



Worksite Program

Objective 14

Local Health Department Webinar

Presented by:

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Worksite Program

- The *Worksite Program* is based upon extensive research with California employers and predominately low-wage workers
- Through Formative Research, the *Worksite Program* developed a turn-key intervention toolkit called the *California Fit Business Kit*
 - helps employers develop and implement a workplace culture and environment that supports healthy eating and physical activity among workers.



Worksite Program Overview

Why the *Worksite Program*?

The *Worksite Program* is a proven method to reach low-income adults in California, where employees spend 8 or more hours per work day, and likely eat 1-2 of their daily meals.

- One of the few ways to engage local businesses
- Great public relations for local businesses and partnering organizations
- Interventions at worksites are enticing to employers
 - healthy employees report
 - fewer sick days
 - increased productivity
 - Increased morale and loyalty
 - weight reduction
 - increased well-being, self-image



Worksite Program Reach



- **Almost 4 million people in California receive CalFresh benefits**
- **More 1/3 (34.6%) of California's CalFresh households have earned income**
- **The *Worksite Program* is tailored to reach and promote the health of working CalFresh participants and other likely eligible nonparticipants**

Sources:

- California Department of Social Services (CDSS). DFA 256 - Food Stamp Program Participation and Benefit Issuance Report April 2012.
- U.S. Department of Agriculture, Food and Nutrition Service, Office of Research and Analysis, *Characteristics of Supplemental Nutrition Assistance Program Households: Fiscal Year 2010*, by Esa Eslami, Kai Filion, and Mark Strayer. Project Officer, Jenny Genser. Alexandria, VA: 2011.

Worksite Program Overview

Target Industries

– Agricultural Industry

- [DelMonte Foods; Driscoll's, Christopher Ranch, Paramount]

– Retail Industry

- [Northgate Markets, Cardenas Markets, Walgreen's, Burlington Coat Factory]

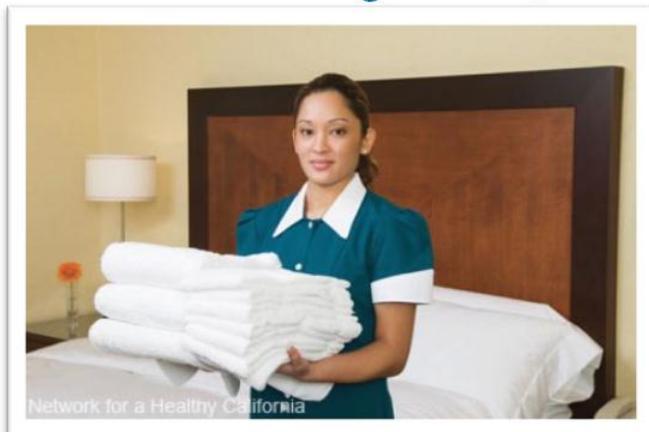


– Hotel Industry

- [Hilton, Pinnacle, Doubletree]

– Non Profit/For Profit Companies

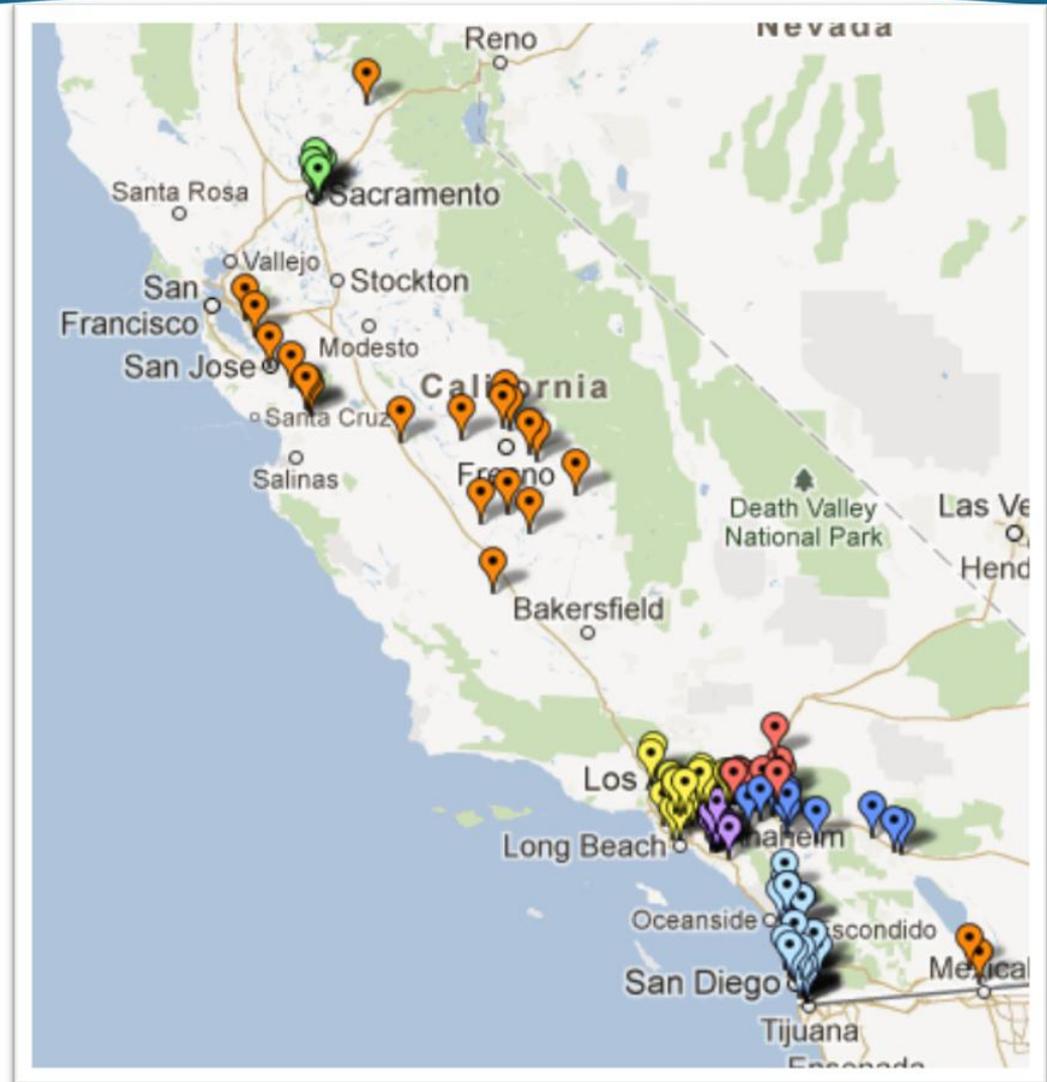
- [Goodwill Industries, YMCAs]



Current *Worksite Program* Worksites

Bay Area	Alameda	2
	Santa Clara	5
Total		7
Central Valley	Fresno	5
	Kern	1
	Kings	3
	Madera	2
	Tulare	1
Total		12
Desert Sierra	Riverside	12
	San Bernardino	11
Total		23
Gold Country	Placer	1
	Sacramento	5
	Yolo	1
Total		7
Los Angeles	Los Angeles	26
Total		26
Orange County	Orange	16
Total		16
San Diego	Imperial	2
	San Diego	31
Total		33
Grand Total		148

FFY12 Mid year Data



Role of the LHD



- **Provide technical assistance and training to qualifying worksites on environmental and policy change strategies through the *California Fit Business Kit* tools**
 - **Employers and Wellness Committee at qualifying worksites implement the tools to create sustainability**
- **Connect community partners to worksites**
- **Celebrate accomplishments**

Recruiting new Worksites



Sell-in Brochure

- **Informational brochure**
 - **Benefits of worksite wellness programs**
 - **Aspects of the *California Fit Business Kit***
 - **Success stories**
 - **Common questions and answers**
 - **How to get started**

Qualifying Worksites (Objective 14, Activity 2)



- Worksite qualification criteria:
 - At least 50% make \$9.63 per hour or less, and
 - At least 25 full-time employees or 35 full and part-time employees

OR

Employee Survey: 50% of the worksite population must:

- Report household members that participate in CalFresh or other assistance programs that have criteria similar to SNAP-Ed

(Alternate methods of qualification may be proposed)

California Fit Business Kit



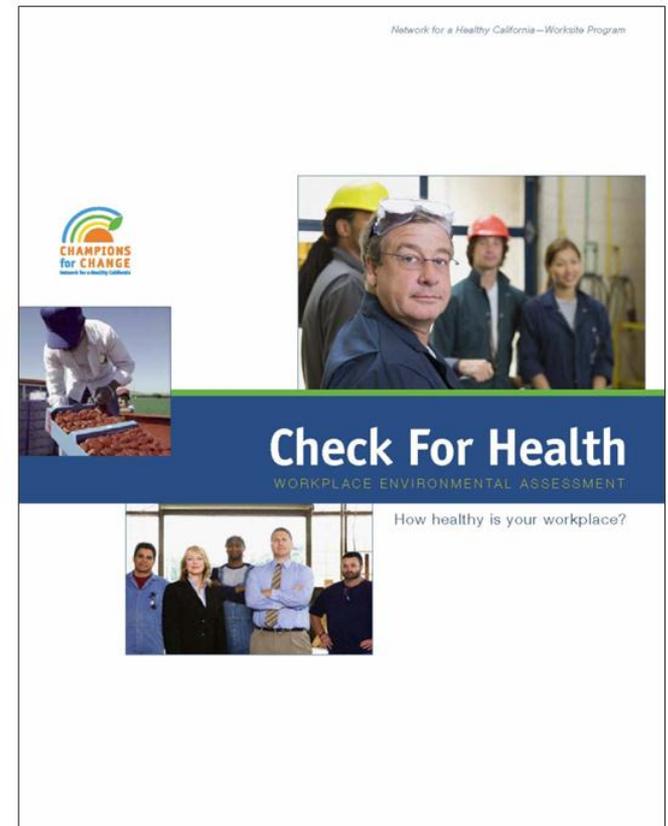
Objective 14, Activities 3, 4 & 5

The *Worksite Program's California Fit Business Kit* ten tools:

1. **Check for Health *(required)***
2. **Establishing a Wellness Committee *(required)***
3. **Vending Machine Tool**
4. **Healthy Dining Tool**
5. **Healthy Meeting Tool**
6. **Healthy Stairwell Tool**
7. **Physical Activity Tool**
8. **Establishing a Farmers' Market**
9. **Produce Delivery Tool**
10. **Take Action! (10-week challenge)**

Check for Health

- **Evaluating the culture of health in your organization**
 - Workforce characteristics
 - Insurance
 - Health promotion programs and services
 - Food environment
 - Physical activity
 - Policies and incentives
 - Administrative support
 - Health forms and values
 - Individual characteristics



Wellness Committee

- **Primary infrastructure sustaining long-term health promotion in worksites**
 - **Establishing a worksite wellness committee**
 - **Getting started: Identify and recruit members**
 - **First Meeting: Bring the committee together**
 - **Second Meeting: Review survey results**
 - **Third Meeting: Action plan & find funding**
 - **Fourth Meeting: Check your progress**
 - **Fifth Meeting: Check your progress**
 - **Sixth Meeting: Year end evaluation**

Network for a Healthy California—Worksite Program

Establishing a Worksite Wellness Committee

The Worksite Wellness Committee is an internal employer-driven committee that helps build and sustain the wellness culture across the enterprise. Its primary purpose is to create an environment that supports healthy lifestyle behaviors and reduction of chronic diseases in the workplace.

The Worksite Wellness Committee is the primary infrastructure that sustains long-term health promotion in the worksite. The members of the Worksite Wellness Committee work to promote better health to all employees. With support from employees and the worksite, the Wellness Committee is empowered to design, plan, and implement worksite policies and employee health promotions that will lead to reduced risk of chronic disease, increased productivity, and reduced health care costs.

The goal of the Network for a Healthy California—Worksite Program is to provide California businesses with low cost, effective, and easy-to-implement worksite wellness tools packaged under the California Fit Business Kit. Our research located a publication from North Carolina's Eat Smart, Move More Worksite Wellness Program. Their Committee Guide, Saving Dollars and Making Sense, is a detailed workbook on how to establish an effective Wellness Committee.¹ This resource lays out a simple step-by-step process and also provides examples for employee surveys, meeting agendas, program design, strategic planning, communication, and evaluating health promotion programs from start to finish.

The Guide's Table of Contents is summarized here:

Establishing a Worksite Wellness Committee	Page 6
Getting Started: Identify and Recruit Committee Members	Page 7
First Meeting: Bring the Committee Together	Page 8
Second Meeting: Review Survey Results	Page 11
Third Meeting: Write the Action Plan & Find Funding	Page 13
Fourth Meeting: Check Your Progress	Page 16
Fifth Meeting: Check Your Progress	Page 17
Sixth Meeting: Year End Evaluation	Page 19

Establishing the Wellness Committee provides a strong foundation for implementing additional worksite wellness tools. As an example, the California Fit Business Kit's 10-week Take Action! worksite employee wellness program created teams and promotes individual goal setting to increase fruit and vegetable consumption and physical activity in the worksite and home.

The North Carolina Saving Dollars and Making Sense Committee Guide is located with the other ten California Fit Business Kit tools at: www.takeactionca.com/resources/wellnesscommittee or www.networkforahealthycalifornia.com/worksites.

¹ Eat Smart, Move More: Steps to a Healthier Workplace. Division of Public Health, Prepared with the assistance of Dr. David S. Long, Director, and Dr. Robert M. Johnson, Deputy Director, North Carolina Department of Health and Human Services. Raleigh, NC: 2010. <http://www.ncdhhs.gov/Programs/CommunityHealthPromotion/>

Thanks for this publication sponsored by the Prevention, Health and Health Services Branch, Office of the Centers for Disease Control and Prevention (CDC) and the United States Department of Agriculture Food Stamp Program, an equal opportunity program and recipient, helping low-income Californians live more nutritious foods for a healthier diet. For information about the California Food Stamp Program, please call 1-800-935-5633.

The contents of this publication are those of the authors and do not necessarily represent the official views of CDC.

Healthy Meeting

- **Ideas for healthy food options at meetings**
 - **Snacks during meetings**
 - Fresh fruits and vegetables
 - 100% fruit and vegetable juices
 - Water and tea
 - Vegetable spreads
 - Hummus and pesto
 - Whole grain products
 - Breads, bagels, rolls, muffins, brown rice, whole grain cereals
 - **Meals during meetings**
 - Fresh variety of colorful vegetables and fruits
 - Sandwiches
 - Sliced low fat cheeses, Lean meats, Low fat spreads
 - Side dishes
 - Tasty beans, Peas, Lentils

Network for a Healthy California—Worksite Program

Healthy Meeting Policies

The following suggestions can help you offer healthy foods and physical activity breaks to accommodate the needs of all your employees. By offering these healthy choices at workplace gatherings and events, you will be encouraging vitality and productivity while supporting workers' interests in healthy eating and physical activity.



IDEAS FOR HEALTHY FOOD OPTIONS AT MEETINGS

For Snacks During Meetings
Serve delicious fruits and vegetables to keep attendees alert and productive. Try the following options:

- Bite-size fruits and vegetables in-season like grapes, cherries, strawberries, baby carrots, cherry tomatoes, and broccoli florets.
- Whole, fresh fruits like apples, oranges, nectarines, plums, kiwifruit, and apricots.
- Cut-up fresh fruits including honeydew melon, cantaloupe, and watermelon.
- Pre-packaged fruit cups and dried fruits, which can provide a tasty treat when refrigeration is not available.
- Cut-up fresh vegetables, like celery, squash, and bell peppers, served with lowfat or fat free dips.
- 100% fruit and vegetable juices, which are refreshing and nourishing alternatives to sugary drinks.

Find recipes for additional delicious and healthy meeting snacks at www.cachampionsforchange.net/en/Recipes.php.

For Meals During Meetings

Include an abundance of fruits and vegetables to help keep attendees focused and full of energy.

- Serve cut-up fresh fruit for breakfast, as a salad, or for dessert.
- Serve salads with a variety of colorful vegetables and fruits.
- Offer delicious vegetable sandwiches or a sandwich tray with lots of fresh vegetables, sliced lowfat cheeses, lean meats, and lowfat spreads.
- Serve entrees and side dishes with tasty beans, peas, and lentils.

Find recipes for delicious and healthy meeting meals at www.cachampionsforchange.net/en/Recipes.php.

Healthy Vending

Network for a Healthy California—Worksite Program

Vending Machine Food & Beverage Standards

In order to increase employee access to healthy food and beverage options at work, the Network for a Healthy California—Worksite Program is encouraging employers to implement the following healthy food and beverage standards in their onsite vending machines.



FOOD STANDARDS

Mandatory Nutrition Standards

At least 50 percent of foods served in vending machines should meet the following nutrition standards:

1. Have no more than 35 percent of its calories from total fat (not including nuts and seeds).¹
2. Have no more than 10 percent of its calories from saturated fat.¹
3. Have no more than 35 percent sugar by weight (not including fruit or vegetables; canned fruit must be packed in 100% fruit juice or water).¹

Recommended Nutrition Standards

At least 50 percent of foods served in vending machines should meet the following nutrition standards:

1. Have no more than 360 milligrams (mg) of sodium per serving.²
2. Contain at least 2 grams (g) of dietary fiber per serving.
3. Until a standard becomes available, limit trans fat.³

Mandatory Pricing/Placement Standards

1. Food items meeting the mandatory/recommended nutrition standards must be sold at a price that is equivalent to or lower than the price of the remaining items within the vending machine that do not meet these nutrition standards.
2. Food items meeting the mandatory/recommended nutrition standards must be placed within the top third of the vending machine so that they are visible at eye level.

BEVERAGE STANDARDS

Mandatory Nutrition Standards

At least 50 percent of beverage vending machine offerings must include:

1. Beverages that contain 100% fruit or vegetable juice with no added sweeteners.¹
2. Water.¹
3. Nonfat or 1% lowfat milk.¹
4. Beverages that are limited to a portion size no greater than 12 ounces (no limit on water).
Note: If juice are available in smaller-sized portions (6 ounces), they would be preferred.⁴

Mandatory Pricing/Placement Standards

1. Beverages meeting the mandatory nutrition standards must be sold at a price that is equivalent to or lower than the price of the remaining beverages within the vending machine that do not meet these nutrition standards.
2. Beverages meeting the mandatory nutrition standards must be placed within the top third of the vending machine so that they are visible at eye level.

1. 100% Fruit Juice
2. FDA guideline for "healthy" sodium limit
3. Do not include partially hydrogenated oils (including margarine for baking)
4. 60% of total calories from carbohydrates

- **Food Standards**

- Mandatory Nutrition Standards
- Recommended Nutrition Standards
- Mandatory Pricing/Placement Standards

- **Beverage Standards**

- Mandatory Nutrition Standards
- Mandatory Pricing/Placement Standards

Healthy Dining

- **Healthy dining entrée guidelines**
 - Calories
 - Fat
 - Cholesterol
 - Sodium
- **Healthy dining guidelines for**
 - Side dishes
 - Appetizers
 - Desserts



Healthy Dining Menu Guidelines

In order to increase employee access to healthy food options at work, the Network for a Healthy California—Worksite Program is encouraging employers to implement the following healthy dining menu standards at their onsite cafeterias or dining facilities. Once you have begun providing menu options that meet these healthy standards at your worksites, we encourage you to branch out and recruit nearby restaurants to implement the standards as well.

HEALTHY DINING ENTRÉE GUIDELINES¹
The following check-mark system (✓✓ and ✓) should be used to identify full entrees/meals that meet Healthy Dining's nutrition guidelines² for calories, fat, cholesterol, and sodium.

Calories:	✓✓ Excellent Choice: 0 to 450 calories/entree
	✓ Good Choice: 451 to 750 calories/entree
Fat:	✓✓ Excellent Choice: 0 to 15 grams g/entree
	✓ Good Choice: 16 to 25 grams g/entree
Cholesterol:	✓✓ Excellent Choice: 0 to 75 milligrams (mg)/entree
	✓ Good Choice: 76 to 150 milligrams (mg)/entree
Sodium:	✓✓ Excellent Choice: 0 to 300 milligrams (mg)/entree
	✓ Good Choice: 301 to 600 milligrams (mg)/entree

The entrée guidelines also include an emphasis on fruits and vegetables. A symbol such as 🍏 should be used on menus to indicate entrees that provide at least 2 servings (approximately 1 cup) of fruits or vegetables.

HEALTHY DINING GUIDELINES FOR SIDE DISHES, APPETIZERS, AND DESSERTS¹
The following check-mark system (✓✓ and ✓) should be used to identify side dishes, appetizers, and desserts that meet Healthy Dining's nutrition guidelines² for calories, fat, cholesterol, and sodium.

Calories:	✓✓ Excellent Choice: 0 to 150 calories/serving
	✓ Good Choice: 151 to 250 calories/serving
Fat:	✓✓ Excellent Choice: 0 to 5 grams g/serving
	✓ Good Choice: 6 to 9 grams g/serving
Cholesterol:	✓✓ Excellent Choice: 0 to 25 milligrams (mg)/serving
	✓ Good Choice: 26 to 50 milligrams (mg)/serving
Sodium:	✓✓ Excellent Choice: 0 to 100 milligrams (mg)/serving
	✓ Good Choice: 101 to 200 milligrams (mg)/serving

The guidelines for side dishes, appetizers, and desserts also include an emphasis on fruits and vegetables. A symbol such as 🍏 should be used on menus to indicate side dishes, appetizers, and desserts that provide at least 1 serving (approximately ½ cup) of fruits or vegetables.

¹ As featured in the book *Smart Healthy Dining* (www.healthy-dining.com). | ² The entrée and guidelines are based on 1/3 of the daily nutrition guidelines recommended by leading health organizations. | ³ The calories, fat, cholesterol, and sodium guidelines for side dishes, appetizers, and desserts are equal to 1/3 of the entrée guidelines.

Take Action!

www.takeactionca.com

- **10 week, web-based program**
 - **Employees set their own goals for fruit and vegetable consumption or physical activity**
 - Planning phase
 - Promotion phase
 - Activity phase
 - Evaluation phase

Network for a Healthy California—Worksite Program

Take Action!

Take Action! is a free, 10-week, Web-based program that will help to make positive changes in employee wellness through nutrition and physical activity at the workplace. Employees set their own goals for fruit and vegetable consumption or physical activity and are placed into teams to support each other in reaching their individual goals. Implementing this program not only improves workplace teamwork and morale, but also sets the stage for ongoing improvements to be made at the workplace to promote healthy eating and physical activity.



1. PLANNING PHASE

- Solicit management support for Take Action!, a flexible, 10-week program that encourages employees to eat fruits and vegetables and be physically active on a regular basis.
- Recruit Planning Committee members and Team Captains.
- Plan your Take Action! kick-off event.
- Secure incentive items (e.g., t-shirts, water bottles, healthy snacks, jump ropes, exercise balls).

2. PROMOTION PHASE

- Distribute promotional materials (e.g., emails, flyers, or announcements at meetings).
- Conduct your Take Action! kick-off event.
- Register participants at the kick-off event and have them set their Take Action! goals.



3. ACTIVITY PHASE

- Conduct program activities and workshops that support the goals of the Take Action! program (e.g., healthy cooking demonstrations, disease prevention and early detection lectures, or physical activity demonstrations such as tai chi, yoga, or different types of dances).
- Provide ongoing support to Team Captains as they provide support to the program participants.
- Reward participants with incentive items for goal accomplishments.
- Provide a closing celebration at the end of the 10-week program.

4. EVALUATION PHASE

- Collect and analyze program evaluation forms from the mid point and end point of the program to determine how many participants reached or exceeded their goals.
- Share the results with management and employees.

For more information, please visit the contact section of the Take Action! Web site at www.takeactionca.com.

Visit www.networkforahealthycalifornia.net/worksites or www.takeactionca.com to view or download Take Action!.

Funding for this publication was provided by the Preventive Health and Health Services Block Grant of the Centers for Disease Control and Prevention (CDC) and the United States Department of Agriculture Food Stamp Program, an equal opportunity provider and employer, helping limited income Californians buy more nutritious foods for a healthier diet. For information about the California Food Stamp Program, please call 1-888-224-3463.

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Produce Deliveries or Fruit Club

- Encourages employers to increase employee access to healthy food options at work
 - Step by step instructions on how to order fresh fruits and vegetables from local farmers

Network for a Healthy California—Worksite Program

Ordering Farm Fresh Produce for Worksites

In order to increase employee access to healthy food options at work, the Network for a Healthy California—Worksite Program is encouraging employers to implement this easy-to-use guide, which offers step-by-step instructions on how to order boxes of fresh fruits and vegetables from local farmers and have those boxes delivered right to your worksite.



Did you know that having sweet, juicy fruits and crisp, crunchy vegetables delivered directly to your worksite will give your employees enough energy to power through the day? Imagine the impact this could have on improving productivity and your bottom line! If healthy employees and profitability are of interest to your organization, then this simple guide to worksite produce delivery is right for you.

This easy-to-use guide offers step-by-step instructions on how to order boxes of fresh fruits and vegetables from local farmers and have those boxes delivered right to your worksite or to a nearby location with a schedule that meets your needs.

HOW TO ORDER BOXES OF FRESH FRUITS AND VEGETABLES FROM LOCAL FARMERS

One simple way to have fresh fruits and vegetables delivered to your worksite is to participate in a Community Supported Agriculture (CSA) Program. A CSA Program provides locally grown, seasonal fruits and vegetables to worksites or individuals on a subscription basis. This subscription typically includes a weekly delivery of one or more large boxes of produce. Each box of produce contains enough fruits and vegetables to feed a family of four for a week. If a CSA Program is right for your worksite, here are a few steps you should consider:

- The cost for each weekly CSA delivery of fresh fruits and vegetables ranges from \$13 to \$30 per box. Collaborate with your management staff and employees to determine the best way to pay for the fruit and vegetable deliveries.
 - If your worksite pays for the fresh produce, you can distribute the items to your employees as snacks that they can enjoy during breaks and lunch/mealtime, at meetings, and throughout the workday. You'll be surprised by how well this small investment will go over with your employees.
 - If your worksite is unwilling to pay for the fruit and vegetable deliveries, you can determine whether individual employees or groups of coworkers would like to pay for the produce themselves. With this approach, the employees who pay for the produce deliveries can choose whether they want to share the fruits and vegetables amongst themselves during the workday and/or take the produce home to share with their families.
 - Another approach is to share the cost of the fruit and vegetable deliveries between the worksite and the employees.
- Designate a person in your office who will be responsible for coordinating the CSA fruit and vegetable deliveries.
- Locate participating CSA farms in your area by visiting www.localharvest.org. This easy-to-navigate Web site will allow you to search for a CSA farm by city, zip code, or state. Additional CSA resources can be found at www.nrc.usda.gov/nrc/csa/, a Web site hosted by the United States Department of Agriculture.
- Contact a nearby CSA Program to set up a partnership agreement or subscription between your worksite and the farm.
- Once a subscription has been established, you can expect your weekly drop-off of fresh fruits and vegetables delivered to, or near, your worksite.

Physical Activity Club



- **Suggestions for offering physical activity to accommodate the needs of all your employees**
 - **Step by step instructions for starting, maintaining and evaluating physical activity clubs**

Healthy Stairwells

Network for a Healthy California—Worksite Program

Improving Worksite Stairwells

The following suggestions can help your employees enjoy the benefits of physical activity. Simply taking the stairs on a regular basis can make a difference in the energy level and vitality of your workforce.



Wouldn't it be great if there was a way for you and your coworkers to be active during the day without having to pay for a gym membership or even having to leave your worksite?

Well, there is. Surprisingly enough, those underutilized stairwells at your worksite are an inexpensive and effective way to add physical activity into anyone's daily routine. By simply climbing up or down a few flights of stairs every day on your way to lunch or in between meetings, you will strengthen your heart, muscles, and bones without having to miss a beat during your busy workday.

This resource provides you with the information you need to spruce up your worksite's stairwells and motivate and encourage all employees to utilize them in an effort to improve overall health and well-being, as well as your bottom line.

STAIRWELL BASICS

In order to make the most of your worksite's stairwells and to ensure an enjoyable passage for all who use them, make sure that the following basic elements are in place:

- The stairwells need to be safe, with controlled access from the outside.
- Stairwells should be well-lit with good visibility (including mirrors and video cameras if needed).
- Stairwells should be well constructed and maintained, equipped with non-slip or non-skid treads, and cleaned regularly.

CREATING ATTRACTIVE AND INVITING STAIRWELLS

Once you have established that your worksite's stairwells are equipped with the basics, it is time to think outside of the box and come up with inventive and interesting ways of making the stairs the most appealing choice for employees. In order to do this, consider implementing any or all of the following ideas:

- Post motivational signs and prompts at elevators that encourage employees to take the stairs. Visit www.cdc.gov/ncdp/physical/stairwellmotivational_signs.htm to obtain sample signs that have been tested and found to be effective. See examples below:



- Suggests how to introduce physical activity by including stairwell use at the worksite
 - Stairwell basics
 - Creating attractive and inviting stairwells
 - Encouraging stairwell use
 - Safety
 - Additional resources

Farmers' Market

- **Guide to set up and maintain a farmers' market at or near your worksite**

Network for a Healthy California—Worksite Program

Establishing a Worksite Farmers' Market

In order to increase employee access to healthy food options at work, the Network for a Healthy California—Worksite Program is encouraging employers to implement this easy-to-use guide that shows you how to set up and maintain a farmers' market at or near your worksite so that you and your employees can conveniently shop for fresh fruits and vegetables every week.



BEFORE YOU GET STARTED

If you are interested in setting up a farmers' market at or near your worksite, here are a few things to consider before you get started:

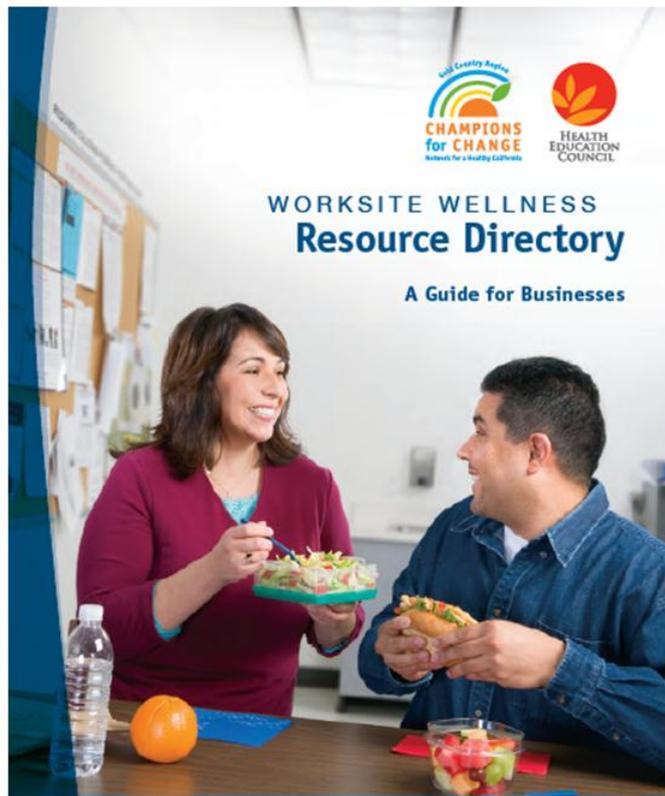
- Assess whether your worksite or a nearby location, like a community park, has enough space to accommodate a farmers' market. Your location should have enough space for the farmers to park their trucks and drop off their loads. There should also be enough space for each farmer to set up their 10'x10' booth, and for customers to easily and safely walk among the vendors and other customers.
- Make sure you have a large enough customer base to support a farmers' market. As a general rule, a minimum of 300 regular customers is needed to support a very small farmers' market, which has five farmers/vendors.
- Determine whether the farmers' market site has:
 - Electricity and water in compliance with local codes and laws;
 - Disabled person and health code compliant restroom facilities within 200 feet for use by customers and vendors;
 - Adequate storage for market supplies and equipment;
 - Adequate parking, if the customers include people from the community;
 - Enough trash receptacles to handle the volume of farmers' market trash; and
 - Appropriate zoning. Check with the local zoning board, planning department, or other organizations that may have jurisdiction over the site to make sure the farmers' market is located in a legally feasible place.

GETTING READY TO OPEN THE FARMERS' MARKET

Once you've determined that a farmers' market is right for you, here is what to do:

- Organize a worksite team to help walk through the steps in setting up the farmers' market.
- Determine whether you want to go with a farmers' market association approach or work with local farmers directly to set up a farmers' market.
 - With the farmers' market association approach, contact your local farmers' market manager to discuss your interest in organizing a farmers' market at your worksite. The manager and his/her farmers' market association can help to coordinate most of the logistics associated with market operations, including obtaining the license and permits and securing the appropriate number of local farmers. Your role at the worksite will be to provide space for the market and to promote it. To identify a farmers' market manager near you, go to the California Federation of Certified Farmers' Markets Web site at www.calfarmersmarkets.com.
 - If you do not have a farmers' market association in your area, you can work directly with one or more farms to supply produce for a farmers' market. Typically, the farm representative will coordinate most of the external logistics, such as handling insurance issues, while the worksite will provide the space for the market. To find a list of farms near you, go to <http://guide.buylocalca.org/> or contact your local Farm Bureau.

Worksite Wellness Resource Directory



- Lists all the regional worksite wellness resources that can be used to develop a worksite wellness program within the specific region

Connecting Community Health Education and Health Fairs at the Worksite

Objective 14, Activity 6 & 7



Health Fairs and Health Education

- Working with *Worksite Program* partners to provide preventative health care education, screenings, and additional outreach for employees

Farmers' Markets

- Develop relationships with engaged worksites and farmers to create or enhance farmers' market efforts in the community

Integrating *Network* Programs

- ***Latino & African American Campaigns***
 - *Fruit, Vegetable, and Physical Activity Toolbox for Community Educators*



- **Harvest of the Month**
 - Monthly newsletter is a great addition to worksites in the break rooms to educate about fruits and vegetables

- **Rethink Your Drink**



Worksites make an ideal location for implementing Baseline SoW Objectives



- Obj. 6 – Nutrition Education Classes
- Obj. 7 – Community Events
- Obj. 8 – ReThink Your Drink
- Obj. 5 – CX3 Intervention
- Obj. 9 – Evaluation Plan on NEOP Interventions
- Obj. 10 – Peer to Peer



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