

# HEALTHY COMMUNITIES PARTNERSHIP OF SOUTHWEST INDIANA



## Corporate Champions

Implementation:

1. *Meet with HCP representatives, upon request:*
  - Gain understanding of the full scope of the healthy community efforts in Southwest Indiana
  - Develop strategy for gaining buy-in among employees
2. *Meet with CEO/Senior Management:*
  - Request Senior Management support for participation
  - Outline campaign priorities (refer to Good, Better, Best Guide)
  - Obtain signed corporate commitment form for organization
3. *Convene Wellness Team at Your Worksite:*
  - Discuss ideas, corporate commitment, and establish an overall strategy
  - Benchmark current activities (refer to CDC Worksite Health ScoreCard)
  - Identify resources to implement objectives
4. *Launch Campaign:*
  - Hold a kick-off event that reinforces the overall goal of creating a healthy worksite culture
  - Team members will follow up with department heads to ensure implementation
5. *Sustainability:*
  - Participate in Champions meetings
  - Utilize Worksite Health ScoreCard for pre-post testing
  - Track success stories and earned media
  - Draft organization policies that reinforce objective(s) (refer to Good, Better, Best Guide)
  - Monitor execution of proposed objectives (e.g. are meeting meals really healthy?)
  - Annual follow-up meetings with CEO



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