

*The Six Dimensions  
of Wellness*

*Vermont  
Work Site  
Wellness  
Conference*



THE Vermont Governor's Council  
ON PHYSICAL FITNESS & SPORTS

2013 AWARDS

WEDNESDAY, MARCH 27, 2013  
SHERATON HOTEL & CONFERENCE CENTER  
Burlington, Vermont

I am delighted to present the 2013 Worksite Wellness Awards to 63 Vermont employers who are diverse, and yet driven by a common purpose. Today, companies as unrelated as a country store, advertising agency, construction contractors, banks, an aerospace manufacturer and industrial suppliers will receive recognition for improving the health and wellness of their valued employees.

Vermont companies get it. Healthier employees create healthier families, healthier communities, and a healthier state. This is one key reason we are routinely voted the healthiest state and one of the best places to work in the country.

Thanks for your good work,  
**Peter Shumlin**  
 Governor, State of Vermont



State employees participate in the Vermont Corporate Cup Challenge and State Agency Race.



Commissioner Chen welcomes conference attendees.

Thank you for participating in the 2013 Annual Worksite Wellness conference. Congratulations to all the award recipients. The role of employers in keeping Vermonters healthy has gained significant momentum during the past five years.

Worksites that champion wellness continually impress me with their innovation and creativity to improve the health of employees. By supporting nutritious eating, physical activity, quitting tobacco, breastfeeding, and biometric screenings, they improve the overall health of our communities and significantly lower healthcare costs.

Vermont Department of Health provides technical assistance to employers throughout the state, and we encourage you to use our resources, tools and training to develop your wellness programs.

Stay well,  
**Harry Chen, M.D.**  
 Commissioner of Health

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PROGRAM CREDITS: **Janet Franz**, Writer and Editor, **Alissa C. Robertson**, Writer, **Bob Essman**, Designer

# Vermont WorkSite Wellness Conference

## AGENDA

- 7:30 Registration/Exhibits/Networking/Continental Breakfast
- 8:30 Welcome: **Janet Franz**, Chair, Vermont Governor's Council on Physical Fitness and Sports  
Opening Remarks: **Harry Chen**, Commissioner, Vermont Department of Health  
Prelude: **Peter Shumlin**, Governor of Vermont
- 8:50 Worksite Wellness Awards  
Governor **Peter Shumlin** and the Vermont Governor's Council on Physical Fitness and Sports
- 9:50 Keynote Address: **Six Dimensions of Wellness**  
**Bill Hettler**, Founder, National Wellness Institute
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|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>11:00 <b>FITNESS INTERMISSIONS:</b></p> <ul style="list-style-type: none"><li>• Stretch &amp; Strengthen on the Spot:<br/>Reverse the effects of sitting or<br/>standing for long periods<br/><b>Jason Cariveau</b>,<br/><i>Spaulding High School Athletic Trainer</i></li><li>• Laughter Yoga<br/><b>Maura O'Brien</b> • <b>Jessica Gerhart</b><br/><i>Certified Laughter Yoga Leaders</i></li><li>• Yoga to Address Stress<br/><b>Anna Van Fleet, RYT</b><br/><i>Wellbeing &amp; Yoga Consultant</i></li></ul> | <p><b>WELLNESS MINI-SESSIONS:</b></p> <ul style="list-style-type: none"><li>• Breastfeeding in the Workplace<br/><b>Tricia Cassi</b>,<br/><i>Vermont Breastfeeding Network</i></li><li>• Moving the Muscles You Can:<br/>Including Choices for Employees with<br/>Physical Disabilities<br/><b>Patrick Standen</b>,<br/><i>Northeast Disabled Athletic Association</i></li><li>• Bike Commuting Basics<br/><b>Jason Van Driesche</b>,<br/><i>Local Motion</i></li></ul> |
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- 11:35 Roundtable Activity: Best Practices Sharing
- 12:25 Lunch/Exhibits/Networking
- 1:45 Concurrent Sessions 1: choose 1 of 4 tracks (see pages 4-5)
- 2:55 Concurrent Sessions 2: choose 1 of 4 tracks
- 3:55 Raffle and Adjourn

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## Vermont Worksite Wellness Conference PLANNING COMMITTEE:

**Tim Barre**, Northfield Savings Bank  
**Jason Cariveau**, Vermont Governor's Council on  
Physical Fitness and Sports  
**Tricia Cassi**, Vermont Breastfeeding Network  
**Donna Diaz**, Vermont Governor's Council on  
Physical Fitness and Sports  
**Lisa Marie Donohue**, The Thrive Center of the Green Mountains  
**Janet Franz**, Vermont Governor's Council on  
Physical Fitness and Sports  
**Joyce Gallimore**, GS & Associates, LLC  
**Tracy Gallo**, Blue Cross Blue Shield of Vermont,  
Vermont Governor's Council on Physical Fitness and Sports

**Jessica Gerhart**, Vermont State Employees' Wellness Program  
**Danielle McMahon**, Vermont Energy Investment Corp.  
**Maura O'Brien**, Vermont State Employees' Wellness Program  
**Stuart Offer**, Hickock & Boardman Group Benefits  
**Margaret Pinello-White**, Blue Cross Blue Shield of Vermont  
**Alissa Robertson**, Vermont State Employees' Wellness Program  
**Evelyn Sikorski**, Fletcher Allen Health Care  
**Lori Smith**, Hickok & Boardman Group Benefits  
**Tanya Weigel**, Vermont Dept. of Health,  
Vermont Governor's Council on Physical Fitness and Sports

## KEYNOTE ADDRESS

### Six Dimensions of Wellness

**Bill Hettler, M.D.**, Founder, National Wellness Institute



Dr. Hettler has been a driving force in health promotion and wellness for more than 30 years. He defined the wellness concept as it emerged and in 1975 co-founded the National Wellness Institute, guiding it to the dominant position it holds today. He helped establish wellness programs in Japan, Australia, Germany, England, Canada, and South Africa. Now Hettler points to the future by showing how the practice of medicine will move beyond a disease care delivery system to incorporate the health of the individual as a primary goal. Computerized health information will create an alliance between the client and the health promotion system.

Hettler's multi-dimensional wellness model, Six Dimensions of Wellness, can facilitate greater program participation by employees. He will describe how various employers and communities have successfully delivered wellness programs in each of the six dimensions and review best practices and evaluation techniques used worldwide.

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## CONCURRENT SESSIONS 1:45 - 2:45

### 1. Six Dimensions of Wellness

Presenter: **Bill Hettler, M.D.**, Founder, National Wellness Institute  
[www.nationalwellness.org](http://www.nationalwellness.org)

Hettler will review the evolving understanding of multi-dimensional wellness models, including Six Dimensions of Wellness, and discuss best practices and evaluation techniques. Attendees will examine their own wellness programs as a potential entry point for employees, with an eye toward encouraging workers to try other program offerings through an internal referral system. There will be time for audience questions.

### 2. Spirit in Business

Presenter: **Marie Frohlich**, Holistic Health Coach,  
Team Lead with Vital Wellness Division of The Coaching Center of Vermont  
[www.vitalwellness.biz](http://www.vitalwellness.biz)

How can you bring spirituality to your work? Work-life challenges can create a climate of disharmony and stress that may lead to chronic illness and disease. The spirit in business concept supports practices that tap into employees' passion and galvanize feelings of safety, creativity and joy in the workplace. Participants will review areas of their own work cultures that need more balance, participate in a circle-of-life balance activity and create a survey to help bring spirit in business to their workplaces.

### 3. Fitness in the Workplace: Multi-Dimensional Benefits

Presenter: **Heather Main**, owner, Main Wellness Works, certified personal fitness trainer  
[www.mainwellness.com](http://www.mainwellness.com)

Fitness in the workplace does not require an on-site gym or huge budget! Main will discuss strategies to support health and fitness in the workplace, the most important of which cost nothing. Attendees will consider various target audiences, cost savings, and the comprehensive benefits of fitness in the workplace. Participants can also examine their own efforts to fit in exercise during a busy week with so many demands logistically and emotionally.

### 4. Working Session for Small Businesses

Co-Presenters: **Tanya Weigel**, State Worksite Wellness Coordinator, Vermont Dept. of Health  
**Lori Smith**, Wellness Director and Consultant, Hickok & Boardman Group Benefits  
**Natalie Audette**, Account Executive and Wellness Coordinator, The Richards Group

Small businesses are invited to meet with worksite wellness experts to learn how to access free local resources and get tips on benchmarking and planning. Participants will gain understanding of the benefits of starting and formalizing an employee wellness program and receive technical assistance.





Heritage Family Credit Union teams played mud volleyball to raise funds for charity.

2:55 - 3:55

**1. Asleep on the Job:**  
How Lack of Sleep Affects Health  
and Performance

**Presenter: Tracy D. Gallo**, Health Management Consultant, Blue Cross Blue Shield of Vermont

Lack of sleep has become a top concern for many employees and employers. Lack of sleep affects productivity, morale, health and wellness. This interactive workshop will explore things that keep us awake, the dimensions of wellness that sleep influences, techniques for helping us fall and stay asleep and ideas to share with employees.

**2. Alignment:**  
The Path to Career Wellbeing

**Presenter: Michael Kilfoyle**, Hickok & Boardman Group Benefits,  
adjunct professor, Plymouth State University

Career wellbeing is a complex mix of ingredients. Alignment is the key ingredient for an organization's recipe to help employees to thrive individually while achieving organizational goals. By aligning values, strengths, culture, and vision, employers will find that their workers become more productive and happier as they discover a greater sense of purpose and meaning in their own work. Kilfoyle will explore drivers of career wellbeing and explain how organizations can build on individual strengths.

**3. Stress, Neuroscience  
and Productivity**

**Presenter: Porter Knight**, CPO, Productivity of Vermont, author, *Organized to Last: 5 Simple Steps to Staying Organized*, and *Get Paid to Win Clients: Public Speaking as a Marketing Tool*. [www.productivityvermont.com](http://www.productivityvermont.com)

When employees feel overwhelmed with stress, it's hard for them to stay focused and productive. Understanding neuroscience and the physiological responses of the brain during the workday gives employees tools to regain calm and function more effectively. Knight will reveal how to become organized during chaos to improve performance, recover from stress and realize higher job satisfaction. Participants will examine ways to share these concepts with employees.

**4. Growing an  
Employee Garden**

**Presenter: Charlie Nardozi**, Garden consultant, writer, speaker, radio and  
television personality [www.charlienardozi.com](http://www.charlienardozi.com)

Companies including Google, Hewlett-Packard, and Timberland have installed employee gardens with positive results. The gardens help workers become physically active and eat healthier diets. Emotionally, gardening offers a way to refocus and recharge during the workday. Socially, gardens provide opportunities to work with others from throughout the organization, strengthening camaraderie, teamwork, and company mission. Nardozi will take participants through the process of growing food with special emphasis on creating employee gardens. He will cover planning, designing, implementing and maintaining gardens in various venues including rooftops, containers and community sites.

## 2013 AWARDS

### In Recognition of WORKSITE WELLNESS PROGRAMS



Vermont Governor's Council on Physical Fitness and Sports is pleased to present the 18th Vermont Worksite Wellness Awards. This year, 63 worksites receive honors for providing a culture of wellness for employees, with leadership, policies and innovative strategies promoting health and fitness.

The awards application and scoring system varied from the past, based on feedback from participants in previous years. Throughout 2012 a council sub-committee reorganized questions to reflect current best practices. The 22 objective questions and 6 short essays provided a comprehensive assessment in 5 key areas: Vision and mission; Leadership; Culture, policy and environment; Strategy and implementation; and Evaluation. Points were assigned to each question.

The subcommittee determined that the majority of points would be awarded in the objective scoring and subjective essays would supplement by providing additional insight into worksites' programs and accomplishments. Additionally, a new scoring rubric outlined a point range for each award level, taking into consideration the size of employer groups. This provided a way to recognize all worksites that accumulated the number of points to reach a certain award level, instead of having to choose just one in every size category. The new rating system serves to provide an unbiased process that recognizes every worksite that works hard to reach that level. We'll continue tweaking the system based on our experience this year.

The data reveal valuable information about current worksite wellness practices in Vermont and provide a baseline for employers to use to improve programs.

Here's a snapshot:

- 56% of wellness programs are managed by Human Resources personnel.
- 83% of wellness mission/vision statements are tied to business goals.
- 87.5% of leadership support comes from actively participating in wellness programs.
- 53.1% spend \$100 or more per participant on wellness annually.
- 69.8% prohibit the use of tobacco on company property.
- 95.2% offer an EAP or other resources to assist with stress and work-life issues.
- 79.4% offer healthy food options in the workplace, cafeteria or vending machines.
- 93.7% promote volunteerism/community service.
- 55.6% allow participation in wellness activities during the workday.
- 95.2% provide on-site recycling/composting.
- 69.8% provide bike racks on-site.
- 88.7% communicate wellness program activities via e-mail.
- 62.9% allow employees' household members to participate.
- 27.1% provide lifestyle coaching for behavior change.
- 79% use cash or gift cards as incentives for participation.
- 32.8% track cost effectiveness/savings/ROI.

# 1-10 EMPLOYEES

## **Addison County Solid Waste Management District - SILVER**

The district pays for employees' participation in weight loss and smoking cessation programs and shares with participants 100% of the wellness rewards received from the Vermont League of Cities & Towns (VLCT). Healthy snacks are available at all staff meetings and the employee kitchen has been declared a "donut-free zone."

## **Village of Derby Center - SILVER**

Village employees and their families participate in the VLCT Pedometer Program, health screenings, flu shots, on-line exercise programs and health assessments. These programs helped several employees lose excess weight and feel better.

## **Village of Derby Line - BRONZE**

Employees receive wellness information with paychecks, pointing them to onsite health assessments, a 10-week pedometer program, safety classes and weight loss programs. Most village employees participate in the wellness initiatives.

## **Cx Associates**

Cx Associates encourages commuting to work via bike and/or walking. Employees who choose to do so receive recognition, rewards and benefits for their efforts. The company also pays for ergonomic assessments for each employee's workstation to ensure safety and prevent injuries.

## **Town of Charleston**

Town employee participate in VLCT's Pedometer Program and "Keep It Off Challenge" during work time and receive incentives including hats, water bottles and pedometers. These programs have helped several employees lose weight and maintain weight loss throughout winter.

## **Town of Orange**

Town of Orange offers an exercise class that is open to employees and the public each Wednesday evening, and provides smoking cessation literature to employees to encourage quitting smoking. Employees participate in pedometer challenges and health screenings.

# 11-50 Employees

## **Hearthstone Quality Home Heating Products - GOLD**

Managers at Hearthstone QHHP lead employees on Tuesday walks, Friday Snowshoeing and Wednesday Healthy Snacking. A wellness committee meets monthly to plan activities in which employees can accumulate "points" to earn up to five paid days off annually. This includes a "biggest loser" program, which boasts 15% participation with 100% of participants losing 5lbs or more. Several participants have been able to stop taking medication for high cholesterol and hypertension.

## **Town of Castleton - GOLD**

A town Health & Safety Committee creates employee wellness programs and the selectboard approved use of VLCT health insurance incentive funds to pay for a one hour weekly paid departmental walk, complimentary health club memberships at Castleton State College and a Health and Safety picnic. The town offers a semiannual team building retreat, a daylong session addressing stress on the job.

## **ALPLA - SILVER**

At ALPLA, wellness educational materials are posted in the break room and incorporated into monthly health and wellness presentations, and employees are reimbursed for smoking cessation and weight loss programs. ALPLA promotes a healthy work culture by providing healthy snacks, not having soft drink and candy/chip vending machines in the workplace, hosting healthy lunches, offering EAP services, a 3-month weight loss challenge, flu shots and health fairs.

## **Hickok & Boardman Financial Planning & Group Benefits - SILVER**

Hickok & Boardman's wellness program evolved from an activity-based format to a culture- and wellbeing-based curriculum. The wellness committee was renamed "Culture Club" and they organized healthy breakfasts on Fridays, asked the lunch vendor to provide nutritious options, and planned team-oriented fundraising for United Way. In partnership with its health plan, the company provided onsite health screenings and an on-line health assessment in which 100% of employees participated.

## **Town of Killington - SILVER**

The town helps organize community 5K walk/runs and town employees are encouraged to participate. Time is allocated during the workday for employees to attend healthy lunches, wellness seminars, health screenings and flu shot clinics. Employees participate in weight loss and pedometer challenges. A juice/water/healthy snack machine replaced the soda machine. The Wellness Program boasts 100% participation by employees and spouses, and retirees also participate.

## **Trudell Consulting Engineers - BRONZE**

TCE recognizes and rewards employees who set individual health goals and participate in group activities and charity events. Fruit is offered for snacks and nutrition information is provided via seminars, email blasts, and posters. To promote physical activity, TCE schedules employee group hikes and runs, provides pedometers for a movement challenge and participates in the Vermont Corporate Cup Challenge and the National Bike Challenge. Every employee participated in at least one monthly wellness activity.

## **Vermont League of Cities & Towns - BRONZE**

During the past year, VLCT paid for its employees to participate in the Vermont Corporate Cup Challenge and State Agency Race, hosted a healthy walk and potluck lunch, offered monthly chair massages on company time (employees paid for their massage), offered healthy food at meetings,



paid for committee members to attend the Vermont Worksite Wellness Conference; provided onsite health screenings and flu clinics; offered a 10-week exercise, weight and nutrition program; provided a monthly electronic wellness newsletter; replaced vending machines with a new refrigerator, more counter space and microwaves in the office; and maintained a wellness information bulletin board. VLCT developed a wellness feedback and healthy culture survey and uses the information to improve wellness programming.

#### **Town of Fair Haven**

The town offers VLCT wellness programs and employs a wellness coordinator to encourage participation. The rewards program and the possibility of reduced insurance costs help motivate employees.

#### **Town of Morristown**

The town's wellness coordinator distributes healthy recipes, health tips and wellness information via email and bi-weekly staff meeting. She also provides personal/group training to employees at the onsite fitness facility. A stipend is provided to employees who wish to join other fitness centers or participate in weight management programs. Town employees receive annual health screenings and EAP support services through VLCT.

## 51-150 Employees

#### **Concept2, Inc. - SILVER**

Fitness is a core value at Concept2. Employees may use an onsite fitness center, where the company founders frequently work out, and are reimbursed 50% of up to \$500 per year for classes in nutrition, exercise and personal growth such as photography and herbal healing. Onsite massage and chiropractic care are offered twice monthly and employees prepare their own fresh meals in onsite kitchens. Each new employee receives a complimentary Concept2 rowing machine and indoor rowing and skiing challenges are offered throughout the year. Flexible-time policies allow employees to use their time as needed. Employees participate in an annual wood splitting for low-income families and Concept2 matches United Way donations 2:1.

#### **Heritage Family Credit Union - SILVER**

The Wellness Committee at HFCU works closely with the CEO and Blue Cross Blue Shield of Vermont to provide health and wellness opportunities. Onsite flu shot clinics, bi-metric screenings, and 8-week wellness challenges are offered during company time and before/after hours. Employees receive \$25/month health club reimbursement and participate in fundraisers that involve physical activity including Mud Volley Ball for Epilepsy, charity walks and the Mentor Bowl. The Go-the-Extra-Mile Challenge exceeded participation goals with 49% of employees joining physical activity or nutrition challenges.

Ascutney Hospital employees hit the road on Bike to Work day.



#### **Hickok & Boardman Insurance Group - SILVER**

Worksite wellness at Hickok & Boardman Insurance is multi-dimensional. It encompasses physical fitness with discounted gym memberships and ergonomic evaluations; intellectual wellness with an in-office book exchange; emotional wellness through onsite massages, which grew from 42% participation in 2011 to 63% in 2012; financial wellness via lunchtime seminars; social wellness during employee appreciation days and community service projects; and environmental wellness by promoting a respectful and comfortable work environment. A weekly newsletter provides health and wellness information.

#### **Northfield Savings Bank - SILVER**

With the encouragement from leadership, Northfield Savings Bank strives to balance work and home life. Employees may convert vacation and sick time to CTO time to take





health and wellness days as needed. Employees also volunteer for nonprofit community events including the Burlington Discover Jazz Festival, Church Street Halloween Parade, Tunbridge World's Fair and Mardi Gras Parade. Employees are encouraged to participate in team-based activities including the Penguin Plunge, and 14 teams entered the Corporate Cup Challenge, representing a 75% increase in the number of teams from 2011.

#### **PureWellness - SILVER**

Company leaders join employee wellness activities including office-wide pushup contests, group runs or Frisbee golf games. Quarterly challenges promote regular physical activity, healthy eating habits, strength and personal responsibility. The wellness team uses an on-line platform and innovative programming to connect employees in Vermont and scattered nationwide, resulting in a consistent 70-95%

participation rate. The 2012 Health Assessment exceeded participation goals with 100% of employees completing it. At each location, rooms are dedicated for fitness classes and healthy snacks are provided in kitchenettes.

#### **Omya, Inc. - BRONZE**

Omya works with BlueCross and Blue Shield of Vermont to offer complimentary onsite flu shots, blood pressure checks and cholesterol screenings. Employees may use an onsite fitness center and receive pedometers, monthly wellness newsletters, motivational brochures, EAP support, educational workshops and healthy snacks in vending machines. A physical activity program engaged more than 30% of the workforce and 80% of the participants continued to participate after 6 months.

#### **RockTenn - BRONZE**

Upper-level management at RockTenn has supported the company's Wellness Program for 14+ years with funding for health fairs, flu and tetanus vaccinations, subsidizing fitness club memberships, and individual wellness accounts through which employees earn money for wellness program participation. More than 60% of employees attended the 2012 onsite health fairs, where they received health screenings and counseling.

#### **Seventh Generation - BRONZE**

Employees receive free gym memberships and \$800 per employee annually to spend on wellness activities, massages and acupuncture treatments. They take fitness classes onsite and participate in a walking club. The company contributes to employee HRA accounts for health insurance, and funds 80% of the deductible. Employees are encouraged to participate in self-improvement LEAD modules (Learn, Engage, Act, Demonstrate). A module on "Sustainable Self" partnered employees with a personal trainer who helped develop personal wellness plans and provided weekly check-ins.

#### **Town of Colchester - BRONZE**

The town offers employees free flu shots and cholesterol checks, an annual pedometer challenge, and a Wellness Reimbursement Program. A pedometer challenge involved 93% of employees compared to the previous year's 61%. The increase points to program improvements including shortening the length to avoid burnout, increasing weekly incentives, and providing free lunch to participants who completed the Challenge. The Police Department's new gym is available to all employees and leadership approved the using the town office basement as dedicated group exercise space.

#### **Hallam-ICS**

Hallam-ICS offers wellness classes and presentations, free enrollment for the Vermont Corporate Cup Challenge, a "Wellness Day" floating holiday that can be taken when an employee feels too well to work, and fruit and vegetables at company-sponsored lunches.

### **The Richards Group**

With a certified worksite wellness manager on staff, The Richards Group makes programs accessible to all employees through websites, emails and local resources at each worksite location. A twice yearly walking program encourages employees to set competitive goals to win prizes for self-improvement. Participants strive to exceed their levels of movement from previous challenges and motivate each other to achieve fitness objectives.

### **Town of Rockingham/Village of Bellows Falls**

Town and village employees walk in groups during lunch breaks. An agreement with a local fitness facility provides discounted memberships to employees, and membership fees are deducted via payroll. A no-smoking policy is in place, and health information is provided through EAP materials.

## 151 – 500 Employees

### **Blue Cross Blue Shield of Vermont - GOLD STANDARD**

In 2012, 97% of employees participated in STRIVE, the company wellness program, a 12% increase from 2010. Wellness programs focused on nutritional habits and obesity, which claims data indicated as employees' biggest challenges. Activities included nutrition seminars, free nutrition counseling, replacing the cafeteria fryolator with a gas grill; subsidized CSA shares; Weight Watchers at Work; "Free Fruit" Wednesdays; onsite fitness classes; and walk-stations (treadmills with PCs and phones). Program results: reduced employee body mass index, an 8% decrease in payments for health insurance claims, and a more productive workforce.

### **Community Care Network/Rutland Mental Health Services**

- GOLD STANDARD

Visible leadership involvement, biometric screening and coaching, lifestyle modification programs, immunizations, health seminars, and wellness information campaigns empower employees to take responsibility for personal wellbeing. Nearly 200 employees received free health tests and flu shots at work. A CCN team of 25 employees participated in WalkRutland 100 miles in 100 days challenge, and team members lost weight and improved fitness.

### **The Vermont Country Store - GOLD STANDARD**

The VCS wellness culture embraces career, social, financial, community and physical wellbeing with a tobacco-free campus, smoking cessation classes, team wellness challenges, stress management and fitness classes, weight loss group, biometric screenings and free fresh fruit for employees. An onsite health coach helps employees identify personal health goals. VCS and Rutland Area Farm and Food Link initiated "VCS Country Market," an online store for employees to order local foods for delivery to work. This helps employees improve nutrition, save gas, know where their food comes from and buy healthy foods locally.

### **Champlain College - GOLD**

Champlain College employees participate in complimentary, onsite Weight Watchers, CPR training, meditation, stress management, financial counseling, health screenings, flu clinics, well-being accounts, and a wellness speaker series. Employees may attend programs on paid work time. In 2012, 60% of employees participated in biometrics and health screening and results were used to develop a 12-week summer wellness program.

### **BioTek Instruments, Inc. - SILVER**

BioTek leadership philosophically and financially supports fitness classes/challenges that are free to employees during paid work time. BioFit Bucks reimburses \$500 annually per employee for wellness eligible expenses. IHMS Preventative



BioTek prevents injuries with Body Maintenance sessions.

Body Maintenance Program helps employees prevent injuries on and off the job. Employees receive subsidized health club memberships and tuition reimbursement for job-related continued education.

**Engelberth Construction, Inc. - SILVER**

Engelberth Construction ensures employee health and safety by pre-screening employees for physical ability to perform tasks, limiting commutes to job sites to less than 45 minutes, group stretching at jobsites each morning, providing physical therapy at jobsites, offering an onsite gym, and discounting health insurance premiums for employees who maintain healthy weight, blood pressure and cholesterol levels and don't use tobacco. Annual health screenings engage 90% of employees and 70% of spouses in medical examinations.



**Marathon Health - SILVER**

Through the Drive to Thrive Program, employees participate in regular physical activity, enter physical fitness events including running races and bike rides, and participate in community-building events. The healthy work environment includes an onsite fitness room and showers, conference and training rooms for wellness programming, and a smoke-free facility.

**Sonnax Industries - SILVER**

The Driving Wellness program offers employees access to a secure website portal that includes a personal health record, diet and activity trackers and medical information. Driving Wellness also provides personal health coaching for weight loss, stress management, tobacco cessation, physical activity and team wellness challenges. Employees and spouses receive free onsite health screenings for cholesterol, blood pressure and glucose levels.

**Milton Town School District - SILVER**

The district hired a wellness coordinator to organize opportunities for wellness in the district. A record 90 employees attended a flu/tetanus vaccination clinic. The district provides access to local foods through a CSA partnership with Jericho Settler's Farm, Thanksgiving Turkey orders through Misty Knoll Farms, monthly cooking clinics on healthy food preparation, and grant-funded community dinners for families in need.

**The King Arthur Flour Company - SILVER**

Employee wellness programs include fitness classes and showers onsite; \$200 wellness reimbursements for weight management programs; membership discounts at fitness centers; reimbursement for smoking cessation aids; company bicycles for employee use as transportation between company locations; green commute reimbursement; and flu shots. A CSA share program awards subsidized farm shares to 50 employees whose salaries dip below \$50,000 annually, to ensure access to fresh produce.

**Vermont Student Assistance Corp. - SILVER**

VSAC employees participate in a wellness fair, health screenings, ergonomic evaluations, fitness challenges and workshops on financial and family wellness. Through YFIT, employees worked in small teams to lose weight and make fitness a lifestyle habit.

**Grace Cottage Hospital - BRONZE**

The Wellness Committee organized free yoga classes, walking breaks, biometric testing and health coaching, and free healthy snacks in the dining room. The hospital cafeteria offers fruits and vegetables before starch and moved sweets away from the entrees. Hospital management encourages employees to take fitness walks during work time and provides incentives for zero tobacco use, dental check ups and age-appropriate screenings.



### **Merchants Bank - BRONZE**

Employees from each worksite formed a wellness committee to develop programs based on employee surveys. Healthy eating and stress management workshops were particularly successful, increasing participation from 5 people previously to 25 in the live classes and nearly 75 views of the recorded version. "Go a Mile" Challenge inspired employee teams to walk, bike, hike or run, and employees reported their family members also adopted healthy habits. Each employee may earn \$300 for meeting wellness goals.

### **New England Federal Credit Union- BRONZE**

The Wellness Committee issues quarterly newsletters with wellness tips, physician listings and health facts. Staff and managers participated together in Relay for Life, Vermont Corporate Cup, and tidying children's summer camps. Unhealthy snacks were removed from vending machines at all NEFCU branches. Through lunchtime seminars, podcasts, and evening classes, employees learned how to read nutrition labels, prepare healthy meals and can vegetables. Workstations were evaluated for ergonomic health, and flu shots were offered to employees and spouses.

### **SymQuest Group, Inc. - BRONZE**

2012 was the first year SymQuest implemented an organized wellness plan, HealthQuest, to build a culture of wellness, educate and encourage physical activity. Initiatives included offering healthy food at staff meetings and in vending machines, fitness and nutrition challenges, lunch seminars, paid time to participate in wellness activities, biometric screenings and flu shots.

### **The Co-op Food Stores - BRONZE**

With a dedicated Wellness Team and a "Wellness from the Inside Out" program, The Co-op Food Stores offers numerous opportunities including: paid hours for community service; compensation for attendance at wellness meetings; flu shots, chair massages that are free during the holidays and \$1/minute once monthly; and group hikes, walks and dances. A "Share Your Fitness Routine" engages 15% of 400 employees sharing what they do for fitness, from physical activities to healthy eating and relaxation techniques, in a monthly newsletter column.

### **Counseling Service of Addison County**

Staff and family may use a free onsite fitness center and take yoga, tai chi and other classes at little or no charge. "Parenting On Track" helped employees improve family relations and reduce stress. "Connect 4" challenged employee teams to exercise at least one hour per person daily, creating social ties while improving fitness. Managers devoted time to choosing the best healthcare options for employees in the face of rising costs and employees' financial strain. Food at meetings and events includes healthy choices.

### **Lamoille Community Connections**

Employees, including a senior leader, formed new wellness committee and launched the wellness program with a party



Group stretching at jobsites keeps Engelberth employees safe.

attended by 50+ employees, including the CEO and senior leaders. Staff participated in "Compassion Fatigue" training and reported that they would attend similar wellness trainings in the future

### **Northeast Kingdom Community Action**

NEKCA offers mental health days as part of the benefits package, provides information about local walking paths and hosts wellness challenges. A new wellness committee coordinates activities for staff from the distant worksites and disseminates wellness news by email, newsletters and posters.

### **Vermont Energy Investment Corp**

Leadership at Vermont Energy Investment Corp supports work-life balance by offering a 37.5-hour workweek, telecommuting, flexible schedules and EAP services. Vending machines are stocked with healthy options and CSA shares bring fresh produce to work. Each year, employees may use up to \$750 toward classes, conferences, and seminars for career development. Employees formed clubs for cycling, climbing, and discussing books. Company leaders host social events including chili cook offs, costume parties and craft fairs.

## **501 – 999 Employees**

### **Dealer.com - GOLD STANDARD**

A dedicated employee wellness department administers onsite athletic facilities and fitness classes; a scholarship program for one-on-one personal training; season's pass discounts at ski areas; small group personal training sessions; discounted memberships to off-site gyms; free seasonal access to Shelburne Museum; weekly onsite chair massages; subsidized CSA shares with food delivered directly to the worksite; subsidized local/organic foods café; and paid team





Trudell Consulting Engineers personnel stay active with group hikes and runs.

sports activities. This year, Dealer.com opened a new office in California and successfully implemented the wellness program there

#### **Northwestern Medical Center - GOLD STANDARD**

The Healthy U employee wellness program focuses on making healthy choices the norm within the hospital's culture. Opportunities meet all components of a balanced lifestyle including full gym memberships, bike racks at the employee entrance, group challenges, social gatherings, \$175 reimbursement for anything related to physical activity, onsite EAP counselors, and educational seminars. A Red Flyer Wagon with license plate "Healthy U" delivers fresh fruit, low-fat yogurt and cheese, dental hygiene items, and fresh veggies from the on-campus garden, spreading wellness to employees throughout the hospital.

#### **UTC Aerospace Systems/Goodrich Corp. - GOLD STANDARD**

Monthly wellness initiatives are part of All-Employee Monthly Meetings and staff receives verbal encouragement from senior leaders at daily team "stand ups." The company contracts with Injury Health Management Services, The Edge fitness club and Whole Health Nutrition to provide weekly onsite biometric screenings; flu vaccines; an onsite fitness center; daily classes in meditation, stretching, and Zumba; tobacco cessation support; nutritional counseling for weight loss, diabetes, arthritis, menopause and cancer therapy; and an annual Wellness Day.

#### **City of Burlington - GOLD**

A dedicated wellness committee organizes various activities including yoga and pottery classes, gym reimbursement, discounted park and ski passes, onsite Weight Watchers Program, and more. Monthly email blasts described one employee's job title, hobbies and ways that person stays fit. Employees have a month to guess who the Spotlighted employee is while learning about fellow staff members.

#### **GE Healthcare - GOLD**

The HealthAhead program incorporates the company's core values with wellness initiatives. It collaborates with local farmers, fitness professionals, and healthcare vendors to offer subsidized healthy foods in the cafeteria and vending machines, health screenings, an onsite gym with fitness classes, 5k run/walk, and a week-long wellness event with massages and seminars on stress management, physical activity, and nutrition. Corporate leadership allocated \$22,000 in seed money for these initiatives.

#### **National Life Group - GOLD**

A committee of 10 employees from throughout the organization formed to create a lasting culture of wellness, including fitness, community, family and peace of mind. Opportunities include an onsite gym, exercise studio; 40 hours/year paid time for community volunteering; work-life balance classes; education on retirement planning, social security, estate planning and financial literacy. Company leaders participate with staff in wellness activities.

### **North Country Hospital - SILVER**

A "Fit & Fun Club", which has been in place for 28 years, encourages employees to engage in physical activity, stress reduction, and nutritious eating. In 2012, the hospital launched a formal Worksite Wellness Committee and devoted paid time for committee members to meet, develop and plan a calendar for monthly initiatives. A culture of wellness is achieved with a bicycle path around the hospital; health bulletin boards; healthy foods and nutrition facts in the cafeteria; group exercise classes and wellness workshops near worksites; a personal fitness trainer; and fitness challenges. A Walking Challenge involved 25 teams, representing 268 employees or 45% of the employee population.

### **PC Construction Company - SILVER**

Employees and spouses receive health coaching, screenings, and disease management services during paid work hours. This program boasts a 95% engagement rate and overall improvement of 10% in biometric goal progress in 2012. Employees receive 100% coverage for tobacco cessation aids. Wellness information reaches employees through company newsletters and lunchtime webinars, allowing all employees to participate, regardless of physical location, and programs are offered in both English and Spanish to reach a diverse population.

### **Mt. Ascutney Hospital and Health Center**

The hospital cafeteria features nutritious foods and the campus is smoke-free. Hospital employees walk together and receive free pedometers and kinetic energy activity monitors. The CEO participates with staff in wellness activities,

and the HR Director became certified worksite wellness specialist. Biometric screenings, health risk assessments and wellness programs are offered during off-shift and on-shift times to accommodate various work schedules.

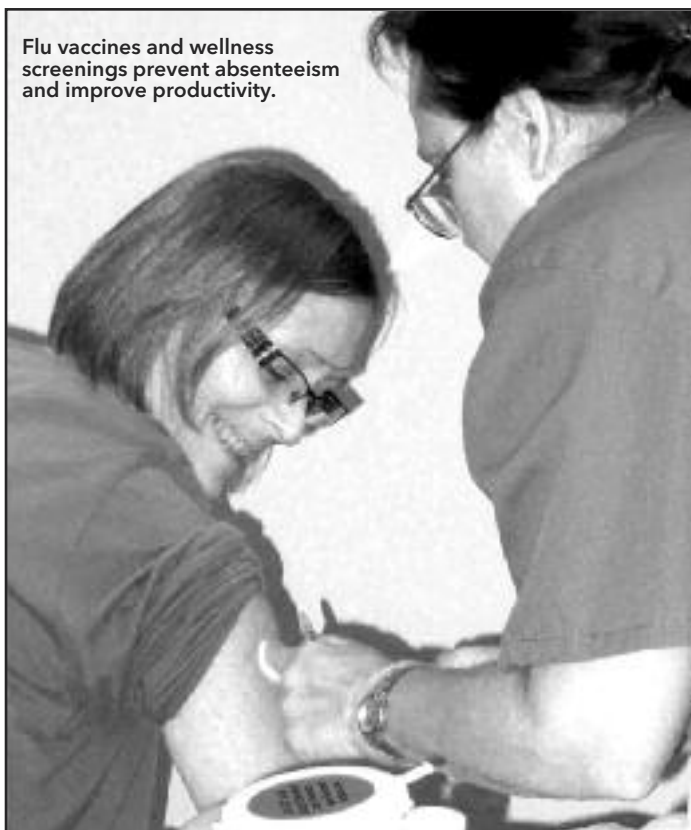
## **1000+ Employees**

### **Price Chopper / Golub Corporation - GOLD**

Well@Work, Price Chopper's employee wellness program, implemented various programs throughout 2012. A stress management campaign engaged more than 3000 participants in online stress/depression/sleep disorder assessments. A "Quit Smart(er)" tobacco cessation program decreased the company-wide smoking rate from 31% in 2009 to 28% in 2012. The "Go for the Gold" program enrolled 339 employees in a yearlong program that teaches how to set, achieve and maintain wellness goals and true lifestyle change. The company built wellness tasks into performance assessments of positions throughout the organization, and managers are held accountable for program implementation.

### **Central Vermont Medical Center - SILVER**

Employees are offered a \$200 cash incentive to participate in biometric screenings, health assessments, and visits with physicians and dentists. Last summer, employees from multiple departments built a new fitness trail on the hospital campus. Monthly seminars combine complimentary healthy lunch with presentations on healthy eating. Employees receive \$20 per month subsidy toward a gym membership,



Flu vaccines and wellness screenings prevent absenteeism and improve productivity.



CSA shares, employee gardens and cooking clinics bring fresh food and community spirit to workplaces, including Milton Town School District.





paid entry for the Vermont Corporate Cup race, and 50% subsidized Weight Watchers At Work.

#### **HowardCenter - SILVER**

Through HC4ME (Healthy Choices for Me), HowardCenter hosts an annual Healthy Living Fair where employees receive flu shots, biometric screenings and massages, participate in karaoke, make crafts and visit with community vendors. In 2012, the center piloted a nutrition challenge that will become an agency wide challenge in 2013. A 20-week "Walk at Work Wednesday" program, expanded from a previous 6-week challenge, encouraged employees to stay active for the long term. More than 360 employees (36%) participated and many continue walking with co-workers during lunch breaks.

#### **Fletcher Allen Health Care - SILVER**

Leadership at Fletcher Allen Health Care incorporates the cost of biometric screenings and coaching into the hospital's budget. Through a "Culture of One" campaign, employees receive recognition for hard work, dedication to patient safety, leadership, outstanding service to patients, and interdisciplinary efforts to improve processes and cross-functional team achievements. In 2012, the wellness program used social media and Intranet to educate 7,200 employees on wellness topics, market ski pass discounts and an on-line bike challenge, and promote the Great American Smoke Out. A "Day of Remembrance" program provided inter-faith programs to honor employees experiencing grief and loss.

#### **MVP Health Care - SILVER**

Employees stay well via stairwell challenges, stress management, weight management, walking clubs, health fairs, flu clinics, physical activity challenges, and nutrition classes. MVP sponsors employees in local 5K races and a marathon. Nearly 40% of employees participate in Wellstyle Rewards, which provides financial rewards to employees and adult dependents for completing health risk assessments and improving biometric markers. Healthy foods are provided at meetings, in vending machines and through CSA shares.

#### **State of Vermont - SILVER**

The Vermont state employees' wellness program facilitates behavioral and cultural changes through activity challenges; a monthly wellness newsletter; social media communication on Facebook, VTWellness Blog, and LinkedIn; personal wellness coaching; and healthy lifestyle workshops. In 2012, a 12-week lifestyle management program helped employees eat nutritiously, increase physical activity and manage stress. The program, initially offered in 4 locations, was expanded to 9 locations and 1 online class. Annual flu clinics vaccinated more than 3,000 employees.

#### **Rutland Regional Medical Center**

RRMC supports an employee walking club and offers healthy foods at work. Employees are encouraged to participate in community service projects. Bike racks are available to promote riding to work.

**THE VERMONT GOVERNOR'S COUNCIL ON PHYSICAL FITNESS AND SPORTS** promotes health and wellness through physical activity for Vermonters of all fitness and ability levels. Council members are volunteers appointed by the Governor, representing a broad spectrum of Vermonters. [www.vermontfitness.org](http://www.vermontfitness.org)

## 30TH VERMONT CORPORATE CUP CHALLENGE & STATE AGENCY RACE

Thursday, May 16, 2013, 6:00 PM • Statehouse Lawn, Montpelier • Registration Deadline: April 26, at [vcccsar.org](http://vcccsar.org)

This 5-kilometer running/walking event engages employee teams from businesses, government agencies and non-profit organizations. Participants exercise with co-workers, in celebration of National Employee Health and Fitness Month.

Proceeds benefit Vermont Governor's Council on Physical Fitness and Sports, race sponsor since 1986.



## VERMONT SENIOR GAMES ASSOCIATION

[vermontseniorgames.org](http://vermontseniorgames.org) • [moveforwellbeing.org](http://moveforwellbeing.org)

The Games include athletic events and year-round physical activities for people 50 and older. The Council was founding sponsor of the games in the early 1980s. A dedicated board of directors and volunteers administer the Games while the Council remains its umbrella organization.

### COUNCIL MEMBERS

**Janet Essman Franz, Chair**  
Journalist and Fitness Professional,  
[janetfranz@myfairpoint.net](mailto:janetfranz@myfairpoint.net)

**Tanya Weigel, Secretary**  
State Worksite Wellness Coordinator,  
Vermont Department of Health  
[Tanya.Weigel@state.vt.us](mailto:Tanya.Weigel@state.vt.us)

**Betsy Terry Orselet, Treasurer**  
Executive Director, Vermont Recreation  
and Parks Association  
[betsy@vrpa.org](mailto:betsy@vrpa.org)

**Andy Bishop**  
Former professional cyclist,  
fitness educator  
[andy@dariabishop.com](mailto:andy@dariabishop.com)

**David Brock, PhD.**  
Exercise & Movement Science Director,  
Physical Activity and Wellness  
Laboratory, UVM  
[dbrock@uvm.edu](mailto:dbrock@uvm.edu)

**David W. Butsch, M.D.**

General Surgeon,  
Central Vermont Hospital  
Associate Clinical Professor of Surgery,  
University of Vermont  
[davidbutsch@hotmail.com](mailto:davidbutsch@hotmail.com)

**Jen Butson**

Director of Communications,  
Vermont Department of Tourism &  
Marketing  
[jen.butson@state.state.vt.us](mailto:jen.butson@state.state.vt.us)

**John Caldwell**

Retired school teacher, Putney School  
[caldxski@sover.net](mailto:caldxski@sover.net)

**Jason Cariveau**

Athletic Trainer, Spaulding High School  
[jasoncariveau@gmail.com](mailto:jasoncariveau@gmail.com)

**Tom Clavelle**

Executive Vice President & CFO,  
Engelberth Construction, Inc.  
[tom.clavelle@Engelberth.com](mailto:tom.clavelle@Engelberth.com)

**Pam Cross**

Health Promotion Manager,  
Northwestern Medical Center  
[pcross@nmcinc.org](mailto:pcross@nmcinc.org)

**Benj Deppman**

Vice President and Partner,  
Deppman & Foley, Esq.  
[bdeppman@midlaw.com](mailto:bdeppman@midlaw.com)

**Donna Diaz**

[donnaldiaz@gmail.com](mailto:donnaldiaz@gmail.com)

**Tracy Gallo**

Health & Wellness Consultant,  
Blue Cross Blue Shield of Vermont  
[gallot@bcbstv.com](mailto:gallot@bcbstv.com)

**Jason Gibbs**

Strategic Communications & Project  
Management  
[Jason@gowithgibbs.com](mailto:Jason@gowithgibbs.com)

**Nancy Heydinger**

Executive Director,  
Girls on the Run of Vermont, Inc.  
[nancy@girlsontherunvermont.org](mailto:nancy@girlsontherunvermont.org)

**Laurie Knauer**

Adjunct Faculty, Physical Education,  
Castleton State College  
[homested@shoreham.net](mailto:homested@shoreham.net)

**Stuart Offer, D.C.**

Wellness Coach, Hickok & Boardman  
Group Benefits  
[soffer@hbbenefits.com](mailto:soffer@hbbenefits.com)

**James Pepper**

Student, Vermont Law School  
[jpepper23@gmail.com](mailto:jpepper23@gmail.com)

**Patrick Standen**

President,  
Northeast Disabled Athletic  
Association, Instructor, Department  
of Rehabilitation and Movement  
Science, UVM  
[patrick.standen@myfairpoint.net](mailto:patrick.standen@myfairpoint.net)

**Patricia Turley, Esq.**

Attorney, Zalinger, Cameron &  
Lambek, PC  
[pturley@zclpc.com](mailto:pturley@zclpc.com)