

Culture of Wellness

Madelia Community Hospital Project Summary

June 15, 2009

- I. Surveyed community Fall of 2007 to identify Health and Wellness Issues of the community
 - A. Needs Identified:
 1. Fitness Center
 2. Bike/walking trail
 3. Children's health – obesity, obesity in Hispanic population is more prevalent, target entire family
 4. Lack of dental insurance and thus screenings
 5. Health concerns cancer, heart disease, obesity

- II. Culture of Wellness Accomplishments:
 - 1) Developed a countywide resource directory – print and online
 - 2) 2008 Anytime Fitness Center brought in by local entrepreneur
 - 3) School district created a walking program for students which they can bring home to family
 - 4) Surveyed community and identified needs and concerns
 - 5) Local paper gives space for weekly “Wellness Article” – rotation of articles from local healthcare providers, etc.
 - 6) Madelia Community Hospital:
 - Each staff meeting includes a nutrition and physical fitness tip
 - Doing “Fit Chick” activity weekly with staff (have a small stuffed chick that is rotated around to departments). When your department has the “Fit Chick” you must come up with 2 nutrition tips and 2 get moving tips, they are emailed to the entire staff the following week. We have since added a leotard, barbell, exercise band – having some fun with it.

- III. In the Works:
 1. Working with Horizons Program on establishing community ice skating rink
 2. Researching existing web based Wellness Programs for schools, families/individuals and worksite
 - A. Goal is to give people free resources/tools they can use and modify to meet their needs
 - B. Present to the community via a public Wellness Initiative
 - C. Do a public awareness program to launch and keep people motivated, hold contests, etc.
 - D. Meet with businesses to encourage their participation and offer them the free tools
 - E. Wrap the community in the Wellness Culture – encourage churches, service clubs, youth groups, etc. to initiate wellness activities within their organization, business, etc.
 - F. Host community events promoting wellness – bike rallies, Fun Runs, golf tournaments, community swim nites,

IV. What We Learned:

- Take time to get the right people at the table
 - People with clout
 - Movers and shakers
 - Thinkers and doers
 - A good cross section of the community
- Have strong, consistent leadership
 - Leadership should be shared
 - We had one key leader and when they had health issues, there were lapses in activity
 - Group needs to keep going to stay motivated and not lose momentum
- Funding
 - Need to figure out how to be self-sustaining
 - Check with local businesses, industry for \$\$
 - Become savvy in grant writing

V. Great Wellness Programs Websites:

1. American Heart Association - Start! Walking for a Healthier Lifestyle - Free Tools
2. Wellness Library & Resource Center: www.wellnessproposals.com
3. Moving Into Action: Promoting heart healthy and stroke free communities
http://www.cdc.gov/dhdsp/library/moving_into_action/pdfs/employers.pdf
5. Building Healthy Texans Worksite Wellness Toolkit:
<http://www.dshs.state.tx.us/wellness/wwt.shtm>
6. Good Work! Resource Kit <http://healthymainepartnerships.org/mcvhp/gw.aspx>
7. Strides to a Healthier Worksite – Wellness Challenge Toolkit: A part of Healthy South Dakota program <http://www.healthysd.gov/default.aspx>
8. www.mypyramid.gov Wealth of wellness related information