

## HEAL Goals

To increase healthy eating and physical activity through environmental and policy changes.

To reduce the prevalence of chronic conditions and health disparities resulting from overweight and obesity.

### Worksite Sector Objectives and Strategies

Objectives		Strategies	Activities	Timeline	Activity Leads
# 1	A minimum of 3 worksites of various sizes will adopt and implement healthy eating and active living policies, by December 2008.	1. Identify and recruit key business leaders as potential champions for healthy eating, active living worksite wellness policies.	1a. Identify key business leaders who might be interested in developing healthy eating, active living worksite wellness policies.	Jan 2008	Project Coordinator, Sector Workgroup members
			1b. Meet with newly identified business leaders to educate, determine level of interest and secure commitment and participation in worksite sector from 3 businesses.	Feb-Mar 2008	
			1c. Provide training on advocacy and connect with media efforts in Cross Sector Objective to help publicize worksite policies in the larger community.	Apr 2008 - Ongoing	
		2. Assist businesses in developing and implementing worksite wellness policies that support healthy eating and active living practices among employees.	2a. Research and provide best practice policies on healthy eating and active living worksite programs.	Ongoing	Project Coordinator, Sector Workgroup Members, Worksite Wellness Contractor
			2b. Provide technical assistance, resources and training to businesses around developing worksite wellness policies <del>best practices</del> .	Apr – Oct 2008	
			2c. Evaluate development and implementation of worksite wellness policies ( <i>i.e. how policies were received by employees, impact, adaptability</i> )	Apr –Oct 2008	
			2d. Disseminate best practices and lessons learned to other worksites and update worksite wellness toolkit.	Nov-Dec 2008	
		3. Collaborate with employers, and health related insurance companies and brokers in promoting healthy eating and active living policies at worksites.	3a. Research existing insurance company programs of identified employers.	Jan – Apr 2008	Project Coordinator, Sector Workgroup Members, Worksite Wellness Contractor
			3b. Engage local healthcare entities to support worksite programs.	May – Aug 2008	
			3c. Disseminate best practices and lessons learned to other worksites.	Sept - Dec 2008	

## Worksite Sector Objectives and Strategies

Objectives		Strategies	Activities	Timeline	Activity Leads
# 2	A minimum of 3 worksites of various sizes will implement worksite programs promoting 30 minutes of physical activity daily for employees, by December 2008.	1. Identify and recruit key business leaders as potential champions for active living worksite wellness programs.	1a. Identify key business leaders who might be interested in developing healthy eating, active living worksite wellness programs.	Jan 2008	Project Coordinator, Sector Workgroup members,
			1b. Meet with newly identified business leaders to educate, determine level of interest and secure commitment and participation in worksite sector from 3 businesses.	Feb-Mar 2008	
			1c. Provide training on advocacy and connect with media efforts in Cross Sector Objective to help publicize worksite programs in the larger community.	Apr 2008 - Ongoing	
		2. Assist businesses in developing and implementing worksite wellness programs that support healthy living practices among employees.	2a. Research and provide best practice on programs promoting physical activity for employees.	Ongoing	Project Coordinator, Sector Workgroup Members, Worksite Wellness Contractor
			2b. Provide technical assistance, resources and training to businesses around developing and implementing worksite wellness programs. ( <i>i.e. development of incentives, convening planning committees, use of newsletters, promoting inter-business resource sharing, negotiating favorable gym memberships</i> )	Apr-July 2008, Ongoing	
			2c. Evaluate development and implementation of worksite wellness program	Aug -Oct 2008, Ongoing	
			2d. Disseminate best practices and lessons learned to other worksites and update worksite wellness toolkit.	Nov-Dec 2008, Ongoing	

## Worksite Sector Objectives and Strategies

Objectives		Strategies	Activities	Timeline	Activity Leads
# 3	A minimum of 3 worksites will improve access to healthy foods in the worksite to 30% overall, by December 2008.	1. Identify and recruit key business leaders as potential champions for healthy eating worksite wellness programs that improve access to healthy foods and minimize foods of low nutrient value in vending machines or other locations.	1a. Identify key business leaders who might be interested in developing healthy eating worksite wellness programs.	Jan 2008	Project Coordinator, Sector Workgroup Members
			1b. Meet with newly identified business leaders to educate, determine level of interest and secure commitment and participation in worksite sector from 3 businesses.	Feb-Mar 2008	
			1c. Provide training on advocacy and connect with media efforts in Cross Sector Objective to help publicize worksite programs in the larger community.	Apr 2008 - Ongoing	
		2. Provide resources and tools to support educating of employees on healthy food choices.	2a. Research and promote best practices on ways to motivate employees to eat healthier foods ( <i>i.e. newsletters or brochures about healthy food choices</i> ) and increase availability of healthy foods in the workplace.	Ongoing	Project Coordinator, Sector Workgroup Members, Worksite Wellness Contractor
			2a. Provide technical assistance, resources and training to businesses around developing and implementing healthy food choice programs.	Apr-July 2008	
			2b. Evaluate development and implementation of worksite wellness program that promotes healthy food choices.	Aug –Oct 2008	
			2c. Disseminate best practices and lessons learned to other worksites and update worksite wellness toolkit.	Nov-Dec 2008	

# 4	A minimum of 4 local eating establishments will implement healthy food choices programs increasing healthy food choices by 10%, by December 2008.	1. Support local restaurants in developing and implementing health choices menu policies targeting local workforce customers.	1a. Identify 8 restaurants and/or mobile food vendors frequented by worksite sector employees to approach.	Jan 2008	Project Coordinator, Sector Workgroup Members
			1b. Work with local worksites to approach and obtain buy-in from at least 4 restaurants an/or mobile food vendors to participate in healthy meal choice program.	Feb-Mar 2008	Project Coordinator, Sector Workgroup Members, Restaurant Contractor
			1c. Provide technical assistance, resources and training to help restaurants and/or mobile food vendors develop and promote existing and new healthy food choices on menus.	Apr-July 2008	Restaurant Contractor
			1d. Conduct annual evaluation assessment to determine if restaurants and/or mobile food vendors continue to meet minimum healthy menu item standards.	Aug –Oct 2008	Restaurant Contractor
		2. Forge relationships between local businesses and restaurants in promoting to employees healthy choices available at local restaurants and healthy choice catering menus for worksite events.	2a. Assist in the development and distribution to area business owners a local area map with location and menus/menu options for restaurants and/or mobile food vendors serving healthy food choices.	July – Sept 2008	Project Coordinator, Restaurant Contractor, Sector Workgroup Members
			2b. Work with local lunch vendors, restaurants and caterers to create an activity/nutrition incentive program and promote through local worksites. ( <i>i.e. incentives to walk to restaurants for lunch</i> )	July – Sept 2008	Restaurant Contractor, Sector Workgroup Members
			2c. Conduct annual evaluation assessment to determine effectiveness of promotion efforts on sales of healthy menu choices.	Oct – Dec 2008	Restaurant Contractor