

PLACE MATTERS

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Permission granted – what now?

- Congratulations
- Leadership expectations and timeframe
- Develop a plan of action
- Fit for your organization and resources



Communication strategy

- Assume no budget
- Keep it simple
- Borrow from others
- Generosity and shared materials



Frugal communication strategies

- A letter from your leader
- Reports to your leaders
- Wellness committees
- Contests
- Social marketing
- Employee committees
- ...



Story tellers and role models

- Encourage story telling
- Email and internet newsletters
- Laud successes at every step
- PEBB and OEBB
 - Tobacco quit rates 2006-2009
 - Weight management



Partners and community

- Everyone is your partner
- Worksite as a community
- Partners – competitors, other states, businesses – challenge weight loss – natural competitors can enjoy a healthy competition



Resources - continued

- Other state programs
- Private companies
- Oregon public health experts
- Health insurance companies
- Health associations
- Internet
- Find, develop and share



Commitment – Patience and Pride

- Commitment – keep it alive
- Cost benefit analyses
- Tell your story
- Pride in accomplishments
- Take the long view
- Energy and momentum

