

Breakout Session: Danielle Yale

Biggest Bang for Your Buck

- Community donations for raffles
- Ask for donations or discounted prices on old equipment from Planet Fitness/YMCA
- Partner with local gyms for free pass coupons, discounts, night outs for your group
- Use community resources to teach classes targeted at your health issues/interests – free promotes their business
- Use local chefs to do lunch and learn – promotes their restaurants
- Hannaford nutritionists and they bring healthy snacks
- Chair massages –free promotes business
- Jay – raffle of canoe – purchased at cost
- Topsham – Appalachian Trail map with steps and pictures of actual places along the way. Small prizes given a long way and once completed gets a wellness day off
- Use library for books and discounts
- State Park passes- sign up and get for 3 days
- Share tools and ideas of programs on our Wellness website (newsletters too)

Increasing Participation

- Eco-Maine - Build off concerns with health issues and help people set goals from where they are
- Realistic start up goals
- Offer topics they want (not necessarily the committee)
- Use trivia by emails to engage more people
- Small participation prizes
- Raffle door prizes or save up tickets from each class for larger prize quarterly or end of year
- Wellness recognition breakfast
- FOOD
- Celebrate and recognize successes with health
- Use the wellness your way one week challenges to spark participation
- Freeport - “Kindness” challenge with log – improved positive attitudes – publicize the best over anonymously (post some of the great ways people showed kindness without names of who do it just so others can get ideas). Movie tickets as a prize
- Book club
- Coupons for apple picking/strawberry picking to include family (promote family vs technology plus clean eating)
- Coupons or Gift cards for Farmers markets
- Mini golf nights with family (promote family activity vs technology)
- Survey best times of day to have classes.
- Place health type books/magazines in workout rooms, lounges etc.
- Bulletin boards with wellness tips
- Refer a friend to the program for extra points or raffle ticket for bringing someone new to participate

Reviving your Wellness Program

- Report back to senior management with what Wellness is doing and how it is improving the employees
- Invite senior management to participate and get involved
- Work to pull in “new” committee members (fresh ideas/target one from each department for diversity of ideas and viewpoints)
- Start with small changes
- Change up the location of meetings and events and it’s okay to offer the same thing at different locations (i.e. XYZ class at town hall, fire, pw)
- Healthy snacks in different departments or areas
- Plan ahead (strategic plan) a calendar of events/goals for the year
- Short meetings
- Summer funfest with outdoor games and raffle the games off at the end
- Salad and soup potluck days
- Healthy lunches – each department takes a different month to sponsor
- Discussions of most popular successful classes
- Revisit success after event to make changes while its fresh in your head
- Freeport – passport program – hide a stamp and they have to hike and find the stamp (kind of scavenger hike like) and stamp their book (similar to the state park pass passport stamp program)
- Walking scavenger hunt. Team events – use phone to take pictures. (i.e.... picture of you and a fairy house, with a firefighter etc.)