



UNIVERSITY OF
CENTRAL
ARKANSAS™

UCA
BeWell

BeWell experienced significant growth during the 2024 - 2025 year, which is reflected in increased participation numbers. The program not only grew in participation but also expanded program opportunities through in-person and virtual presentations, newsletters, and social media. I look forward to continued growth across all of these areas. Here are some quick data points to recap how the year went:

- 688 participants earned the \$20/month insurance discount - a 10% increase
- 439 participants earn BearBucks - a 23% increase
 - 34 participants earned \$50
 - 34 participants earned \$75
 - 362 participants earned \$100
- 486 participants completed their biometric screening at the Student Health Clinic - a 27.6% increase
- 759 educational pathways were completed
- 32 participants utilized the EAP program for a total of 93 sessions
- 15 BeWell Wellness Champions participated
- 17 BeWell Monthly Presentations
- 59 New Hire Gift Bags were delivered
- 5 HealthCheck360 Challenges/Campaigns
 - Mobile app Challenge - 300 participants
 - HWY1 California Challenge - 85 participants
 - Digital Minimalism Campaign - 237 participants and 2498 submissions
 - Waterworks Challenge - 42 participants
 - Sleep Tight Tonight Challenge - 73 participants

Feedback:

Throughout the 2024-2025 year, we continued to receive wonderful feedback regarding the program. After the digital minimalism campaign, we received the comment below from a participant - "I just completed a newly uploaded pathway on myhc360 about digital minimalism that entailed watching a YouTube video in which the YouTuber did a real-time sketch of the main

ideas in the book Digital Minimalism. I just wanted to praise this activity as particularly worthwhile, and to thank you for making it available, as I would not have stumbled on the book otherwise. Or at least it would have taken me a while to stumble on it.”

Another participant said, “I LOVE this campaign! Kudos to you and your team for getting it going. I just finished the pathway, and I like how actionable that guy's thoughts are...I'm going to share these ideas (and video) with my husband tonight!”

Another change we had this year was hosting a BeWell table at the physical plant to help encourage participation from this department. During this time, we were able to help educate this department about the program, help employees create their myHC360+ account, and answer questions. We also partnered with the UCA Student Health Clinic to have a physical plant screening day; two days that they could walk in or make an appointment. 18 more physical plant employee's completed their biometric screening compared to the previous year.

Additionally, I presented at faculty and staff senate meetings to share the word about BeWell and receive feedback from the senates. I also hosted BeWell tables at Fall Convocation and new faculty orientation. I also spoke to the Office of Admissions about BeWell and all of the resources that we offer.

Starting in early September, I reached out to individual participants every few weeks who were one step away from earning the discount, had earned the discount in the previous year but had not completed any activities, or had never earned the discount despite being eligible. This reminder system played a large role in increasing the participation rate this year. One participant wrote, “I've since downloaded the app, read several articles or pathways, looked at the lifestyle chart, and been frustrated with both my husband and me for never having taken advantage of this program before. But what a fortunate time for me to have discovered this!”

Recap:

Although 2024-2025 was a great year, I am always looking for ways to improve our service to the faculty and staff here at UCA. This next section highlights different initiatives for this new program year that we are working on to help increase our participation.

Monthly Webinars:

This past year, we introduced monthly BeWell webinars. We hosted a variety of webinars that were held in person and over Zoom. The list of presentations is below:

- Fitness For Everyone - 4-part series
- Creating Sustainable Health and Wellness Goals
- Dementia Prevention
- Dental Health

- Desk Job Survival Guide
- Eye Health
- Financial Wellness - Preparing for Retirement
- Food Connects Us
- Heart Healthy Living
- Holistic Approach to Improving Your Biometric Screening Score
- Implementing Stress Management into Everyday Life
- Keeping Holidays Healthy
- Beating the Winter Blues
- Stress Management for Everyday Life

A total of 366 people attend these presentations in person and via Zoom. All Zoom presentations were recorded and uploaded to our BeWell YouTube page. In total, these presentations have accrued 841 watches. Some feedback we received from these presentations includes: “Very Informative!” “Lots of good information, and it included some things we could do now.” “Good, useful information and reminders about the importance of dental health.” “Really answered some of my questions about what EAP is and what services they offer. Also appreciated the advice on how to deal with work stresses”.

Additionally, we partnered with the EAP program to offer two Supervisor Trainings to those who are and are not eligible for the BeWell program. 48 participants came, and the feedback we received was “It was nice to meet a representative from EAP in person. I think the information and handouts were very helpful. “The real-life examples and audience participation were helpful!” “I loved the tips on looking at things from all angles.” “I like that there were handouts that we could take back with us.” “The speaker was engaging and informative”. After completing the training, the EAP program had 10 new cases open from UCA. We will continue to explore these opportunities for EAP presentations on campus to help increase EAP utilization.

New Hire Goodie Bags

I hand-delivered 54 new hire goodie bags to all new employees who enrolled in our insurance. Throughout this time, I was able to meet the new participant face-to-face and give them the gift bag. I also helped them create their myHC360+ account during this time. Through this outreach, 34 new hire participants received their discount. I am hoping to continue to increase this number this year.

Looking Forward:

Although 2024-2025 was a great year, I am always looking for ways to improve our service to the faculty and staff here at UCA. This next section previews components of this new program year that we are working on to help increase our participation.

Monthly Webinars:

This year, I'm excited to continue monthly BeWell webinars. Future sessions for the upcoming year include

- Community Care Clinic: Using Campus Resources to Strengthen Your Health
- How to Improve Your Lipid Panel with UCA Dietetics Graduate Students
- Learn how to manage money, uncover how to set goals, balance your budget, and use debt wisely with Eric Britt from TIAA
- Mobility for Longevity with Alexander Fotioo
- Skin Cancer Prevention
- Mens Health Tips - Prostate Health
- The Benefits of Shopping Locally at Farmers Markets and Seasonal Produce with Conway Locally Grown LLC
- Dealing with Anxiety In the Workplace with EAP

I always send a post-survey after presentations to receive feedback from attendees on the event, as well as offer them a place for suggestions. I will continue to update and make changes to these events based on feedback from these surveys.

New Hire Goodie Bags

I will continue to hand-deliver the new hire goodie bags to all new employees who enroll in our insurance. The BeWell-branded goodie bag contains a notebook, a BeWell trifold with our program information, Healthcheck360 stickers and pens, and a bag of skinny pop popcorn. I plan to ensure the employee has their myHC360+ account created at this time, and is confident on how to use the application to help encourage participation.

Newsletter and Social Media

The BeWell newsletter and our social media channels continue to serve as key tools for communication and marketing of the program. Through the newsletter, I share healthy recipes, monthly updates, and upcoming events. These are also shared on our social media, as well as highlighting participants through our "Healthy Selfie of the Month" feature to help foster a sense of connection.

UCAPD and EAP Program

Additionally, we created a new special referral program for the UCA Police Department in partnership with the Employee Assistance Program. As part of a new Act 398 that was signed, we must offer mental health counselors who are specifically trained to deal with first responders, as well as offer up to 18 free sessions. Through our contract with UAMS for our EAP program, we now have a set list of first responder mental health clinicians that the police department can be referred to for no additional cost.

Next Steps

I am very proud of the growth that the BeWell program has had this past year and am excited to anticipate continued growth in this new year. I am confident the program will continue to improve through ongoing monitoring of key performance indicators, the annual health insurance plan review, pharmacy spending review, participant feedback, and watching industry trends.

Thank you for your support! I'm looking forward to an exciting year ahead. Please feel free to reach out if you have any questions or would like additional information.

Madeline Kimbrell MS, RD, LD
BeWell Coordinator