

### **Breakout Session:** Abby DiPasquale

Group discussed how to reach some hard to reach groups, such as PW, Fire and Police. Ideas centered on knowing what the day to day looks like for these employees.

For PW, they are on their feet all day, so doing an exercise program or challenge after work may not be something they want to do! Some ideas that came up to target PW:

- Male oriented classes that would interest them (start by asking them what they want!)
- Offer it at times that are convenient for them (maybe early morning or in the last hour of the day)- after work classes/programs don't usually work.
- Offer a variety of challenges, not just physical ones. Ideas may include a "White Out" day or week to focus on reducing added sugars in their diet.
- Provide water in the break room that they can grab and go.
- Wellness baskets for every season in every department. This may have healthy snacks or hygiene items (Purell, tissues, etc) or fresh fruits and veggies.
- Offer brown bag snacks during snowstorms, which could include water, nuts, and other healthy snacks. These they can take in the plows and eat along the way to help curb drive-thru trips!
- Flu baskets with info and tissues, cough drops and sanitizer.

### Police/Fire

These groups may not be able to attend due to job or shift work. Ideas may include:

- Offering class materials even if unable to attend class.
- Think about changing policy and culture to support healthy habits- signage, food options at meetings, etc. to create a good message of health even if not getting the programming

Ideas that groups have used to encourage participation:

- Step challenge/ AT trail and walking challenges using Fitbits and self-report steps.
- Incentive logs to track activity and earn rewards from Wellness Works.
- Focus on mind wellness- "Positivity Pays" (ACAP) with self-report that they focused on being and saying positive things to others for two days.
- Allow for self-report and don't make it difficult to join in or complete!
- Gift certificates for farmer's markets
- Gingerbread House competition among departments. Wellness provides kits and then they can add to them and display at town hall.
- Pumpkin carving/decorating..same as above.
- Offering the Wellness Your Way program...many didn't seem to know about this still!
- Photo scavenger hunt
- Hydration chart for the bathroom stalls.
- Consistency matters- keep it going and allow employees to recognize what is coming and that it is just a part of what we do here.
- Send flyers to each department, identify a contact to post and promote each event.
- Offer family events, such as apple picking, bowling, strawberry picking, hiking, snow-tubing, etc.
- Create a list of local places that provide town/city employees discounts.
- Consider sharing resources and programming amongst smaller towns.
- Challenge surrounding communities to wellness challenges/weight loss, etc.

- Offer a wellness fair with local resources
- Different department heads lead a wellness activity (tennis, corn hole, walking)
- Offer a wellness breakfast with healthy choices and honor someone who has made a change.
- Weight watchers program on site- can be costly! Don't just focus on weight, it is just a piece of the overall picture and can be discouraging. Not every employee needs this, so remember the whole group!
- Couch to 5 K
- Salad bar when everyone brings one item to share.
- Salad day to raise funds and offer good food
- Green smoothie making
- Mason jar classes