

## **Healthier Wisconsin Worksite Initiative**

The Healthier Wisconsin Worksite Initiative is a collaborative effort of the Office of the Governor, the Governor's Council on Physical Fitness and Health and the Department of Health and Family Services' Nutrition and Physical Activity Program. The purpose of this project is to improve nutrition and increase physical activity within the adult working population through the development of worksite wellness programs. Additionally, this project will foster partnerships between local community coalitions and worksites. The projects were selected through a competitive request for proposal process for the period January 1, 2007 – September 1, 2007. Each project is receiving \$4,000.

Funding for these grants was made possible through the National Governors Association Healthy States Grant Program.

### **Project Descriptions**

#### **“Catch the Wave to Better Health”**

##### **Healthy Hearts Project of Oconto County**

**Contact: Sara Applebee, 920-834-7000 or [sara.applebee@co.oconto.wi.us](mailto:sara.applebee@co.oconto.wi.us)**

The Healthy Hearts Project (HHP) of Oconto County will partner with **Cruisers Yachts** in the city of Oconto, to improve the health of all 520 Cruisers Yachts employees. The company has an established wellness committee, and enthusiastic Occupational Health Nurse with strong leadership skills, support from the medical community, and management support for the implementation of a program that will result in healthier employees, decreased healthcare costs, and increased productivity. A recent health risk assessment has demonstrated several areas in which lifestyle behaviors need to be addressed.

#### **“Wellness Matters”**

##### **Rock County Health Living Coalition**

**Contact: Lori McMillan, 608-757-5438 or [mcmill@co.rock.wi.us](mailto:mcmill@co.rock.wi.us)**

The Rock County Healthy Living Coalition plans to implement a worksite wellness program for the 1,350 persons who are employed by **Rock County**. Once in place the worksite wellness program will help employees to increase their physical activity, to learn about the importance of proper nutrition and to maintain a healthy weight. By using the Wisconsin Worksite Wellness Resource Kit, the coalition will develop a wellness program that follows evidence-based strategies. In essence, the Wellness Matters project is an opportunity for the coalition to positively affect the health of literally thousands of Rock County citizens.

#### **“N.E.W. Community on the Move”**

##### **Brown County Healthy Weight for Youth Coalition**

**Contact: Amanda Kugel, 920-437-8368 or [amkugel@yahoo.com](mailto:amkugel@yahoo.com)**

The Brown County Healthy Weight for Youth Coalition plans to implement a new worksite wellness program at the **N.E.W. Community Clinic**. Programming consists of

multiple physical fitness and nutrition projects. These include: host author and fitness coach Jan Birr to create awareness and motivate staff participation; healthy weight loss program and on-site yoga in partnership with YMCA; provision of seasonal fruit with nutrition messages in break room; make pedometers available and map walking routes; healthy cooking demonstrations; and community walk/run reimbursement of registration fees.

### **“Altoona On the Go Worksite Wellness Program”**

#### **Altoona On the Go**

**Contact: Karen Ostenso-McDaniel, 715-232-2394 or [ostensomcdanielk@uwstout.edu](mailto:ostensomcdanielk@uwstout.edu)**

Altoona On the Go Wellness Coalition believes strongly in the importance of a healthy lifestyle. The coalition is made up of Altoona community members with a variety of backgrounds but all with the belief that a health community is a viable and strong community. The coalition plans to build bonds and improve wellness within the community by implementing worksite wellness programs for employees of both the **Altoona Middle School and the Altoona Municipal offices**. The coalition will work with the two sites to create site-specific worksite wellness programs that will teach strategies for improving diet choices and incorporating daily physical activity routines for busy individuals. The programs will focus on promoting healthy lifestyles. We expect that the worksite wellness programs will create a workplace environment conducive to supporting employees in making good food choices and maintaining regular physical activity and maintain a healthy weight.

### **“Worksite Wellness Works”**

#### **Polk County Nutrition and Physical Activity Coalition**

**Contact: Janel Hemmesch, 715-485-8551 or [janelh@co.polk.wi.us](mailto:janelh@co.polk.wi.us)**

The Polk County Health Department will collaborate with the St. Croix Regional Medical Center to expand the worksite wellness program at **Straus Knitting Mills**. The coalition will work with Straus Knitting Mills to establish a wellness workgroup and complete a worksite assessment and employee survey. Using the information gathered an action plan will be developed outlining the environmental and policy changes that can be made to support healthy lifestyles. Additionally, the information will be used to create programming that is sustainable and long-term. The coalition will also work to expand the worksite wellness program to other businesses and industries within the community.

### **“HMC2010 at Work”**

#### **Healthiest Manitowoc County 2010 – HMC At Work Subcommittee**

**Contact: Annie Short, 920-652-0238 or [annies@newahec.org](mailto:annies@newahec.org)**

Healthiest Manitowoc County will partner with two companies, **CESA #7/Head Start and another business** to be determined. This project will allow the implementation of new worksite wellness programs following a model developed through other funding sources. The project activities include conducting health risk assessments, assessing the worksite environment and employee interests, and creating an employee wellness committee. A Worksite Wellness Plan will be created and implemented based on the

information gathered. A kick-off event will be planned along with challenges to support the wellness program messages and changes. Additionally, ways to carry the wellness messages to the employee families and the families served by the organization will be determined.

### **“Make It Count”**

**Waukesha Wellness Advocates**

**Contact: Katie Strupp, 262-695-3454 or [kstrupp@wctc.edu](mailto:kstrupp@wctc.edu)**

Make It Count is a ten week worksite wellness program designed to promote healthy lifestyles. The program will be piloted at **Waukesha County Technical College’s three campuses and the Workforce Development Center**. Make It Count is designed to help individuals make healthy lifestyle choices and change behavior. Components of the program include setting goals, education and motivation. Motivation for participants will be provided through weekly e-mails, team competitions, and incentives. Additionally, environmental changes will be made to support behavior changes. After the pilot program is completed the program will be shared with the Learning Circles on Workplace Wellness. The Learning Circles are designed to assist area employers develop or expand programs that improve worker health and productivity. There are currently 22 organizations in Waukesha County that belong to the Learning Circles.

### **“Worksite Wellness Challenge”**

**Waupaca County NuAct Coalition**

**Contact: Beverly Hall, 715-258-6276 or [bhall@co.waupaca.wi.us](mailto:bhall@co.waupaca.wi.us)**

Waupaca County NuAct (Nutrition/Activity) Coalition will partner with **Converting and Walker Forge** to implement an educational, interactive, and incentive-based challenge program between business employees to encourage physical activity, nutrition and healthy weight goals. They will also increase the level of collaboration and communication between businesses and community resources about wellness opportunities. The strategies that will be used include: promote participation in incentive-based activity/nutrition weight management program, support physical activity breaks during the workday and after work, provide health education to participants on various wellness topics, conduct preventive wellness screenings and promote healthy food choices in the workplace.

### **“Come On-Get Healthy Northern Lincoln County!”**

**Merrill Area Healthy Lifestyle Network in conjunction with Healthy People Lincoln County**

**Contact: Shelley Hersil, 715-536-0307 or [shersil@co.lincoln.wi.us](mailto:shersil@co.lincoln.wi.us)**

Merrill Area Healthy Lifestyles Network in conjunction with Healthy People Lincoln County will provide outreach, wellness promotion and healthy lifestyle education tailored to the needs of worksites in the Tomahawk area in northern Lincoln County.

**Packaging Corporation of American and three additional worksites** will participate in the project. The Worksite Wellness Program will include two components: data collection using the Wisconsin Worksite Wellness Assessment Checklist and the Merrill

Area Healthy Lifestyle Network Employee Survey; and development and implementation of worksite wellness in the areas of nutrition and active living. A “toolkit user group” is being developed based on the concept developed by the Marshfield Clinic Healthy Lifestyles Program.

### **“Be Well at UW-RF”**

**University of Wisconsin – River Falls Health and Wellness Coalition**

**Contact: Keven Syverson, 715-425-3755 or [keven.syverson@uwrf.edu](mailto:keven.syverson@uwrf.edu)**

The target audience for this project is the 850 faculty, academic staff and classified staff on the **UW-RF campus**. The objectives of the project are: complete the worksite wellness assessment checklist, complete the worksite wellness employee survey, coordinate UW-RF wellness offerings and institute two environmental change strategies. The UW-RF campus has not had a coordinated comprehensive employee health and wellness program on campus in recent history. This occurs because not one department or area has responsibility for employee health and wellness. We would like to have the UW-RF Health and Wellness Coalition fill this void. Collecting data on faculty and staff will provide direction as to what employees want to see offered and what types of programming are likely to join. The Pierce County Healthy Eating, Active Living Coalition and the River Falls School District will also partner in this effort.

### **Wellness Works**

**Green Lake Area Health and Wellness Coalition**

**Contact: Kathy Munsey, 920-294-4070 or [kmunsey@co.green-lake.wi.us](mailto:kmunsey@co.green-lake.wi.us)**

The Wellness Works worksite wellness program was implemented in January 2006 and will be expanded through this effort. Wellness Works focuses on improving individual health behaviors by promoting physical fitness, improved nutrition and health lifestyle choices. The target audience is the **Green Lake County employees**, which number 194 individuals working at five different sites (courthouse, health & human services, highway department, sheriff’s department and Fox River Industries). The Coalition will build on the success of the current Wellness Works program through the following: establish a county-wide wellness committee, conduct a worksite wellness assessment and employee wellness survey, develop a worksite wellness action plan, create a written worksite wellness policy and increase participation in worksite wellness activities.

For information about the Healthier Wisconsin Worksite Project contact:

- Mary Pesik at 608-267-3694 or [pesikmj@dhfs.state.wi.us](mailto:pesikmj@dhfs.state.wi.us) or
- Visit the Wisconsin Nutrition and Physical Activity Program website, <http://dhfs.wisconsin.gov/health/physicalactivity/index.htm> or Google WI Physical Activity