



# Annual Enterprise Wellness Report

Calendar Year 2024

*Summary of 2024 State of Wisconsin Enterprise Wellness programs and activities.*

## Division of Personnel Management

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## Introduction

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

This report summarizes the program activities and available data for each component for the 2024 calendar year.

## Executive Summary

- BEI provided comprehensive support to state agencies including expanded wellness learning opportunities, an updated website, and enhanced resources to promote wellness events across the enterprise.
- Agencies reported high satisfaction with BEI support, with an average rating of 4.77 out of 5, and noted that the resources provided aligned with agency efforts with a score of 8 out of 10.
- State agency Wellness Champions reported many successes in 2024 including collaboration with other agency workgroups, development of agency wellness policies, successful implementation of workplace challenges and improved communication strategies.
- State agencies continue to strengthen workplace well-being efforts, demonstrating leadership support, active wellness committees, and a commitment to data-driven planning.
- Participation in the 2024 Well Wisconsin program saw a slight decline. However, overall health risk remained steady, with participants averaging 3.7 risks per person.
- The 2024 Well Wisconsin introduced new opportunities for eligible participants to engage in their well-being including expanded mental health programs, onsite events, and virtual classes.
- EAP utilization reached 7% in 2024, the highest rate since 2021.
- The primary problems reported to EAP have remained consistent, with work-life support continuing to be the top reason employees are seeking assistance.

# 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 across the state enterprise, including the Employee Assistance Program (EAP). 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 26 state agencies, 32 Wellness Champions, and 45 EAP Coordinators.

Utilizing trends in organizational well-being and feedback from stakeholders across the enterprise, BEI determines the resources and support that best fit the needs of state agencies. These can be summarized into two categories: Wellness Champion development and enterprise program support.

Wellness Champion development refers to the technical support and professional development opportunities provided to State Wellness Champions to help them develop and implement employee well-being strategies at their agencies. 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 resources and tools that BEI develops or coordinates to supplement agency well-being efforts. These tools are informed by data and wellness trends and are designed to ease the burden on volunteer Wellness Champions as they develop and execute agency wellness plans.

The following provides a summary of the tools, resources, and support BEI provided to the enterprise in 2024.

Table 1: 2024 Accomplishments

Wellness Champion Development		
Category	Resource	Notes
Committee	Enterprise Wellness Council	<ul style="list-style-type: none"><li>• Six annual meetings</li><li>• Champions support topics ranging from wellness committee support, mental health programming, wellness planning, and topic-specific support</li></ul>
Committee	EAP Advisory Committee	<ul style="list-style-type: none"><li>• Quarterly</li></ul>
Training	Enterprise Management Development Academy	<ul style="list-style-type: none"><li>• Two cohorts trained</li></ul>
Support	Wellness Champion Mentor Program	<ul style="list-style-type: none"><li>• Two mentor relationships established</li></ul>
Support	New Wellness Champion or EAP Coordinator Orientation	<ul style="list-style-type: none"><li>• Nine</li></ul>
Support	Wellness Data Dashboard Consults	<ul style="list-style-type: none"><li>• 15</li></ul>
Support	Wellness/EAP Consultations	<ul style="list-style-type: none"><li>• 13</li></ul>

Enterprise Program Support		
Category	Resource	Notes
Resource	Wellness Round-Up Recap	<ul style="list-style-type: none"> <li>• Ongoing, distributed weekly</li> </ul>
Resource	Wellness Newsletter/Template	<ul style="list-style-type: none"> <li>• Ongoing, distributed monthly</li> </ul>
Resource	Wellness Resource Guides	<ul style="list-style-type: none"> <li>• Ongoing, distributed monthly</li> </ul>
Resource	Quarterly Webinar Calendar	<ul style="list-style-type: none"> <li>• Ongoing, distributed quarterly</li> </ul>
Resource	Wellness Model Communication Plan	<ul style="list-style-type: none"> <li>• Ongoing, distributed annually</li> </ul>
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	2024 Enterprise Coordinated Training	<ul style="list-style-type: none"> <li>• Topics included financial well-being, family &amp; parenting, mental health, and EAP orientations</li> <li>• 1,237 total attendees</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 2024, BEI implemented several process improvements to support wellness stakeholders across the enterprise, including:

- Expansion of enterprise-coordinated events to include learning opportunities for financial well-being, parenting and family, EAP orientations and mental health.
- The Wellness Champion Mentor Program to aid in developing and supporting Wellness Champions across the enterprise.
- Development of a quarterly webinar calendar to bring all wellness learning and activity opportunities into one place for easy sharing by Champions and access by staff.
- A redesigned DPM wellness website to increase functionality and display the many well-being related resources available to staff.

Additionally, BEI has explored ways to evaluate the usage and effectiveness of the tools and resources developed and shared throughout the year. In December 2024, an updated Wellness Champion Feedback and Development Survey was distributed to state Wellness Champions to gather feedback and input on agency wellness efforts and identify Champion development needs. From the feedback section, BEI learned:

- Champions consistently use the provided resources, with most respondents reporting weekly engagement.
- Agencies find the monthly wellness newsletters most valuable, followed by the weekly round-up emails, Wellness Council meetings, and agency-specific wellness reports.
- BEI received an average score of 8 out of 10 for how well enterprise wellness resources align with agency needs and goals.
- Champion's overall satisfaction with support provided by BEI is 4.77 out of 5.

Testimonial feedback from champions includes:

- *"At DCF, we are very happy with the support provided by BEI as well as Well WI/Web MD. We regularly promote events and activities, and the addition of resources within WebMD has really taken a load off of our planning sub-committee so we can focus on more specific wellness initiatives that directly support our staff who experience secondary trauma daily as they work to support children and families in WI. Thank you!"*

- “[BEI] always does a great job!”

Survey feedback also provided insight into ways that BEI can improve support. It was shared that increasing accessibility of all resources would be beneficial, specifically resources that are accessible using screen readers. BEI will continue to work with our wellness partners and internally to support all accessibility needs.

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

## State Agency Summary

As designated by agency 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 and are encouraged to set goals and develop a wellness plan in collaboration with agency partners to support employee well-being advancement.

Across the state enterprise, agencies implement varied methods to support employee wellness. One of the 26 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.

Based on self-reported data from the 2024 Wellness Champion Feedback and Development Survey, the following summary highlights the structure of well-being programs, key accomplishments, and common barriers across State of Wisconsin agencies. Thirteen out of the 26 supported agencies participated in the survey.

## Key Findings

- Most Wellness Champions dedicate ten or less 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 the 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 initiatives in addition to available vendor programs.
- 69% report developing a formal wellness plan in 2024.
- 85% report having a wellness committee or agency workgroup focusing on employee well-being.
- 85% report having leadership support or a leadership sponsor for the wellness committee/workgroup.
- 92% report utilizing wellness and available agency data to make data-informed decisions. The most referenced data sources include agency-specific wellness reports, quarterly EAP utilization data, and agency-led staff surveys.

While many Wellness Champions have informal support from leadership and their direct supervisor, the lack of dedicated time to support employee well-being strategies and programs is a barrier for most. Half of the champions indicated the need for more time to execute the desired wellness plans. Other barriers noted include limited wellness budgets and Wellness Champion turnover.

Despite challenges, Wellness 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 collaboration with the agency's Equity and Inclusion Advisory Committee to host an annual staff picnic, multiple mindfulness/wellness gatherings each month, and excellent participation rates in the Well Wisconsin Program.
- Agency developed a consistent communication plan to include the monthly newsletter and a positivity newsletter.
- Implemented a State Parks Challenge.
- Delivered 12 monthly newsletters and book reviews.
- Promoted key awareness days like Wear Red Day, Recovery Month, and Suicide Prevention Month.
- Hosted three wellness challenges with 100+ participants each, organized four health fairs, hosted six biometric screenings, three flu shot clinics, four blood drives, and seven WebMD Game Day events.
- Launched new intranet pages on soft skills for managers, diabetes prevention, and group health coaching, and redesigned the EAP page with four new resource areas, including grief support and legal/financial help.
- Offered weekly yoga, sculpting and meditation classes.
- Finalized a wellness/EAP policy.
- Hosted a speaker for a two-hour workshop titled "Navigating Your Journey" with Brenda Dietzman.
- Introduced "Kudos Cards" to share appreciation across the agency.
- Continued collaboration with other agency committees, such as the Employee Engagement Committee and Diversity, Equity and Inclusion Committee.
- Successful support of primarily remote work staff, including improved communication, has increased staff interest and engagement in wellness activities.
- The wellness committee hosted CPR/AED/First Aid and Mental Health First Aid training, receiving positive feedback and increased interest in these topics.
- Several successful physical activity programs including a Couch to 5K program and department-wide biking and step challenge with over 200 participants across the two events.
- The wellness committee and subcommittees' efforts reached over 622 staff within the agency and across the enterprise in 2024.
- The agency hosted wellness events, including Badger Talks, virtual fitness classes, virtual desk yoga, virtual trauma-informed yoga sessions, an all-staff forest bathing presentation, in-person biometric screenings, and two in-person flu shot clinics.
- Continued strong leadership support.
- Implemented the first "Wellness Week", which included keynote speakers, various events and webinars at offices throughout the state, and office activities like healthy potlucks.
- Hosted a Wear Red Day event, several biometric screenings and annual favorite "Winterlude" bingo activity to promote winter wellness activities.



- Addition of wellness subcommittees to help with planning for the year.
- Increased participation in blood drives, biometric screenings and overall engagement from staff in Well Wisconsin programming.
- The agency added worksite support including improved lactation rooms and CPR/First Aid training for staff.
- Revitalized the wellness committee with recruitment for new members.
- Hosted annual “On the Move” challenge, with highest participation ever.

When looking ahead to 2025, most agencies have developed or are planning to develop a wellness plan prioritizing community well-being, financial fitness, employee engagement in wellness activities, effective communication strategies, and continued support for staff through the Well Wisconsin program and worksite wellness initiatives.

## Well Wisconsin

Well Wisconsin is the uniform wellness benefit available to employees and their covered spouses participating 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. It also offers a \$150 reward for completing three program activities. This program is administered by the Department of Employee Trust Funds and through a contract with 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.

Well Wisconsin provides data on program participation, utilization of available resources, and breakdown of the state employee population’s health risks annually to share with state agencies. Reporting also includes information on WebMD employer support and other optional programs offered through the Well Wisconsin portal.

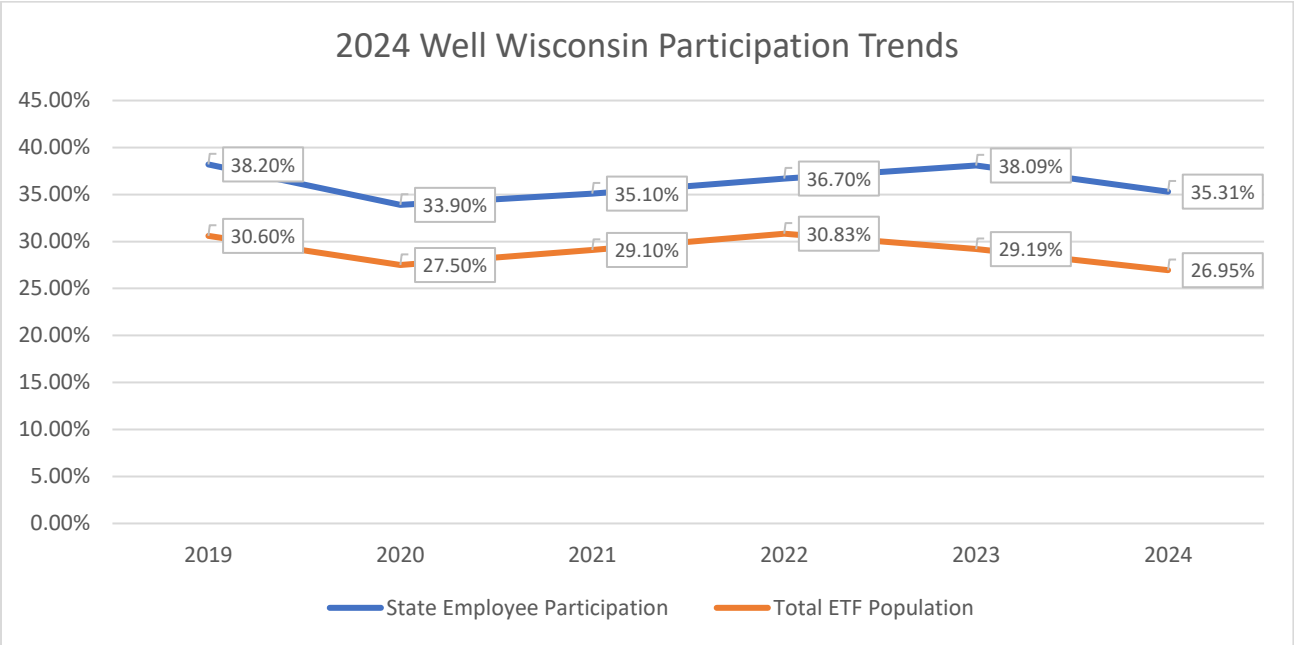
## Key Findings

- In 2024, 35.31% of eligible employees participated in three activities to earn their 2024 Well Wisconsin incentive.
- Program utilization trends indicate that dental cleaning is the highest reported health check option. Well Wisconsin Radio and webinars are the highest reported well-being activity options.
- 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 four years.
- The newly executed Well Wisconsin contract introduced several new programs designed to support state employees’ physical and mental well-being.

## Program Participation & Utilization

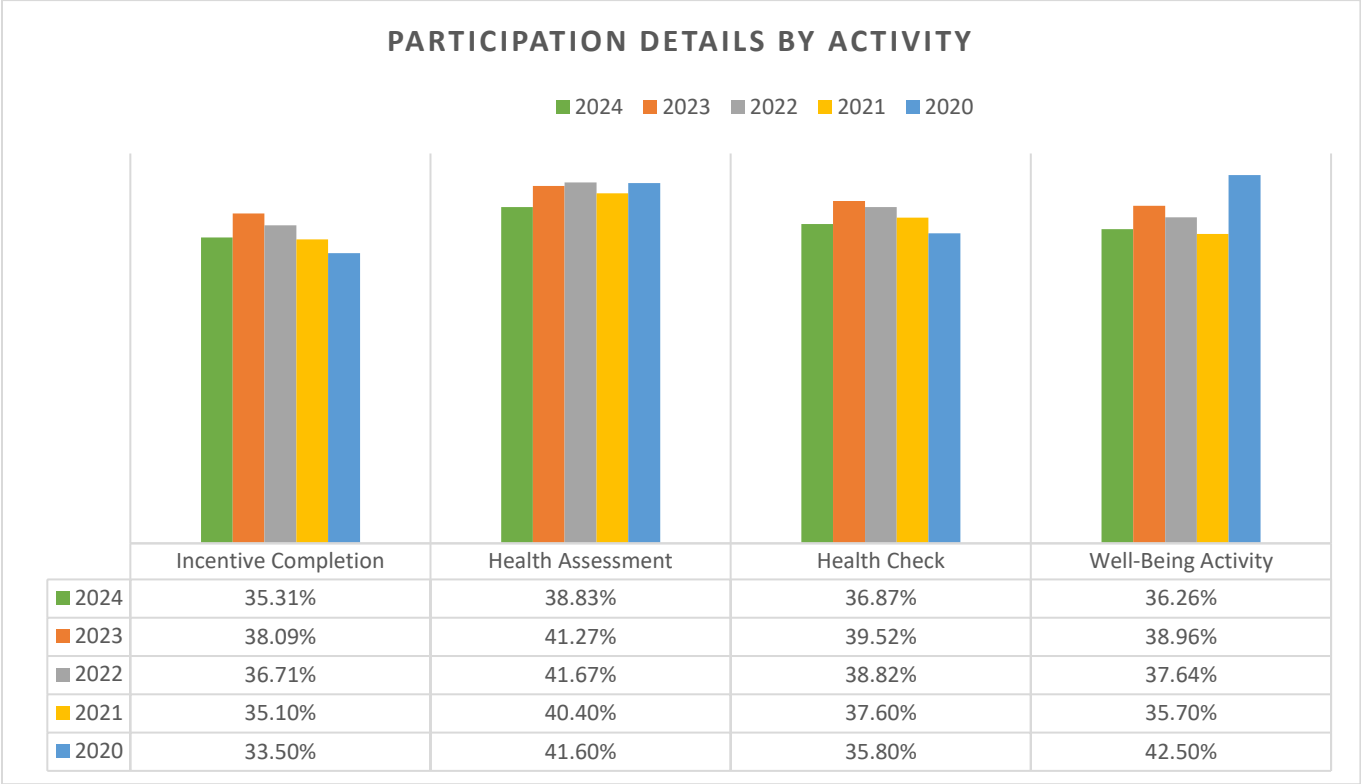
In 2024, 35.31% of state employees participated in the Well Wisconsin program. Although participation had been trending upward since the pandemic, 2024 saw a decline among both state employees and the broader ETF supported population. While this dip coincided with a new contract year and the introduction of several new programs, it is difficult to determine a specific reason for the decline in participation. Table 2 illustrates participation trends over the last six years.

Table 2: Well Wisconsin Participation Trends



Taking a deeper dive, Table 3 outlines participation by each step required to earn the incentive. In 2024, 38.83% of eligible employees completed the health assessment, 36.87% completed the health check, and 36.26% completed the well-being activity, yet only 35.31% completed all three incentive activities. This consistent activity indicates that employees are engaging in one or more steps of the program but are not completing all three. While this trend is not new, targeted focus on each of the incentive requirements throughout the program year may help to increase completion of all three steps and reduce gaps.

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 earn the incentive. This information can inform communication strategies and specific areas of interest for the enterprise.

In 2024, the Well Wisconsin program offered the participants a choice of options:

- The health assessment is required, and can be completed via the online portal, through the WebMD Wellness at Your Side App, over the telephone, or by paper.
- For the health check, employees had the option to complete a screening, which included an onsite biometric screening at an employer location, use of an at-home self-collection kit, or submit a healthcare provider form. Other options included reporting a dental cleaning visit or participating in one health coaching call.
- For the well-being activity, employees had several choices such as listening to two Well Wisconsin Radio or webinar sessions, completing an employer-sponsored activity at their worksite, participating in a

Daily habits plan, completing three health coaching calls, completing the MeQ questionnaire or reassessment, attending group coaching classes, or participating in a wellness challenge: Move for a Million, Seize the Zzzz challenge, or the Five to Thrive challenge.

Data from 2024 shows that most participants fulfilled the health check requirement by reporting a dental cleaning, followed by completing a screening. Completion details are provided in Table 4. For the well-being activity, most participants reported completing two Well Wisconsin Radio sessions or webinars, followed by the MeQ questionnaire and participation in an employer-sponsored activity. Additional completion details are outlined in Table 5.

Table 4: 2024 Health Check Completion Details\*

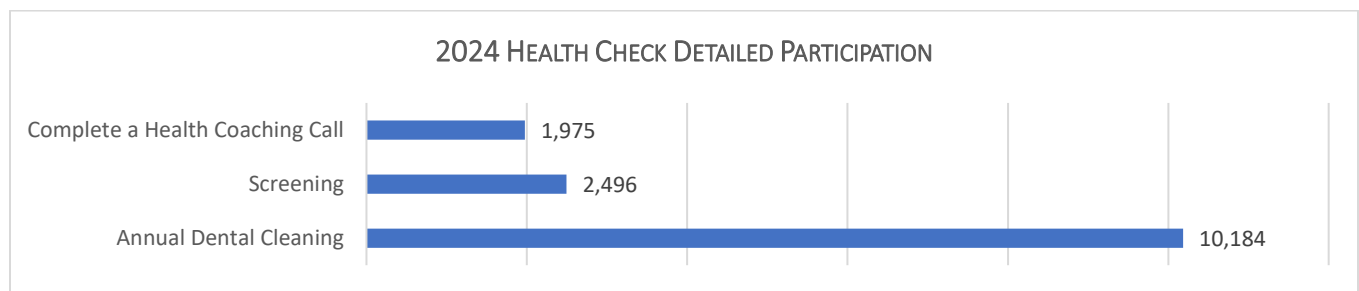


Table 5: 2024 Well-Being Activity Completion Details\*



\*Note: Tables 4 & 5 include both employee and covered spouse completion data.

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 6 details Unique HA completions per month for State participants. Trends indicate high completion rates at the beginning of the incentive year and then again in the weeks leading up to the deadline, October 11, 2024. The incremental spikes in completion also correspond to specific communications sent to registered participants throughout the year, including last chance and deadline-specific messaging in September, indicating that these prompts lead to increased engagement. A similar trend is displayed in Table 7, detailing the total number of site visits per month to the WebMD portal for all State participants. 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 responsible for communicating about the Well Wisconsin program and offers insight into areas of opportunity to encourage further engagement throughout the year.

Table 6: Unique HA Completions by Month\*

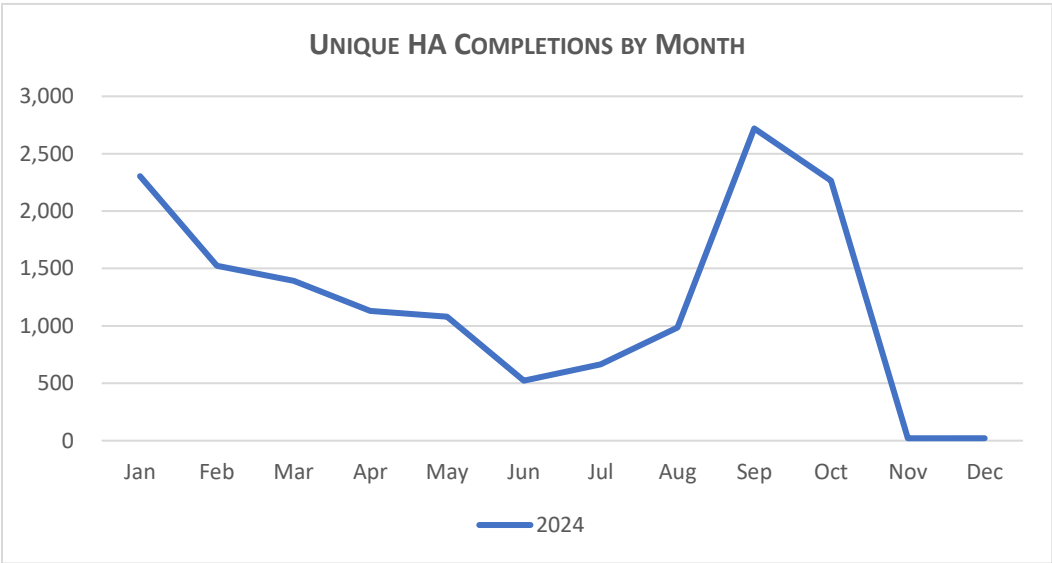
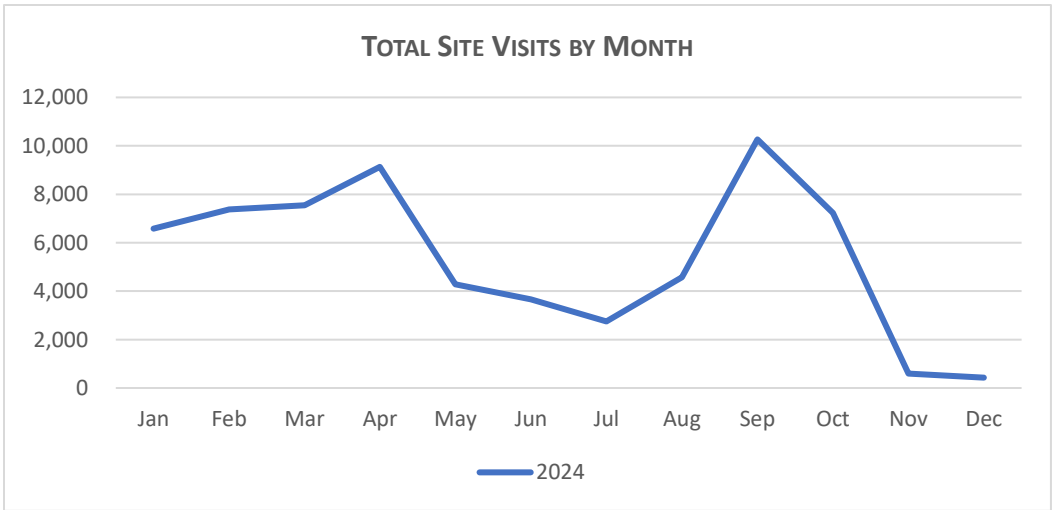


Table 7: Total Site Visits by Month\*



\*Note: The data in Tables 6 and 7 include completions and site visits for both employees and covered spouses.

## Population Health Risk

Population health risk data, gathered via the health assessment, provides a drill down to specific risk factors contributing to overall employee health.

In 2024, 38.83% of eligible employees completed the health assessment. Of those participants, 59.3% identified as female and 40.7% as male. Table 8 provides details related to the trends in health risk between 2021 and 2024.

Table 8: State Employee Health Risks

Health Risks	2024	2023	2022	2021
Average Risk/Person	3.7	3.7	3.8	4.0
<b>Risk Categories</b>				
Alcohol	12.5%	13.2%	14.3%	14.7%
Anxiety	23.9%	23.2%	24.3%	26%
Blood Pressure	30.9%	31.6%	29.8%	40.9%
Blood Sugar	21.1%	20.8%	20.8%	26.8%
Cholesterol	27.5%	27.2%	27.6%	30.2%
Depression	17.4%	16.7%	18.3%	18.2%
Nutrition	65.5%	60.8%	66.7%	68.4%
Physical Activity	19.8%	17.1%	20.7%	21%
Prevention	33.3%	31.9%	32.8%	34.1%
Sleep	42.1%	39.7%	42.5%	46.3%
Stress	22.1%	23.7%	23.5%	25.2%
Tobacco	25.9%	26.4%	27.6%	30.2%
Weight (Overall)	75.8%	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 because each year has different participants.

While top health risks have remained consistent over time, slight improvements were observed from 2023-2024 in alcohol use, blood pressure, stress and tobacco. However, increases in risk were noted in the areas of anxiety, blood sugar, cholesterol, depression, physical activity, prevention, sleep and weight. Although significant year-to-year changes in health risk are not expected, this data highlights key areas where Wellness Champions might choose to focus their well-being program efforts in support of improved employee health.

## 2024 WebMD Employer Support & Optional Programs

2024 marked the beginning of a new contract for the third-party administration of the Well Wisconsin program. While WebMD continued as the vendor partner, this new agreement expanded programs and support for both state Wellness Champions and employees across the enterprise. The following section highlights available data and insights from select programs.

# Webinars and Onsite Support

State agencies are often seeking ways to offer well-being learning opportunities and onsite events to engage staff in their well-being. With the newly executed contract, WebMD increased its team from two to seven staff members to expand the availability of onsite and virtual support for the state of Wisconsin.

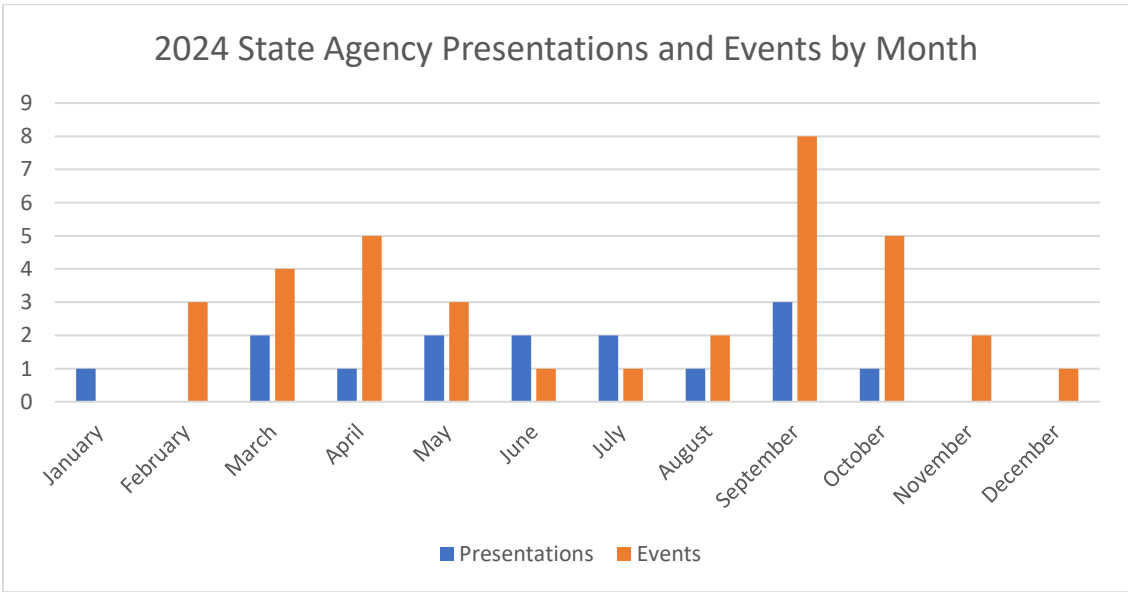
In 2024, Well Wisconsin offered 31 statewide webinars and 55 different events for all eligible Well Wisconsin participants, including those from state agencies, Universities of Wisconsin, and local employers. The most viewed webinars focused on mental well-being. For details, see Table 9.

Table 9: Statewide Webinars

Category	Title	Participation
General Well-being	Hidden Gems	607
Mental Health	Managing Stress through the Lifetime	600
Mental Health	Self-Compassion	528
Chronic Condition Management	Healthy Aging	461
General Well-being	Well Wisconsin Kick Off	458
General Well-being	Exercise for All	458
Chronic Condition Management	Eat Well, Sleep Well	415

At the local level, WebMD offered 50 presentations and events across the enterprise in 2024, an increase from 43 in 2023. Unlike the statewide events in Table 9, these sessions were specifically requested by agency Wellness Champions or other agency stakeholders to meet the unique needs of their team. Table 10 shows the number and timing of presentations and events throughout the year.

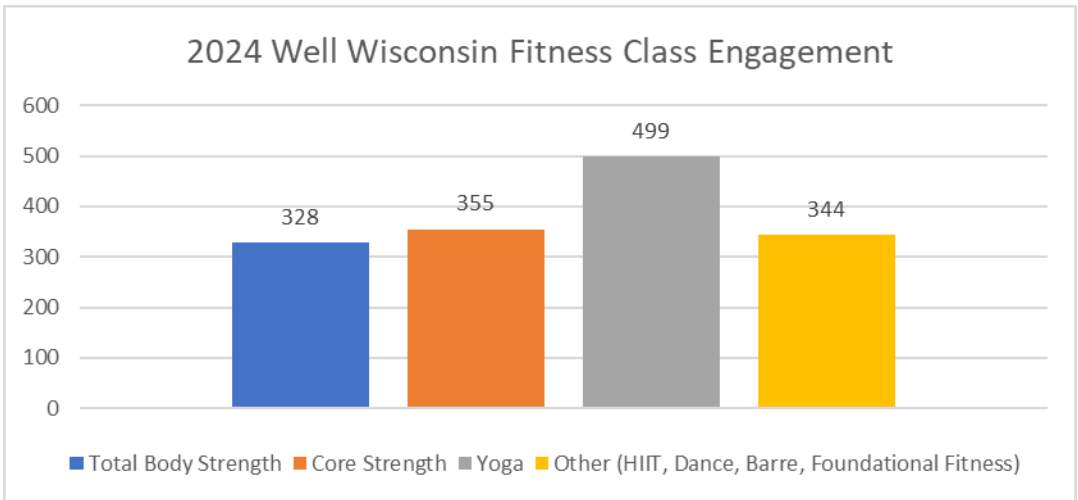
Table 10: 2024 State Agency Presentations by Month



## Fitness Classes

Virtual, live, and on-demand fitness classes were popular additions to program offerings. One thousand three hundred eighty-three (1,383) participants engaged in classes throughout the year, with yoga sessions being the most popular, with 499 participants. Table 11 offers additional details about participation in the other types of classes offered in 2024.

Table 11: 2024 Well Wisconsin Fitness Class Engagement



## Book Club

In 2024, the Well Wisconsin program launched its first-ever book club, kicking off with *Tiny Habits: The Small Changes That Change Everything* by BJ Fogg. Over the course of eight weeks, participants engaged in meaningful conversation and shared insights on how small, consistent actions can lead to lasting change. Despite limited enrollment, the book club saw strong engagement, with an average of 25 participants per session. Post-course program evaluations revealed a 100% satisfaction rate, indicating that participants enjoyed this opportunity.

## Mental Health First Aid

Mental Health First Aid training was a highly anticipated addition to the Well Wisconsin contract, intending to strengthen mental health support across the enterprise. Facilitated by the WebMD Mental Health Program Manager, this evidence-based training equips participants with the skills to recognize, understand, and respond to signs of mental health and substance use challenges.

Training sessions began in September 2024, with the first session consisting of members from the state Wellness Champion group. A second session followed later in the year, bringing the total to two sessions and 29 state employees newly certified for the year.

While this resource is limited in availability, we look forward to partnering with the WebMD team to offer this important training across the enterprise in the coming year.



## Togetherall

Togetherall is an anonymous, online peer support community moderated by licensed clinicians. It is available 24 hours a day, seven days a week to Well Wisconsin participants seeking mental health support or a sense of connection. This program was introduced in 2024 for all eligible Well Wisconsin participants.

Due to its anonymous nature, state employee-specific data is not available. However, data from the broader ETF supported population shows that while less than 1% of eligible employees utilized the program, it generated 5,845 engagements throughout the year, averaging 30 activities per user. Activities include posts shared, supported, or read, participation in a self-assessment, journal entries, articles read, goals tracked or mood updates.

Although overall participation was low, this data suggests meaningful use among those who participated in the platform. Recognizing the ongoing need for mental well-being resources across the enterprise, we will continue working with state Wellness Champions to promote Togetherall as a valuable option among a range of mental health supports in the workplace.

## MeQuilibrium (MeQ)

MeQ is a web-based program that supports well-being through personalized resilience building and stress management assessments, modules, and resources. After being piloted in select state agencies in 2022 and 2023, the program became available to all Well Wisconsin participants in 2024.

With expanded access, enrollment in MeQ more than doubled, adding 1,777 new participants. Despite this growth, overall enrollment remains low, with only 2% of eligible state employees participating. However, like Togetherall, engagement among MeQ users is strong, averaging 49% or roughly eight sessions completed per participant, per quarter.

Further, engaged participants who complete a reassessment report measurable improvements in key areas such as stress management, emotional control, anxiety, burnout, and depression. At the same time, program data highlights challenges across participants related to physical activity, positivity, problem-solving and self-confidence, offering valuable insight into areas of opportunity to support the state workforce.

While MeQ participation is still growing, early data indicates the potential to positively impact on employee well-being. Continued promotion and awareness of this resource will remain a focus of our broader efforts to support mental well-being across the enterprise.

## Other Available Programs

In addition to the programs summarized, the expanded Well Wisconsin contract offers several additional resources to further support employee well-being. These include access to a pain management program, expanded health coaching services, and other specialized offerings. While available data on these programs is limited, they bring a broader range of resources to address participants' health and well-being needs.

# Employee Assistance Program (EAP)

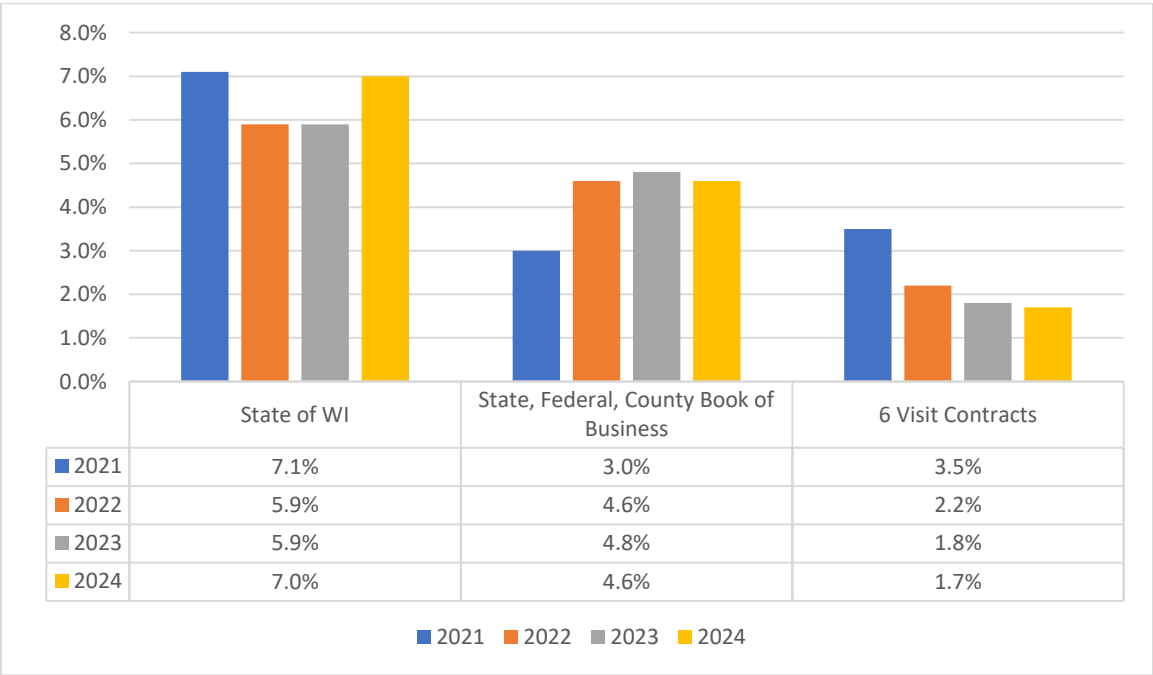
The State of Wisconsin has partnered with Acentra Health to provide free and confidential counseling and work-life support to State of Wisconsin employees and their household family members. Like the Well Wisconsin program, a network of designated EAP Coordinators across the State are asked to promote, 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 identify program trends and inform strategic wellness plans and initiatives across the enterprise.

## Utilization

In 2024, EAP utilization increased to 7.0%, the highest it has been since 2021. This rate reflects all individuals who accessed EAP services during the reporting period. The State’s utilization not only exceeds the national average of 4%<sup>1</sup> but also exceeds the utilization rates of other government entities and organizations using a comparable 6-session counseling model within Acentra Health’s Book of Business. Table 12 provides a detailed comparison. Overall, the State continues to see above-average EAP utilization compared to others offering similar services to staff.

Table 12: Utilization Compared to Acentra Health Book of Business



<sup>1</sup> Source: Mental Health America, February 27, 2025; How can we promote our EAP to increase its usage? (<https://mhanational.org/learning-hub/how-can-we-promote-our-eap-to-increase-its-usage/>)

Acentra Heath also tracks broader EAP engagement through metrics such as engagement utilization and total lives touched. Engagement utilization offers a comprehensive 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 participants, EAP orientation participants, CISM participants, health fair connections, and website activity. In 2024, the State engagement utilization reached 75%, up from 61% in 2023. This increase aligns with a 7% rise in total lives touched compared to the previous year. Together, these measures provide a more holistic understanding of how employees connect with EAP services beyond core counseling support.

## 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 allocated 15 hours per 1,000 employees annually.

In 2024, state agencies collectively used 160 multipurpose hours to support workplace training and development. While this is down from 212 hours used in 2023, the introduction of more enterprise-coordinated training opportunities reduced the need for agencies to schedule their own sessions. While fewer training hours were used, overall training participation was only slightly reduced, with 5,755 participants in 2024 compared to 5,863 in 2023.

Critical Incident Stress Management (CISM) is a structured approach used to respond to, manage, and debrief critical incidents in the workplace or beyond. CISM utilization in 2024 was up 24% from 2023, with agencies using a collective 151.3 hours to support staff through adverse events. These hours supported 554 staff members. Table 13 provides detailed information on EAP utilization details from individuals, overall engagement, training, and CISM support from 2021-2023.

Table 13: EAP Utilization Detail

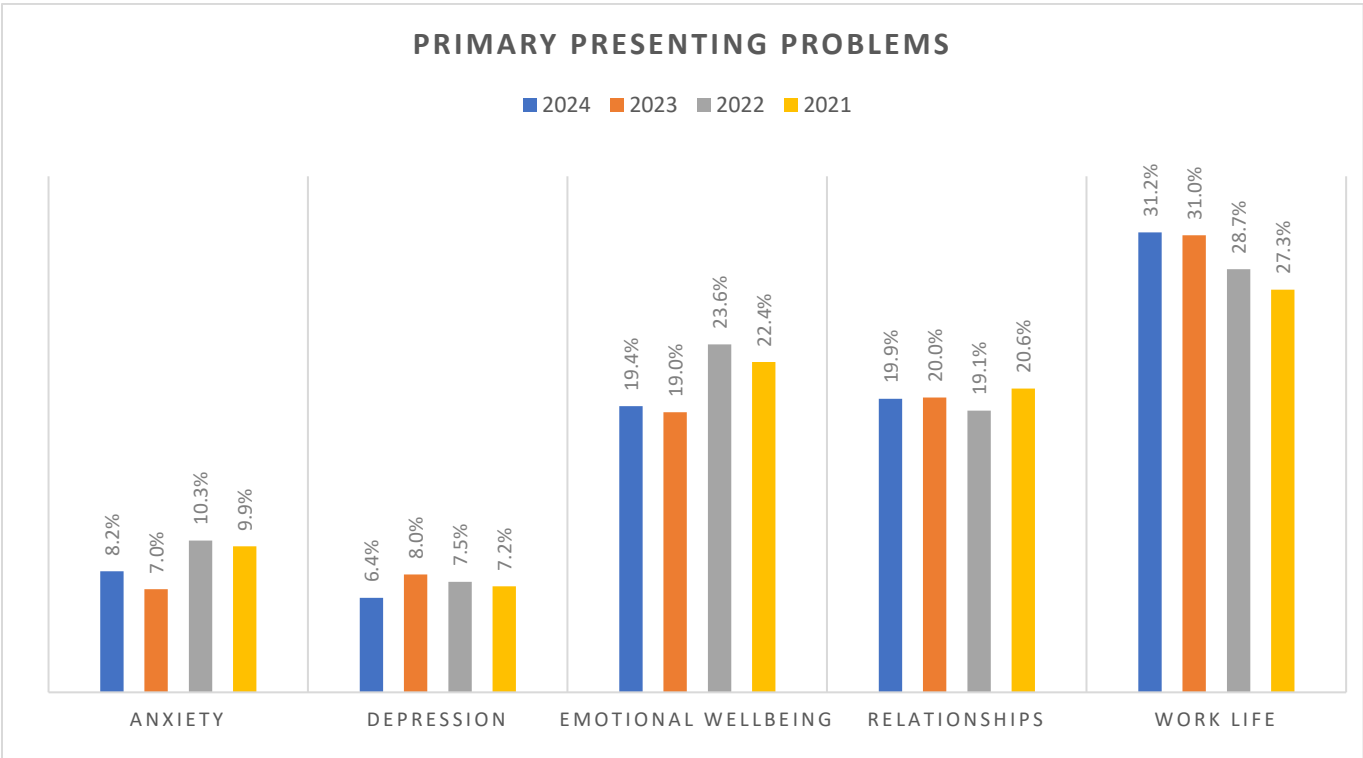
ENTERPRISE UTILIZATION DETAIL	2024	2023	2022	2021
EAP Cases	2,402	1,988	1,959	2,392
Management Consultation Cases	64	47	57	84
EAP Session Count	2,639	2,308	2,307	3,476
EAP Training Hours Utilized	160	212	159	96
Total # Training Participants	5,755	5,863	3,304	2,725
CISM & Other Multipurpose Hours	151.3	122	66.5	87.5
CISM & Multipurpose Hours Participants	554	456	573	678
Total Lives touched	11,414	10,662	7,334	3,419
Total EAP Utilization	7.0%	5.9%	5.9%	7.1%
Engagement Utilization	75%	61%	n/a	n/a

## Primary Presenting Concerns

The core service offered through the EAP is short-term counseling, available to all 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 2024, the average number of sessions for those engaging in EAP counseling services was four out of six sessions. According to data presented in Table 14, 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 four years.

Table 14: Primary Presenting Problems



## User Demographics

Understanding EAP user demographics provides valuable insight into who is utilizing services and helps to identify trends, gaps, and opportunities to improve access and engagement. The information enables organizations to tailor outreach efforts, ensure equitable support across diverse employee groups, and address the unique needs of different populations—ultimately enhancing the effectiveness and impact of the EAP program.

While the State’s EAP program is available to employees and their household family members, employee utilization remains significantly higher than that of covered family members. However, unlike previous years,

family member usage has declined, particularly among spouses/significant others and children. This shift may indicate a need for increased outreach and awareness efforts targeted at other covered family members.

Demographic trends continue to show that women are more likely to seek EAP services than men, with female utilization increasing to 64.6% in 2024. Male utilization has declined slightly, aligning with broader research indicating that men are less likely to seek mental health support.

Age-related trends reveal growing engagement among younger employees (18-30), while mid-career employees (31-50) remain the largest user group. This information aligns with the State of Wisconsin workforce data, where this age group makes up 53.9% of the workforce.<sup>2</sup> Notably, EAP utilization among those aged 41-50 increased 23% to 27% from 2023 to 2024, suggesting potential workplace stressors or life challenges driving support needs in this demographic.

In terms of tenure, employees with 5-14 years of service are the most frequent EAP users, increasing to 40.5% in 2024. Meanwhile, new employees (<1 year) are utilizing EAP services at a lower rate than in 2023, highlighting an opportunity to enhance onboarding awareness about available EAP resources.

Table 15 provides further insights into these demographic shifts, emphasizing the importance of continued outreach to diverse employee populations, especially men, dependents, and new hires, to ensure equitable access to EAP services.

**Table 15: EAP User Demographics**

Relationship to Employee				
	2024	2023	2022	2021
Employee	89.4%	88.1%	86.5%	88.1%
Spouse/Significant Other	4.8%	5.6%	5.3%	5.1%
Dependent	2.4%	2.3%	2.3%	2.9%
Child	2.8%	3.0%	4.9%	3.4%
Other	.5%	.9%	1.1%	.4%
Gender				
Male	35.1%	36.7%	34.3%	36.5%
Female	64.6%	63.2%	65.5%	63.4%
Unconfirmed	.3%	.1%	.1%	.1%
Age				
Undisclosed	2%	2%	2.3%	Data not gathered in 2021
>18	2%	3%	4.56%	
18-30	17%	15%	16%	
31-40	28%	30%	27%	
41-50	27%	23%	24%	
51-60	18%	19%	19.7%	
>60	5%	7%	6%	

<sup>2</sup> Source: Bureau of Equity and Inclusion, State of Wisconsin Classified Workforce & Affirmative Action Report – FY2024

Years of Service				
< 1 year	9.5%	11.7%	9.4%	6.4%
1-4 years	32.1%	31.9%	33.8%	39.3%
5-14 years	40.5%	38.9%	35.5%	35.1%
15-24 years	12.7%	12.6%	16.7%	14.8%
25+ years	5.1%	5.0%	4.7%	4.5%

## Trends and Opportunities

A thorough review of all programs and resources available in 2024 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 2025 and beyond, the following summarizes the observed trends and areas of opportunity in each of the program areas:

### Bureau of Equity and Inclusion

- 2024 was another successful year for offering enterprise-coordinated wellness learning opportunities. BEI will continue to expand on this success, with a goal of increasing overall participation by 5% in the coming year.
- Consistent program evaluation remains an area of opportunity. BEI will continue to explore ways to support state agencies and collaborate with vendor partners to ensure consistent evaluation of all wellness programs and events.
- Program accessibility remains a top priority. BEI will continue to work with vendor partners to ensure that all wellness activities and resources meet accessibility standards and comply with all relevant requirements.
- Supporting families and parents has emerged as an important trend in the workplace, highlighting the need for initiatives that foster well-being and work-life balance. In alignment with Governor Evers' declaration of 2025 as the Year of the Kid, BEI will explore opportunities to further support State employees and their families with wellness programs and resources.

### State Agencies

- While many agencies engage in informal leadership efforts, formal support can help ensure wellness efforts are aligned with agency priorities and more visible to agency staff. BEI will work with agencies individually to assess leadership support and offer consultation on engaging leadership to assist in the wellness program's success.
- Time continues to be a barrier for Champions. Continued support to supplement agency efforts will be identified at the enterprise level, and realistic goal setting will help agencies build capacity over time.

- With limited staff time to dedicate to wellness program activities, BEI will seek ways to support collaboration and efficiency across state agencies by encouraging the sharing of processes that foster peer learning.

## Well Wisconsin

- Using communication and engagement trends from Well Wisconsin, BEI will continue to explore strategies to enhance the promotion and visibility of available programs and resources across the enterprise, ensuring that staff have a clear and holistic understanding of the well-being support available to them.
- In alignment with the WebMD team, BEI will support efforts to rebound Well Wisconsin participation by identifying gaps, enhancing promotion strategies, and ensuring state Wellness Champions have the tools to support the program effectively.
- Mental health remains a key area of focus across the enterprise, underscoring the importance of ensuring that employees are aware of the full range of resources available to support their mental well-being including the Togetherall program, MeQ, and mental health coaching opportunities.
- While trends indicate positive improvements in overall employee health risk, continued focus on supporting employee health by promoting Well Wisconsin and local agency efforts may help to continue the positive health trend.

## Employee Assistance

- Increased EAP exposure through expanded promotion opportunities, training, more frequent EAP orientations and embedding EAP into regular communications supported an increase in utilization for 2024. BEI will continue to build on these efforts, offering additional agency support to maintain and strengthen the positive trend in EAP engagement.
- 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.
- The utilization of EAP services by household family members continues to be very low. BEI will explore strategies to support family member engagement in the EAP.

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**

- 2024 Wellness Champion Feedback and Development Survey

### **Well Wisconsin**

- 2024 State of Wisconsin, State Agencies Review
- 2021 - 2024 Well Wisconsin Health Assessment Data
- 2019-2024 Well Wisconsin Participation Data

### **Employee Assistance**

- 2024 Enterprise EAP Utilization Summary, Acentra Health
- Acentra Health Utilization Reports, 2021-2024