



# Annual Enterprise Wellness Report

Calendar Year 2023

*Summary of 2023 State of Wisconsin Enterprise Wellness programs and activities.*

## Division of Personnel Management

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## Introduction

Well-being programs and initiatives for State of Wisconsin Government employees comprise many layers: the Department of Administration – Bureau of Equity and Inclusion (BEI), local agency efforts, the Well Wisconsin incentive program, and the Employee Assistance Program (EAP).

This report provides a summary of the program activities and available data for each component for the 2023 calendar year.

## Executive Summary

- BEI implemented several process improvements to support agencies across the enterprise including improved communications, enterprise-coordinated events, and a proactive strategy for connecting with champions.
- Agencies reported the monthly wellness newsletter/template as the most valuable tool provided in 2023, followed by topic-specific resource guides and the annual Wellness Model Communication plan.
- Agencies reported many successes in 2023, including successful worksite well-being challenges and programs, increased use of EAP, and improved communication strategies.
- A primary barrier for Wellness Champions is supporting employee well-being in addition to their primary job responsibilities.
- Well Wisconsin participation continues to rebound from the pandemic, with 38.09% of eligible employees participating in 2023.
- State employees' average health risks numbers have reduced from 3.8 to 3.7.
- Individual utilization of the Employee Assistance Program, described as individuals accessing EAP counseling services, was 5.9%, which is above the national average for EAP utilization of 5%. The total EAP engagement utilization was 61%. Engagement utilization is any time an employee engages with EAP through individual cases, sessions, management cases, training sessions, education, health fair contacts and critical incident participants.

## Bureau of Equity and Inclusion Summary

The Bureau of Equity and Inclusion (BEI) in the Division of Personnel Management (DPM) supports well-being programs and initiatives, including the employee assistance program, across the state enterprise. This responsibility includes establishing an enterprise-reaching framework and supporting wellness and EAP related initiatives within each State agency. BEI also provides best practice recommendations, consultation, and support to agencies in developing and maintaining worksite wellness and EAP initiatives. BEI supports a network of State Wellness Champions across the enterprise, which includes 24 State agencies, 37 Wellness Champions, and 42 EAP Coordinators.

Utilizing trends in organizational well-being and feedback from stakeholders across the enterprise, BEI determines resources and support that best fit the needs of state agencies, which can be summarized within two categories – Wellness Champion Development and Enterprise Program Support.

Wellness Champion Development refers to the technical support and professional development opportunities for State Wellness Champions to aid in developing and implementing employee well-being strategies at their state agency. Examples include support via the Wellness Council Community of Practice, training opportunities, agency program review, and best practice consultation.

Enterprise Program Support refers to the enterprise reaching support and tools that BEI develops or coordinates to supplement agency well-being efforts. These tools are based on data trends and are intended to help ease the burden for volunteer wellness champions as they develop and execute their wellness plans.

The following provides a summary of the tools, resources, and support BEI provided to the enterprise in 2023.

**Table 1: 2023 Accomplishments**

Wellness Champion Development		
Category	Resource	Notes
Committee	Enterprise Wellness Council	<ul style="list-style-type: none"> <li>• Bi-Monthly meetings</li> <li>• Champions support topics ranging from data analysis, equity and inclusion, program planning, and topic-specific support</li> </ul>
Committee	EAP Advisory Committee	<ul style="list-style-type: none"> <li>• Quarterly</li> </ul>
Training	DOA Spring Leadership Conference	<ul style="list-style-type: none"> <li>• Mental Health</li> <li>• Over 300 attendees</li> </ul>
Training	Department of Natural Resources Waste and Clean Water Conference	<ul style="list-style-type: none"> <li>• Work-Life Harmony</li> <li>• 150 attendees</li> </ul>
Consult	New Wellness Champion or EAP Coordinator Orientation	Fifteen (15)
Consult	Wellness Data Dashboard Consults	Nineteen (19)
Consult	Wellness/EAP Consultations	Nine (9)

Enterprise Program Support		
Category	Resource	Notes
Resource	Wellness Newsletter/Template	Ongoing, distributed monthly
Resource	Wellness Model Communication Plan	Ongoing, distributed annually
Resource	Wellness Resource Guides	Ongoing, distributed monthly
Resource	Wellness Champion Network Guide	Complete, December 2023
Resource	Financial Well-being Support	<ul style="list-style-type: none"> <li>Quarterly webinar series with EAP</li> <li>Partner with ELEVATE Wisconsin</li> </ul> Materials were created and distributed to champions
Report	Agency Wellness Reports	<ul style="list-style-type: none"> <li>Ongoing, distributed annually</li> </ul>
Report	Annual Enterprise Wellness Report	<ul style="list-style-type: none"> <li>Ongoing, distributed annually</li> </ul>
Training	Getting to Know Your EAP	<ul style="list-style-type: none"> <li>Three sessions, partnered with EAP</li> </ul>

BEI continues to elicit stakeholder feedback to inform process improvements that best serve state agencies across the enterprise. In response to areas of opportunity identified in 2022, BEI implemented several process improvements to support wellness stakeholders across the enterprise, including:

- An Annual Enterprise Wellness strategic plan designed to provide champion development and enterprise program support to wellness stakeholders.
- Enterprise-coordinated events, such as quarterly financial well-being webinars and enterprise-wide EAP orientations.
- Increased accessibility to 1:1 support for Wellness Champions with use of an active Bookings link to schedule time for questions and consultation with the enterprise coordinator.
- A proactive approach to scheduling data consultations with state wellness champions, increasing engagement from 2 agencies in 2022 to 20 agencies in 2023.

Additionally, BEI has worked to identify ways to evaluate the use and effectiveness of the tools and resources developed and shared throughout the year. Using information from the 2023 Annual Wellness Champion Year-End Summary Survey, BEI learned:

- Agencies find the monthly newsletter/template most valuable, followed by topic-specific resource guides and an annual wellness model communication plan.
- Agencies find value in the support that BEI provides through consultation, resources, and stakeholder groups.

Further evaluation methods will continue to be explored to gain an understanding of the value and effectiveness of enterprise-initiated programs and resources.

## State Agency Summary

As designated by the agency's human resources leadership, Wellness Champions are the primary drivers of well-being plans and strategies at the agency level. They serve as the primary contact for wellness information and distribution, set goals, and develop a wellness plan in collaboration with agency partners to support employee well-being advancement.

Across the state enterprise, there are variations in the approaches that agencies take to support employee wellness. One of the 24 supported agencies has a staff member dedicated to employee wellness for agency staff. Other agencies report having wellness responsibilities written into their position description, and most employees serve informally with the permission of their supervisor. Agencies also have variations in program infrastructure and strategic approach.

Utilizing self-reported status from the 2022 Equity and Inclusion Monitoring Audit and the 2023 Annual Wellness Champion Year-End Summary Assessment survey, the following summarizes well-being program structure across State of Wisconsin agencies, accomplishments, and barriers. Fifteen out of 24 supported agencies completed the Annual Survey.

## Key Findings

- Most Wellness Champions dedicate ten or fewer hours per month to supporting well-being within the agency.
  - The Department of Health Services has a full-time position dedicated to Employee Well-being.
  - Few other Champions report having wellness responsibilities written into their position description, and most serve with permission of their supervisor with no formally documented responsibility.
  - The Department of Corrections has a full-time position dedicated to Employee Assistance.
- Most state agencies develop agency-specific wellness programs in addition to available vendor programs.
- 66% report developing a formal wellness plan in 2023.
- 87% report having a wellness committee or agency workgroup focusing on employee well-being.
- 87% report having leadership support or a leadership sponsor for the wellness committee/workgroup.
- 87% report utilizing wellness and available agency data to make data-informed decisions. The most referenced data sources include Well Wisconsin participation and risk data, EAP utilization, agency program participation, and agency-led wellness surveys.

While many Wellness Champions have informal support from leadership and their direct supervisor, lack of dedicated time to support employee well-being strategies and programs is a barrier for most. Other barriers noted include employee engagement and participation in wellness programs and activities, limited wellness budgets, challenges with supporting hybrid/remote workforce, engaging wellness committee members, and limited access to leadership.

Despite challenges, Champions continue to build capacity within their means and have had much success with well-being programs and initiatives within the past year. The following are self-reported program accomplishments from across the enterprise.

- A successful hydration challenge that provided information and water bottles was funded through an ETF wellness grant.
- Success in scaling back to focus on smaller areas of well-being to reduce burnout of wellness support staff and employees.
- Agency facilitated a year-end staff survey on wellness programming with 25% of staff noting participation in an agency employer sponsored activity, more than 50% indicating participation in other sponsored events and activities and 75% of staff indicating participation in Calm App subscription.
- Annual wellness training, along with regular communication via email and wellness notes is provided on the agency intranet.
- The On the Move program elicited employee engagement in teamwork and physical activity.
- Wellness committee staffed with representation from across the agency.
- Increased utilization of EAP services.
- Meeting and exceeding attendance goals for blood drives and flu clinics.
- The development of an agency wellness committee and wellness plan.
- Success with many worksite challenges and classes, including Dry January, Sober October, Rainbow Challenge, “We Like to Move It” Challenge, Suicide Prevention Training (safeTalk), Art Therapy, and virtual yoga/mediation/sculpting classes.
- Scheduled worksite blood drives and biometric screenings.
- Improved communication tools included an updated intranet page for wellness, a transition to Gov Delivery for the wellness newsletter, and the continuation of custom intranet pages for wellness and EAP.
- Successful steps challenge.
- Hosted wellness book clubs.
- The hiring of a Workforce Culture Officer who has helped to design new communication tools, weekly updates, and incorporation of enterprise resources.
- CPR training was offered across many agencies.
- Steps Challenge, webinars to support family care, nutrition, fall prevention, & sleep issues, COMET mental health training, live cooking demonstrations to support healthy eating based on agency risk factors, and a session on setting goals for the new year.
- Mental Health first aid training for staff.
- Couch to 5K program, biking, and step challenges to encourage physical activity.
- Series of TedTalks to promote mental health awareness and life skills.
- Agency plans around four principles: Connect, Collaborate, Inclusivity, and Input/Measure. Program accomplishments in these areas include:
  - Connect – monthly newsletters, Wellness TEAMS channels for all staff, weekly sharing of information via Teams, submissions to agency wide communications.
  - Collaborate – collaborative projects with agency equity and inclusion advisory and trauma-informed care committees on mental health, Black History Month, National Recovery Month,



- presenting well-being topics within different workgroups across the agency, attendance at Trauma Informed Leadership training, support for flu clinics, and partners in giving
- Inclusivity – support with equity and inclusion plan, offering inclusive fitness classes to agency and enterprise state employees, Insight Timer app for staff, lunch and learns about wellness offerings and Insight timer workshops for all staff.
- Input/Measure – conducted multiple surveys to obtain participant feedback for classes and an annual wellness survey to understand staff requests for wellness programs.

In 2024, champions are prioritizing fun and engaging experiences for staff, leveraging enterprise resources, integrating equity, inclusion, and well-being, and taking advantage of vendor offerings and support. Many have goals for further collaboration with other agency stakeholder groups, building relationships, and continuing to be supportive of staff well-being.

## Well Wisconsin

Well Wisconsin is the uniform wellness benefit available to employees and their covered spouses who participate in the State Group Health Insurance Program (GHIP). The incentive provides eligible participants with tools, resources, and wellness challenges to support their health and well-being goals and offers a \$150 reward for completing three program activities. This program is facilitated by the Department of Employee Trust Funds and dedicated well-being staff through WebMD, BEI, and the designated Wellness Champions within each state agency support the program at the State and local agency levels. Wellness Champions are asked, at minimum, to promote, share, and communicate the Well Wisconsin resources and applicable events across their agency throughout the year, based on the Enterprise Wellness Model communication plan.

Annually, Well Wisconsin provides data on program participation, utilization of available programs, and breakdown of health risks of the state employee population. There is also data on two limited programs, the Diabetes Prevention Program and the MeQuilibrium (MeQ) Program.

## Key Findings

- In 2023, 27,156 state employees were eligible for the Well Wisconsin program, representing roughly 79% of the State employee population. Of the eligible population, 38% participated in all three activities to earn their 2023 Well Wisconsin incentive, a 3.8% increase from 2022.
- Program utilization trends indicate dental cleaning as the highest reported health check option, and Well Wisconsin Radio as the highest reported well-being activity option.
- The State of Wisconsin employees' top health risks, as collected by the self-reported health assessment, are as follows: overweight/obesity, nutrition, prevention, blood pressure, and sleep. Top health risks have remained unchanged for the past three years.
- The average risk per person was reduced from 3.8 to 3.7. While this remains in a high-risk category, any reduction in health risk factors is a positive shift.

# Program Participation & Utilization

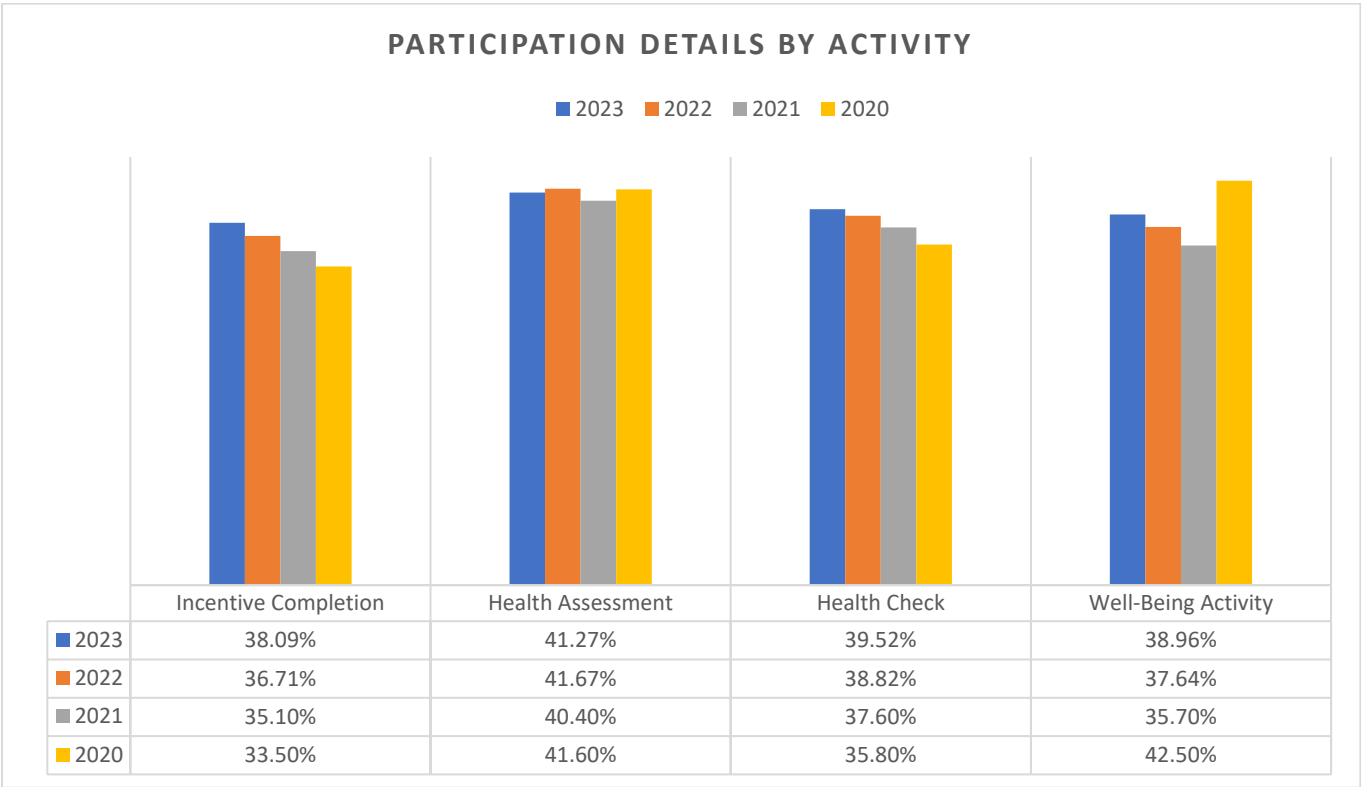
State employee participation in the Well Wisconsin program was greatly affected by the COVID-19 pandemic, with a loss of 11% participation from 2019 to 2020. Over the past few years, participation has slowly rebounded, and in 2023, the State regained participation to match pre-pandemic levels. Table 2 outlines Well Wisconsin participation trends dating back to 2019, comparing the State to the overall ETF population.

Table 2: Well Wisconsin Participation Trends

	2023	2022	2021	2020	2019
STATE EMPLOYEE PARTICIPATION	38.09%	36.7%	35.1%	33.9%	38.2%
TOTAL ETF POPULATION PARTICIPATION	29.19%	30.83%	29.1%	27.5%	30.6%

Taking a deeper dive, Table 3 outlines participation by each step required to earn the incentive. In 2023, 41.2% of eligible employees completed the health assessment, 39.52% completed the health check, and 38.96% completed the well-being activity, yet only 38% completed all three incentive activities. This consistent activity indicates that employees are engaging in one or more steps of the program but not completing all three. While this trend is not new, the completion gap is reducing, with a 3.18% point difference in 2023 compared to a 9% point gap in 2020.

Table 3: Participation Details by Activity



Program utilization is another aspect of participation that provides valuable insight into the specific programs and resources employees engage in to complete the incentive. This information can inform communication and promotion strategies as well as specific topic areas of interest for the enterprise.

In 2023, two out of three steps to complete the Well Wisconsin incentive provided various options for completion.

- The health assessment is required, and can be completed via the online portal, through the WebMD One App, over the telephone, or by paper.
- For the health check, employees had the option to complete an onsite biometric screening at an employer location, use an at-home self-collection kit, complete a healthcare provider form, report a dental cleaning visit, or participate in one health coaching call.
- For the well-being activity, employees had several options to choose from including listening to two Well Wisconsin Radio sessions, completing an employer-sponsored activity at their worksite, participating in a Daily habits plan, completing three health coaching calls, or participating in the Invitational Step Challenge, Rethink Your Drink, or Stressless Challenges.

Table 4 offers completion details for each health check and well-being activities offered in 2023. Over 75% self-reported a dental cleaning to fulfill the health check requirement, followed by the health screening option. Similarly, close to 74% self-reported completion of two Well Wisconsin Radio sessions, followed by the Rethink Your Drink challenge. It is important to note that 2023 completion data includes all Well Wisconsin program participants, including state employees, UW System employees, and local employers across the state. State-specific data is not available.

**Table 4: 2023 Completion Details**

<b>HEALTH CHECK</b>	
Dental Cleaning	40,652
Screening (Self-collection kit, healthcare provider form or Onsite Biometric Screening)	7,975
Health Coaching call	7,169
<b>WELL-BEING ACTIVITIES</b>	
Well WI Radio (two interviews)	38,515
Employer-Sponsored Activity	3,299
Daily Habits	2,762
Health Coaching	2,179
Stressless Challenge	615
Rethink Your Drink Challenge	3,809
Invitational Challenge	1,099
meQuillibrium Assessment	891
Reassess meQuillibrium Assessment	112
** Data includes all Well Wisconsin program participants (State, UW System employees, and local employers). State of Wisconsin employee-specific data is not available.	

WebMD also tracks participation and engagement in the Well Wisconsin Program based on monthly Health Assessment (HA) completions and total portal visits by month. Table 5 details Unique HA Completions by each month for all Well Wisconsin participants within the GHIP. Trends indicate high completion rates at the beginning of the incentive year, along with the weeks leading up to the deadline, which occurs in early October.

A similar trend is displayed in Table 6, detailing the total number of site visits per month to the WebMD portal for all Well Wisconsin participants within the GHIP. While there is more fluctuation in engagement throughout the year when viewing overall site visits, data aligns with the HA completions, indicating higher engagement at the beginning and end of the incentive period. This information is valuable for wellness champions and stakeholders with responsibility for communicating about the Well Wisconsin program and offers insight into areas of opportunity to encourage engagement throughout the year.

Table 5: Unique HA Completion by Month (Total Population)

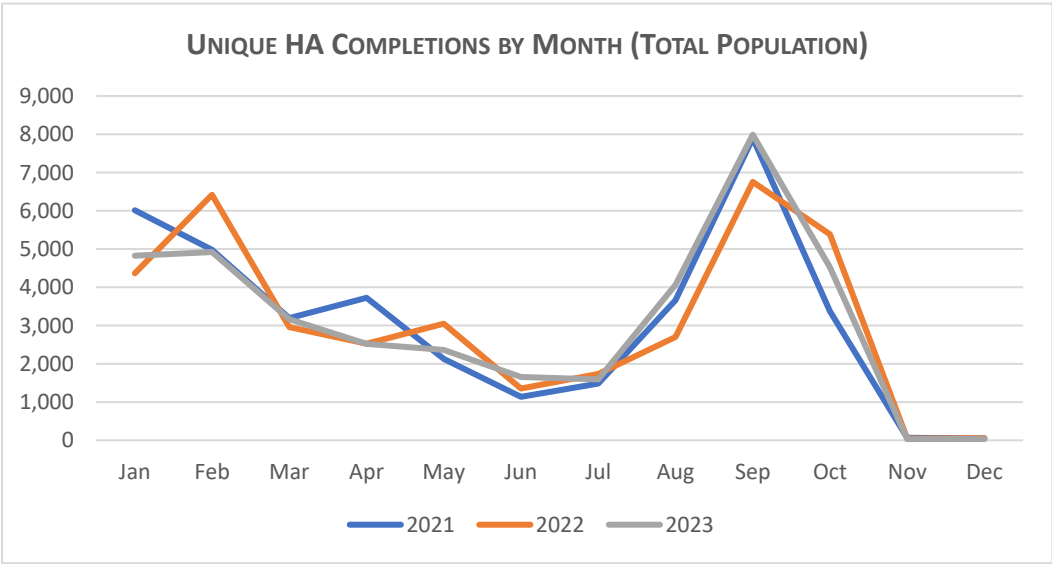
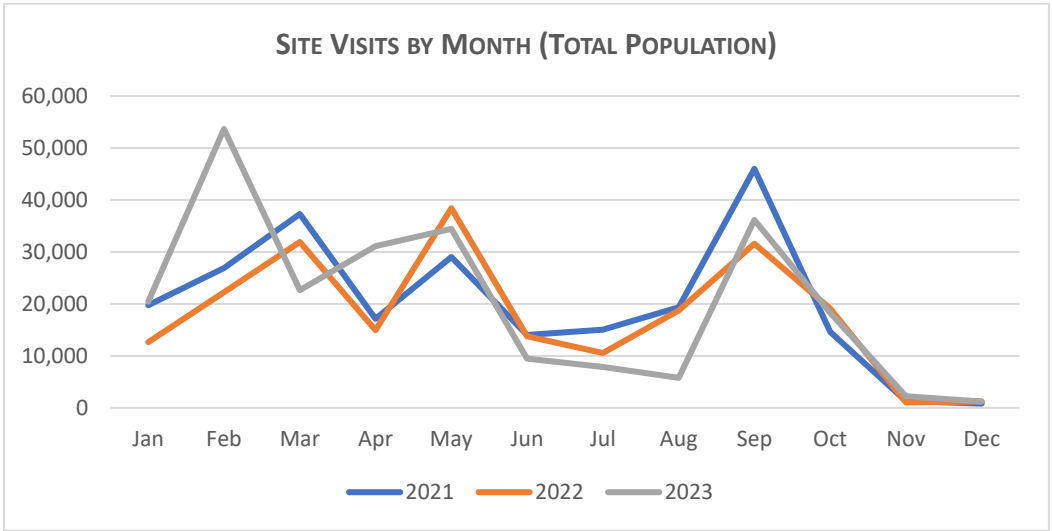


Table 6: Site Visits by Month (Total Population)



## Population Health Risk

Population health risk data provides a drill down to specific risk factors contributing to overall employee health. This data is gathered via the online health assessment in the Well Wisconsin portal.

In 2023, 42.1% of eligible employees completed the health assessment, which equates to 10,833 employees. Of those participants, 58.5% identified as female and 41.5% as male. Table 7 provides details related to the trends in health risk between 2021 and 2023.

Table 7: Employee Health Risks (State Only)

Health Risks	2023	2022	2021
Average Risk/Person	3.7	3.8	4.0
<b>Risk Categories</b>			
Alcohol	13.2%	14.3%	14.7%
Anxiety	23.2%	24.3%	26%
Blood Pressure	31.6%	29.8%	40.9%
Blood Sugar	20.8%	20.8%	26.8%
Cholesterol	27.2%	27.6%	30.2%
Depression	16.7%	18.3%	18.2%
Nutrition	60.8%	66.7%	68.4%
Physical Activity	17.1%	20.7%	21%
Prevention	31.9%	32.8%	34.1%
Sleep	39.7%	42.5%	46.3%
Stress	23.7%	23.5%	25.2%
Tobacco	26.4%	27.6%	30.2%
Weight (Overall)	75.4%	75.1%	74.3%

*\*Data represents State employees. Spouses are not included.*

Key: **Red** = Top 5 Health Risks

Note: This is not a direct comparison due to different participants year over year.

While top health risks have remained the same for the past three years, improvements were documented in the areas of alcohol, anxiety, depression, nutrition, physical activity, and prevention. Areas with increased risk include blood pressure, stress, and weight. Overall, the state has seen continued improvement with a reduction in average health risks per person, averaging 3.7 in 2023, compared to our previous average of 3.8 and the WebMD Book of Business average of 4.0 risks per person.

## Limited Programs

Well Wisconsin offered two limited programs to state employees in 2023: the Diabetes Prevention Program (DPP) and the MeQuilibrium (MeQ) Program.

## Diabetes Prevention Program (DPP)

In 2023, WebMD hosted three DPP cohorts across the enterprise, with employees from the Department of Administration, Department of Public Instruction, and Department of Health Services. These locations were chosen based on the high prevalence of pre-diabetes among the employee population with the goal of reducing the risk and prevalence of pre- and developed diabetes. The program is certified by the Centers for Disease Control and Prevention and requires a yearlong commitment for participants to complete the entire program cycle. Highlights from the 2023 cohorts include:

- 60% of those who completed the program achieved one of the following outcomes after 12 months of participation:
  - At least 5% weight loss
  - At least 4% weight loss and at least 150 minutes/week of average physical activity
- 84% self-reported progress towards healthier eating habits
- 58% self-reported progress towards improved physical activity, with an additional 26% noting they achieved their physical activity goals
- 52% self-reported progress toward their weight loss goal, with 11% achieving their goal
- 44% self-reported confidence in maintaining healthy lifestyle changes
- Participants also found great value in the support of the lifestyle coach and other participants in working towards their goals.

Data will continue to be gathered with the current and future cohorts of the program to evaluate effectiveness amongst the state employee population.

## MeQuilibrium (MeQ)

MeQ is a web-based resilience program piloted to limited state agencies in both 2022 and 2023. Participating agencies included:

- Department of Administration (DOA)
- Department of Employee Trust Funds (ETF)
- Department of Health Services (DHS)
- Department of Justice (DOJ)
- Department of Natural Resources (DNR)
- Department of Public Instruction (DPI)
- Public Defenders Office (DPO)
- Public Service Commission (PSC)

The MeQ program is supported by WebMD program management staff through informational meetings, consultations, and monthly promotional communications. 2023 highlights of the meQ program include:

- MeQ saw 944 new enrollments for 2023, which is almost double the total enrollment of 471 in 2022.
- The DHS leads in enrollment with 713 employees, followed by the DNR with 291.
- 44% of participants engage in the program on a regular basis.
- 33% of engaged employees experienced an improvement in their four lowest resiliency factors.

While overall enrollment in the program is low based on eligible headcount, data will continue to be collected as the program continues, with plans to expand the program to the entire state enterprise in 2024. This expansion

will allow for further support from BEI to incorporate into the enterprise strategy and communication plan as it will have further reaching support beyond the limited agency profile that it currently operates within.

## Employee Assistance Program (EAP)

The State of Wisconsin partners with Acentra Health to provide free and confidential counseling and work-life support to State of Wisconsin employees and their household family members. Like the Well Wisconsin program, a network of designated EAP Coordinators across the State are asked to promote, share, and communicate about the EAP benefits and services across the agency throughout the year, with support from BEI and Acentra Health program management staff.

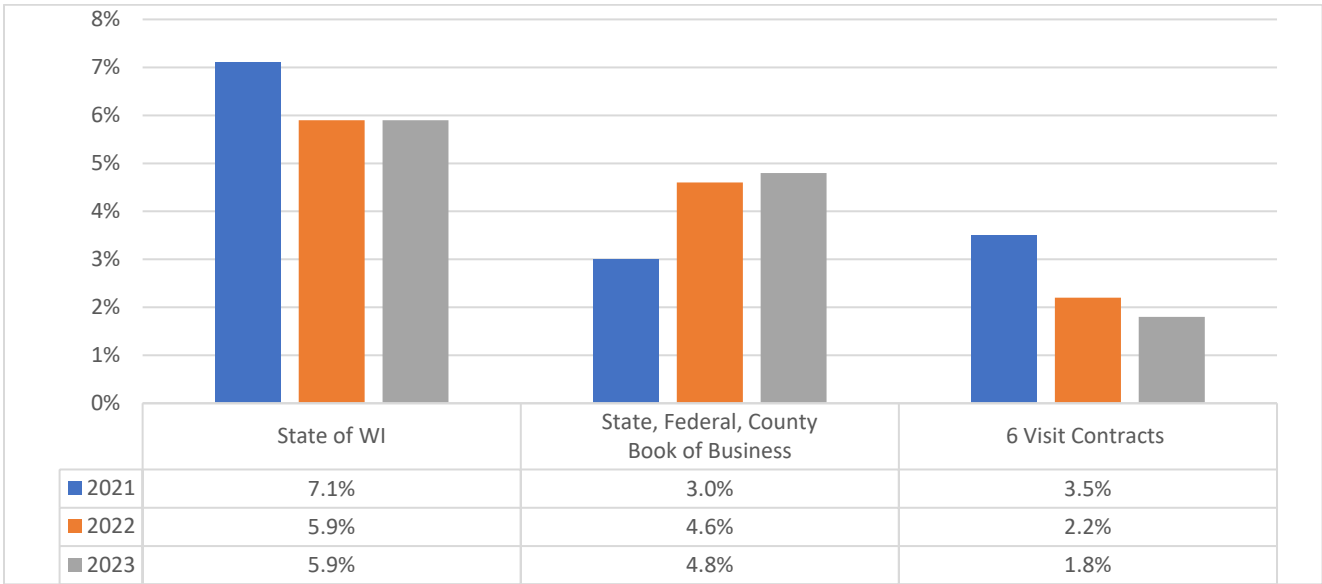
The State receives quarterly aggregate reports that detail EAP program utilization, primary presenting concerns, and user demographics. These data points are used to identify program trends to inform strategic wellness plans and initiatives across the enterprise.

## Utilization

Comparing 2023 EAP to previous years, utilization trends and user demographics for the State of Wisconsin EAP remain consistent.

Individual EAP utilization includes all individuals accessing EAP services during the reporting period. The State of Wisconsin’s utilization rate for 2023 was 5.9%. This is slightly higher than the national average<sup>1</sup> for EAP utilization of 5%. Compared to Acentra Health’s Book of Business, the State exceeds utilization rates for other government entities as well as other clients that utilize a 6-counseling session model. Table 8 displays details comparing the State to Acentra Health Book of Business. In summary, the State exceeds the utilization of other organizations that offer similar EAP services.

Table 8: Utilization Compared to Acentra Health Book of Business



<sup>1</sup> Wolf, Ryan, [Invest in Your Employees' Wellbeing; You Can't Afford Not To](https://www.gallup.com) (gallup.com)

Another utilization metric tracked is engagement utilization. Engagement utilization provides a broader view of employee interaction with the EAP, including the total number of counseling sessions, all management services and critical incident stress management (CISM) cases, training, EAP orientation participants, CISM participants, health fair connections, and web hits. In 2023, the State engagement utilization of EAP services was 61%, with over 21,000 lives touched. A review of engagement utilization provides a more holistic view of overall EAP connections with staff outside of the core services.

## Training and CISM Utilization

EAP Coordinators and agency staff have access to multipurpose hours. Multipurpose hours can be used for EAP services such as training, conflict resolution, and critical incident stress management/debriefing sessions in the workplace. Agencies are awarded 15 hours per 1,000 employees annually.

In 2023, training utilization across the enterprise increased by 33%, and the number of training participants increased by 77%. Increased utilization of these hours not only supports personal and professional development with agency staff, but also helps to promote the vast array of EAP services available to staff.

Critical Incident Stress Management (CISM) is a specific approach in services or activities that are used to respond to and manage or debrief from a critical incident in the workplace. CISM utilization for 2023 was up 84%, with agencies using a collective 122 hours to support staff through adverse events in the workplace. These hours supported over 456 staff members. Staff and supervisor testimonials from CISM sessions indicate that EAP staff were helpful, thoughtful, compassionate, and well-received by agency staff, who were appreciative of the support.

Table 9 provides detailed information on EAP utilization details from individuals, overall engagement, training, and CISM support from 2021-2023.

Table 9: EAP Utilization Detail

ENTERPRISE UTILIZATION DETAIL	2023	2022	2021
EAP Cases	1,988	1,959	2,392
Management Consultation Cases	47	57	84
EAP Session Count	2,308	2,307	3,476
EAP Training Hours Utilized	212	159	96
Total # Training Participants	5,863	3,304	2,725
CIS & Other Multipurpose Hours	122	66.5	87.5
CIS & Multipurpose Hours Participants	456	573	678
Total Lives touched	21,409	n/a	n/a
Total EAP Utilization	5.9%	5.9%	7.1%
Engagement Utilization	61%	n/a	n/a

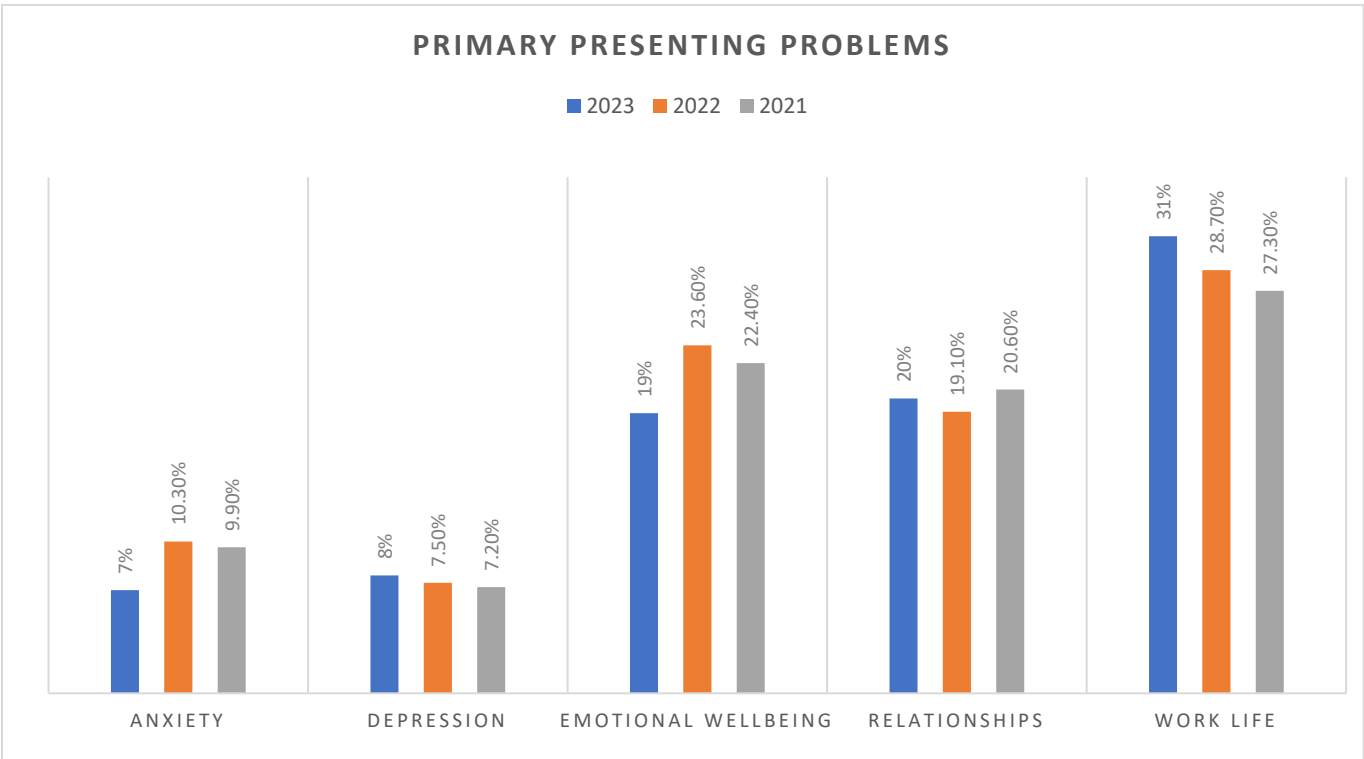


## Primary Presenting Concerns

The core offering of the EAP is the counseling services available to state employees and their household family members. With mental health services in high demand, often with long wait times, EAP counseling is available within three business days to assist with mild to moderate mental health symptoms and work-life concerns.

In 2023 the average session count for those engaging in EAP counseling services was four out of six sessions. According to data presented in Table 10, addressing work-life concerns was the top area requested, followed by relationships and emotional well-being. Overall, the primary concerns for state employees have remained unchanged in the past three years.

Table 10: Primary Presenting Problems



## User Demographics

While the State’s EAP program is available to employees and their household family members, employee use of the EAP is much higher than the other covered members. Trends indicate that while still low, family member utilization is steadily increasing. This trend is a positive shift, indicating increased awareness of family members of the available program and services.

Demographic trends show that women are more likely to seek help than men, though 2023 brought a 2.4% increase in male utilization of EAP services. This trend coincides with research confirming that males are less likely to seek help for mental health difficulties than females. Table 11 provides detailed information on the user demographic trends based on gender, age, and years of service.

Table 11: EAP User Demographics

USER DEMOGRAPHICS			
	2023	2022	2021
Relationship to Employee			
Employee	88.1%	86.5%	88.1%
Spouse/Significant Other	5.6%	5.3%	5.1%
Dependent	2.3%	2.3%	2.9%
Child	3.0%	4.9%	3.4%
Other	.9%	1.1%	.4%
Gender			
Male	36.7%	34.3%	36.5%
Female	63.2%	65.5%	63.4%
Unconfirmed	.1%	. 1%	.1%
Age			
Undisclosed	2%	2.3%	Data not gathered in 2021
>18	3%	4.56%	
18-30	15%	16%	
31-40	30%	27%	
41-50	23%	24%	
51-60	19%	19.7%	
>60	7%	6%	
Years of Service			
< 1 year	11.7%	9.4%	6.4%
1-4 years	31.9%	33.8%	39.3%
5-14 years	38.9%	35.5%	35.1%
15-24 years	12.6%	16.7%	14.8%
25+ years	5.0%	4.7%	4.5%

## Trends and Opportunities

A thorough review of all programs and resources available in 2023 indicates a successful year of supporting employee well-being across the enterprise with collaboration between the Department of Administration, state agencies, Well Wisconsin, and the Employee Assistance Program. As we continue to see trends with positive improvements in employee well-being and increased participation and utilization, there are still opportunities to provide further support and efficiency in delivering services to state employers, employees, and their family members in supporting overall well-being.

As we look forward to 2024 and beyond, the following summarizes observed trends and areas of opportunity in each of the program areas:

## Bureau of Equity and Inclusion

- In 2023, BEI explored supporting state agencies with enterprise-coordinated events like the quarterly financial well-being webinar series and quarterly Getting to Know Your EAP sessions as a supplement to agency-focused wellness efforts. Initial success with these events indicates the opportunity to expand this support in 2024.
- BEI found success with targeted outreach to agency champions to discuss wellness related data and opportunities. These discussions will continue, along with discovering other consulting opportunities throughout the year.
- Peer to peer learning and networking has proven to be a valuable tool for wellness stakeholders. BEI will continue to create opportunities for the wellness community to learn and grow with one another through wellness council meetings and other connection avenues.

## State Agencies

- State Wellness Champions and their committees continue to show dedication and passion for supporting employees within their agency but are dealing with burnout and a lack of stakeholder engagement. BEI will work with agencies throughout 2024 to address wellness committee needs and help support expanded wellness champion networks across the state.
- Many agency committees operate at a grassroots level. Soliciting leadership support and commitment to employee well-being would provide the necessary means to elevate the efforts of champions and committees and overall employee engagement in well-being efforts.
- Time continues to be a barrier for champions. Continued support to supplement agency efforts will be identified at the enterprise level, in addition to realistic goal setting to help agencies build capacity over time.

## Well Wisconsin

- Program participation has continued to rebound since the onset of the pandemic and will continue to be an area of focus, with a goal of enterprise participation increasing 1% annually until 40% of the eligible population is reached.
- To help achieve overall participation goals, it is an area of focus to close the gap between those who start the incentive and those who finish. This goal will require an increased focus and promotion of the available health check options and well-being activity options throughout the year when engagement in the program tends to drop.
- While trends indicate positive improvements in overall employee health risk, continued focus on supporting employee health through the promotion of Well Wisconsin and local agency efforts may help to continue the positive trend of improved health.

- In 2024 Well Wisconsin has expanded its programs, which includes an additional five WebMD staff members, an increase from two support staff to seven. This expansion increases the capacity to provide more programs and support to state champions and employees. BEI will continue to partner with WebMD and ETF to strategize the best ways to support champions and staff across the enterprise.

## Employee Assistance

- EAP utilization trends and user demographics have remained consistent for many years. While this does indicate steady and consistent use, expanded promotion on the depth of offerings available from EAP may help to widen the scope in which employees think of EAP and drive utilization. BEI is exploring enterprise learning opportunities to support this including EAP orientations, website tutorials and expanded information on overall mental well-being benefits available to staff.
- Another opportunity to increase EAP exposure is through expanded promotion opportunities, such as onsite training, more frequent EAP orientations, and embedding EAP into regular agency communications. This can be achieved globally through agency-wide communications, or at a more local level with trained EAP champions across state agencies.
- Agencies should also consider integrating EAP into a larger strategy around employee mental well-being. Enterprise support is available to those seeking a more robust strategy.

As for the next steps, these areas of opportunity will be considered as BEI develops enterprise initiatives and strategies in the coming years.

## Resources and References

### Bureau of Equity and Inclusion

- 2022 Equity and Inclusion Monitoring Audit Reports
- 2023 Annual Wellness Champion Year-End Summary Survey

### Well Wisconsin

- 2023 Well Wisconsin Key Findings Annual Review
- 2021 - 2023 Well Wisconsin Health Assessment Data
- 2019-2023 Well Wisconsin Participation Data

### Employee Assistance

- 2023 Enterprise EAP Utilization Summary, Acentra Health