

BACKGROUND:

The Wellness Committee is a group within the City of West Sacramento whose main responsibility is to educate, motivate and create opportunities in health and fitness for employees. This committee communicates with staff through a series of emails which contain graphics and visuals to encourage participation. **During 2018, attendance to classes, participation in programs and general interest in health and fitness topics covered by the Wellness Committee had dropped.** Because of the growing concern of negative mental and physical state in the workplace, action needed to be taken. Community Relations staff assisted this committee in resolving this issue through more effective communication efforts.

RESEARCH:

Through a series of employee surveys we concluded that most people were opening but not reading the emails sent by the Committee, therefore were not aware of events and resources being offered.

The committee discussed multiple options which included; printed posters and other collateral, different styles of email communications like mail chimp and a newsletter which would feature more content. We also did internet research to find out the best practices for newsletters. We discovered that we weren't using enough photos, and pledged to add more in the future. The committee also made sure to evaluate the methods of communication, which included costs of each option and how many hours of work each option would take.

PLANNING:

It was our goal to increase class attendance/participation in programs and get staff interested in the health and fitness topics shared by the Wellness Committee. After reviewing costs and time spent on all options, we decided on a quarterly newsletter which would require less than 8 hours to write, collect and input content into a template. The initial committee logo for the newsletter was created by our former graphics technician several years ago. It took 16 hours to recreate the committee logo, establish brand guidelines, and create a template that could be updated easily by administration level staff. Aside from hours spent, this solution cost \$0 and included a new image for the Wellness Committee and a fun newsletter that could engage staff members.

IMPLEMENTATION:

In planning the newsletter, it was decided that content would include events but also news, features on employees, recipes and other related topics. The Wellness Committee brand redesign and newsletter needed to communicate "fun" and "playful" as well as "health and fitness". "Bridge to Wellness" was decided as the publication name, to play into the City's over all brand identity. **Once the logo and template were designed, committee members went to work filling the template with content that would engage staff. The first issued was distributed through email on July 24th.**

EVALUATION:

Positive response to the newsletter was immediate: Attendance rates doubled for the first three events featured. Feedback concluded that staff loved seeing photos and felt encouraged to participate in other programs. Through surveys, staff were reading the newsletter and felt the content was useful or interesting. **The committee concluded that the newsletter was extremely successful in meeting our goals of getting employees to attend classes, participate more in programs and getting them interested in health and fitness.** Because adding and updating content only took 8 hours of work, and there was no additional cost to the city, the Wellness Committee decided to continue this new format for future communications.

EXAMPLE: PREVIOUS EMAIL COMMUNICATIONS

 **Wellness Gratitude Challenge** 0 1 2/20/2018

 21 Days of Gratitude.png
3 MB

Phish Alert Suggested Meetings + Get more add-ins

January is over and perhaps you rocked your New Year's resolutions or perhaps they didn't turn out as you expected. Regardless of how your January 2018 started, we encourage you to print out the attachment, post it next to your computer screen and join us for 21 Days of Gratitude. This is something for you to do on your own. It will look differently for everyone. Here are a few ideas on how you can implement it:

- Use a journal! Reflection is a really healthy habit, especially when your focusing on gratitude.
- Use your personal Facebook page to follow some of the daily requests. This may help keep your focused and also encourage others in the process.
- Create a space on your wall at home or at work to make a gratitude collage.

Practicing gratitude can help set you on a path of success in creating real, lasting health changes. When you have a positive attitude and outlook, you'll be way more primed for overcoming challenges later on as you make changes throughout the upcoming year.

Plus, you'll be surprised on how people may respond to you differently!

Gratitude collage! You could add pics if you want.



Gratitude journaling! Add pictures too!




Presented by your Wellness Committee!

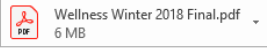


Contact us at lettuce@cityofwestsacramento.org

EXAMPLE: NEW EMAIL COMMUNICATIONS

 **City Employees** 1 10/18/2018


Quarterly Wellness Newsletter! Employee Feature!

 Wellness Winter 2018 Final.pdf
6 MB

Phish Alert Action Items + Get more add-ins

Happy Fall! Please check out the Fall/Winter Wellness Newsletter!

Presented by your



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ORIGINAL WELLNESS COMMITTEE LOGO
(FOR EMAIL SIGNATURES)



REDESIGNED WELLNESS COMMITTEE LOGO
(FOR EMAIL SIGNATURES)



WELLNESS COMMITTEE LOGO
(FOR EMAIL SIGNATURES)



THEMATIC SHAPES/GRAPHICS

NEWSLETTER GRAPHIC



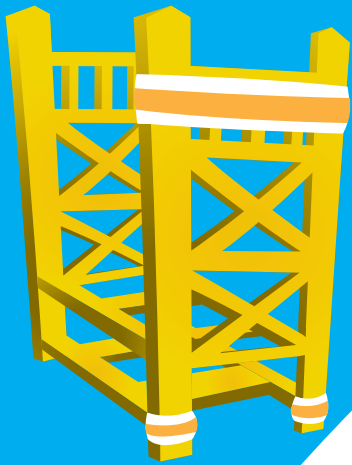
CMYK 100,0,0	CMYK 0,10,95,0	CMYK 0,35,85,0
CMYK 0,19,100,59	CMYK 0,9,100,6	

FONT FAMILIES

Pacifico Regular

OPEN SANS BOLD

Open Sans Regular



BRIDGE TO Wellness



THIS MONTH'S WELLNESS TOPIC

Did you know that your body language can impact hormones? (And your hormones impact everything!) Power posing is one way to communicate to your mind that you feel confident, even when you don't! Power posing is standing in a position that makes you larger and takes up space. Standing like Wonder Woman is one way to power pose, with your shoulders back, chest up, and head held high. Check out a video on the science behind power posing by clicking on the photo below!



Events Coming Up

NINE SQUARE

TIME: July 27th, 1:15pm
PLACE: City Hall Galleria

Join us for a game of 9-square in the Galleria, come for the hour or stop by for a quick game! What is Nine Square? [Click here](#) to find out.

BOWLING

TIME: August 17th, 12:00pm
PLACE: Capitol Bowl

Stop by for lunchtime bowling and fun with your co-workers. RSVP to Michele Juarez.

Employee Features

Traci Michel volunteers to teach a yoga class for employees every Monday at 12pm at City Hall! Practicing yoga is an important part of wellness for Traci because... see reverse side to read more and for info on how to join!



Karen Bonnett's legacy lives on with the Running Group at City Hall! Running in the middle of the day provides a mental break and releases endorphins that help with stress relief and resets the mind to take on the rest of the day. The running group leaves City Hall for lunchtime runs, typically to Discovery or Miller Park. They often run 4-6 miles, but welcome runners of all levels and would love to have some beginners join them! If you are interested in joining them for a run, contact Paulina Benner or Claire Connor.

ZUMBA

TIME: August 29th, 12 - 12:45pm
PLACE: City Hall Galleria

Get your heart racing and move on your lunch break! Come down to the Galleria for a Zumba class taught by Christine Prater.



NEWS YOU CAN USE

FLEET FEET
Sports

The Wellness Committee is proud to bring you a 15% discount off of training programs with Fleet Feet SACRAMENTO and DAVIS! Sign up for any training program in the Sacramento or Davis area and receive 15% off of the lowest price offered. Programs are well suited for all abilities from walkers to advanced runners! **Click here** to register for your next exercise and wellness program!

Featured Photos

Did you know there's Yoga at City Hall on Mondays at noon? If you are interested in joining, email Celinda Nesbit to be added to the email distribution list!



Q: Why I Yoga?

A: Yoga feeds me spiritually, intellectually, physically and socially. It gets me out of my head and helps me feel connected, strong and focused. I enjoy teaching yoga as it gives me an opportunity to share the many benefits a yoga practice offers: reduced stress and anxiety, a more focused mind, building physical strength and improving flexibility. My classes offer a safe place to explore your yoga journey, be challenged and have fun!

-Traci Michel



HEALTHY COOKING RECIPES

Try one of these healthy summer dinners:

Grilled Shrimp with Jerk Pineapple Chutney
Blanched Asparagus with Lemon-Tumeric Aioli
Chicken Thighs with Ginger-Soy Marinade

Click here to check out how to make these delicious recipes!

Click here to sign-up for our healthy cooking classes.

Wanna learn more?

lettuce@cityofwestsacramento.org

Text & publication provided by:

