



Sheboygan Well County Project Summary October 2020

BACKGROUND/PROJECT INITIATION

In January 2015, the Sheboygan County Activity and Nutrition (SCAN) Coalition, announced plans to pursue a “Well County” designation. “Well County” status is achieved when a minimum of 20 organizations that collectively employ at least 20% of a community’s workforce become designated Well Workplaces within a three-year period. Each employer must complete the Wellness Council of America’s (WELCOA’s) Well Workplace Award application to document their progress in developing their worksite wellness initiatives. The process is driven by a rigorous set of criteria outlined in WELCOA’s seven benchmarks to a results-oriented Well Workplace.

A CEO Breakfast was held on June 8, 2016 to introduce the project to area business leaders. The Wellness Council of Wisconsin presented the goals of the project with more than 50 people in attendance. Many area leaders signed onto the project within weeks of the presentation.

The “Sheboygan Well County” initiative was supported locally by the Wellness Council of Wisconsin (WCWI). WCWI is the only nonprofit organization in Wisconsin dedicated exclusively to helping employers design results-oriented wellness programs to maximize the health and productivity of their most valuable asset- their employees. With their assistance, SCAN recruited 20 companies to the “Sheboygan Well County” initiative. The SCAN committee created a Task Force to manage the project and secured financial and in-kind donations from local companies to support the effort.

In July of 2016, a strategic plan was submitted to WELCOA. At the time <http://inwisconsin.com> reported 66,511 employees in Sheboygan County. A minimum of 13,302 Sheboygan County employees would need to be included in the project total to meet the 20% requirement. The project was approved by WELCOA in September of 2016 and expected to be completed by November 1, 2019.

Sheboygan Well County Strategic Plan

Sheboygan Well County Strategic Plan Approval.



SWC-Final-Strat-Plan-8-3-16.pdf



Well-County-Strategic-Plan-Approval-FI



Sheboygan Well County Project Summary October 2020

SUPPORTING THE PROJECT

Sub-committees were created to target specific goals of the project

Marketing committee

Jane Brill, Generations
Jose Gonzales, Kohler Co.
Kelly Boeldt, Kohler Co.
Jenny Vorpapel, Sheboygan County

Training & Mentoring

Jeri Dreikosen, Sheboygan Area School District
Kevin Donnelly, Kohler Co.
Sherri Samuels-Fuerst, Sargento Foods Inc.

Community training and networking sessions were sponsored by the Sheboygan Well County Task Force to support local businesses in worksite wellness efforts. These events were come be known as 'Worksite Wellness Connections'.

On February 22, 2017 Sargento hosted a Next Steps meeting for participants and other interested community members. -Presented by the Wellness Council of WI who discussed in detail the timeline and requirements for the project.

On April 19, 2017 Sargento hosted a Well Workplace University to provide an intimate understanding of WELCOA's 7 Benchmarks. This full-day event provided an opportunity to hear directly from the experts alongside other local wellness practitioners.

On May 31, 2017 Bemis Mfg. hosted Bill Marklein, to present "Creating A Culture of Wellness Using Emotional Intelligence." Define & Discover Emotional Intelligence (EQ) Using the four major parts of EQ (Self Awareness, Self-Management, Social Awareness, Social Management) to create a culture of wellness.

On Sept 20, 2017 the Inn on Woodlake hosted the Wellness Council of Wisconsin to provide an overview of each benchmark & group discussion.

On December 5, 2017 the Steering committee hosted the Wellness Council of Wisconsin for a brief review of the project and annual celebration of the progress, so far. Jean Kolb was a keynote speaker and we heard from a couple of local employees who's lives were changed due to their involvement in their organization's wellness programs.

On February 28, 2018 Sargento Foods hosted the Wellness Council of Wisconsin for a discussion of WELCOA's Benchmarks 1, 2 & 3



Sheboygan Well County Project Summary October 2020

On May 30, 2018 Bemis Mfg. hosted the Wellness Council of Wisconsin for a discussion of WELCOA's Benchmark #5, Choosing Appropriate Interventions. Participants were encouraged to share best practices and bring examples of their most successful interventions.

On September 19, 2018 Sports Core hosted the Wellness Council of Wisconsin to discuss: BENCHMARK 6 Cultivate Supportive Health Promoting Environments, Policies, and Practices Supporting efforts toward healthy employees. Includes evaluating policies, practices and promotions to ensure the environment helps foster a successful wellness initiative.

On January 29, 2019 Bemis Mfg. hosted a Well Workplace Award Application Workshop. This was an open house for companies to drop in and work on their application with representatives from WCWI on hand.

On February 27, 2019 Sports Core hosted the Wellness Council of Wisconsin to focus on the Evaluation Benchmark, the new checklist and the new and streamlined resources from WELCOA.

On March 20, 2019 Sheboygan County Employees who had already attended a Well Workplace University (WWU) were invited to reattend as WELCOA had evolved their benchmarks to better service member companies. Sargento Foods, Inc. provided financial assistance to anyone who had attended a WWU training previously.

In addition to the Sheboygan Well County Task Force sponsored events, the task force promoted other worksite wellness opportunities locally as noted below.

A partnership was established with the Sheboygan County Chamber who hosted bi-monthly Worksite Wellness Roundtables. In 2019, The Sheboygan Well County Task Force Sponsored the Roundtable with a \$1,000 donation.

In December of 2018, a Manufacturing Roundtable was established to promote networking and idea sharing for a more targeted conversation.

The task force also promoted worksite wellness learning and networking opportunities offered by the American Heart Association, the Fond du Lac Area Business on Health (FABOH), the Sheboygan Food Bank's Produce for Pantries, and the Kohler Well-Being event.



Sheboygan Well County Project Summary October 2020

SHEBOYGAN WELL COUNTY ANNUAL PROJECT CELEBRATIONS

Dec. 5, 2017 a celebration of the Sheboygan Well County project was held at Pine Hills.



Celebrate
Sheboygan Well Coi

April 4, 2019 a second celebration of the Sheboygan Well County project was held at Pine Hills.



WELCOA
Invitation.pdf

SPONSORS The project was generously supported by area businesses.

<i>Bemis Mfg.</i>	<i>Gold Sponsor + In-Kind</i>
<i>Hub International</i>	<i>Silver Sponsor</i>
<i>Sargento Foods, Inc.</i>	<i>Bronze + In-Kind</i>
<i>Sartori Cheese</i>	<i>In-Kind</i>
<i>Inn on Woodlake</i>	<i>In-Kind</i>
<i>Sports Core</i>	<i>In-Kind</i>
<i>YMCA of Sheboygan</i>	<i>In-Kind</i>
<i>Abacus Architects</i>	<i>In-Kind</i>



Sheboygan Well County Project Summary October 2020

EVOLUTION & PROJECT DELAY

Sheboygan Well County Task Force Members evolved throughout the project. Thank you to all of the Task Force members who contributed or continue to contribute to the Sheboygan Well County project.

Amy Betke, Sheboygan County
Barb Feiertag, Community Advocate
Donna Wendlandt, Sheboygan YMCA
Emily Werner, Sartori Cheese
Jane Brill, Generations
Jean Pittner, Sheboygan County
Jeri Dreikosen, Sheboygan Area School District
Jose Gonzalez, Kohler Co.
Julie Meyer, Hub International
Kelly Boeldt, Kohler Co.
Kevin Donnelly, Kohler Co.
Lynn Dolittle, Sheboygan YMCA
Rachel Lewinski, Mental Health America
Sherri Samuels-Fuerst, Sargento Foods, Inc.
Zachary Metrou, Sheboygan County

The project was delayed as WELCOA evolved their benchmarks and put the application platform on hold.

The project was further delayed with the onset of COVID-19 including mandatory business closures and business priorities shifting to respond to the pandemic. WELCOA granted an extension for companies to submit Well Workplace Award applications through May 31, 2020.

The project logo was also refreshed in early 2020.



Sheboygan Well County Project Summary October 2020

In October 2020 the Wellness Council of Wisconsin reported the participating organizations had achieved Well Workplace Award Designations within the project guidelines. Twenty companies who collectively employ 22% of the Sheboygan County workforce met the project requirement to achieve a Well County designation.

WELL WORKPLACE AWARD WINNERS

Sheboygan County Company	Award Level	Total Employees
USI Insurance Services	Gold	3
Aurora Health Care	Platinum	1,386
Bemis Mfg.	Bronze	1,200
Faith Technologies	Gold	79
Holy Family Memorial	Gold	25
HSHS St. Nicholas Hospital	Silver	481
Johnsonville, LLC	Gold	1,000
Kohler Co.	Platinum	5,800
McClone Agency	Silver	30
Plymouth Foam	Gold	154
Plymouth School District	Gold	317
Prairie States	Bronze	61
Prevea Health	Bronze	205
Sargento Foods, Inc.	Gold	1,000
Sartori Cheese	Gold	400
Sheboygan Area School District	Gold	1,250
Sheboygan County	Silver	807
Sheboygan County YMCA	Small Business	40
Sheboygan Paint	Silver	82
Vollrath Company, LLC	Silver	600
Total Sheboygan County Employees Participating		14,920
Total Sheboygan County Employees		66,511

Total Percentage Participating	22%
---------------------------------------	------------



Sheboygan Well County Project Summary October 2020

CONCLUSION

The project has positively impacted the lives of the employees and families of the participating organizations. The project allowed a strategic format for organizations to deliver focused worksite wellness programming. The community truly came together to learn, support each other and share best practices.

Following are direct quotes from companies who participated in the project.

- Adopting WELCOA's Seven Benchmarks of Success has given us more focus on being strategic with our goals and evaluating our outcomes.
- The seven WELCOA benchmarks have enhanced our organizations wellness program by giving us the resources to assess/evaluate how successful our wellness programs are. Our organization has a cohesive wellness team that meets regularly and by adopting the WELCOA benchmarks our wellness team has been able to carefully evaluate wellness initiatives, wellness goals and program outcomes along with ensuring that our organizations wellness strategies tie into our organizations vision.
- We have a more focused program to bring about better outcomes for colleagues and the employer.
- It has made us plan more for wellness, but once COVID hit it has been hard to follow through.
- Using the seven benchmarks has helped us better align assessment with our goals, objectives and initiatives.
- Made us stick to a schedule and be more active.