



Wellness Calendars

the people

Barber Foods is a manufacturer of value-added, poultry-based convenience foods. The company, founded by Gus Barber in 1955, currently employs approximately 750 associates with national origins from over 50 different countries. Fifty-six different languages are spoken at Barber's Portland-based production facility. Many associates came to America as refugees or immigrants. As a result, many have little or no preventive medical history or awareness of good health practices. To this end, management determined that a strong employee wellness initiative was warranted and created a formal company Wellness Team.

the need

Barber Food's Wellness Team has in the past struggled to find appropriate methods for announcing activities, benefits, programs, and services. This is largely a result of having a diverse group of employees who speak over 50 languages. The Wellness Team wanted a communication tool that all cultures and dialects could recognize and use.

the idea

The Wellness Team has for several years utilized the National Health Observances Calendar to structure its annual program offerings. Topics of the month are selected to develop and focus monthly activities and events. The Team decided to highlight the chosen topics, along with information on benefits and monthly events, in a Health and Safety Calendar.

the idea at work

Each year the Wellness Team distributes calendars to all associates. 2003 was the first year in which the calendars were personalized. Pictures taken during the previous year's monthly wellness events were included in the 2003 calendar.

Calendars were distributed during Open Enrollment meetings. The Wellness Team found this to be the perfect venue as much of the presentation discussed Preventive Healthcare and how it impacts quality of life and reduces overall medical costs. Associates were strongly encouraged to become informed

2.7 Healthy Lifestyle Success Stories

Wellness Calendars (continued)

consumers of healthcare services and were provided with as much information as possible to help them. One such resource provided is the Maine Health Management Coalition Web site.

Each month of the Health and Safety Calendar has a particular health theme. For example, February was Children's Dental Health Month and featured images of several children of Barber associates, along with a dental habits tip and an image of a brown bag on the date that the monthly health seminar was to be held. Other themes included workplace eye safety, mental health awareness, health and fitness, and heart health.

A concise summary of health and wellness benefits pertaining to the theme of the month was also provided in "Barber Benefits" and "Did you know?" sections. A brief summary of a particular benefit or health and safety issue was provided in an obvious, easy-to-read manner. See the next page for a look at the Barber Foods Health and Safety Calendar.

the costs

The cost of this project was approximately \$16,000 for 1,000 calendars. The company felt that the benefits of the calendar outweighed the relatively high cost. According to Lynne Cooper, a Benefits Specialist and Wellness team Chair, "The Health and Safety Calendars helped the company increase participation in health and wellness programs, as well as contributed to increasing use of preventive care benefits by employees, so this was well worth the money."

the results

Besides being the most fun project ever, the Wellness Team found the information to be well-received by employees. Many associates contacted team members to discuss details included in the Calendar. The Wellness Team even had a month that had information in several languages. We partnered with vendors and local community agencies to compile information that addressed the "whole person."



contact(s)

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Barber's Wellness Team contacted the following organizations for information: nutritional experts, dental carrier, Barber Foods Safety Department, Family Crisis Services, Occupational Health Services, local pharmacy, American Lung Association, Portland Public Health, Maine Correctional Center, Cancer Community Center, Silver Monkey, MaineHealth Learning Resource Center, Red Cross, United Way, University of Maine Cooperative Extension.

Barber Foods Associates Who Have Recently Lost 20 Pounds or More!

Julie Gaby 50# pounds
 Holly Parker 25# pounds
 Ingrid Bice 25# pounds
 Jill Mearns 81# pounds
 Peter Bostard 86# pounds
 Laurel Clark 93# pounds
 Richard Capron 65# pounds
 Tim Dwyer 100# pounds

JANUARY
Healthy Weight and Diabetes Month

| SUNDAY | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY |
|--------|--------|---------|-----------|----------|--------|----------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | 31 | | | | |

Barber Benefits:
 Barber Foods covers services for diabetes. If you are a diabetic, you can prevent a serious physical (PC) condition, or a healthy diet and exercise plan. An addition to the work-related by Nurse Lee, Superintendent of Human Resources (207) 878-2800. The Wellness Committee has many ways to help you succeed with these recommendations. Feel free to contact a committee member for information regarding these topics. See the Wellness board at your location for names of committee members.
 January is a great time to get an annual preventive physical exam!

Barber Foods
 Brought to you by your Wellness Committee and Human Resources
 2003

2003 Barber Foods Health and Safety Calendar



WORKING WELL