



Small Steps to Health and Wealth Teaching Guide

Developed by

Barbara Haynes, UW-Extension Price County

Shelley Tidemann, UW-Extension Fond du Lac County

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State Family Financial Management Family Living Team

**Objectives:**

Participants will:

- Identify similarities between health and wealth
- Define goal setting using the SMART goal model
- Identify a personal health and wealth goal, set an action plan to reach the goals.

<p>Slide #1</p> <p>Intro</p>	<p>Suggested Script</p> <p>Introduce our selves and Barbara O’Neill’s work</p>
<p>Slide #2</p> <p>Objectives</p>	<p>When you leave today you will be able to ...</p> <ul style="list-style-type: none"> <li>▪ Identify similarities between health and wealth issues</li> <li>▪ Define goal setting using the SMART goal model</li> <li>▪ Identify a personal health and wealth goal</li> <li>▪ Set an action plan to reach the goal.</li> </ul> <p>The overall objective of <i>Small Steps to Health and Wealth</i> is empowerment. We want to encourage you to appreciate the power that you- and you alone- have within yourself to take action to improve your health and/or finances.</p>
<p>Slide # 3</p> <p>Steps to Get Started</p>	<p><i>Small Steps to Health and Wealth</i> is a program designed to help participants discover their personal motivators to improve both their health and their finances.</p> <p><i>Small Steps to Health and Wealth</i> encourages participants to set a health goal and/or a wealth goal and take action to achieve their goals by identifying small progress steps.</p>

	<p><b>Activity:</b> To get us moving in the right direction, Do you currently have a Health or Wealth Goal?</p> <p>If so, have you ever written it down? If not, we are giving you an opportunity now to think about a health or wealth goal you would like to accomplish. After writing it down, please share this with your neighbor on your right. We will be using these goal statements a little later in this program.</p>
<p>Slide # 4 Small Steps to Health and Wealth Overview</p>	<p>Diabetes: In the last three years the prevalence of diabetes has increased 27%. It is estimated that there are 6,000 children and adolescents with diagnosed diabetes An estimated 1.06 million adults 20 years and above in Wisconsin have pre-diabetes</p> <p>Overweight: At least half the adults in every county in Wisconsin are either overweight or obese. The obesity rate has doubled since 1990.</p> <p>Source: Wisconsin Department of Health Services, 2009.</p> <p>Too many individuals and families are experiencing financial crisis because of inadequate savings, too much debt, and poor planning for potential major life events. On average, U.S. households carry about \$8,000 in credit card debt, up two-thirds compared to a decade ago. More than half of Americans report living paycheck to paycheck. During the past decade, the rate of personal bankruptcy in the U.S. rose by 69 percent. In the U.S., the rate of personal savings as a percentage of disposable personal income is among the lowest of any industrialized nation. Another concern is the estimated 10 million U.S. households that do not have a deposit account or any relationship with the formal financial services sector.</p> <p>Source: <a href="http://www.csrees.usda.gov/financialsecurity.cfm">http://www.csrees.usda.gov/financialsecurity.cfm</a></p>
<p>Slide #5 Wellness Wheel</p>	<p>The graphic on this slide is called a <i>Wellness Wheel</i>. It depicts the various aspects of a person's life, all of which are necessary for healthy life balance. The "spokes" of the <i>Wellness Wheel</i> are physical health, family health, social health, financial health, spiritual health, career health, and mental health. The purpose of the <i>Wellness Wheel</i> exercise is to encourage you to self-analyze your health in these various aspects of life.</p> <p><b>Activity:</b> Ask participants to place a mark on each spoke of the wheel indicating their perception of their health in each of the seven aspects of wellness. The <i>closer</i> a mark is to the center circle, the <i>worse</i> you feel about that aspect of your life. The <i>farther out</i> from the center a mark is, the <i>better</i> you feel about that aspect.</p> <p>Then connect the marks. The "rounder" your circle, the more "well-rounded" a person you are, with better balance in your life. Spokes with marks close to the center indicate areas that can be improved upon.</p> <p>Are you happy with your life? Many studies conducted by sociologists indicate that the same four indicators strongly predict happiness and well-being in almost all societies: <i>health, economic status, employment, and family relationships</i>. This program will discuss inter-relationships between the first factors: health and personal finances.</p>

<p>Slide # 6 SMART Goals</p>	<p>A Goal is a broad general statement of what you want to achieve, giving direction to your plan. Your Goals can be either personal (for example, educational or social) or financial. Goals are what you want out of life. Goals show the direction you want to go, but do not show the specific steps you need to take to implement your plan. The steps you need to achieve are called objectives. Objectives are the details and steps you need to achieve your financial goals. The steps and details are choices and decisions you are making to achieve your goals.</p> <p>Why are goals needed? Goals help us to look forward to something. They give us something to work toward. They also help us determine when we have been successful at what were working toward.</p> <p>Goals should be clear about what we want. When writing goals, make sure they are SMART goals.</p> <p><b>Specific:</b> you know exactly what you want <b>Measure:</b> You can measure because you know how much it will cost <b>Action:</b> Your goal will require you to do something <b>Realistic:</b> something you can reach without getting frustrated <b>Time:</b> you have a time limit in which to achieve the goal</p> <p>To achieve your goals, substitute imagination for will power. If you can't see it in your mind, you won't see it in your life. Start with imagining yourself having already accomplished the change you want. If this doesn't inspire you, then imagine the opposite for a moment. What will life be like if you don't change what you have been doing? Insanity often defined as, continuing to do the same thing over and over again and expecting different results. Re-resolutions imply a commitment to new solutions, a commitment to doing things differently.</p> <p>To change your life for the better, you must first change your attitude and before you can change your attitude, you must change your beliefs. People are much more motivated to act not by what they know, but by how they feel about what they know.</p> <p>Be flexible, and make adjustments if needed. See unsuccessful attempts as results, not failures. Reward yourself when you have made small progress.</p> <p><b>Activity:</b> Take out the goal you wrote at the beginning of today's lesson, does it have the components of a SMART goal? If not, let's take a moment and make it a SMART goal.</p>
<p>Slide #7  Health and Finance Issues similarities</p>	<p>Let's take a look at just how similar "health issues" and "personal finance issues" are and why we are addressing them in the same program and suggesting similar action steps.</p> <p><b>Problems Develop Gradually-</b> According to USDA surveys, American caloric intake has risen from 1,854 calories per day to 2,002 over the past 20 years. This is a 148 calorie per day increase which equals a weight gain of about 15 pounds per year. A comparable financial example is "perma-debt," which is a permanent revolving debt balance on credit cards, with increasingly higher interest and/or fees (e.g., late payment fees) as balances rise.</p> <p><b>Less Stigma Than Before-</b>With almost two-thirds of Americans having "weight issues" and well over one million bankruptcies filed annually by consumers since the mid 1990s, both of these problems have gone "mainstream" and are more tolerated, if not accepted, by society. People with health and money "issues"</p>

	<p>may, therefore, feel less social pressure to make behavior changes because they have lots of company.</p> <p><b>Impact on Job Productivity and Discrimination-</b> Overweight and unhealthy people often have a difficult time getting hired and some have difficulty performing the duties associated with their job, which affects job productivity and earnings. Likewise, personal finance problems affect hiring (some employers check applicants' credit scores) and job productivity. One study estimated that 15% of workers have financial problems that negatively affect job productivity.</p> <p><b>Lots of Technical Jargon-</b> Simply put, many health terms and financial terms, especially acronyms like HDL and LDL (for cholesterol) and NAV or net asset value (for mutual funds) are very technical and can seem like a foreign language to average consumers. A 2004 study found nearly half of American adults risked health problems because of trouble understanding medical terms and directions, such as instructions on drug labels or a doctor's diagnosis</p>
<p>Slide #8</p> <p>More Similarities Health and Finance Issues</p>	<p><b>Need for Programs at Schools and Work Sites-</b> This is where people are and where there is an opportunity to change behavior. Much has been written about poor school lunch choices and children's inadequate exercise as more time is spent in sedentary activities. Youth financial illiteracy problems are rampant as well. The average score on all four Jump\$tart Coalition tests, to date, of high school seniors' financial knowledge, was in the 50s. Employer supports for health and wealth include: a company gym, healthy vending machine options, seminars on employer benefits, and employer matching for retirement savings plans such as 401(k)s.</p> <p><b>Advice Needs to be Realistic-</b> A 2004 <i>Wall Street Journal</i> article questioned whether government nutrition guidelines, specifically those for seafood consumption, are out of touch with American's lifestyles and money constraints. Some financial advice, such as saving 10% of gross pay, may also be unrealistic for <i>some</i> people. Again, any small, scaled-down, step in the right direction is progress.</p> <p><b>People Want "Quick Fixes"</b>-The health and financial fields are both ripe for claims of "miracle" cures and "instant" results. One reason is that it is not easy to make behavior changes "the hard way." Balancing intake and outgo, whether for eating or spending, and seeing results accrue slowly over time can be discouraging to many people. Promises of quick results provide an attractive alternative.</p> <p>Unfortunately, many product pitches are outright scams, such as stock "pump and dump" schemes where fraudsters hype an "investment," get victims to buy it, and sell out at a profit, leaving others with losses.</p> <p><b>Denial and Disconnects-</b> Both health and financial planning studies indicate huge disconnects between perception and reality. For example, the 2004 <i>Retirement Confidence Survey</i> found that a third of American workers haven't saved anything for retirement but nearly half believe they'll have enough money by the time they retire. Similarly, a widely publicized AP survey in 2004 found that 60% of those who qualify as overweight under government standards say they are at a healthy weight. It is as if, health and money-wise, many Americans are residents of Garrison Keillor's fictitious town, Lake Wobegon, "where all of the men are good-looking, all of the women are strong, and the children are all above average."</p>

<p>Slide # 9</p> <p>Small Steps to Health and Wealth : How to Overcome Obstacles</p>	<p>Do you want to improve your health and/or increase your wealth? The remainder of this program will discuss behavior change strategies that can be applied to a health “issue” or a financial “issue” or both. Just think of it as “killing two birds with one stone” or multi-tasking.</p> <p><b>Note to Instructor:</b> Ask how many participants make New Year’s resolutions. Instead of making several different resolutions, you can simply pick one or two strategies and apply them to <i>both</i> a health <i>and</i> a financial goal. Each behavior change strategy will be described and then illustrated with both health and financial examples.</p> <p>At the conclusion of this program, you will be given a worksheet to list the actions (behavior change strategies) that you plan to take to reach your health and financial goals.</p>
<p>Slide #10</p> <p>Strategies</p>	<p>5 strategies highlighted of the 25 available. Use book provided.</p> <ul style="list-style-type: none"> <li>● <b>Track Your Current Behavior:</b> People often “disconnect” themselves from their personal health habits and financial practices. However, it is hard to change behavior, to improve your health or increase your wealth, when you don’t fully acknowledge the problems with your current situation. <i>Awareness</i> of one’s current behaviors and shortfalls is the first of the five <i>A</i>’s of successful behavior change. The other four are <i>ability</i> (being able to make a change), <i>ambition</i> (a strong desire to change), <i>attitude</i> (a positive state of mind about changing), and <i>action</i> (taking steps to actually change)</li> <li>● <b>Put Your Mind to It:</b> One of the most powerful motivational strategies to improve health and increase wealth is visualization. People can alter their lives just by altering their mindset. Visualization is a powerful step in the process of setting and achieving goals. Additional ways to “think yourself” healthy and wealthy. First frequent reminding yourself of your strengths as an individual and goals that you’ve already set and achieved help as well as use of positive words that can be used to describe behavior changes for health and wealth.</li> <li>● <b>Think Balance- Not Sacrifice:</b> Positive behavior changes aren’t about making big sacrifices.. they’re about balance and tradeoffs. One needs to balance intake and outgo.</li> <li>● <b>Get Help and Be Accountable:</b> Supports for health and financial behavior changes include other people, employers, support groups and professional advisors. Friends, family and co-workers can be a resource or an obstacle to making progress. From the Transtheoretical Model of Change, “Helping relationships” are those that help you make positive changes. For example, a friend that walks with you, a spouse who encourages healthy meals. Helpers who practice positive behaviors themselves provide the best helping relationships.</li> <li>● <b>Set a Date and Get Started... Just Do It!:</b> Tomorrow always seems like a good day to make health-and wealth-behavior changes. There is a better way to change ...take the time to prepare, lay out all the obstacles and plan how you will overcome them. Then set a realistic start date, or quit date, write up a contract with yourself and then just do it. Change never</li> </ul>

	<p>begins with action. Rather, it requires a firm commitment to change and a plan of action.</p> <p><b>Activity:</b>  25 Behavior Change Strategies for Health and Wealth- highlighting the different strategies that are defined in more detail in their book they received.</p> <p>Small Steps to Health and Wealth Planning Worksheet- Take the Smart Goal that was written and apply it to the worksheet. Complete the entire worksheet as a part of their individual action plan.</p>
<p>Slide #11</p> <p>Make Progress Every Day: Action Steps we can all start with</p>	<p>How do you get started? Basically, it boils down to a four-step process:</p> <ol style="list-style-type: none"> <li>1. <i>Set realistic Goals</i>- Put a date and a number on each goal (e.g., “save \$5,000 over three years toward the down payment on a new car” OR “reduce body mass index (BMI) from 27 [a BMI of 25 to 29.9 is considered overweight] to under 25 [a BMI between 18.5 and 24.9 is considered a “normal” or “desirable” weight] over the course of one year”).</li> <li>2. <i>Identify small, do-able “action steps”</i> (e.g., “increase 401(k) plan savings by an additional 1% of pay, such as from 3% of pay to 4% of pay” OR “eat one chocolate chip cookie per day [some have as many as 100 calories] instead of two or more).</li> <li>3. <i>Identify obstacles and make plans to overcome them.</i> For example, if lack of discipline is an obstacle to saving, get deposits automatically deducted from your paycheck. If commuting is eating up available exercise time, look for opportunities to exercise on your breaks or lunch hour.</li> <li>4. <i>“Put your mind to it”</i> [support a goal with all your focus and energy] and take action.</li> </ol> <p>We want to encourage you to do something, however small, to bring you closer to your health and/or financial goals. <i>Any</i> small step to improve your health or increase your wealth is <i>better</i> than doing nothing.</p> <p>Jeopardy knowledge questions activity (time permitting)</p> <p><b>Evaluation</b></p>
<p>Slide # 12</p> <p>Credits</p>	<p>O’Neill, B. and Ensle, K. /Small Steps to Health and Wealth™/ (2006). Ithaca, NY: Natural Resource, Agriculture and Engineering Service,  Available at: <a href="http://njaes.rutgers.edu/sshw">http://njaes.rutgers.edu/sshw</a></p>