



Wisconsin Wellness Program Favorites

NOTE: Your materials and information will be reviewed and then posted on the Nutrition and Physical Activity Program website and made available for other worksites to use. Your submission of materials is an indication of your intent to share your materials with others.

Worksite Name: Gundersen Lutheran Medical Center

Contact Person

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How would you categorize your company?

Healthcare

How many employees are in your company?

> 300

How would you classify the initiative?

Environmental change (i.e. healthy vending options)

What's the primary focus area for your initiative?

Nutrition

Wellness Program Favorite Overview:

Name of the initiative: Fruits and vegetables for .25 cents

Purpose: increase consumption of fruits and vegetables

Brief Description (1000 character maximum): Statistics indicate that only one of four people eat the recommended three to five servings of fruits and vegetables every day. To help employees meet their goals for better nutrition, we began offering apples, oranges, bananas, individual bags of baby carrots, and steamed vegetables to employees and visitors for only 25 cents.

Evaluation:

Why was this initiative successful?

322% increase sales of apples/oranges, 220% increase sales of bananas, 139% increase

What did employees like/not like about this initiative or receive from this initiative?

Employee feedback indicates that when given a choice, people prefer 25-cent fruit to higher calorie, higher fat snack offerings. Sales of fruits and vegetables have tripled since we started this initiative.

What would you do differently if you were going to implement this again or what words of advice would you have for another worksite looking to implement this initiative? -

Attachments? Please check here if you have attachments that further describe your initiative and that you are willing to share with others.

No