



# Creativity & Wellbeing: A Harmonious Union to Improve Health Centers' Organizational Culture of Employee Wellbeing

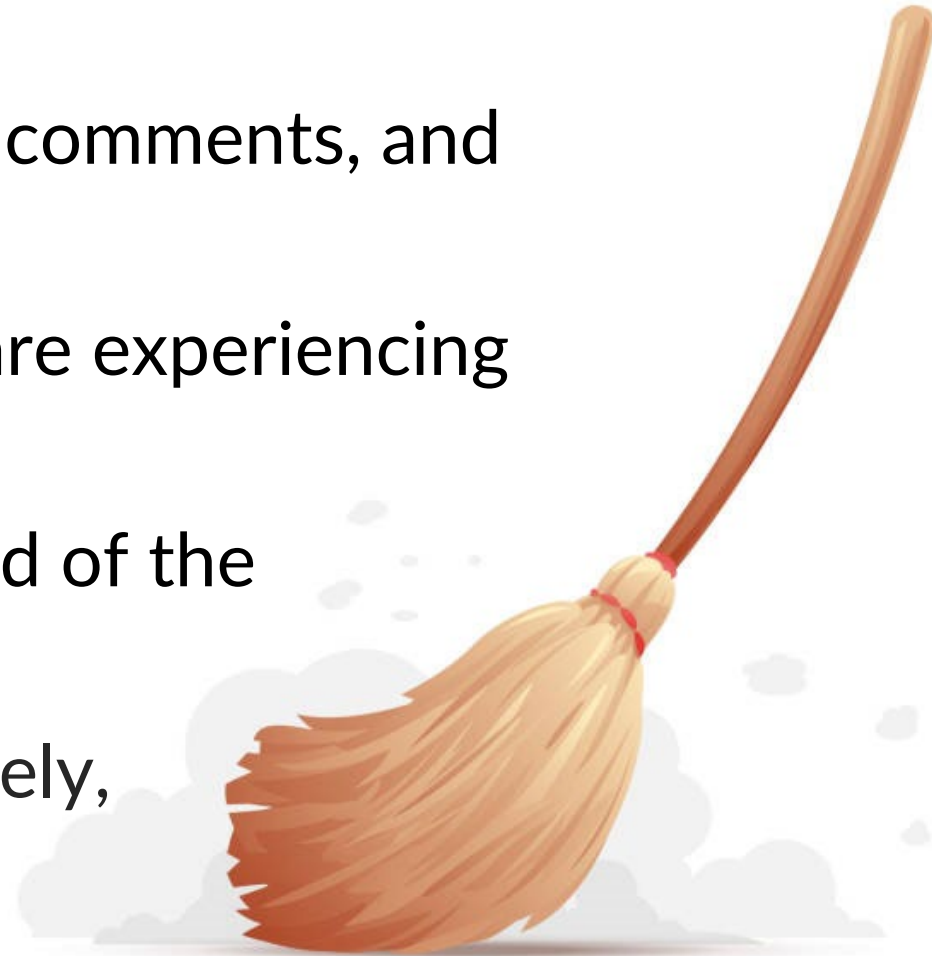
March 27, 2024 | 3:00-4:00 PM ET

*This project is supported by the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) as part of awards as follow: U30CS16089 totaling \$6,695,756 with 0 percent financed with non-governmental sources and U30CS26934 totaling \$550,000 with 0 percent financed with non-governmental sources. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by HRSA, HHS, or the U.S. Government. For more information, please visit [HRSA.gov](https://www.hrsa.gov).*

# HOUSEKEEPING



- This session is being recorded. The **recording and slides** will be sent to all registrants.
- Use the **chat box** to ask questions, share comments, and thoughts.
- Send a message to **Mariah Blake**, if you are experiencing technical difficulties.
- Please complete the **evaluation** at the end of the session.
- Be as present as possible, listen deliberately, share generously



# SESSION 1 RECORDING

Creativity & Wellbeing: A Harmonious Union to Improve Health Centers' Organizational Culture of Employee Wellbeing



Click [here](#) to access the Session 1 Recording & Slides!

Creativity & Wellbeing Webinar Series - Session 1

NATIONAL ASSOCIATION OF Community Health Centers

**Creativity & Wellbeing:  
A Harmonious Union to Improve Health  
Centers' Organizational Culture of Employee  
Wellbeing**

February 28, 2024  
3:00 – 4:00 PM ET

Watch later Share

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Watch on YouTube

The image is a YouTube video player thumbnail. It features a dark blue background with a grid of hexagonal icons on the right side, including symbols for a heart with a cross, a lightning bolt, scales of justice, and a handshake. The text is white and orange. At the top left is the NACHC logo. At the top right are icons for "Watch later" and "Share". A red YouTube play button is centered on the right. At the bottom left, there is a "Watch on YouTube" logo. At the bottom, there is a small white box containing a disclaimer about HRSA funding.

# ASSOCIATION OF CLINICIANS FOR THE UNDERSERVED



Access to Care & Clinician Support

Recruitment & Retention

National  
Health  
Service Corps

Resources

Training

Networking

- National Cooperative Agreement awarded in 2014
- Funded by the Bureau of Primary Healthcare
- One of 22 National Training and Technical Assistance Partners (NTTAPs)
- Produces **FREE** Resources, Training, and Technical Assistance

[www.chcworkforce.org](http://www.chcworkforce.org)

Contact us: [info@chcworkforce.org](mailto:info@chcworkforce.org)

# NACHC's STRATEGIC PILLARS

1



## Equity and Social Justice

Center everything we do in a renewed commitment to equity and social justice

2



## Empowered Infrastructure

Strengthen and reinforce the infrastructure for leading and coordinating the Community Health Center Movement, notably consumer boards and NACHC itself

3



## Skilled and Mission-driven Workforce

Develop a highly skilled, adaptive, and mission-driven workforce reflecting the communities served

4



## Reliable and Sustainable Funding

Secure reliable and sustainable funding to meet increasing demands for Community Health Center services

5



## Improved Care Models

Update and improve care models to meet the evolving needs of the communities served

6



## Supportive Partnerships

Cultivate new and strengthen existing mutually beneficial partnerships to advance the shared mission of improving community health

To learn more about NACHC's Strategic Pillars visit [www.nachc.org/about/about-nachc](http://www.nachc.org/about/about-nachc)

# THE NACHC MISSION

## **America's Voice for Community Health Care**

The National Association of Community Health Centers (NACHC) was founded in 1971 to promote efficient, high quality, comprehensive health care that is accessible, culturally and linguistically competent, community directed, and patient centered for all.



# LEARNING OBJECTIVES



- Understand the “why” behind using creativity to improve employee wellness.
- Identify the key role health centers and their leadership play in advancing the well-being of staff using creative outlets.
- Apply principles of justice, equity, diversity, and inclusion (JEDI) to the development of wellness programs centered on art and well-being.
- Discover key steps to implementing a creativity and wellness program at your health center.



# YOUR SPEAKERS



**HELEN RHEA VERNIER, MSC**  
*(she/her)*  
**Associate Director of Workforce  
Development, STAR<sup>2</sup> Center**  
Association of Clinicians for the  
Underserved (ACU)



**TINA ADAMSON, MBA**  
*(she/her)*  
**Chief Human Resources Officer**  
Primary Health Network



**TRISTÉ LIETEAU SMITH**  
*(she/her)*  
**Chief Executive Officer**  
Near North Health

menti.com  
4934 9687



# WHAT IS A CULTURE OF WELLNESS?

There is no magical solution to keep every employee and team member well and happy. What is important is offering a variety of services that will benefit *them the most*. Some areas of focus include:

- Physical
- Emotional – Creativity!
- Financial
- Communication



# WHAT IS A CULTURE OF WELLNESS?



WELLNESS



HEALTHISM

# WHY WORK TO CREATE A CULTURE OF WELLNESS?



# WHO IS RESPONSIBLE FOR WELLNESS?



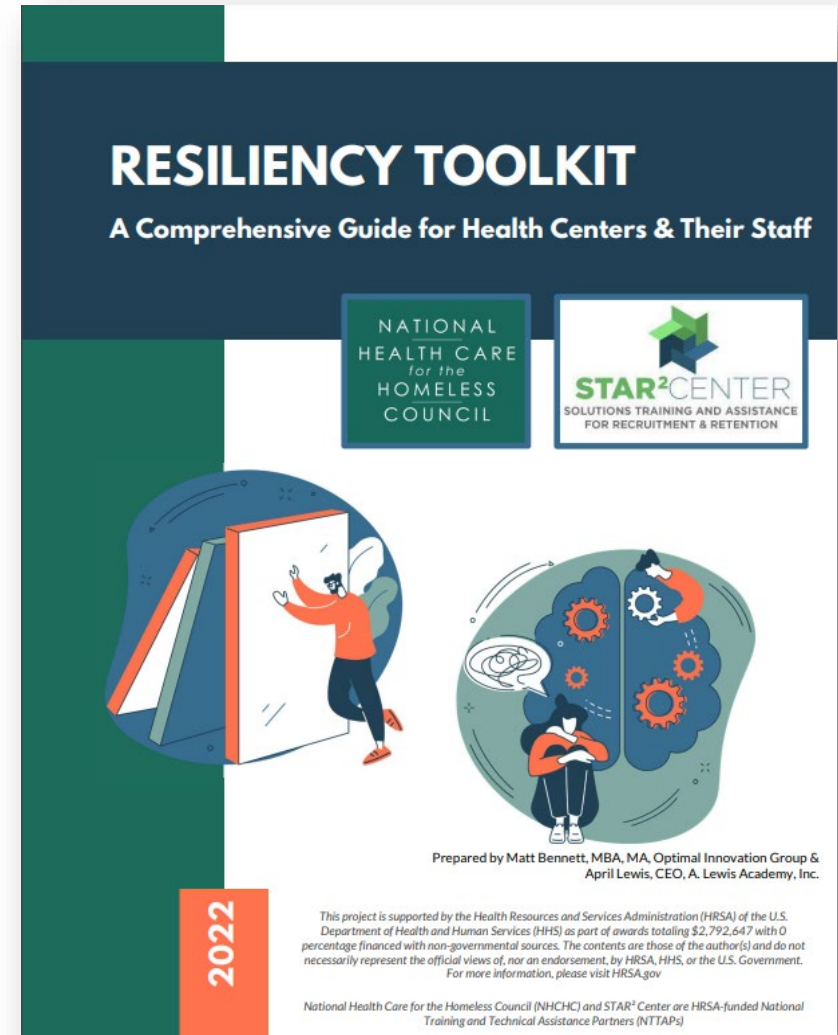
- Organization
- Leadership
- Departments/Teams
- Managers/Supervisors/Team Leads
- Individuals
- (And an individual's mental health practitioner of choice)

# FEATURED RESOURCE

## Organizational Leadership & Resiliency Toolkit



Click [here](#) to access the  
**Organizational  
Leadership & Resiliency  
Toolkit!**



# FEATURED RESOURCE

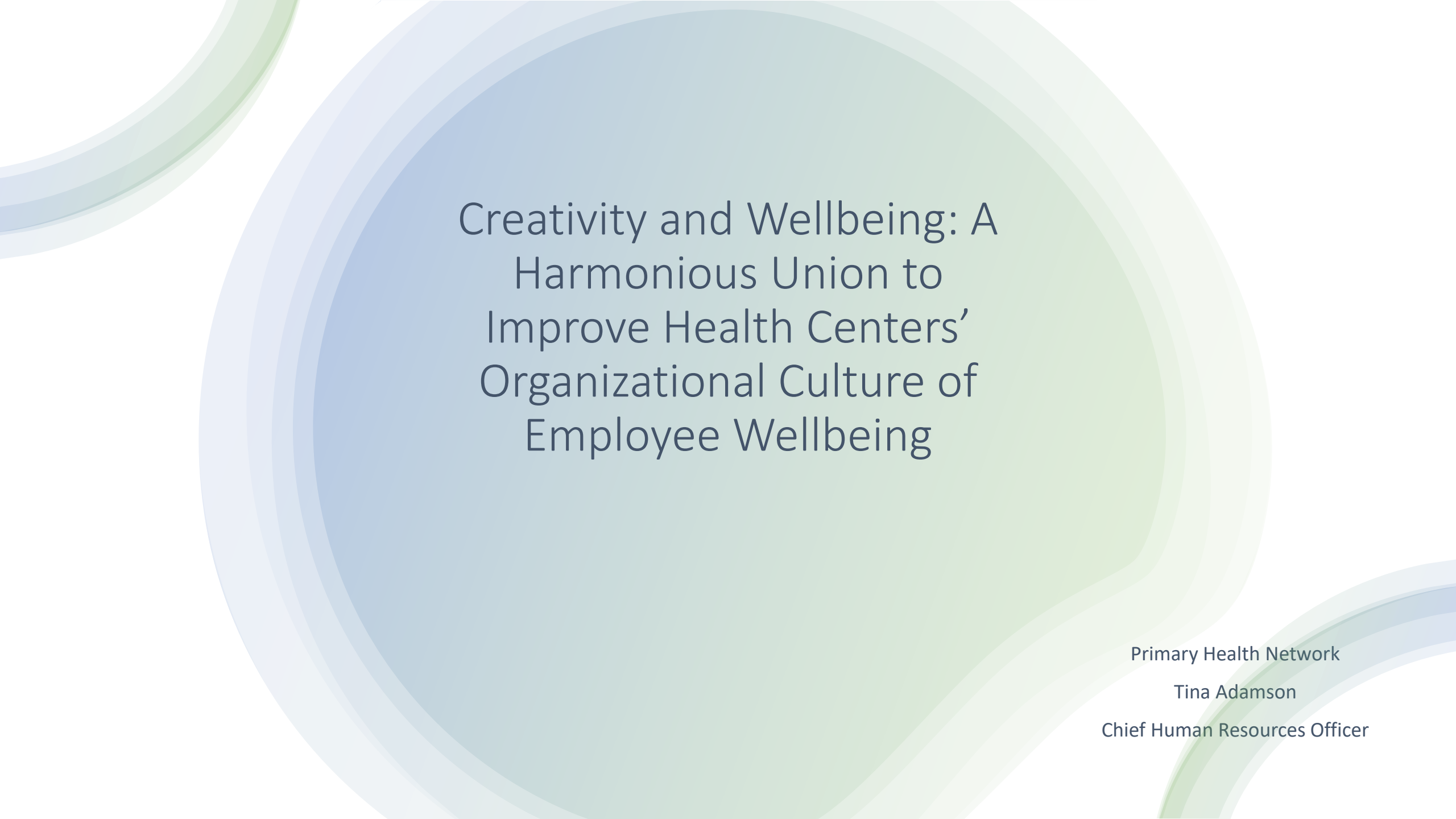
NACHC Elevate Forum



Click [here](#) to access the NACHC Elevate Forum Recording!

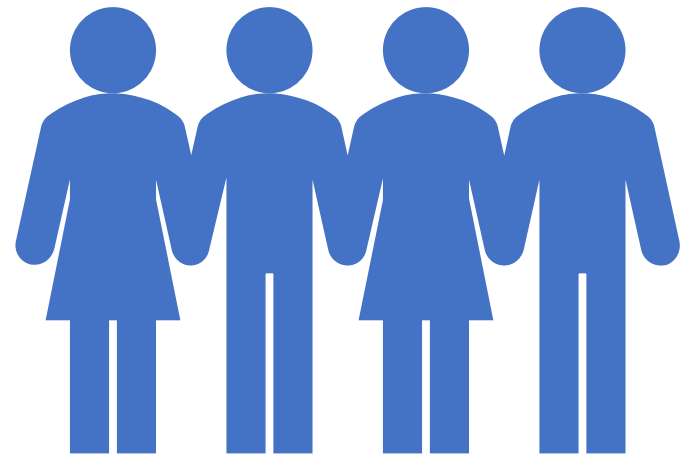






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Organizational Culture of  
Employee Wellbeing

Primary Health Network  
Tina Adamson  
Chief Human Resources Officer



## Areas of Focus for Wellness Program

- Emotional
- Physical
- Social
- Financial

# Set the Tone with the Welcome

- Artwork where new hires start their journey:
  - Historical information about Community Health Centers



# Mission, Vision, and Core Values

## Mission

To **enhance** the health and well-being of the communities we serve by **fostering trust** and ensuring inclusive and equitable **access** to healthcare that is both **compassionate** and **exceptional**.

## Vision

We envision a **future** where healthcare is a transformative, personalized **journey** that embodies a comprehensive approach marked by unwavering integrity, deep respect for diversity, continuous innovation, and a relentless commitment to quality.

## Core Values

### INTEGRITY:

We adhere to the highest ethical standards, ensuring transparency and accountability, safeguarding patient trust, and fostering a culture of honesty.

### RESPECT:

We value diversity and inclusivity, treating all individuals with dignity and respect, and honoring their unique perspectives in a workplace that encourages open voices and autonomy in healthcare decisions.

### INNOVATION:

We embrace a culture of continuous improvement, actively seeking creative solutions through cutting-edge technologies and research to adapt to evolving healthcare needs and provide high-quality services.

### SERVICE:

Service excellence is our priority. We go the extra mile, offering compassionate, personalized care to meet patients' healthcare needs to exceed their expectations and enhance community well-being.

# Employee Feedback Included in the Art

Focus on positive reasons why employees love working at a Community Health Center. Use their comments to create art.



# Wellness Committee

- Made up of a diverse group of employees across the organization in different areas, roles, departments, etc.
- Allow the committee to be creative with their approach to wellness in the organization.
- Driven by the commitment from CEO initially
  - Yoga sessions offered after work in person and virtually by the CEO, who is a certified yoga instructor.
- Monthly initiatives focused on physical, emotional, social and financial wellness challenges, informational communications, and contests.

For those who don't consider themselves artists....

## Door decorating contests



# Holiday Door Decorating





# How can leadership support wellness initiatives

- Leadership book club focused on wellness
  - The Happiness Advantage by Shawn Achor
  - The Ideal Team Player by Patrick Lencioni
  - Real Happiness at Work by Sharon Salzberg
  - Dare to Lead by Brene Brown
  - The Orange Frog by Shawn Achor
- Holiday gifts to support meditation and relaxation
- Email hygiene training for managers

# Ways to Give Back to Help Support Employee Wellness

- Volunteer Time
  - Allow up to 8 hours of volunteer time for all employees every year.
- Blood Drives at several locations throughout the year
- Staff Emergency Funds



# Primary Health Network Charitable Foundation

- Scholarship Program
- Community Events
- 5k events annually
- Golf Outing
- Free Little Libraries – book donations
- Volunteer Opportunities
- Communicycle Partnership Events
- Direct Relief distribution



## Social Wellness

- Summer Events
  - For employees and their families
- Holiday gatherings
  - By Department or Site
- Annual Trainings (in person)
  - Clinical Skills Workshop
  - Leadership Summit
  - Provider Meetings



# Developing an Arts and Culture Program at Near North Health



## About Us

# A little more about who we are.

Established in 1966, Near North Health (NNH) has been a vital provider of healthcare services in Chicago. Serving diverse communities, NNH operates 10 health centers, offering comprehensive care, including clinical services, nutrition education, and social support. Last year, NNH served over 26,000 patients through 93,000 visits, reflecting its commitment to equitable healthcare access and addressing community needs.





“Creativity is contagious,  
pass it on.”

ALBERT EINSTEIN

“The arts are a very powerful  
tool for healing in the world.  
You know, it's a proven fact  
that people who sing, who play  
music, who paint, who dance,  
who write poetry live longer  
than people who don't do  
those things. ”

PATTI LABELLE

“Art unlocks healing, turning  
our deepest emotions into a  
canvas of hope.”

NNH EMPLOYEE

“Bringing art and culture into  
work helps us all connect, get  
creative, and feel better  
together. It's like adding color  
to our everyday life. ”

NNH EMPLOYEE

# Joy@Work



- The COVID-19 pandemic escalated burnout among healthcare workers, with 60% to 75% reporting symptoms of exhaustion, depression, sleep disorders, and PTSD.
- Near North launched Joy@Work in December 2021 to combat burnout, aiming to:
  - Address burnout's underlying causes.
  - Increase staff connection to NNH's mission.
  - Improve patient and family care.



## OUR APPROACH

- Grounded in process improvement, focusing on what matters to staff and identifying work impediments.
- Input gathered from focus groups and surveys identified communication as a key area for improvement.

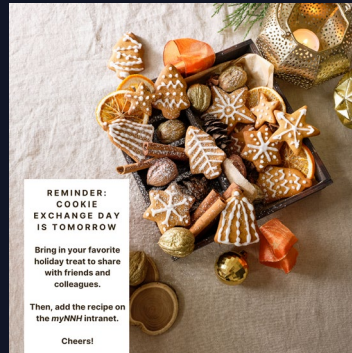


## THE ROLE OF ARTS AND CULTURE

- The Arts and Culture Committee is a subcommittee of Joy@Work and serves as a pivotal strategy to:
- Foster deeper connections among staff and with the mission.
  - Provide creative outlets that address work-related stress and communication barriers.
  - Support the strategic plan's goals of developing a resilient workforce and delivering exceptional care experiences.



JOY@Work!



**REMINDER:  
COOKIE  
EXCHANGE DAY  
IS TOMORROW**

Bring in your favorite  
holiday treat to share  
with friends and  
colleagues.

Then, add the recipe on  
the myMNH intranet.

Cheers!



# RANDOM ACTS

OF KINDNESS



## VEGGIE FUSION: GLUTEN FREE STIR FRY SPECTACULAR

WELLNESS WEEK | AUGUST 23, 2023



# Spirit Fridays are coming back!



**April 1, 2022**

The Affordable Care Act Team invites you  
to channel your peace-and-love spirit  
in your grooviest tie-dye apparel.

Save the Date | April 8 | Hat Day

# Arts and Culture Committee



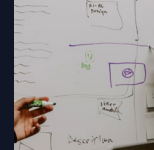
## PURPOSE

To enhance employee wellbeing, foster a creative and inclusive workplace culture, and support Near North Health's mission by leveraging the therapeutic and unifying power of arts and culture to combat burnout, increase job satisfaction, and promote joy at work.



## MEMBERSHIP

The committee comprises representatives from various departments, including clinical staff, administrative personnel, and support services, ensuring a diverse and inclusive representation.



## OBJECTIVES

- **Promote Wellbeing:** Implement arts-based initiatives that contribute to all employees' mental, emotional, and physical wellbeing.
- **Foster Creativity:** Encourage creative expression among staff through diverse activities, enhancing problem-solving and innovation in patient care and operations.
- **Enhance Engagement:** Align arts and culture programs with organizational values and goals to strengthen staff connections to NNH's mission.
- **Build Community:** Create opportunities for employees to connect and collaborate outside of their usual work roles, fostering a sense of community and belonging.
- **Support Diversity and Inclusion:** Reflect and celebrate NNH staff's diverse cultures, backgrounds, and perspectives and the communities we serve through inclusive programming.

# Program Planning



## CONDUCT SURVEYS

Use surveys or focus groups to assess employee interests and preferences for different types of art and cultural activities.



## DIVERSE OFFERINGS

Plan a variety of activities like visual arts workshops, music/dance classes, cultural storytelling, and art therapy to cater to diverse tastes and interests.



## ACCESSIBILITY

Ensure all activities are accessible to employees of all abilities and backgrounds.



## FLEXIBLE PARTICIPATION

Offer activities during various times like lunch hours and after work to accommodate different schedules.

**ASSESSING EMPLOYEE INTERESTS, PLANNING DIVERSE AND ACCESSIBLE OFFERINGS, AND ENABLING FLEXIBLE PARTICIPATION WILL SUPPORT EMPLOYEE WELLNESS AND CREATIVITY.**

# Implementation and Promotion



## **START WITH PILOT PROGRAMS**

Begin with small pilot implementation activities to gauge employee interest and gather feedback for improvements.



## **PROMOTE THROUGH COMMUNICATION**

Leverage internal communication channels to promote upcoming wellness events, highlight benefits, and celebrate successes.



## **MAKE PARTICIPATION EASY**

Provide necessary materials, schedule sessions at convenient times, and offer virtual options to facilitate employee participation.

**WITH THOUGHTFUL PLANNING, PROMOTION, AND FACILITATION, EMPLOYEE WELLNESS PROGRAMS CAN SUCCESSFULLY ENGAGE STAFF AND YIELD POSITIVE OUTCOMES.**

# South Side Mural Project

NNH worked with Chicago Public Arts Group (CPAG) in developing the mural, "Trust is our Foundation," that showcases the joy of healthy living.





# 1000 Cranes for Wellness

In many cultures, the crane symbolizes hope and healing. We invited staff to fold origami cranes in January with their "wellness wishes"

**Take-Home Crane Kits:** We provided materials and instructions for creating origami cranes at home.

**Family Involvement:** We encouraged employees to involve their families in this project.

Once completed, these cranes were gathered and displayed prominently in our buildings, symbolizing our collective commitment to health, wellness, and community spirit.

# Partnerships and Resources



## **PARTNER WITH LOCAL ARTISTS**

Collaborate with local artists to provide their expertise and enrich program offerings



## **WORK WITH MUSEUMS AND CULTURAL INSTITUTIONS**

Partner with museums, cultural institutions, and community groups to provide expertise and enrich program offerings



## **IDENTIFY FUNDING SOURCES**

Identify potential funding sources like grants, sponsorships, and company resources to support program activities and materials

**PARTNERING WITH LOCAL ARTISTS, MUSEUMS, AND CULTURAL GROUPS CAN ENRICH PROGRAM OFFERINGS. SECURING FUNDING THROUGH GRANTS, SPONSORSHIPS, AND ORGANIZATIONS RESOURCES SUPPORTS OUR PROGRAM ACTIVITIES.**

# Evaluation and Adaptation



## COLLECT FEEDBACK

Regularly solicit feedback from participants through surveys and conversations.



## MEASURE IMPACT

We are currently developing metrics to assess the program's impact on employee well-being, satisfaction, and team cohesion.



## ADAPT BASED ON FEEDBACK

Use feedback and evaluation results to refine the program, introduce new activities, and discontinue less effective ones.

**BY COLLECTING FEEDBACK, MEASURING IMPACT, AND ADAPTING BASED ON RESULTS,  
WE CAN CONTINUALLY IMPROVE THE ARTS AND CULTURE PROGRAM.**



# Integration into NNH Culture



## **RECOGNIZE ACHIEVEMENTS**

Highlight employee participation and accomplishments on the intranet and in newsletters and events.



## **ENCOURAGE ONGOING PARTICIPATION**

Aim to make arts and culture a regular part of work life through ongoing programs and activities.



## **LEADERSHIP INVOLVEMENT**

Leadership participates in or attends arts program activities to demonstrate support.

**AN EFFECTIVE ARTS AND CULTURE PROGRAM RECOGNIZES EMPLOYEE ACHIEVEMENTS, ENCOURAGES ONGOING PARTICIPATION THROUGH REGULAR ACTIVITIES, AND INVOLVES LEADERSHIP TO DEMONSTRATE SUPPORT.**

# Sustainability and Growth Plan



## CREATE SUSTAINABLE FUNDING MODEL

Develop a multi-year funding plan through private donors, corporate sponsors, and government grants



## EXPAND PROGRAM OFFERINGS

Add new forms of art, cultural experiences, and community partnerships each year



## INCREASE COMMUNITY OUTREACH

Promote offerings through social media, events, and strategic partnerships to reach more people

**FOCUSING ON SUSTAINABILITY, GROWTH, AND COMMUNITY IMPACT CAN  
CREATE AN ENRICHING AND FAR-REACHING ARTS PROGRAM.**

A close-up photograph of a wall with red graffiti. The graffiti consists of several large, stylized, cursive letters in red paint. The wall is off-white and shows signs of wear, including some blue and grey markings. The text "Thank you!" is overlaid in the center of the image in a black, serif font.

Thank you!

# QUESTIONS



# JOIN THE CHC MOVEMENT

## Follow @NACHC



NACHC | Dr. Rhee's Account: @KyuRheeMD



NACHC



NACHC



NACHC | Dr. Rhee's Account: Kyu Rhee, MD, MPP



NACHCmedia



2024 ACU STAR<sup>2</sup> CENTER

# WORKFORCE SYMPOSIUM

INCLUSIVE INNOVATION:  
PUTTING PEOPLE FIRST



APRIL 29-30  
NASHVILLE, TN

- **Registration:** [Click here to access the registration process](#)
- **Hotel Information:** [Graduate Nashville – Click here to access our dedicated booking page!](#)
- **Draft Agenda:** [Click here to download the tentative agenda \(January 2024\)](#)

2024 ACU STAR<sup>2</sup> CENTER

# COMPREHENSIVE WORKFORCE PLAN WORKSHOP

CHOOSE YOUR OWN WORKFORCE ADVENTURE!

May 1 - 2 | Nashville, TN



- **Registration:** [Click here to access the registration process](#)
- **Hotel Information:** [Graduate Nashville – Click here to access our dedicated booking page!](#)
- **Draft Agenda:** [Click here to download the tentative agenda \(January 2024\)](#)

**UPCOMING EVENTS: REGISTER NOW!**

## Workforce Training & Technical Assistance Professional Development Series

Tuesdays, ~~March 19~~, April 16, May 21, June 18  
12:00-1:00 PT ET

**Register here:**

<http://tinyurl.com/23wua23d>





## STAY IN TOUCH!

[Chcworkforce.org](https://chcworkforce.org)

[Clinicians.org](https://clinicians.org)

[info@clinicians.org](mailto:info@clinicians.org)

844-ACU-HIRE

