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Working on Wellness: Building Capacity through Community Partnerships

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Presenter Information
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Working on Wellness: Building Capacity
Through Community Partnerships

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Program Background

Working on Wellness:
- Working on Wellness (WoW) helps Massachusetts employers implement comprehensive wellness initiatives that enable employees to engage in healthy behaviors, create a healthy and more productive workforce, and reduce health care costs.

Community Partnerships:
- Central to the WoW model is building the capacity of employers to identify and leverage public and private community resources to create mutually beneficial relationships that create healthier work environments and improve health and well-being for employees, families, and community.

Program Tools

Online Curriculum:
- Two interactive online learning modules explain the importance of building community partnerships and introduce WoW tools to help employers identify new partnerships.

Community Partnership Scan:
- Organizations complete a comprehensive scan to identify individual, organizational and physical resources in their community.
- The tool helps organizations align new resources and partnerships with wellness goals.

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<th>COMMUNITY PARTNERSHIP SCAN</th>
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"The community modules really helped me put into focus how we can strengthen partnerships across the board, and generate and develop new ones." - WoW Participant

Partnership Outcomes

- On average, participating organizations identified 5 community partners to collaborate closely with on their health interventions.
- Examples of partners included YMCAs, fitness centers, healthcare insurers, and town or government entities.

WoW Case Studies

Harbor Health Services, Inc (HHS), Boston

- Wellness Goal: Support employees in increasing their consumption of fruits and vegetables.
- Community Partner: The Fresh Truck
- Outcomes: Fresh Truck visits 3 HHS locations weekly, 390 staff purchased fresh fruits and vegetables in the first month, 73% of staff reported eating more fruits and vegetables because of the partnership, community residents and local businesses were invited to shop at the Fresh Truck.

Community Teamwork, Lowell

- Wellness Goal: Create a work environment that supports employees in achieving and maintaining a healthy weight.
- Community Partner: University of Massachusetts Lowell
- Outcomes: Community Teamwork implemented 3 evidence-based nutrition policies, including a vending machine policy, UMass students gained new skills and applied their community health expertise in a real world setting.

Working on Wellness is a program of the MA Department of Public Health, developed and managed in partnership with Health Resources in Action and Advancing Wellness. Funding is provided by the Prevention and Wellness Trust Fund as established by Chapter 224 of the Acts of 2012. Project evaluation is being conducted by UMass Lowell and UMass Medical. www.mawow.org