Wellness: More Band-aid therapy or "the cure"? – Mike Campbell, CWO
What local governments are doing.....

......to manage healthcare costs:
“Proactive avoidance…….

………of unhealthy events (and all that encompasses) & engagement in cultural and lifestyle change to include sustainability in the aforementioned”
DETERMINANTS OF HEALTH

Source: IFTF, Centers for Disease Control and Prevention
Obesity Trends* Among U.S. Adults
BRFSS, 1990, 2000, 2010
(*BMI ≥30, or about 30 lbs. overweight for 5’4” person)

Source: Behavioral Risk Factor Surveillance System, CDC.
Age-adjusted Percentage of U.S. Adults Who Were Obese or Who Had Diagnosed Diabetes

Obesity (BMI $\geq 30$ kg/m$^2$)

1994

2000

2009

Diabetes

1994

2000

2009

DETERMINANTS OF HEALTH

Top 10 Causes of Stress
% responding “somewhat or very significant”

- Money – 75%
- Work – 70%
- The economy – 67%
- Relationships – 58%
- Family responsibilities – 57%
- Family health – 53%
- Personal health – 53%
- Job Stability – 49%
- Housing costs – 49%
- Personal safety – 32%

Source: American Psychological Association 2012
80% of my health is dictated by my choices.
THE POWER OF CHOICE

WE HAVE ARRIVED WHERE WE ARE THROUGH INCORRECT CHOICES

“Freedom is not the right to do what you want to do but the POWER to do what you should do”
Through choice we can create a new experience or reality for ourselves that inspires us.

Through choice we can end an experience or reality for ourselves that is no longer tolerable.

Through choice we can maintain and sustain our current experience or reality as it is.

Most people tend to support the third function: what is knowable, comfortable and controllable. However, when we are healthy and happy, we’re motivated and tend to gravitate to the first function: making choices that support what has heart and meaning. And if we can no longer tolerate the experience or reality we’ve created, we will choose the second option: to galvanize our actions to create change.
WHERE DOES BEHAVIOR ORIGINATE?

Beliefs

Ethics/Values/Principles

Attitude
Paradigm- How We See Things
(Our State of Mind)

Lifestyle
(Our Way of Life)

Behavior
(Our Actions or Reactions)
2 QUESTIONS

1. When I must access care, how do I know I should and how do I do it cost effectively, efficiently, and with the best possible outcomes?

2. How do I keep from needing to access care?

Mike Campbell
INFORMATION + INSPIRATION + APPLICATION = TRANSFORMATION
FIVE BASIC WELLNESS PILLARS

- Physical Wellbeing
- Career Wellbeing
- Financial Wellbeing
- Social Wellbeing
- Spiritual Wellbeing
WHAT MOTIVATES US TO CHANGE?

- Facts
- Fear
- Force
- Relate
- Reframe
- Repeat
Whatever you create.....

- Is it Strategic?
- Is it Cultural?
- Is it Sustainable?
- Is it Resilient?
- Is it Measurable?
IT BEGINS HERE.......NOW

Without you......
there is no
“next step”. 
“Wellness Leadership”  -  Judd Allen, Ph.D.
“The Culprit & The Cure”  -  Steven Aldana, Ph.D.
“Deep Medicine”  -  William B. Stewart, MD
“The Seven Habits of Highly Effective People”  -  Stephen Covey
“Change or Die”  -  Alan Deutschman