The Sheboygan County Activity and Nutrition (SCAN) Coalition, has partnered with the Wellness Council of Wisconsin to engage and challenge local businesses to improve the health & wellbeing of the workforce in Sheboygan County. **The coalition has established a goal to** **achieve ‘Sheboygan Well County’ designation from the Wellness Council of America (WELCOA) by 2020**.

According to the Wellness Council of Wisconsin, a local affiliate of WELCOA; “WELCOA developed a unique and important worksite health promotion initiative in 1991. Sponsored locally by the Wellness Council of Wisconsin, Well City USA challenges local businesses and community leaders to work together and engage entire communities in improving the health and wellbeing of their workforces.

Well City USA 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 WELCOA’s Well Workplace Award application to document their progress in developing their worksite wellness initiatives. There are three award levels:

» Bronze: minimum of 20 employers, at least 20% of community's workforce  
» Silver: minimum of 20 employers, at least 30% of community's workforce  
» Gold: minimum of 20 employers, at least 50% of community's workforce

Nationally, only thirteen communities have achieved this prestigious honor. Of these, four are in Wisconsin: Milwaukee: Silver Well City (2010) & Bronze Well City (2015), Racine: Bronze Well City (2012), Fox Cities: Bronze Well City (2013) Oshkosh: Silver Well City (2014)”. Fond du Lac, La Crosse and West Allis/West Milwaukee are also working toward the designation.

**The Sheboygan County Activity & Nutrition (SCAN) Coalition, a committee of Healthy Sheboygan 2020, is engaging in efforts to recruit Sheboygan County businesses to make a commitment to the initiative.**

**A Task Force has been established to manage the Sheboygan Well County project.** An established task force will ensure inclusiveness and accountability to the initiative. The committee shall operate with a minimum of six members for the duration of the project.

The task force will work in collaboration with the Sheboygan County Activity and Nutrition (SCAN) Coalition, the Wellness Council of Wisconsin, the Sheboygan County Chamber, local healthcare providers, wellness providers, businesses and community volunteers to move forward and sustain the Sheboygan Well County Designation efforts.

**Sheboygan Well County Task Force Members**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | **Kelly Boeldt, Prevea Health (Committee Chair)** | [kelly.boeldt@prevea.com](mailto:kelly.boeldt@prevea.com) | | --- | --- | | Amy Betke, Sheboygan County Public Health | [amy.betke@sheboygancounty.com](mailto:amy.betke@sheboygancounty.com) | | Barb Feiertag, Community Advocate | [bjfeier@wi.rr.com](mailto:bjfeier@wi.rr.com) | | Donna Wendlandt, Sheboygan County YMCA | [dwendlandt@sheboygancountyymca.org](mailto:dwendlandt@sheboygancountyymca.org) | | Jean Pittner, Sheboygan County Public Health | [jean.pittner@sheboygancounty.com](mailto:jean.pittner@sheboygancounty.com) | | Jeri Dreikosen, Sheboygan Area School District | [jdreikosen@sheboygan.k12.wi.us](mailto:jdreikosen@sheboygan.k12.wi.us) | | Kevin Donnelly, Aurora Health Care | [kevin.donnelly@aurora.org](mailto:kevin.donnelly@aurora.org) | | Sherri Samuels-Fuerst, Sargento Foods Inc. | [sherri.samuels\_fuerst@sargento.com](mailto:sherri.samuels_fuerst@sargento.com) |   Julie Meyer, Hub International [julie.meyer@hubinternational.com](mailto:julie.meyer@hubinternational.com)  Jane Brill, Sheboygan County Chamber [jane@sheboygan.org](mailto:jane@sheboygan.org) |  |

In cooperation with the Wellness Council of Wisconsin

**The Sheboygan Well County Strategic Plan includes** Vision, Mission & Goal Statements, as well as an outline of committee roles and responsibilities related to Marketing/Communication, Fundraising/Sponsorship, Recruitment, Training/Resources and support.

**Sheboygan Well County Vision:** To make positive health outcomes a reality for Sheboygan County workforce, residents, and their families through collaborative efforts of community and business leaders focused on health factors, policies and programs.

**Sheboygan Well County Mission:** To engage and challenge local business and community leaders to improve the health and wellbeing of the workforce in Sheboygan County.

**Sheboygan Well County 2020 Goal Statement:** To achieve “Well County” designation by December 31st, 2020, in support of the mission and goals of Sheboygan County Activity & Nutrition Coalition (SCAN), a committee of Healthy Sheboygan 2020. Well County designation requires a minimum of 20 organizations who collectively employ at least 20% of the community’s workforce, to achieve Well Workplace status.

*In August 2015 Sheboygan County reported a workforce of 63,200 with employment of 61,800. Sheboygan Well County efforts will impact approximately 12,640 workers, equivalent to 20% of the workforce. (See Appendix B for Sheboygan County municipalities)*

**The enclosed “Leadership Letter of Support” describes the nature of the commitment.**

**Project Status**

**In December 2015, the Wellness Council of Wisconsin accepted a pre-application for the project. The next steps in pursuit of the designation include:**

Submitting a final strategic plan, no later than July 31, 2016. The strategic plan shall include signed “Leadership Letters of Support” from a minimum of 20 employers who collectively employ 20% of the workforce.

When the strategic plan is approved, Sheboygan County employers will have 36 months to obtain Well Workplace designation. This is a collective process between the employer, the Wellness Council of Wisconsin and Sheboygan County Activity & Nutrition (SCAN) Coalition efforts.

When the above goals are completed, Sheboygan County will receive the prestigious honor of a five year “Well County” designation.

After the designation is received, ongoing efforts to maintain the “Well County” designation will remain a priority for SCAN and Healthy Sheboygan 2020**. A Task Force has been established to maintain sustainability of Sheboygan Well County.**

**To date, the following organizations have expressed commitment to Sheboygan Well County Efforts:**

* Aurora Health Care
* Bemis Mfg. Co.
* Curt G. Joa, Inc.
* Johnsonville Sausage, LLC
* Kohler Co.
* Hub International
* Masters Gallery Foods, Inc.
* Prairie States Enterprises
* Prevea Health
* Sargento Foods Inc.
* Sartori Company
* Sheboygan Area School District
* Sheboygan County YMCA

Collectively, these employers represent more than 20% of the Workforce in Sheboygan County.