

GAINESVILLE, FLORIDA

America's FIRST
Gold Well City

An Employee Wellness Initiative

Gainesville Health & Fitness Center

MISSION

- To make Gainesville the healthiest community in America, one person and one business at a time

Wellness Councils of America

- Mission: to help organizations of all kinds build and sustain results-oriented wellness programs.
- This national initiative encourages the workplace to take proactive steps toward improving the health and well-being of their most important asset—employees.

Well Workplace

Objective: To help companies develop, implement, and evaluate wellness activities using a proven 7-step method.

- Obtain senior level support
- Create a cohesive wellness team
- Collect data to drive programming efforts
- Craft an operating plan
- Choose appropriate interventions
- Create a supportive environment
- Consistently evaluate outcomes

Well City, USA

Objective:

To engage entire communities in building healthy workforces.

Award Levels:

- Bronze 20%
- Silver 30%
- Gold 50%

Of a community's workforce employed by a well workplace organization.

Well City Steering Committee

- Provided direction and structure for effective employee wellness programs
- Recruited companies/organizations to become well workplaces
- Coordinated health/wellness resources
- Trained company wellness coordinators
- Assisted in the development of applications
- Partnered with local media to promote the initiative

The Players

- GHFC
- Shands Healthcare
- North Florida Regional Medical Center
- University of Florida Faculty & Staff
- University of Florida Students
- Santa Fe Community College
- School Board of Ala. County
- Chamber of Commerce
- City of Gainesville Govt.
- Gainesville Sun
- Ala. County Govt.
- AvMed Health Plan
- University Athletic Association
- Dept. of Children/Families
- ReQuest Physical Therapy
- Barr Systems
- Metal Container Corp.
- Naylor Publications
- Regeneration Technologies
- Exactech
- ProInk Corp.

The Outcomes

- The CEO perspective
- The Employees Perspective
- The Bottom Line Perspective