

HealthNotes Vol II

By James Tasse, Project Director
Healthy Casco Bay - Your Local Healthy Maine Partnership

“A Simple Way to Begin Promoting Health at Your Worksite”

In last month’s inaugural edition of this column, I discussed how promoting health at your worksite can pay dividends on multiple levels. Payoffs include reduced absenteeism, improved morale, better staff retention, fewer on-the-job injuries and improved productivity. And for businesses that do offer health coverage, worksite wellness programs usually provide lowered claim frequency and overall reduction in health care costs. There is virtually no debate on the issue--promoting health at your worksite is good for your bottom line.

And of course, health promotion is getting to be everybody’s business nowadays. The obesity epidemic alone is costing all of us billions of dollars in health care every year. It makes good fiscal sense to encourage health, both for personal and national reasons, in and out of the workplace.

Even if you are convinced by these points, however, the big questions remain: How do I start? Where do I begin? What should I do?

Healthy Casco Bay, which is your local Healthy Maine Partnership, exists in part to offer assistance on precisely these questions. Promoting wellness at worksites is an important aspect of the work we do, and we have developed some easy and simple to use strategies you can use to start getting your employees or co-workers thinking more about health.

Perhaps the simplest tool we offer small workplaces is our Worksite Wellness Packet, which is a collection of resources and information designed to be put up on bulletin boards at your business. The information in this packet covers everything from depression to sun safety, and features eye catching posters and fliers that make it easy for you to develop a culture of wellness at your job site. The info is arranged month by month, so it’s easy for you to keep the content of your board fresh. The full list of topics, arranged by month is:

January.....Depression	July.....Nutrition
February.....Heart Health	August.....Colorectal Cancer
March.....Physical Activity	September.....Living Green
April.....Substance Abuse	October.....Breast Health
May.....Commute Another Way	November.....Stress
JuneSun Safety	December.....Tobacco

These Worksite Wellness Packets are available Free of Charge from the Freeport Merchants’ Association, and can be picked up at the Firehose Tower.

It may seem like a small change, but just showing your employees that you care about their health can send a positive message through your workforce. And who knows—maybe the info you put up about getting screened for colon cancer or quitting tobacco will make a big difference in someone’s life.

Please contact Myra at the FMA , or you can give us a call at 541-8618, or drop an email to info@healthycascobay.org to get more info or to set up a consultation.

Yours in good health,

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