www.who.int/dg/speeches/2011/NCDs_20110225/en/index.html
Moscow Declaration. Ministerial Meeting April 28-29, 2011	http://www.who.int/nmh/events/moscow_ncds_2011/conference_documents/moscow_de

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	claration_en.pdf
Ministerial Declaration of Mexico. February 25, 2011 (version as of March 4th, 2011)	http://www.paho.org/English/D/Ministerial-Declaration-Mexico-NCDs.pdf
World Economic Forum Workplace Wellness Alliance	http://alliance.weforum.org/
Mike McCallister Interview, <i>Fortune</i>	http://money.cnn.com/2011/03/17/news/companies/leadership_michael_mccallister_humana.fortune/index.htm
NYC Department of Health and Mental Health Resources: Active Design Guidelines, White Paper TBD (1 st week in August)	www.nyc.gov/health

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Example of Development and Execution Plan for Wellness Week in New York City 2011

The following information describes the approach to the development and execution of Wellness Week in New York City. This includes details of the Planning Committee, Activities Planned to date, and Planning Milestones.

Wellness Week will be held in New York City from 16-21 September 2011.

Stakeholders:

Organization Represented	Planning Committee Members	Role in "Wellness Week"
World Economic Forum	Dr. Eva Jane-Llopis Ms Cynthia Gaechner Ms Shahnaz Radjy	-Co-leading "Wellness Week" with PAHO -Supporting the local committee -Sharing the concept of "Wellness Week" with new potential sponsors -Assisting in the engagement, evaluation and follow-up of sponsors -Organizing "Wellness Week" brainstorm event -Leveraging other Forum's events to promote "Wellness Week"
Pan American Health Organization/ World Health Organization	Dr. Karen Sealey Ms Jinny Klimas Dr. James Hospedales Dr. Carlos Santos-Burgoa Ms Silvana Luciani	-Co-leading "Wellness Week" with the Forum -Leading the Regional effort in the Americas -Assuring the links with the NYC DOHMH and possibly other related agencies -Alignment with PAHO's Policies -Link with US Department of Health and Human Service for inclusion of other cities
New York City Department of Health and Mental Hygiene	Ms Kelly Christ (NYC Local Advisor)	-Guidance regarding practices and content -Help on the permits and liaisons inside NYC -Serve as liaison with Mayor's office
The New York Academy of Medicine	Dr. Jo Ivey Boufford Ms Ruth Finkelstein	-Collaborating on symposia with a wide range of partners -Collaborating with local community--Greater Harlem Chamber of Commerce and CCNY on launch
Humana Inc.	Ms Susan Jones Ms Beth Holmes	-Creating the "Wellness Week" initial strategic framework -Assistance managing the budget, and the project plan for the New York portion of the event -Collaborate on vendor management for "Wellness Week" activities -Sponsorship of specific activities
The NCD Alliance	Ms Kiti Kajana	-Organize Conference on NCDs for NGOs -Provide guidance around NCDs -Advise on working with Delegates

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Wellness Week Activities in New York 2011

The following activities have been agreed to date. PAHO and The Forum are inviting participants to submit applications for further activities. For details, please refer to the Participating Organizations Guidelines. This section will be updated continuously and kept on the website.

Date	Activity	Description	Lead Organization
Month of September	Signage/Promotion of WW	To grab attention of the UN delegates, as well as NYC residents and other visitors to the city, Wellness Week could be advertised in the 3 NYC airports, on billboards, in subways and buses, on taxis, and in the area around the UN.	
16 September	Wellness Week Launch in Harlem	Wellness Week is scheduled to kick off in Harlem in partnership with the leadership of the Greater Harlem Chamber of Commerce. Launch scheduled for noon, around the State Office Building at 125th St.	NYAM
15-21 September	Hotel packet for delegates	Upon arrival at hotels, delegates will receive a professionally-prepared packet of information with places to eat healthy, walking paths, bike rentals, etc. It will also showcase ways NYC has increased opportunities for people to make healthier decisions.	Humana
17-18 September	NCD Alliance Conference	A conference to prepare advocates for the high-level meeting on non-communicable diseases and for action thereafter. To be held at NY Academy of Medicine.	The NCD Alliance
18 September	Symposium - the New York City experience	The NYC Health Commissioner to present recently-released White Paper on NCDS to showcase achievement of NY. To be held at NYAM	NYAM and DOHMH
19 September	Chronic Disease Prevention/Ageing Symposium	The symposium will focus on challenges related to chronic disease prevention, including ageing (Global Alliance on Aging and CFR are potential partners)	NYAM
16-21 September	Biking Program	Bike sharing stations will be sponsored in Central Park or other NYC areas for delegates/public.	Humana

Planning Milestones:

Milestone	Date
Forum to distribute Participating Organization Guidelines	30 June
Participating Organizations to submit Registration Form for Activity/Event	1-30 July
Planning Committee works with Event Company/Participating Organizations to review/approve Wellness Week activities	Begin 11 July
Media, PR and Web Launches	18 August
Wellness Week Launching event	16 September
Wellness Week Implementation of Events and Activities in NYC	16-21 September
After Action Review	22 September
Begin Plan for 2012 Wellness Week	4 October

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Annex 1: Strategic Framework

Who?

- Individuals
- Urban Communities
- Policymakers
- Employers (Workplace Wellness Alliance)

What?

Influence policy that will help create communities to promote change by creating:

- Favorable settings and policies
 - The urban environment
 - The social context
- Healthy behaviors
 - Increasing physical activity
 - Encouraging healthy diets
 - Limiting alcohol use
 - Stopping tobacco use

Why?

- To create healthy urban environments that facilitate healthy choices and activity
- To support freedom to opt for healthy behaviors
- To extend quality of life and life expectancy
- To improve the performance and contribution of individuals in their society/community
- To prevent and decrease susceptibility to additional chronic diseases
- To foster the ability to do things that bring joy and happiness to life

When?

- During “Wellness Week” - Friday, September 16, 2011 - Wednesday, September 21, 2011
- Advertisement and awareness activities before event

Where?

- Cities around the world

How?

Examples: Interactive health literacy, activities:

- Ad campaigns: airports, train stations, public transportation
- Information package on awareness of the built environment and social organizations in the area
- Virtual Interactions: (Web presence, Facebook, Twitter, etc.)
- You Tube spots about NCDs
- Walks, runs, dedicate walking and cycling paths
- Promote healthy food choices: grocery stores, restaurants

Link to other existing health-related events in the city

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Annex 2: Risk Factors for NCDs

“Wellness Week” will focus on raising awareness around the risk factors of NCD, and actions which can be taken to moderate these factors. The following is a brief list of the main risk factors of NCDs.

Behavior Risk Factors

- Physical inactivity
- Unhealthy diets
- Harmful alcohol consumption
- Tobacco use

Biological Risk Factors

- Raised blood pressure
- Raised cholesterol
- Raised blood sugar
- High body mass index (BMI)

Environmental Risk Factors

- Carcinogens and Pollutants – Water, Air, Second-hand smoke
- Limited access to healthy food: drinkable water, fresh fruit and vegetables
- Unlimited access to inexpensive, non-nutritive unhealthy foods
- Urban design for an active living: walkable sidewalks, parks and plazas, access to comfortable and adequate public transportation Street safety: road and violence safety
- Lack of housing, buildings and schools favorable to active living, accessibility to water, fresh food and transportation
- Closed and open spaces free of tobacco smoke