

CLIENT SPOTLIGHT



CLIENT SUMMARY

- Among the largest state public school districts
- 6,200 teachers and staff
- 100 public/special education, alternative and charter schools

KEY CHALLENGES

- COVID-19 caused school closures and distance learning
- Gym closures limited employee exercise options
- Individual and family stress increased

PROGRAM HIGHLIGHTS

- **Virtual fitness appeals to all ages:** "We were pleasantly surprised that our biggest user group is our 51-60-year-olds."
- **High demand for mental wellbeing:** "The most highly played class in August was 'Anxious of Future.'"
- **Surprise added benefit:** "We have teachers from kindergarten through high school that have recorded a Wellbeats workout to play with their students."

Wellbeats is "the missing link" that enables greater fitness and wellbeing at home

The Minneapolis Public Schools, with about 6,200 teachers and staff, had been through a severe winter storm in 2019 that forced school closures, distance learning and the inability for employees to use gym memberships or get out of the house to exercise. "We had already been thinking about ways to help our employees stay physically active if something like that happened again," says Lindsay, the district's employee wellness coordinator.



Lindsay,
Employee
Wellness
Coordinator

Then COVID-19 hit in March of 2020, causing school closures and distance learning. It was especially bad timing because Lindsay was on maternity leave. "We partnered with our health insurance provider on a trial of the Wellbeats program," Lindsay explains. In the month of April, while Lindsay was on leave, about 300 district teachers and staff used Wellbeats classes to work out at home and to also enjoy mindfulness and nutrition classes. When Lindsay returned to work, her inbox was flooded with emails from staff with messages like "We need to keep this," and "This is a lifesaver."

Over the summer, Lindsay gathered ample evidence of the program's value along with one particularly powerful endorsement: "I heard from an administrative union official on behalf of his members, who said he assumed the benefit would continue; so many people had reached out to him." District leadership was sold, and Wellbeats was rolled out to the entire district in July. Even though school was not in session, class plays jumped over 1,500 in July and over 2,000 in August.



