

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:

- RD4: Implementation of strategies in collaboration with stakeholders, partners, and/or the community.

Narrative:

- Put Fruit to Work (PF2W) Ithaca Mayoral Proclamation, along with a snapshot photo of the Mayor with the Proclamation and members of the City Hall Wellness Committee and Tompkins County Health Department (TCHD) staff member
- Tompkins County Worksite Wellness Coalition (WWC) meeting notes from 11/5/15.

Collectively the documents achieve the required documentation,

For the Put Fruit to Work promotion strategy, collaboration with the community is documented by the Mayoral Proclamation, and with partners and stakeholders by the report-out captured in the WWC minutes from November 5. Consensus of the coalition was that the initiative was a success and it has become an annual event.

City of Ithaca Proclamation

Whereas, in early 2015, various representatives from local Tompkins County employers with worksite wellness programs met to inaugurate the Tompkins County Worksite Wellness Coalition, and

Whereas, the Coalition's mission is "To act as a resource for Tompkins County employers regarding the art and science of health promotion and wellness," and

Whereas, the critical importance of a workplace culture that supports healthy lifestyles is widely recognized — and worksite wellness programs serve a pivotal role in promoting such a culture, and

Whereas, the Tompkins County Worksite Wellness Coalition promotes wellness programs and healthy living as a crucial added value that improves workplace culture, and

Whereas, September is "National Fruits and Veggies—More Matters Month," and the Tompkins County Worksite Wellness Coalition wants to help local worksites participate, and

Whereas, fruit contributes to the fundamental well-being and quality-of-life of all residents of the City of Ithaca — it energizes our workforce and promotes better health, and

Whereas, Put Fruit to Work is a one-week campaign to promote fruit as a fresher, delicious, healthy snack choice at work, and

Now, therefore, I, SVANTE L. MYRICK, Mayor of the City of Ithaca, do hereby proclaim September 21–25, 2015 as:

Put Fruit to Work Week In the City of Ithaca

And FURTHER, I urge all City of Ithaca residents and City of Ithaca employees to choose fruit as a satisfying, delicious snack that works any time, on any job, and

In Witness whereof, I have hereunto set my hand and caused the Official Seal of the City of Ithaca to be affixed, on this twenty-second day of September in the year 2015.




Svante L. Myrick, Mayor



Ithaca Mayor Myrick (2nd from right) with reps from the City Hall Wellness Committee and from the Worksite Wellness Coalition, 9/22/15

3.1.2 A, RD4: Tompkins County Worksite Wellness Coalition (WWC) meeting notes from 11/5/15 – See RD4 Pg. 5

[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