



We Choose Health  
Regional Action Institutes  
Round Table Discussion  
Summaries of  
Strategies and Skills  
Best Practices

Northern Regional Institute, 9/19  
Dixon, IL

Southern Regional Institute, 9/24  
Carbondale, IL

Central Regional Institute, 9/26  
Champaign, IL

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## Baby Friendly Hospitals

### Champaign- Urbana County Health Department

**Briefly describe your approach to the WCH Strategy:** We had already been working to develop stronger relationships with our local hospitals and the baby friendly hospital initiative just further reinforced those efforts. We know how much hospital experiences can impact breastfeeding success, having BFHI practices in place will be wonderful for our community and really works with the participant centered approach that C-Uphd WIC already utilizes. CUphd staff was able to attend the 20hr BFHI training in July with Presence staff and this was instrumental in helping us successfully partner with Presence; it was here that the teamwork really started to take shape as we developed a mutual vision and plan to implement the BFHI locally. We are meeting regularly, working together as a team to develop staff BFHI training materials, prenatal education materials that have a consistent message, and referrals for outpatient follow up and seamless continuity of care. CUphd chose to do all 5 objectives for the WCH grant work plans as they are all attainable, applicable, and part of what we do to support breastfeeding in our community.

**Who has helped you to be successful in this strategy?** The ICAAP staff, particularly Beth Seidel, has been instrumental in helping us. She saw early on how beneficial it was to have the health departments be fully involved and advocated to get us to the 20hr training. This was so critical in helping us partner with the hospital as we all have the same vision and training. The hospital staff, particularly RN/IBCLC Cristy Wittig also has fully embraced the team approach, we are all working together really well.

**What has helped you to be successful in this strategy?** I think that the BFHI has build perfectly on the foundation we were already laying to collaborate with our local hospitals. The open communication and willingness to share/work together was already there, but the 20hr training really defined how we can make this happen, provided a framework and a vision that really bonded us.

**What recommendations do you have for others who want to replicate your approach?**

I would recommend developing a rapport with the hospital staff, reach out to them. Its amazing what a plate of cookies can do! Recognize the good efforts that are being made and support even the smallest positive change. Its easy to play the blame game when you see moms struggle to meet their breastfeeding goals. I recommend laying aside egos/blame and working together to be part of the solution: our moms win and our community is stronger for it.

**For more information, please contact Heather Ludwig at (217) 531-4289 or via email at [hludwig@c-uphd.org](mailto:hludwig@c-uphd.org)**

## Jackson County Health Department

**Briefly describe your approach to the WCH Strategy:** We have been working closely with our hospital as they pursue baby-friendly status. We attend monthly planning meetings. At these meetings we are given updates and we share information about what is happening at JCHD related to breastfeeding. We have also worked together to host breast-feeding support groups at the hospital. Lastly, we worked together to hold a Breastfeeding workshop for physicians and their office staff. The workshop was well attended and we had great feedback. At the workshop we explained what the BF initiative is and how they could help the hospitals and their patients by supporting their patients in their decision to breastfeed.

**Who has helped you to be successful in this strategy?** Staff of the hospital, WIC/ FCM staff at the health department, and many others

**What has helped you to be successful in this strategy?** Collaboration and teamwork

**What recommendations do you have for others who want to replicate your approach?** Work closely with the hospital to support their efforts and in turn it helps us better serve our clients by making sure we are sharing consistent messages.

**For more information, please contact Angie Bailey via email [angieb@jchdonline.org](mailto:angieb@jchdonline.org) or 618-534-0714**

## Whiteside County Health Department

**Who has helped you to be successful in this strategy?**

Beth Seidel(ICAAP) has been instrumental as a resource and guide through this process.

**What has helped you to be successful in this strategy?**

Having an active breastfeeding task force that includes doctors, health department, nursing and community members is important for success of this initiative.

**What recommendations do you have for others who want to replicate your approach?**

Start a breastfeeding task force that includes all disciplines with a mission of improving breastfeeding numbers in the community as well as changing the culture of the community to make breastfeeding the norm.

**For more information reach out to Kimberly Good, RN, BSN, Health Educator, Whiteside County Health Department [815-626-2230](tel:815-626-2230) ext 1260 and/or Lora Fassler, B.A., IBCLC, Health Education Coordinator/Peer Counselor, Lee County Health Department [815-284-3371](tel:815-284-3371)**

## Complete Streets and Safe Routes to School

### McHenry County Health Department

**Briefly describe your approach to the WCH Strategy:** After approaching a school district with the Safe Routes to School strategy, one campus (composed of three schools) was identified as an area in need of Safe Routes. In a short time frame, a committee was formed with several key players to create a travel plan for each of the three schools. After three School Travel Plans were developed, the committee created a map, which was passed out to families, outlining the new travel routes. Also, a Bike and Pedestrian Safety unit was built into the PE curriculum. Students must pass the Illinois Rules of the Road test with a 'B' or higher during that PE unit.

**Who has helped you to be successful in this strategy?** Those who were involved in development of the School Travel Plans and Safe Routes: principals, PE teachers, health educators, the City of Woodstock, school nurses, general education teachers.

**What has helped you to be successful in this strategy?** Continuous follow-up with those involved ensuring they have the necessary resources; making us available for anything they needed.

**What recommendations do you have for others who want to replicate your approach?** Start from the top: go to the superintendent first; get buy-in from the city; stay involved in the process; providing educational support and being a constant resource.

**For more information, please email Kristen Dahm at [kndahm@co.mchenry.il.us](mailto:kndahm@co.mchenry.il.us)**

### Macon County Health Department

**Briefly describe your approach to the WCH Strategy:** We immediately started to reach out to our community to gather input about where residents thought pedestrian and cyclist signage and bike racks should be placed in our community to be as useful as possible. Some of the entities to whom we reached out included the City of Decatur, Decatur Park District, Spin City, Decatur Biking Club members, Decatur Running Club members, Village of Forsyth, Village of Maroa, Facebook community, and many others. The community expressed a great desire for bike paths to be marked and busy roads connecting two sides of the Lake to be marked with "share the road" signs. In order to fully understand using these paths, roads, and trails, we had a staff member ride some of them to determine the areas in which these signs and racks were most needed.

In addition to these efforts, we also started to quickly spread the word about the Enhanced Funding Opportunity through the various committees and coalitions to which we belong. These members also started to spread the word and unique ideas were brought to the MCHD. One of

the most successful partnerships was with Decatur Is Growing Gardeners. They own and/or manage many gardens throughout Decatur and were interested in bike racks. We worked with them to not only approve bike racks, but as part of the "deal," they also committed to making their gardens smoke-free public places. This was a huge success for our Health Department, as it quickly achieved goals set in separate WCH strategies.

**Who has helped you to be successful in this strategy?** The community residents and organizations to whom we turned in the planning stages of this project. We, as a HD, realize that our staff members may have great ideas, but the most valuable input was from those people who frequently cycle, run, and walk in our community. They would have points-of-view about what they would prefer and in what areas they would actually use bike racks. This has helped us most effectively spend our funds.

**What has helped you to be successful in this strategy?** Thinking about our WCH strategies as interconnected. We have a small staff in our Division of Health Promotion and Public Relations and have to work as effectively as possible. Part of doing this is working to achieve the goals and deliverables for various grants and priorities at the same time.

**What recommendations do you have for others who want to replicate your approach?**

If you have the opportunity to meet with key decision-makers, employers, politicians, Board Members, community committee members, or other connected people in your community, make the most of your time with them and "throw" every part of WCH at them. Sometimes you have to think of your strategies as fluid in finding unique ways that they can be relevant to people of various types in your community. If you can do this, you can partner with almost anyone in some way toward gaining support for, planning for, and in the actual implementation of any WCH strategy.

**For more information,** please contact Brandi Binkley and John Weibull at (217) 423-6988

## Coordinated School Health

### Jackson County Health Department

**Briefly describe your approach to the WCH Strategy:** We are working with schools to implement the 8 components of CSH in Southern Illinois. When working with a school we commit to working with the school to:

- Have a successful School Wellness Committee.
- Review the Wellness Policy and the school health plans developed by each school and work with the school to implement their plans.
- Assisting with community/ family events.
- Distribute newsletters to teachers/parents.
- Hold a Coordinated Approach to Child Health (CATCH) training for teacher/school staff.
- Conduct SOFIT PE class observations twice per year.

Schools demonstrate their commitment by:

- Implementing CATCH PE and CATCH Health Education Curriculum in classrooms.
- Conducting Wellness Committee meetings.
- Providing time for CSH staff meetings/trainings, as needed.
- Implement CATCH lessons/concepts into the school.
- Conducting and participating in community/ family events.
- Allow school food service staff to attend training opportunities, and by supporting positive nutrition changes in the cafeteria.
- Conducting School Health Index and develop a plan.
- Be willing to revise Wellness Policy to reflect actions taken in school.
- Allowing staff to come in to conduct SOFIT PE class observations.

**Who has helped you to be successful in this strategy?** Staff at the schools, Southern Illinois Healthcare, SIU Center for Rural Health and Social Services Development and the various local health departments and the Illinois CATCH on to Health! Consortium, school wellness committee

**What has helped you to be successful in this strategy?** Teamwork, collaboration, and ability to be flexible and to work with the schools as a team.

**What recommendations do you have for others who want to replicate your approach?**

Stay positive, never give up, move on to another school if one is not interested, form partnerships with community agencies

**For more information please contact Angie Bailey at [angieb@jchdonline.org](mailto:angieb@jchdonline.org) or 618-534-0714.**

## St. Clair County Health Department

**Briefly describe your approach to the WCH Strategy:** The St. Clair County School Health & Safety Alliance spent the first year of its We Choose Health Initiative developing and implementing a coordinated school health and safety strategy that would build off of the work of an existing school health partnership previously forged through a local grass-roots health and wellness campaign known as Get Up & Go! Our goal was threefold: first to develop a process for schools to create and/or strengthen existing wellness councils, second, to train school staff and wellness council members on the principles of evidence-based Coordinated School Health curriculum (including the use of the CDC School Health Index self assessment tools); and third, to provide technical support and resources for integrating these principles into the common core curriculum throughout the school year.

**Who has helped you to be successful in this strategy?** Our partners include staff from the McKendree University, the YMCA of Southwest Illinois, the East Side Health District, volunteers from the Get Up & Go! Campaign, the St. Clair County Regional Office of Education, the St. Clair County Health Care Commission, the St. Elizabeth's and Memorial Hospital Community Benefits committees, mayors, city employees and business leaders (from 8 communities), and a cadre of school district superintendents (3), principals and school wellness council representatives (20-25) who are at various stages of implementation.

**What has helped you to be successful in this strategy?** We spent the first three months of Year One interviewing school staff on their current wellness practices and capacity for expansion. This helped us create a nine-step process that could be replicated each year in new schools. We also developed an application process and selected 8-10 initial schools to pilot the process in Year One.

**What recommendations do you have for others who want to replicate your approach?** Once you create the structure, be flexible with the process - not all schools have the same capacity and travel at the same speed. Flexibility also helped us integrate new schools with new funding created by the enhanced technical assistance grants and additional funds garnered through local partner support.

**For more information, please contact Mark Peters at [mark.peters@co.st-clair.il.us](mailto:mark.peters@co.st-clair.il.us).**



## DeKalb County Health Department

**Briefly describe your approach to the WCH Strategy:** Build Partners in Wellness: Coordinate wellness efforts (e.g., CATCH, Family Fun Nights, wellness fairs, wellness events) with the school districts, local hospital community liaison, YMCA, park district, retired teachers, local food pantries, garden clubs, and higher education

**Who has helped you to be successful in this strategy?** Access to key leaders: Ask the Regional Office of Education if you can be placed on the agenda for 15minutes of an early fall county superintendents' meeting, ask each Superintendent if you can be on one of their early fall Leadership Team meetings (Principals, Assistant Principals) to provide:

- a. A review of their district's wellness policy
- b. Describe the eight-component CSH model and why it is recommended to implement/assess/ monitor their district wellness policy. Emphasize that this team can take a load off administrators' backs by doing these tasks and providing an annual report for the Superintendent and School Board (as noted in the wellness policy).
- c. Connect this CSH team process to Rising Star in Illinois; point out some examples of Rising Star items that can be checked off b/c of both the district and school-based wellness teams.
- d. Explain how the SHI is the assessment tool for CSH shows how SHI will be conducted through school-based wellness teams.
- e. State that WCH can help fund school staff to complete/prioritize SHI identified needs.
- f. Ask for help identifying representatives from each school for district wellness team that meets 3/year and importance of a fall and spring meeting for school-based wellness team meetings

**What has helped you to be successful in this strategy?** Access to school wellness team representatives: In some schools, the school wellness team can be on the PBIS agenda (i.e., PBIS Plus) so the contact person is the PBIS leader. This relationship is strengthened as the CDC added social /emotional wellness this year and PBIS focuses upon similar issues.

In other schools, the access can be through a champion (e.g., PE, health, school nurse, social worker).

**What recommendations do you have for others who want to replicate your approach?**

School Health Index:

- a. If the SHI is introduced to administrators as noted above, the next step would be a SHI 'walk through' at each school with at least the Principal and the school wellness champion. This includes a brief overview of the 8 components' surveys, identifying who would complete each survey at their school, determining who would collect completed surveys, reminding them that school staff would be compensated (at their district's extracurricular rate), that only district wide results (not individual school data) will be

reported to the district wellness team, and scheduling a 'SHI Results Meeting' to prioritize/plan to act upon identified school wellness needs.

- b. The Principal and this school wellness champion would then distribute the SHI to those who would represent each of the 8 components.
- c. School Health Coordinator collects/copies SHI from each school in preparation for the results meetings.
- d. School-based teams meet to prioritize/plan to act upon their SHI results. A fall meeting is scheduled to review progress on wellness actions and a spring meeting is scheduled to review/reset wellness goals. According to the CDC, the SHI can be administered every 2-3 years.

#### CATCH Extended Programs

- a. CATCH Ambassadors Program – Teaching middle school YMCA summer campers how to teach K-5 CATCH to elementary-age children at summer YMCA camp
- b. CATCH Classroom Teachers' Academy – Purpose to review CATCH and gain teachers' input on CATCH lessons and materials before the start of the school year (e.g, August 15, 9-2pm)
- c. CATCH Cadre – Train university students to teach K-5 CATCH lessons on 3 Wednesdays in the fall and 3 in the spring in all K-5 schools. Students can be recruited from Dietetics, Health Education, Public Health, Physical Education, Honors, Elementary Education, Early Childhood, Family & Consumer Science.

Training is in early fall (e.g., Sept 4), followed by a lesson practice and prep time in a university teaching lab (Sept 18) one week prior to teaching out in the schools (Sept 25).

- d. CATCH Onsite Partners – Trained CATCH professionals are assigned to a specific K-5 school and Cadre of university students who will teach CATCH lesson in pairs with the assistance from the classroom teachers. This person emails students to remind them to go to their practice/prep in the teaching lab, asks if they need any other materials or transportation to schools, and meets the students onsite on the teaching days.

**For more information, please contact Nancy LaCursia at [NLaCursia@dekalbcounty.org](mailto:NLaCursia@dekalbcounty.org).**

## Smoke Free Public Places and Multi-Unit Housing

### McHenry County Health Department

**Briefly describe your approach to the WCH Strategy:** We approached a member of the McHenry County Fair Association about the opportunity to assist them in making the fairgrounds smoke free. After presenting to the Board of Directors and providing them with suggested policy changes, the Fair Association accepted our partnership. Their proposed policy change was much stronger than anticipated, including such changes as prohibiting sponsorship and advertising from tobacco companies. There was very positive feedback from the community regarding the smoke free atmosphere.

**Who has helped you to be successful in this strategy?** The members of the Fair Association have been very helpful; a great partnership was formed.

**What has helped you to be successful in this strategy?** Providing the Fair Association with resources and information regarding what policy changes can be made (i.e. sample policies) to allow them to make the best decisions for their organization.

**What recommendations do you have for others who want to replicate your approach?** Continue to offer guidance throughout the process; provide plenty of resources.

**For more information please email Kelley Gallagher at the McHenry County Health Department at [kpgallagher@co.mchenry.il.us](mailto:kpgallagher@co.mchenry.il.us)**

### Henry-Stark County Health Department

**Briefly describe your approach to the WCH Strategy:** Best practices, policy formation, and literature review from adopted smoke-free public housing sites, for example Freeport Housing Authority & Carroll County Housing Authority, were reviewed. The Henry County Health Department formed a coalition and started meeting with the CEO, Property Managers, & Director of Facilities for the Henry County Housing Authority. After an initial assessment of current tobacco users living in Henry County Public Housing by their property managers and the Director of Facilities Management, we drafted together a smoke-free public housing policy. We worked in partnership with them facilitating a total of eighteen informational and educational meetings. Four Board of Commissioners Meetings and fourteen Tenant Council Meetings at the four high-rise public housing sites were held. (3 at Hollis House in Kewanee, 3 at Lincoln House in Galva, 4 at Maple City in Geneseo, and 4 at Washington Apartments in Kewanee.) The initial draft was shared with current public housing tenants before the meeting.

The Health Department and the Administration of the Henry County Housing Authority were all one hundred percent united for passing a non-smoking policy. We were shocked at the strong & intimidating adverse reactions from tenants in opposition of passing a non-smoking policy.

In one Board of Commissioners meeting after the residents voiced their opposition, Health Department Staff educated and addressed the residents concerns. All the residents from the Washington Apartments high rise, got in presenting the Smoke Free Resolution 1002-13 to the Board of Commissioners many residents came and spoke out in opposition of it. In one meeting twelve residents adamantly spoke out against passing it including a Vietnam veteran who smokes to help cope with his PTSD and a blind lady who expressed safety concerns about having to go outside alone at night. They also presented a petition with 111 residents who did not want the policy passed. Those residents for passing the resolution were intimidated to speak and only one voiced her support to the board. Half of the Board of Commissioners were smokers including the president of the Board. The board was concerned about people moving out. They unanimously voted to not pass Resolution 1002-13 the adoption of Public Housing Non-Smoking Policy pending a revision of the resolution and further discussion. The residents and Board came to a Grandfather clause compromise with the Housing Authority Staff to go smoke free and have no smoking within 30ft of the building starting at the beginning of January 2013. Those signing leases prior to December 15, could still have the option of smoking until they died or moved out of their unit if they were willing to pay a deposit. Strong language was used to ensure that no other tenants or guests would be allowed to smoke in their unit except that individual and they had to pay a one-time \$100 security deposit. If they said they were not going to smoke and were caught smoking they would be fined \$500. Upon adoption the existing leases were revised to reflect the smoke-free status and new leases reflect the adopted smoke-free policy. Lease addendum's were handed out in December 2012 to all the tenants and had to be signed by every adult living in each unit by January 2, 2013. A \$100 fee for those choosing to continue to smoke in their unit after January 1, 2013 would be billed in \$20 payments starting in January and completing in May 2013. Those that did not pay the deposit in full by the end of May units went smoke-free and what monies they had paid towards it was credited toward their rent. The Board of Commissioners unanimously voted to pass Resolution 1002-13 Adoption of Public Housing Non-Smoking Policy with the grandfather clause at their 6 site locations with 448 units and affecting 1000 tenants in 3 communities.

**Who has helped you to be successful in this strategy?** The Henry County Health Department and the Henry County Housing Authority have formed a strong collaboration and have an outstanding working relationship together. The CEO, Property Managers, and Director of Facilities are 100% committed to every property being completely and totally smoke free and will continue to move their sites towards this goal and making sure all tenants and guests are in compliance the non-smoking policy.

**What has helped you to be successful in this strategy?** We will continue to communicate, educate, and work with the staff and residents of the Henry County Housing Authority in the benefits of smoke-free sites. Also in continued promotion and advertising of the Illinois Tobacco Quitline and getting tenants to sign up for on-site smoking cessation classes.

Our biggest barrier is having a transient lower socioeconomic population in public housing that feels it is their right & freedom to smoke. Many have no desire to acknowledge & overcome their addiction to tobacco. Some tenants are comfortable continuing to smoke and have no

desire to become tobacco free. However, our coalition and the public housing staff are committed to enforcement of the policy to achieve 100% compliance with being smoke free. The coalition will continue to look for opportunities to educate residents on the importance to their health & the health of others of living a smoke-free lifestyle and continue to offer Freedom From Smoking, smoking cessation classes to residents this coming year.

The Henry County Health Department partnered with The Housing Authority of Henry County to pay the fee for their residents that desired to take our Freedom From Smoking class the health department teaches. I worked with property managers target those residents who were smokers with promoting this class and it was held at the high rise that had the most smokers at it's location. We did radio, poster and flyer advertisement of it to them as well and promoted it at their monthly tenant council meetings. After the class completion we have continued to provide follow up and support those residents who attended. After 6 months of being smoke free the residents are refunded their initial \$100 smoking deposit from the housing authority.

**What recommendations do you have for others who want to replicate your approach?** When they tell you no look for other ways to compromise and slip in the back door instead of giving up. We did this with the grandfather clause. Since we went live with this in January we have seen a 27% tenant reduction in smoking from the initial numbers that said they would smoke in their units. We are 85% there and are closing in fast! The concern of the Board of Commissioners and Property Managers that they would loose people ended up being the opposite and they have had a long waiting list ever since they went smoke-free and they did not lose any tenants.

**For more information, please contact Alison Womack at [awomack@henrystarkhealth.org](mailto:awomack@henrystarkhealth.org).**

## Worksite Wellness

### Whiteside County Health Department

**Briefly describe your approach to the WCH Strategy:** Our multi-year objective is to improve work settings through policy change that promote healthy lifestyles. Implement Worksite Wellness in 60 employers over 4 years in the 5-county region. Year 1: Implement Worksite Wellness in 15 employers in the 5-county region. Year 2: Implement Worksite Wellness in 15 new employers in the 5-county region.

**Who has helped you to be successful in this strategy?** Our multi-county collaborative began this initiative by developing a toolkit and a presentation for worksites to ensure an accurate and consistent message among the collaborative worksites. The tool kit and corresponding power point presentation includes information on ROI, success stories from other entities, steps to begin the process, examples of policies as well as both employer and employee surveys. Presentations were given at worksites identified by the initial employer survey that was mass distributed to all employers with over 50 employees in the 5 counties. Establishing and maintaining a relationship with the worksites has been key. Offering resources, our own county healthy newsletter, wellness service brochure, lunch and learns as well as encouragement has resulted in a successful year 1.

**What has helped you to be successful in this strategy?** Multiple-counties collaborating on this project has proven insightful and enlightening. Utilizing other counties expertise, ideas and varied approaches to this project is a new but exciting opportunity that we have not been afforded in the past.

Multi-county collaboration. TA support, expertise and experience. Utilizing experienced public health staff that is excited about returning to the public health principal of prevention.

**What recommendations do you have for others who want to replicate your approach?** Whiteside County has taken a proactive approach to wellness. We first initiated a wellness committee and multiple programs in our own county facility. This has been the most beneficial approach. Learning opportunities have provided us with beneficial insight in to the obstacles that worksites face and ultimately have given us a better understanding of how to approach and support our worksites.

**For more information please call Marcia Widolff at 815-626-2230 extension 1234.**

## Jackson County Health Department

**Briefly describe your approach to the WCH Strategy:** Since We Choose Health's conception, Jackson County Health Department has organized five regional leadership forums centered on worksite wellness. The most recent forum was held on February 26, 2013. At this event, we convened 133 business and community leaders from the southern 16 counties, with the purpose of being informed on We Choose Health as well as to offer worksite wellness assistance/support. Guest speakers included Laura Minzer and both large and small local worksites whose policies had demonstrated large impact on employees. We also hosted an exhibitors session where local distributors offered their services to support worksites in beginning their wellness efforts. After the forum, registrants were encouraged to reach out for support and as a result, 19 sites have been offered We Chose Health staff support. Overall, our unique forums have helped us to get a foot in the door, reach a large amount of sites at one time and meet our strategy goals. My goal is for other grantees to understand what elements made our forums successful and what steps can be taken to host a forum in order to increase their likelihood of meeting strategy goals

**Who has helped you to be successful in this strategy?** Our event and related strategy was successful because of the 15 community and business leaders that served on our forum planning committee. They varied in representation to include the seven local health departments, park district, city manager, American Cancer Society, Shawnee College, Marshall Browning Hospital and Southern Illinois Healthcare.

**What has helped you to be successful in this strategy?** The forum provided worksite wellness information, services and support to 133 business leaders in one centralized location, thus increasing our chances of success to meet our strategy goals.

**What recommendations do you have for others who want to replicate your approach?**

- 1) Organize a planning committee with members that span multiple disciplines
- 2) Use guest speakers from the national, state and local levels
- 3) Follow-up with all attendees to offer We Choose Health services/support

**For more information, please contact Kristen Preihs at [Kristinp@jchdonline.org](mailto:Kristinp@jchdonline.org) or call (618) 684-3143 ex. 303.**

## Clinton County Health Department

**Briefly describe your approach to the WCH Strategy:** The Clinton County Health Department - South Central IL Health Coalition (SCIHC) held two Employer Wellness Forums to educate local employers on the current trends and transforming climate of worksite wellness. We used this platform to show employers that starting a wellness program can be simple and provided them with tools to keep employees engaged in worksite wellness. A panel of local employers presented their own wellness program strategies, successes, and challenges. A presentation about the Affordable Care Act (ACA) educated employers on the upcoming changes and how the ACA incorporates worksite wellness.

**Who has helped you to be successful in this strategy?** Our Worksite Wellness TA's - Michael, Nerina, and Laura, offered to speak at our forums. They also provided valuable resources to us for promotion at our forums. For example, Michael allowed us to use selected worksite wellness activities from his personal resource book and he compiled them into a monthly health observances calendar for us to promote to employers. The local health departments within the SCIHC provided tremendous support for the forums, whether by donating their time to run our registration booths, bringing their own wellness committees to participate in the event, or by simply promoting the forums to local employers in their communities.

**What has helped you to be successful in this strategy?** The "take aways" of our Employer Wellness Forums were a great success. In addition to the wealth of knowledge gained through the presentation provided, each employer walked away with a flashdrive containing our Worksite Wellness Employer Toolkit materials. The flashdrive also contained the new monthly health observance calendar and activities. An SCIHC health educator created wellness posters corresponding with each month's health observance theme and activity. A set of 12 posters were displayed and given away at each forum. An electronic copy of the wellness posters was also included in the flashdrives, for all employers to access. Essentially, every employer walked away from the forums with a basic knowledge of worksite wellness, a toolkit full of wellness resources, an established 12 month wellness program of health observances and activities, and 12 educational wellness posters to promote wellness throughout their workplaces.

**What recommendations do you have for others who want to replicate your approach?** For those wanting to replicate our approach, we could recommend strongly focusing on marketing your events. Due to a short planning time frame, we did not utilize as many advertising opportunities as we had hoped to. Many of our attendees were employers we were already working with, while we had wanted to utilize the forums as an opportunity to engage new employer contacts. We also charged a registration fee for our forums to limit the number of no-shows and mainly to allow us to provide lunch to attendees, since food is not an allowable grant funding purchase. Additionally, we partnered with a local community college to certify the forums to offer continuing education credit for attendance. 6 CEUs/CPDUs were offered for full event participation and made the events even more worthwhile for many attendees.

**For more information, please contact Sarah Coleman at 618-445-1905, scolem20@gmail.com.**



## Champaign Urbana County Health Department

**Briefly describe your approach to the WCH Strategy:**

Working to change the culture of nutrition wellness during the workday.

**Who has helped you to be successful in this strategy?** Agency Leadership Staff

**What has helped you to be successful in this strategy?** Garnering feedback on changes and listening to some of the feedback.

**What recommendations do you have for others who want to replicate your approach?**

Know that the wellness culture is fluid. Staff champions will come forward and make good recommendations. Foster those relationships so you have front-line participants which will make sustainability much more of a possibility.

For more information, please contact Brandon Meline at [bmeline@c-uphd.org](mailto:bmeline@c-uphd.org).

## Kendall County Health Department

**Briefly describe your approach to the WCH Strategy:** By promoting and inspiring the health and wellbeing of our very own staff with the incorporation of worker wellness into the Kendall County Health Department's (KCHD) 2011-2016 Strategic Plan, KCHD has cultivated an organizational culture of personal health and wellness.

**Who has helped you to be successful in this strategy?** KCHD's commitment to its employee health and wellbeing sends a clear message: we truly care for one another. While policy plays an important role in implementing wellness programs and activities, so too does the use polity. KCHD has provided a nice balance of policy and polity. With respect to polity, KCHD has done much work to promote and inspire healthy choices amongst its staff, this as opposed to mandating healthy choices. Polity serves to promote and establish behavioral change for the right reasons, as the result of educating staff on, and making accessible, healthy choices. This behavioral change made by personal choice has the advantage of fostering sustainable change that may very well transcend the workplace - reaching staffs' family and friends. Since our work with We Choose Health has begun, KCHD has noticed its staff bringing healthier foods and snacks to work meetings; sharing healthy recipes; express interest in opportunities to stay active during the workday.

In an example of addressing staff's interest in accessing opportunities for physical activity in the workplace, KCHD has embarked on the creation of a modest yet effective 'exercise room'. KCHD is making available a single piece of exercise equipment, an elliptical exercise machine, and small flat screen TV, for staffs' use before and after work, and during lunch and mid-day breaks. Staff need only sign a liability waiver akin to that which one might sign when joining a health club.

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Primary support: Kendall County Health Department's Board of Health, Advisory Boards, and its dedicated and caring staff. Additional support provided by KCHD's WCH worker wellness coalition, and the Kendall County State's Attorney's Office.

**What has helped you to be successful in this strategy?** Strong organizational support for employee health and wellness; a belief amongst staff that, as the 'Caring Place' (the KCHD creed), care begins with caring for ourselves and for one another; an established and ever evolving culture of caring for those who care for others. Last but not least, a commitment to educating staff on the value of making healthy choices; providing staff with healthy choices, seeking staff input; and expanding efforts well beyond the limits of simply setting policy.

**What recommendations do you have for others who want to replicate your approach?**

Be committed and prepared to care for oneself and for one another, in an effort, in part, to best serve as a positive role model to your (business) community. Secure support from your governing boards and administration, and include representation from all levels of your organization in your discussions on how best to provide for and develop a culture of caring and wellness. Consider the power of polity over policy when seeking to make meaningful, sustainable behavioral change.

**For more information, please contact Steve Curatti at (630) 553-9100.**

## **McLean County Health Department**

**Briefly describe your approach to the WCH Strategy:**

An important component of our Worksite Wellness nutrition strategy is to deliver a strong message to employers highlighting the benefits they will receive from promoting and supporting healthier eating options in the workplace. Proper nutrition is a cornerstone to good health. Healthy eating not only provides needed fuel for the body to function at its best every day, it also reduces the risk of developing many chronic diseases. In addition to a healthier, happier work force, employers who commit to healthy eating policies at their workplace will benefit from employees who are more engaged and productive.

As part of our WCH Worksite Wellness strategy we provide employers an information sheet that explains: what worksite wellness is; what worksite wellness will do for both the employer and employees; and how to create a culture of wellness through policy, systems, and environmental change. Many employers are not aware of how to measure their worksite

wellness efforts, so we suggest they begin by completing the CDC Worksite Health Score Card. This assessment gives them credit for what is already in place and helps identify gaps in their existing wellness program. Once an employer has identified the area they would like to improve, we work with them to develop their intervention. One useful resource we provide is a “Workplace Wellness Policy Template”. This template includes a “menu” of policy options that focus on both healthy eating and physical activity initiatives. We also provide a resource list that includes at least one resource option for each policy strategy on the policy template “menu”.

Our policy template “menu” includes a variety of nutrition options designed to increase access to healthier foods, such as: a policy on healthier food and drink in vending machines, a policy to provide healthy food at meetings, a policy to provide educational materials and programs about nutrition and healthy eating, a policy to provide incentive/challenge programs to encourage healthy eating, a policy to provide or promote a farmers market, and a policy to provide food preparation and storage facilities at the workplace.

Employers receive support as they implement their policy from health department staff, community partners who specialize in health and fitness services, and through networking opportunities provided at McLean County Wellness Coalition Worksite Wellness Subcommittee meetings. Employers successfully implementing worksite wellness policy, systems, and environmental change are recognized for their achievement on the MCHD We Choose Health webpage.

**Who has helped you to be successful in this strategy?**

Our success depends upon the relationships we have fostered with local community partners, primarily through the McLean County Chamber of Commerce and the McLean County Wellness Coalition. Support we receive from IDPH through our Worksite Wellness TA's (Nerina and Mike), Grantee Coordinators, and UIC staff also plays an important role in our success.

**What has helped you to be successful in this strategy?**

- Supportive relationships
- Technical resources
- Funding
- Persistence

**What recommendations do you have for others who want to replicate your approach?**

Reach out to successful Worksite Wellness providers for insight and resources. Work to build strong relationships with community partners. Don't be afraid to ask questions and remember that small, deliberate steps will get you to your destination.

**For more information please contact Teri Payne either via email at [teri.payne@mcleancountyil.gov](mailto:teri.payne@mcleancountyil.gov) or phone 309-888-5494**