

2.7 Healthy Lifestyle Success Stories



Employee Newsletter

the people

The City of Presque Isle is a rural municipality located in Northern Maine. The City has a diversified group of employees ranging from police, fire, and public works, to recreation and leisure, office personnel, airport, landfill, and recycling. On average, there are 107 full-time employees. The City's Wellness Committee is made up of representatives from the police and fire departments, public works, and City Hall, which represent the majority of City employees.

the need

Provide regular health information on a variety of topics to employees in a convenient, easy-to-read manner.

the idea

Use the monthly employee newsletter, *The Community*, circulated to the entire employee population, to provide an effective means of communicating various health-related information to employees. Management is able to reinforce that employee health is important while strengthening the relationship with frontline workers.

the idea at work

The monthly newsletter is composed as a way to distribute information to City employees. Articles on various health topics have been incorporated to give employees concise information that is quick and easy-to-read. Topics include physical activity, healthy eating, diabetes, back care, and general cardiovascular health. Most of the information is gathered by members of the City's Wellness Committee.

the costs

No actual dollar amount has been attached to this. The person doing the monthly newsletter may research the Internet or use information that has been provided from various health-connected organizations through the mail. Some staff time researching and typing and a little extra paper are minimal compared to the benefits that employees reap.



the results

Employees are presented with health-related information in an easy format that does not require extensive reading. Often Web sites or agency addresses are provided so that employees can find more information regarding a certain health topic. The City Manager supports the newsletter articles as a vehicle to reach out to employees, improve communication, and provide them with little tidbits of health information. Comments from employees have been very positive. They appreciate condensed versions of health information and appreciate the Web sites that they can access for more information on health topics.

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Example of City of Presque Isle's Newsletter

