



P I N A L • C O U N T Y

Wide open opportunity

Pinal County Wellness Coalition

Strategic Business Plan Alignment Maps

June 22, 2009

Wellness Coalition Mission

The mission of the Pinal County Employee Wellness Coalition is to provide health and wellness services and information to Pinal County employees so they can choose to lead healthier, more productive lifestyles.

Pinal County Wellness Coalition

Strategic Business Plan Alignment Map 1 of 3

Issue 1: Employee Health Risks

The increase in employee health risks creates a continued need to provide opportunities to address employee health and wellness issues which, if not addressed, will result in:

- Increased employee medical costs
- Increased employee absenteeism
- Decreased productivity
- Decreased employee morale

Issue 2: Customer Service Expectations

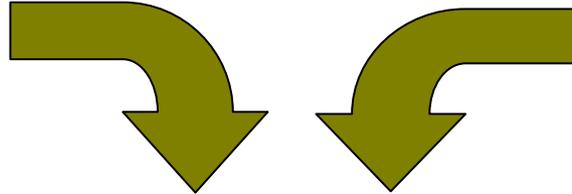
The increasing expectations of County employees combined with the Wellness Coalition being an all-volunteer staff creates an inability to provide a sufficient quantity of health and wellness programs which, if not addressed, will result in:

- Decreased ability or inability to address employee health risks
- A continued need to delegate Wellness Coalition tasks among volunteers
- Increased volunteer burnout and turnover
- Increased need for full-time staff, dedicated resources, and training

Issue 3: Partnerships

The continuing need for additional internal and external partnerships to supplement and facilitate Wellness Coalition programs will, if not addressed, result in:

- Inability to provide needed programs/services
- Employees will not have health risks addressed
- Decreased employee health and morale
- Underutilization of existing County resources
- Decreased educational opportunities for Wellness Coalition volunteers
- Decreased innovation of service delivery



Pinal County Wellness Coalition Strategic Goal #1: Risk Factor

Pinal County will reduce the employee health risk factor, as evidenced by:

- By 2012, 3% reduction in high risk as determined by employees who participate in the annual Health Assessment.

The purpose of the **Health and Wellness Activity** is to provide health assessment, vaccination, and information services to Pinal County employees so they can choose to reduce their health risk.

Activity Result Measures

1. 7% increase in health assessment participation from 259 to 277
2. 10% increase in MOM appointments from 135 to 148
3. 7% increase in the number of employees who receive Wellness Coalition-sponsored Flu vaccines from 429 to 459
4. 3% increase in the number of visits to the Wellness Coalition homepage from X* to Y* (no baseline data available **at this time**)

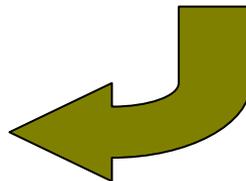
The purpose of the **Ancillary Activity** is to provide exercise facilities and equipment, event coordination, and support services to Pinal County employees so they can have opportunities to become more physically active and enhance their mental and physical wellbeing.

Activity Result Measures

1. 5% increase in annual visits to the Florence Fitness Center from 10,200 to 10,710
2. 5% increase in the number of employees who take advantage of reduced-price sporting event tickets from 169 to 177

Countywide Strategic Priorities

Does not align with Countywide Priorities



Pinal County Wellness Coalition

Strategic Business Plan Alignment Map 2 of 3

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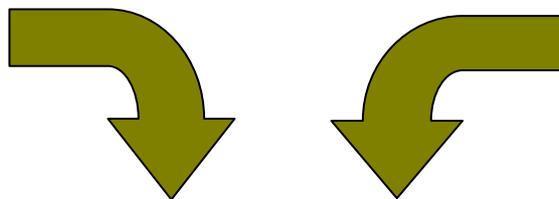
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Pinal County Wellness Coalition Strategic Goal #2: Participation

There will be an increase in participation of Wellness coalition events, as evidenced by:

- By 2011, 15% increase in Health Assessment participation from 259 in 2008 to 298
- By 2011, 20% increase in Mobile Onsite Mammography (MOM) appointments from 135 to 162
- By 2011, 15% increase in the number of County employees who receive Wellness Coalition-sponsored flu vaccines from 429 in 2008 to 493
- By 2011, 15% increase in annual visits to the Florence Fitness Center from 10,200 to 11,730

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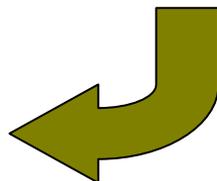
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Pinal County Wellness Coalition

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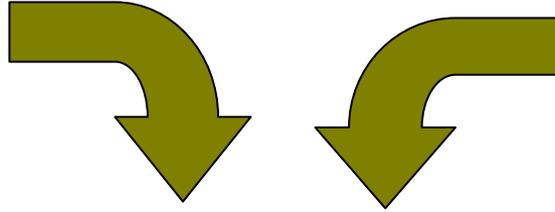
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Pinal County Wellness Coalition Strategic Goal #3: Information and Awareness

By 2012, Pinal County Wellness Coalition will increase the availability of information and awareness of services and programs, as evidenced by:

- 10% increase in visits to Wellness Coalition homepage from X* to Y*
- 95% of Wellness Coalition informational email responses answered within 3 business days

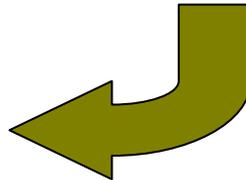
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Pinal County Wellness Coalition Cross Cutting Issues

Issue: Webpage content, update processes, and rules

Goal: #3 - Information and Awareness

Cross Cutting with: Information Technology

Need: Improved communication as to the processes and rules around managing the content on the Wellness Coalition webpage.