

## 2.1 Index of Success Stories



### Real Strategies Used by Maine Employers

The previous section of this kit provided a rationale for worksite health promotion, a discussion of Maine's Tobacco Law, and an overview of the most effective process for addressing employee health.

This section offers real strategies used by Maine employers to support healthy lifestyles.

From 2001 to 2003, the Maine Cardiovascular Health Program and the Partnership For A Tobacco-Free Maine have worked with employers across the State to develop healthier work environments. More specifically, our focus was on creating or modifying organizational policies and existing work environments to improve support for physical activity, tobacco cessation, and good nutrition. These types of strategies are effective for all employers, as they are low- or no-cost, highly sustainable, affect all employees within the organization, and are feasible for small employers.

By making changes to the work environment and the organizational culture, the employers highlighted in the following sections have taken a critical step in addressing employee health. For many, the strategies described here constitute the organization's entire wellness program. For others, new initiatives were a complement to existing education, awareness, and screening activities. Regardless of how far along your wellness program is, you will find some examples that will be of interest and can be utilized at your worksite.

The success stories that follow are organized into six subsections. The first three subsections are made up of strategies designed to increase opportunities for physical activity, healthy eating, and tobacco cessation. The examples provided include a mix of policies, such as Madison Paper Industries' food policy, and environmental changes, such as Maine Machine Products' use of a cold vending machine. The fourth subsection offers initiatives which are useful to small employers, and similarly, the fifth subsection covers initiatives with little or no cost. Finally, a subsection is included with more general strategies to promote healthy lifestyles. An index of all strategies follows.



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