

New York State Department of Health

Year 4 Performance Incentive Initiative: Required Documentation Cover Sheet

PHAB Measure:

- 3.1.2 A: Health promotion strategies to mitigate preventable health conditions

Submitter:

- Tompkins County

Required Documentation:

- RD1: A planned approach for developing and implementing health promotion programs

Narrative:

- Tompkins County Worksite Wellness Coalition (WWC) meeting notes from 7/9/15.
- Meeting notes from WWC committee to plan a fruit and veggie More Matters promotional activity, held in July 2015.
- Tompkins County Worksite Wellness Coalition (WWC) meeting notes from 11/5/15.

Collectively the documents achieve the required documentation

The Tompkins County Worksite Wellness Coalition (WWC) was launched in early 2015 to sustain outcomes from the Worksite component of the Creating Healthy Places to Live Work and Play grant (2010-2014), held by the Human Services Coalition of Tompkins County. Tompkins County Health Department (TCHD) staff are permanent staff for the WWC. The July meeting notes and the committee meeting notes document the planning and development of Put Fruit to Work (PF2W), a health promotion strategy with associated materials. The initiative would promote fruit as a fresh, healthy snack choice during the work day. Eating more fruits and vegetables can reduce risk factors for chronic diseases.

The WWC meeting notes from November 5 include a review of the PF2W activity, which had taken place in September 2015.

Present was Jennifer Jones, Kathy Eliason, Leslie Moskowitz, Judy Hoffman, and Cody Carrier (co-manager, Ithaca Farmers Market, guest of Judy's).

- Katie Sack, Don Barber, and Susan Dunlop were not able to attend due to unexpected last minute conflicts.

We discussed the fruit event (thank you Fruitie Comm for your outline, it was very helpful!) In prep for the meeting, Bev and I had discussed how to focus the event (activity, promotion) on the specifics rather than the broader and longterm "eat more fruits" concept. (Tactical rather than strategic?) We came to the meeting with a draft one-paragraph description, then the group of us at the meeting worked it over, and here is our final text:

"Put Fruit to Work!"

September is national *Fruits and Veggies More Matters* month, and the Tompkins County Worksite Wellness Coalition wants to help local worksites celebrate. From September 21–25, the Wellness Coalition will sponsor Put Fruit to Work!, a one-week campaign to promote fruit as a fresher, healthy snack choice at work. Employers will be asked to designate one day that week when all employees will have an opportunity to Put Fruit to Work as a satisfying snack that works any time, on any job.

This statement will be the anchor of a mailer that will be sent to all Tompkins employers with 5+ employees in mid August (funded by Creating Healthy Places). The mailer will have more info about the promotion, and ideas on how to participate (a number were suggested at our meeting.)

We also reviewed a "boilerplate" description of the Coalition, worked through it, and agreed to a final draft. This is attached. It will be used to open the website, for approaching vendors to participate in the September event, in press releases, etc.

Additional notes from the meeting

Additional discussion about the September promotional event:

- This will not be a health campaign, nor a behavioral change campaign. It will be a campaign to promote bringing fruit into the workplace on one day during the designated week.
- Cody suggested a tie-in with the Farmers Market: Market could piggy back on our campaign (and the national month) to promote orchard tours, specials, etc. Tie in to Tuesday market in Dewitt Park.
- Recipe exchange
- Make smoothies! Some sites have done this (Judy?) --- made smoothies and handed out sample-sized servings

- Post additional ideas on the Coalition website
- Create a logo for the event that could be a button or a sticker (funding dependent.) Ted will work on event graphic.
- Also bring in one of the national campaign logos
- Ted will check on dates for Business Times section in the Ithaca Times
- Mailing will be in Mid-August.

Official Coalition meetings:

- First one in late Oct to early Nov
- Do we want a presentation at the first meeting as a draw? Something other than just asking people to attend for coalition business? Having a presentation might be less threatening than if we're asking people only to come for coalition business ... (like, if you attend you'll be locked in for life.)
- Work up a schedule of topics for the year
- 4–6 meetings yearly: 4 with a presentation, 2 just sharing
- All meetings will include 15 minutes of sharing

Other:

- List charter participants on the coalition website

Next meeting: Thursday August 6, 8:30 TCHD

3.1.2 A, RD1: Meeting notes from WWC committee to plan a fruit and veggie More Matters promotional activity, held in July 2015.

Tompkins County Worksite Wellness Coalition

More Matters: Fruits and Veggies Campaign, September 2015

Purpose:

To introduce the Tompkins County worksite Wellness Coalition to the community.

Fruity Committee:

Beth McKinney, Susan Dunlop, Leslie Moskowitz, Theresa Lyczko

Website:

In order for any of this to happen, we need to have a Coalition website that potential members can see. Ted Schiele agreed to develop the site and be the contact person for employers with questions.

Website would include:

Our name

Our mission

Our partners/members

Our projects

Meeting times

And future pages would include resources tbd

Description of promotion:

September is National *Fruits and Veggies More Matters* month. During the week of September 21 – 25, local workplaces will commit to helping employees increase their consumption of fruits and vegetables. The Coalition will be spearheading the promotion as a way to introduce themselves to the community.

The fruit/vegetable campaign is already developed. Marketing tools are available at <http://healthfinder.gov/nho/SeptemberToolkit2.aspx> . These will be used as the basis for the promotions.

Timeline:

July 9	Meeting
July 24:	Complete timeline
August 6	Meeting
August 21:	Coalition members finalize their promotions and submit brief write-up to Fruity committee
September 4:	Finalize arrangements for fruit boxes to be available by request at local stores/markets
September 4:	Finalize any participation by Ithaca Farmers Market
August or Early Sept:	Initial release sent to list of news contacts (Who we are/What we are doing)
September 11:	Second news release sent (Who we are/What local companies are doing/ideas)
September 25:	Last news release (Who we are/what we did)

Media:

Ithaca Journal

Ithaca Voice

Ithaca Times

SHRM Newsletter

Chamber Newsletter

Facebook Like page

Twitter hashtag (healthfinder has prewritten tweets, we just add our hashtag)

Press Release 1 to include:

1. Description of Coalition
2. Description of More Matters (from healthfinder)
3. That this is for any size company
4. Contact information, website
5. Examples of fruit/veg promotions
6. Request to tell us about your worksite's promotion.

Press Release 2 to include:

1. Who we are
2. What is More Matters (more from healthfinder)
3. What the Coalition members are doing for their employees (include quotes)
4. Invite others to participate, encourage a 10 minute conversation by phone
5. That this is for any size company (quote from Ted?)
6. Remind to include your local farmers
7. Contact information/website

Press Release 3 to include:

1. Who we are
2. What we did
3. The impact (quotes, stories)
4. How to get more information or get involved.

Misc:

Fruit boxes

Ted will work with Wegmans, P&C Fresh, Tops and local farmers/markets to see if they will offer a fruit/vegetable box for sale by request to make it easy for employers to purchase fruit for staff.

Ithaca Farmers Market

Judy Hoffman will make contact with Cody to see if they would be interesting in helping to promote for the September Saturdays/Sundays prior to the event.

Other employers to contact

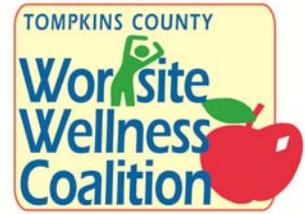
Judy Hoffman will mention the Coalition and event to her contacts at Borg Warner to gauge their interest. It is our hope that large and small employers will become involved as a result of the More Matters campaign. Other employers we thought of included Wegmans (maybe Ted can mention this aspect when he discusses the fruit boxes).

3.1.2 A, RD1: Tompkins County Worksite Wellness Coalition (WWC) meeting notes from 11/5/15 – See RD1 Pg. 7

[Tompkins County Worksite Wellness Coalition](#)

Meeting Notes

Introductory meeting, November 5, 2015



Welcome

- Ted Schiele, staff member for the Coalition, welcomed everyone with an overview of the Coalition's history — grew out of the Human Services Coalition's Creating Healthy Places Worksite grant, idea developed over a series of planning meetings beginning in March 2015, launched with the Put Fruit to Work promotion in September 2015.
- Intent is to share ideas and information, host guest presenters, and help keep each other motivated and mobilized when a wellness program begins to lose momentum, participation, and freshness.
- Will poll the mailing list for those interested in joining a workgroup to develop a governing structure for the group.
- Meetings will be the second Thursday of odd numbered months, except for July.

Introductions

- Everyone in attendance introduced themselves and their program
- Beth McKinney, Cornell Wellness program, director for 22 years.
- Norma Gutierrez, Way2Go Coordinator at Cornell Cooperative Extension (CCE); Sustainable transportation.
- Tina Snyder, Community Nutrition Educator, Eat Smart NY at CCE; "Eat Healthy Be Active" & "Cooking Matters" programs, social marketing materials.
- Beverly Chin, Health Planning Council director at the Human Services Coalition; coordinated the Creating Healthy Places Worksite grant that ended 9/30/15.
- Don Barber, Greater Tompkins County Municipal Health Insurance Consortium executive director; develop a culture of wellness within the 18 employers who make up the consortium with an eye toward reducing claims.
- Nancy Bussièrès, Hospicare & Palliative Care Services HR director; 85 employees at 2 locations, focus on well being, activities are sporadic.
- Jennifer Jones, Town of Dryden; 50-60 employees from highway department to town hall, recently certified as a wellness program coordinator.
- Marilyn Meade, Occupational Health; retired after 30 years with corporate wellness programs in Dallas, medical advocate for NYS Courts.

- Katie Sack, Ithaca College wellness program coordinator
- Patrick Van Asch, Franziska Racker Centers, registered dietician; wellness committee member, employee participation in wellness programming is a challenge.
- Sally Klein, McGraw House finance manager; hoping to collect tips for wellness initiatives
- Debbie Thomas, TC Health Department chairs staff satisfaction task force/ wellness committee.
- Liz Vance, Ithaca Youth Bureau director; staff have begun to fit physical activity and wellness into their schedules, wellness needs to get more organized and regroup.
- Leslie Moskowitz, City of Ithaca HR department; dietician, wellness program coordinator.
- Jane Baker Segelken, McGraw House.
- Theresa Lyczko, TC Health Department health promotion program director.

Put Fruit to Work Week participation review

- PF2W mailing sent to all TC employers with 5+ employees, about 1,100 addresses. Purchased list from Mailbox of Ithaca. Single sheet flyer + reply card (no stamp) in envelope printed with a teaser. Mailed 8/31/15. Received 5 legitimate reply cards + 1 spam card.
- Cornell University: Fruit Bingo! Promoted via email, 53 Bingo cards completed, 3 prizes. Considered a success!
- City of Ithaca: Mayoral proclamation, lunchtime talk about fruits and veggies by Tina Snyder of CCE, 8 of 15 city departments put out a basket of apples for staff, bulletin board postings. A good start; Leslie suggested it will take a number of years to build the event.
- Way2Go (CCE): walk from CCE offices to the Dewitt Park Farmers Market, made fruit available, set up a display about sustainable transportation at the Farmers Market.
- Ithaca College: Fruit photo contest drew 25-30 submissions.
- Hospicare: daily email, smoothies, soup, a bushel of apples
- Town of Caroline: staff kept a fruit basket full for each other.
- TC Health Department: baskets of apples in each staff kitchen, pot luck fruit salad
- Consensus was that the promotion was a good start to what can become an annual activity. Brought the Coalition together, had community appeal.

Presenters

Katie Sack: Ithaca College, “Mind, Body, Me”

- Rebranding with new logo to incorporate IC’s new shield
- 5 core values: Wellness, Flexibility, Family, Community, Individual work/ life balance
- Pilot program began in 2011; Opt-in; open to all benefits-eligible employees
- Staged growth: “Flights” of 50 enrollees annually
- Biometric screening and HRA required of all participants; all other services free and voluntary
- Student interns build challenge activities
- Use data warehouse to monitor aggregate data
- ROI: short term increase among members’ biometrics and screening results; no comparative data on non-members
- Use data to plan courses
- Prizes for competitive activities kept secret until they are awarded so participants are not just in it for the prize. Examples of prizes: Salad spinner, Empire Pass.

Beth McKinney: Cornell’s [“Go Go Go 150”](#)

- Tie-in with 150th Anniversary, the promotion encouraged 150 minutes of exercise per week.
- Done completely in-house
- 162 Teams, 1,100 participants
- Participants moved a total of 1,724,327 minutes!

Next Meeting:

January 14, 2016

Presenter: Frank Towner, CEO of the YMCA of Ithaca will discuss how the Y is reaching out to promote health and wellness to local employers. Participants will learn what is available and how to take advantage of these expanded offerings from our local YMCA. Frank and other Y staff are quoted in an Ithaca Journal article from this past September; [Click here to read it.](#)

Full agenda will come out in January.

[Ted Schiele](#), Coalition Staff