

University of Texas of the Permian Basin

FalconCommons

College of Health Sciences & Human
Performance

Dissertations & Theses

5-2008

A Wellness Guide for Recruiting Non-Participants into a Worksite Health Promotion Program

Lorenzo Patrick Cassella Jr.


Follow this and additional works at: <https://falconcommons.utpb.edu/utpb-nur>

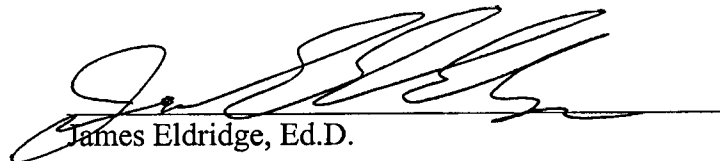


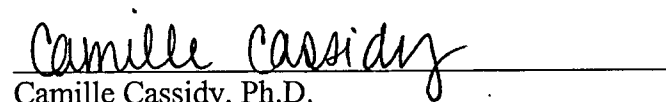
Part of the [Alternative and Complementary Medicine Commons](#), [Benefits and Compensation Commons](#), and the [Business and Corporate Communications Commons](#)

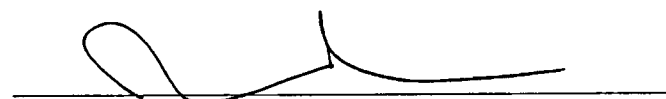
A WELLNESS GUIDE FOR RECRUITING NON-PARTICIPANTS INTO A
WORKSITE HEALTH PROMOTION PROGRAM

APPROVED BY SUPERVISORY COMMITTEE:


Patricia Sherblom, Ph.D.
Chair


James Eldridge, Ed.D.


Camille Cassidy, Ph.D.


Jason Lagapa, Ph.D.
Graduate Faculty Representative

A WELLNESS GUIDE FOR RECRUITING NON-PARTICIPANTS INTO A
WORKSITE HEALTH PROMOTION PROGRAM

by

LORENZO PATRICK CASSELLA, JR. B.S.

MASTER'S PROJECT

Presented to the Graduate Faculty of Kinesiology

The University of Texas of the Permian Basin

in partial Fulfillment

of Requirements

for the Degree of

MASTER OF SCIENCE

THE UNIVERSITY OF TEXAS OF THE PERMIAN BASIN

May 2008

Abstract

Rising costs of healthcare have motivated employers to offer comprehensive health promotion programs to their employees, to reduce health risk factors such as physical inactivity, poor nutrition, high stress, etc., thereby lowering both direct (i.e., medical) costs and indirect (i.e., absenteeism) costs. The majority of worksite health promotion (WHP) programs only show short-term (i.e., under 12 weeks) employee improvement in any one type of program for a few reasons;

- Employers develop action-oriented tools.
- Employers do not match current programs with the condition of their population.
- Employers do not integrate the Transtheoretical Model (TTM) and the Processes of Change into WHP programs.

Current research along with 'real-life' working experience suggest that a comprehensive approach should be used to maximize participation, structure stage-appropriate programs, and match programs with the condition of a population. The purpose of this research is to develop a wellness guide specific to lower stage of change recruitment strategies for health promotion program managers working with large, dispersed employee populations. Using such a wellness guide will reduce health risk factors and show long-term (i.e., over 6 months) employee improvements through lower direct and indirect costs.