

2015 Howard County Wellness Forum



*Empowering our community to **focus**
on **healthy living***



**PARTNER ORGANIZATIONS:
Get Active Howard County**





 Howard County
Health Department

 CA

 we promote
Health
SCHOOL • WORKSITE
COMMUNITY



HOWARD COUNTY
GENERAL HOSPITAL
JOHNS HOPKINS MEDICINE

 HOWARD
COMMUNITY COLLEGE
You Can Get There From Here.

 HOWARD COUNTY
PUBLIC SCHOOL SYSTEM

 HOWARD COUNTY
CHAMBER of
COMMERCE



HealthyHoward



Howard County
RECREATION & PARKS

 Maryland University
of Integrative Health
Formerly Tai Sophia Institute

THE Villages
of
Columbia

 Department of
CITIZEN SERVICES
Aging • Children's Services • Consumer Affairs

 Hi
Howard COUNTY Library
SYSTEM
inform + instruct + interact = educate



Get Active Howard County-Program Components

- **Support by Business/Gov./Non-Profit/ Restaurants/Schools**
Leadership setting example. Directing communications at work, school and community.
- **Community-Wide Wellness Calendar**
Broad based wellness related activities—Boulders/Rocks/Pebbles
- **Wellness Champions (Schools, Workplace, Community)**
Captains & Team Members.
- **Communications Library-**
Partner's & Coordinator supported communications
- **Coordinators – Community leaders with specialized knowledge/credentials – Key Advisory Role**
- **Volunteers -Wellness Professionals, Community Volunteers, Student Volunteers-Partner Supported**
- **Incentives Drawings, Sponsored Giveaways, Discounts**

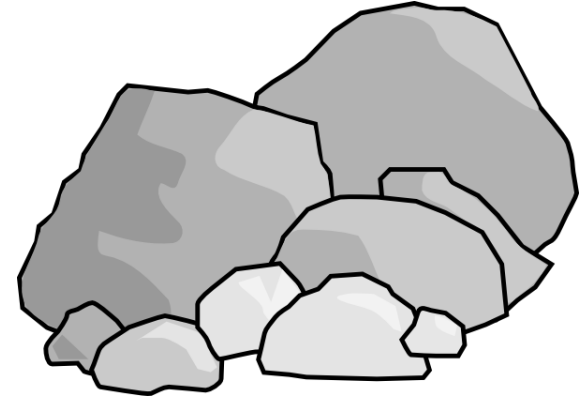
Community Wellness Calendar

- **Quarterly Major Events**

2nd quarter: Get Active Howard County Kick-Off (10 week initiative)

3rd quarter: Family Wellness Day (1st Sunday, June)

- 4th quarter: Columbia Association BikeAbout
 - Integrative Health Fair (MUIH – Alternative Medicine)
 - Howard County General Hospital – Annual Family Health Fair



- **Monthly Large Event or Activity**

Programs/Activity/Initiative that can support 250+ participants (walks, boot camp in the park, health fairs, etc.)

Health Club/ Facility / Venue that will support large diverse participation/ Healthy Happy Hours

Existing established calendar wellness related activities incorporated into the calendar

- **Weekly Events or Activities**

Exercise class – physical activity (local gyms, local business partnership, specialty classes), health screenings

Wellness Education – Nutrition, Heart Health or other wellness topic.

Screenings – (Chiropractic, Dental, Vision, Blood Pressure, other)

- **Balanced (Schools, Worksite, Community)**

School sponsored (individual Elementary, Middle, High School sponsored events-walks, runs, etc.)

Separate programs specifically created for Elementary/ Middle & High School

Small Business Wellness Day – Invite employers with 2 to 25 employees to attend annual wellness fair (employers that are too small to host their own are able to provide employee value)

Community walks, running events, fairs (separate targeted communications through Libraries, Village Centers, Hospital Wellness Center, large Employers (utilizing venues across the county))

GAHC 10 WEEKS --- TRANSITION TO 12 MONTHS

WEEKS	FOCUS	WEEKLY COMMUNICATION	OTHER RESOURCES	COORDINATOR
Pre-Assessment	Defining Wellness & GAHC	Introduce Theme Challenge & Expectations	On-line HRA (Base Line Screening Tool)	GAHC Committee
Week 1 3/23	Energy Balance			Brenda Von Rautenkranz, M.S. LGPC, Fit for Life, Trainer, Psychotherapist, Talk Show Host, Motivational Speaker
Week 2 3/30	Physical Activity	Exercise Programs	Dept. Aging Walking Group We Walk for Wellness In N. Laurel Boot Camp in the Park	Columbia Association**
Week 3 4/6	Nutrition	Challenge	Link to latest information Special Event Challenge – link WeCan Cookbook	Christine Lothen-Kline, R.D. – LHIC Rebecca Ramsing, MPH, R.D. Amy Adler, Healthy Howard Restaurants
Week 4 4/13	Reduce Sugary Beverages	Challenge	Educational Links Better Beverage Finder	Au'Sha Washington, Horizon Foundation, LHIC Robi Rawl, Exec. Dir., Sugar Free Kids MD
Week 5 4/20	Sleep		On line quiz; Resource Links Community Event (Healthy Happy Hour) Sleep Log	Andrew Monjan, PhD, MPH - LHIC Local Health Improvement Coalition
Week 6 4/27	Stress			Cindi Miller, R.N. – HCGH, LHIC Director of Community Health Education
Week 7 5/4	Integrative Health			Gail Doerr, VP Marketing** Maryland U. of Integrative Health - LHIC
Week 8 5/11	Financial Fitness			
Week 9 5/18	Charitable Giving			**
Week 10 5/25	Self-Care Essentials			**

* The weeks are not in final order. (March 25 deadline)

** Coordinators need to be confirmed. Lead coordinator needed for each week. Primary responsibility: Advisory & Communication Supervision in focus area (GAHC Library)

Activity Sponsor Agreement

- The organization must be approved by the committee as reputable and in good standing.
- The organization must be in existence in Howard County for at least one year.
- The organization's services must be in line with the principals, values and goals of GAHC.
- When applicable, respective certification(s) are expected to be held by the individual(s) presenting the service, program or activity.
- The organization is expected to disburse communications whenever possible in support of the initiative.
- The service being offered must be free or very low cost and have a perceived value by one or more of the three target populations (workplaces, community, schools)
- The primary purpose of participation must not be provided in any way as self promotion and those representing the organization must conduct themselves in a way that supports the spirit of the GAHC initiative.
- The organization/business/wellness professional- agrees to prohibit any form of marketing or selling of products or services during their program, event or activity. This agreement extends to all employees and any associate or guest presenter representing the organization or business.

* The committee will evaluate all requests and consideration will be based on the above criteria:

TEAM CAPTAIN GUIDE

Team Captain Best Practices

GOOD

- 1) Encourage everyone to sign up for the team.
- 2) Share the weekly email with team members

BETTER

- 1) Encourage everyone to Sign Up for the team.
- 2) Share the weekly email with team members
- 3) Encourage everyone to participate in at least one team activity each week.
Walk at Lunch, Lunch & Learn etc.

BEST

- 1) Encourage everyone to Sign Up for the team.
- 2) Share the weekly email with team members
- 3) Encourage everyone to participate in at least one team activity each week.
Walk at Lunch, Lunch & Learn etc.
- 4) Create your own challenge goals for your team.
- 5) Individually encourage team members to participate
- 6) Encourage team members to create activities for everyone
- 7) Have theme lunch and learns a few times during the 10 weeks
- 8) Monitor Team participation and encourage those who are not participating

Building Teams

- **Workplaces**

- Existing Get Active Howard County Teams

- Healthy Howard/ Healthiest Maryland Workplaces **(HC)**

- Chamber of Commerce Communications

- County-wide business mailing list & turn-key campaign

- **Community**

- Student out-reach program (Village Centers/ Neighborhood Newsletters/ clubs,)

- County-Wide: Communications posters, cards, stickers- Restaurants, Businesses, Schools

- Magnets

- Social Media Campaign Strategy

- **Schools**

- Faculty & PTA Teams

- Elementary & Middle Schools

- Student Clubs/organizations

The Role of The Coordinator: A LONG TERM VISION

1. Community leader with specialized knowledge/credentials to provide direction and guidance on placing focus on one defined core area of wellness (i.e., nutrition, sleep, stress, etc.) . Coordinator- key advisory role.
2. Commit to submitting 1 or more short communications w/ core focus for the 10 week GAHC initiative

DEFINING FORMAT FOR “COMMUNICATIONS”:

Purpose: To bring attention and focus to core area of wellness (i.e., nutrition, sleep, stress, etc.)

To fulfill one or more priorities:

- 1) Promote Awareness
- 2) Provide Health/Wellness Education (latest information, quiz, links to key sources, etc.)
- 3) Evoke Action by Recipients to Prioritize/Improve a Key Area of Wellness
- 4) Encourage Participation in Activity/Program/Webinar/Event
- 5) Consider community partnerships and collaboration to tie in to other related sources

STRUCTURE: Communication one to two paragraphs w/ references to reputable sources (WebMD, Mayo Clinic, John’s Hopkins, etc.). Links directing recipients to more info., on-line tools, etc. Communications should be written so that a general public audience would find it understandable.

3. Coordinators should be committed to the “Spirit of the GAHC initiative”, which broadly adopts the philosophy that duties of position are fulfilled to provide service and education to the community and that they are not provided for financial gain and/or for self-promotion. Similar language to Activity Sponsor Agreement will ultimately be utilized to create a formal coordinator agreement.
4. Consider (not committed) year-round role as coordinator in specific wellness focus area. This would help fulfill growth of the Communication Library and year-round calendar and resource support.
5. Consider “year round” commitment, to serve as a point of contact for other LHIC and community partners as Coordinator for specific area of wellness.

The Get Active 3D Platform



“the open rate is all about the relationship”



TEAM CAPTAIN

get active
HOWARD COUNTY

CF CYCLE FOR LIFE
CYSTIC FIBROSIS FOUNDATION

walk MS

American Heart Association
My Heart. My Life.

RLAY FOR LIFE
American Cancer Society

We Walk for Wellness
AT NORTH LAUREL

FIVE+ FIVE. ALIVE.
HANDS-ONLY CPR TRAINING

WOMENFEST
A Health & Wellness Event for Women
WomenFest 2015
Saturday, April 25, 10 a.m. to 3 p.m.

Workplace Teams
Community Teams
School Teams

2015 Howard County Wellness Forum



This one-day event will bring together community leaders, wellness professionals, wellness champions and grass roots volunteers throughout Howard County to support, further develop and promote Get Active Howard County (GAHC).

This event will provide a forum for wellness organizations and professionals throughout Howard County to join with GAHC while at the same time leveraging our collective influence to attract the broader community to become more engaged.

Together we will seek to build a stronger more connected community-wide wellness calendar and strengthen the community health links between workplaces, school communities and neighbors -driving a greater culture of health in Howard County.