



Campaign for Wellness

An action-based guide for groups,
organizations & companies

The Kane County Coalition for
Health & Wellness



Create ...

Welcome to your Campaign for Wellness! The Kane County Coalition for Health & Wellness has put together a guide for groups to help facilitate and inspire healthy lifestyles. Here are the tools you need to create a program and get a move on!



Get More! The Kane County Coalition for Health & Wellness can be found online. Visit www.kanehealth.com/coalition.htm

Wellness increases the success of the group. Healthy group members miss fewer days due to illness and are more productive. Worksite wellness can even cut costs for companies responsible for their member's health care.

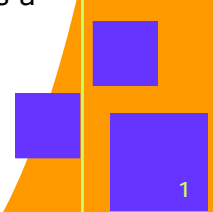
Organizations and companies are starting to take a stronger position on the wellness of their members. The Kane County Coalition for Health & Wellness has created this guide to help your group become as healthy as possible.

The mission of the Kane County Coalition for Health & Wellness is to improve the health of Kane County residents by supporting and sustaining coordinated efforts that provide the community with health screening,

referral, assessment, education, outreach and policy advocacy.

To accomplish this goal, the Coalition wants to help make your group or company as healthy as possible. Included in this guide are a multitude of resources that can help you get your group's wellness campaign off the ground.

The Coalition is ready to support your wellness campaign. Tap into the resources and plans in this guide. Not everything may be suitable for your group, but give some of the ideas a try. Encourage your group to form a plan of action to improve your wellness as a whole. After all, a healthy group is a happy group.



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Speak ...

The Coalition has assembled a group of knowledgeable speakers who want to come and share important health information with your group. This list of topics keeps growing! Tap into this resource's experts!

Get More! See the complete Speakers Bureau list online, including each speaker's e-mail, phone number and the area of Kane County that they cover.

- By Topic at <http://www.kanehealth.com/PDFs/Coalition/SpeakersBureau-Topic.pdf>
- By Organization at <http://www.kanehealth.com/PDFs/Coalition/SpeakersBureau-Org.pdf>

Advance Directives
Asthma
Blood Pressure
Bullying
Communication with your
 Confused, Older Adult
CPR
Dementia
Depression
Developmental Disability
 (mentally)
Diabetes Directives
Domestic Violence
Environmental Health
Fire Safety
Fitness
Health Care
Heart Health & Stroke
Mental Health
Nutrition



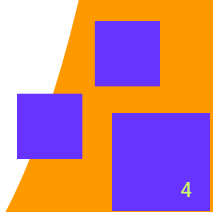
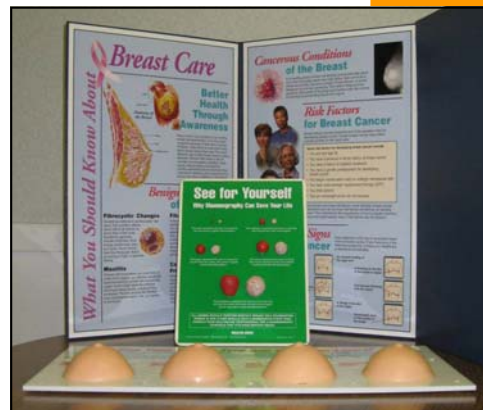
Parish Nursing
Post-Traumatic Stress
 Disorder
Sexual Assault
Smoking Cessation
Social Norms Marketing
Suicide Prevention
Substance Abuse
Tobacco Related
Various Health Topics

Share ...

Make a big impact when communicating health messages. The Prop Lending Library allows you to share props and visual displays with your group to help illustrate health messages in an interesting and fun way. All materials are available to borrow for free from the Kane County Health Department.



Get More! For a full listing of the Props available in the Prop Lending Library go to <http://www.kanehealth.com/PDFs/Coalition/PropLendingLibrary.pdf>



Challenge ...

Motivate the members of your group with exciting challenges that will improve their fitness.

Involve your staff in the planning process! Provide incentives for participation, foster a little friendly competition, allow appropriate creativity, and recognize efforts and success.

The Forest Gump Challenge

Teams of 4-6 people will compete to finish the 2,941 miles from New York to California.

A Chart of the USA can be put up and the participants can have a marker of what state they would be in, unique markers can be used. All participants could receive a T-shirt with a smiley face on it.

You could charge a \$10 entry fee to pay for the T-shirts and perhaps some graphics on the chart. This type of challenge can be modified to fit your needs.

Alternate Idea: Month-Long Marathon. You have one month to walk 26.2 miles.



Holiday Walk

Encourage a family walk after each holiday meal, this activity will facilitate family togetherness and post dinner comfort.

Cardio Craze

Individuals have one week to get as many minutes of cardio as you can. The winners earn a reward.



Month-Long Triathlon

You have one month to complete:

- 2.4 mile swim
- 112 mile bike ride
- 26.2 mile run

These activities can be done alone or in a group.

Meet ...

The next time you gather your group up for a meeting, try to focus more on health.

Incorporating physical activity can help people remain energized and focused leading to a more productive meeting.

Provide meals, snacks or beverages with your group's best interest in mind. Avoid that post-sugar crash by serving foods from a variety of food groups instead of sugary treats.

Try a few of these suggestions at your next meeting.

Extend the afternoon break and offer an incentive for participants to go for a short walk.

Downsize your serving sizes.

Highlight the remote parking areas on maps to encourage walking activity.

Provide fresh fruit and vegetables at meals and break times.

Avoid placing snack items in the meeting room. This will encourage participants to move to get food.

Serve sauces and dressings on the side.



Offer whole grain breads and pasta.

Offer a structured movement activity before the morning and afternoon session. Lead the group in arm movements, knee bends or stretching.

Provide or incorporate movement breaks every 1-2 hours. The opportunity for physical activity will help attendees concentrate and feel less drained at the close of the session or day.

Eat...

Food is the fuel that powers our bodies. Use these ideas to keep your engine running all day long. Each recipe is simple to make or grab, and remember that proper food handling is important!

Simple Parfait

Cut up fresh fruit, such as strawberries or peaches, and layer it in a glass with low-fat yogurt and granola.

Make it for breakfast, or layer it into a travel mug for a snack on the go.



Snack Mix

Combine nuts, cereal and dried fruit in a bag for a snack that is wholesome and filling.



Healthy Food Prep

Always rinse fruits and vegetables thoroughly under running water before peeling or cutting. Even prepackaged foods, like salads, should be rinsed.

Avoid cross-contamination by using a different cutting board and utensils to prepare raw meats. Wash everything that came into contact with the raw meat with hot, soapy water after use. If grilling, use a different plate once the meat is cooked.

Refrigerate leftovers promptly. All food should be stored cold to prevent bacteria growth.

Wash the tops of canned food before opening. If a can has a bulge or a leak, don't use it.

Safe Food-Handling

Always wash your hands before and after preparing or eating anything!

Fruit & Veggies

Bananas, apples, oranges and carrots are healthy snacks that are always ready.

Recipe: Tomato Basil Fettuccini

6 oz. fettuccine
1 tbsp olive oil
4 tomatoes, diced
2 cloves garlic, minced
2 tsp fresh basil, chopped or 1/2 tsp dried basil
Pinch of granulated sugar
1/4 cup fresh parsley, chopped
Salt and freshly grated pepper to taste
2 tbsp parmesan cheese, grated



Cook fettuccine in a large pan of boiling salted water until al dente, then drain. Heat oil in a heavy skillet over medium heat. Add tomatoes, garlic, basil, and sugar and cook for 5 minutes, stirring occasionally. Add parsley, salt, and pepper. Add pasta to tomato mixture with cheese, tossing to mix. Makes 2 servings. 545 calories, 13 g of fat. From American Cancer Society (www.cancer.org)

Connect ...

Use the internet to your advantage! Reliable organizations can connect you with good health information to learn more about the areas of wellness that interest you and your group most. Here are a few good places to go.



Get More! The Kane County Health Department has localized information and resources to help you and your group be their healthiest. Go to www.kanehealth.com.

Agency for Healthcare Research & Quality
www.ahrq.gov

American Cancer Society
www.cancer.org

American Diabetes Association
www.diabetes.org

American Dietetic Association
www.eatright.org

American Heart Association
www.americanheart.org

American Lung Association
www.lungusa.org

America on the Move
www.AmericaontheMove.org

Center for Disease Control & Prevention
www.cdc.gov

FDA's Guide to Losing Weight
www.fda.gov/loseweight

Get Fit on Route 66
aarp.getfitonroute66.org

Illinois Dept of Public Health
www.idph.state.il.us

Institute for Health & Productivity Management
www.ihpm.org



National Institutes of Health
www.nih.gov

National Institute of Mental Health
www.nimh.nih.gov

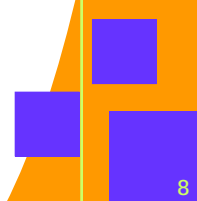
Susan G. Komen for the Cure
www.komen.org

10-Week Employee Wellness Program
www.takeactionca.com

We Can! Get Involved enhancing Children's Activity & Nutrition
<http://www.nhlbi.nih.gov/health/public/heart/obesity/wecan/get-involved/index.htm>

WELCOA's Worksite Health Promotion
www.welcoa.org

US Dept of Agriculture's Personalized Guide to the Food Pyramid
www.mypyramid.gov



Guide ...

A health fair can be a great way for employees or members of your organization to explore different areas of wellness and get information about topics that interest them most. This blueprint will guide you toward organizing a successful health fair.

Step 1: Planning

- Location should be well-known and accessible
- Check local events calendars to avoid conflicts with other events
- Marketing information should be sent out well in advance of the event
- Secure vendors and presenters (follow-up with confirmation) -Invite local hospitals, health clinics, insurance companies, fitness clubs, park districts, social service agencies, health food stores, sports equipment vendors, or massage therapists. Or see Speakers Bureau for ideas
- Develop committees for each part of the fair (i.e. publicity, food, vendor/suppliers)
- Hold regular meetings
- Committee chairs should visit the fair location to become familiar with it
- Send out reminder notices and PSAs
- Develop an evaluation form

Step 2: Theme

- Choosing a theme for your event can help with consistency and promote a better learning experience.

Step 3: Logistics

- Develop a floor plan and distribute it to your participants
- Prepare signage
- Contact security if event is large (200+)
- Assess AV equipment needs and plan for securing equipment, as well as location and number of electrical outlets
- Make restrooms and water fountains available for participants
- Use decorations that compliment the theme
- Plan for all needed supplies including tables and chairs
- Plan for set up and clean up

Step 4: The Event Day

- Set up should be scheduled early enough to assure completion before participants arrive
- Committee chairs should give out written assignments to volunteers
- Check signage for optimal placement
- Have vendors sign in to receive name tags and instructions
- Registration area should be clearly marked
- Collect evaluations (tip: offer an incentive for completion)

Multitask ...

Offer a Lunch and Learn session. Invite a member from the Speakers Bureau to speak to your group. This can bring your group together over a healthy meal and share with them important information on a variety of topics.

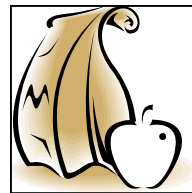
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- By Organization at <http://www.kanehealth.com/PDFs/Coalition/SpeakersBureau-Org.pdf>

Provide your group with a healthy lunch, or invite each person to bring their own lunch.

If you cannot provide a lunch, try providing your group with beverages during the Lunch and Learn Session.

Offering an incentive may increase participation and overall attendance of the session.



Let everyone know! Place flyers in the break room or other common spaces, send a memo or e-mail. Publicity and information should be easy for everyone to understand.



Session length needs to be tailored to the time allotted.

If your group is especially large, consider hosting multiple sessions.

Educate ...

Send out a short newsletter to your group. Use it as a way to educate the members of your group on health topics. Try some of these suggestions to construct your newsletter and use the following template as a guide.



Get More! Use the template posted online and change it to match your own needs. Find it at www.kanehealth.com/coalition.htm

Focus on one health issue each month. Find a website for an organization that deals with a particular topic. Use information on their website to write a short article about the topic. Include basic information that people can relate to and understand.

The Coalition website has a monthly "Stall Street Journal" you can print and post in restrooms to give your members another medium for health info.



Use pictures to make the newsletter more visually appealing. For a success story, include a picture of the group member you're talking about. Otherwise take advantage of clipart.

Celebrate the success of group members. Encourage people to share their goals and success with the group. If someone completes a race, loses weight, or does something significant in wellness tell the group. Sharing success is inspiring and motivating.

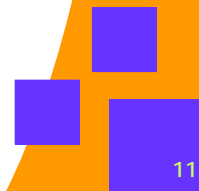
Update your group on its campaign for wellness. Include upcoming events or challenges, and any other information they can use.



Include bullet points of helpful tips and suggestions that people can easily apply to their lives.

Include the websites where you get your information from so your group can get more information if they are interested.

Use the template and tweak it to fit your needs. Or come up with something unique to your group.





Save the baking for the cookies.



25% of Skin Cancer victims are under the age of 25.

Give your skin a break. Tanning in the sun or under a bed is not safe. They both cause cancer and premature aging. Cover up when you go outside and wear sunscreen.



Wellness Watch

[INSERT GROUP NAME]

ISSUE #

DATE

A little activity goes a long way

Adults should be getting 30 minutes of physical activity on five days of the week. This is the minimum requirement necessary to achieve important health benefits, according to the American Heart Association.

The activity doesn't need to be strenuous or all at once. The AHA's recommendation calls for moderate activity such as walking and biking.

Adults who meet the minimum recommendations can

lower their blood pressure and cholesterol. They can lose or maintain their weight. Other benefits include a decrease in stress and an increase in energy.

Heart disease is the number one cause of death in the United States and physical activity can help bring that number down.

Physical activity is im-



portant for heart health. Increasing heart rate makes the heart stronger.

See: www.americanheart.com

Follow these tips to getting more activity

- Take the stairs instead of the elevator
- Park your car further away and walk
- Join an exercise group or walk with friends or a pet
- Take 10-15 minute breaks from work or TV to walk around
- Keep track of when, how long or how far you are active



Jane completes first 10K!

Jane Smith from sales finished her first 10K on Sunday. She completed the race in 70 minutes. Jane trained for three months for this race. "It was exciting to reach my goal." she said. She's looking forward to her next race coming up in August. Congratulations Jane!

[GROUP NAME] Health Update

- Lunch & Learn is planned for Wednesday, July 16. E-mail wellness-leader@group.com if you are attending.
- August will be the third month in the group challenge. Turn in July points on the 30th.
- Anyone working toward or reached a wellness goal? We want to hear about it! E-mail wellness-leader@group.com to tell us more.
- The August focus is on immunizations. Have you seen your physician yet this year?

Observe ...

Members of your group can observe a new topic in health and wellness each month. Focus on the aspects of health that affect or interest your group. This is an opportunity to learn about something new each month.



Get More! For the complete listing of months and dates from the National Wellness Institute see the Health & Wellness Observances Calendar
<http://www.nationalwellness.org/pdf/2008HOC.pdf>

January

Cervical Health Awareness Month
National Blood Donor Month
20-26: Healthy Weight Week

February

Heart Health Month
National Cancer Prevention Month
24-March 1: National Eating Disorders Awareness Week

March

Brain Injury Awareness Month
National Nutrition Month
25: American Diabetes Alert Day

April

National Alcohol Awareness Month
National Cancer Control Month
7: World Health Day

May

Better Sleep Month
Clean Air Month
National Melanoma/Skin Cancer Detection & Prevention Month
21: National Employee Health & Fitness Day

June

National Great Outdoors Month
National Safety Month

July

Fireworks Safety Month
Eye Injury Prevention Month

August

National Immunization Awareness Month

September

America on the Move Month
Fruit & Veggie Month
Healthy Aging Month
National Ovarian Cancer Awareness Month
Prostate Health Month

October

Healthy Lung Month
National Breast Cancer Awareness Month
National Depression & Mental Health Screening Month

November

American Diabetes Month
Great American Smokeout Month
National Alzheimer's Disease Awareness Month

December

National Drunk & Drugged Driving Prevention Month
1: World AIDS Day

Reward ...

Your group is working hard to be healthier. Reward them for their efforts with an incentive program. Assign points to good behaviors, such as eating 5 fruits and veggies each day for a week or getting 30 minutes of moderate physical activity on 5 days of the week. When members accumulate a certain value, reward their efforts with a prize! Prizes should contribute to the healthy life they are building.

<u>Incentive</u>	<u>Approx. Cost</u>
Reusable Shopping Bag	\$2
Water Bottle	\$5
Desk Plant	\$10
T-Shirt	\$10
Workout Wallet	\$10
Cold/Hot Neck Wrap	\$15
Health Cookbook	\$15
Barnes & Noble Gift Card	\$25
Best Buy Gift Card	\$25
Blockbuster Gift Card	\$25
Sports Authority Gift Card	\$25
Personal Audio Device	\$35
30 Minute Massage	\$40
Electric Chair Massager	\$40
Kayak Rental	\$40
Personal Training Session	\$40
Edible Arrangements	\$50

