



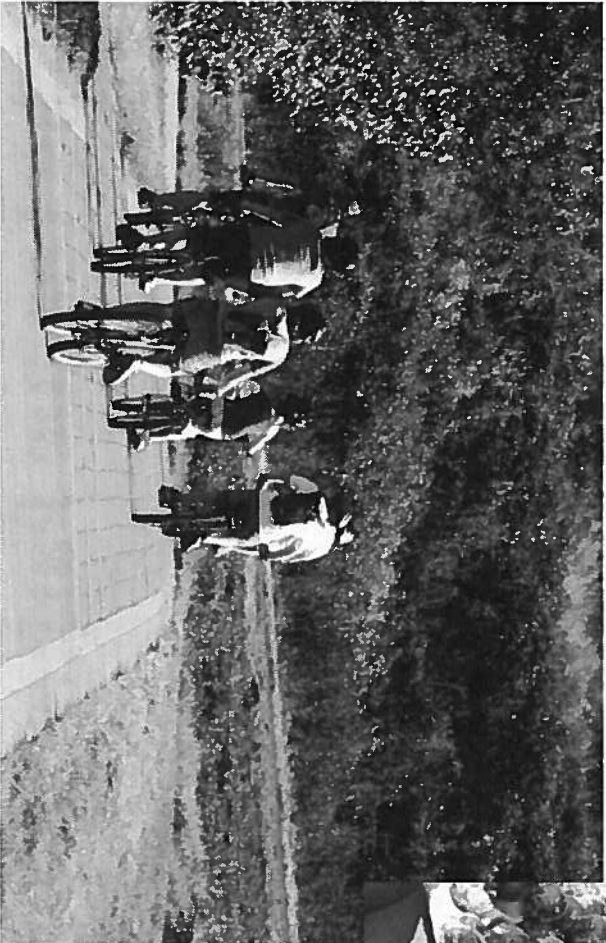
City of Tracy Council Meeting

March 5, 2013



Campaign Policy Areas

1. Land use
2. Healthy food access
3. Workforce wellness



The League Partner Program Announces:



www.cacities.org/citiesforworkforcehealth

- A program to support Cities in building a culture of health and improving employee wellness
- Powered by the League Partner program with:
 - Kaiser Permanente
 - The HEAL Cities Campaign
 - Keenan

Cities for Workforce Health website

www.cacities.org/citiesforworkforcehealth

Cities for Workforce Health

Cities for Workforce Health

The League of California Cities, in partnership with [Kaiser Permanente](#), [Keenan & Associates, Inc.](#), and the [Healthy Eating Active Living Cities Campaign](#), is launching Cities for Workforce Health, an initiative to support California cities in improving the health of its employees.

This multi-tier strategy is designed to engage League cities and their employees in building a culture of health and making enhanced health and productivity a reality at the workplace. Take action now by exploring the wealth of resources offered through this initiative.

Why Your City Should Care

A healthy, productive workforce is vital to your city's success. When you improve employee health and safety, you'll see impressive results: Fewer sick days. Lower employee turnover. A better safety record. Other improvements can be less obvious but even more important: Better focus. Higher performance. A positive work attitude. Together, these changes add up to a powerful business advantage.

Webinar

Cities for Workforce Health Initiative: Helping Your City Implement Workplace Wellness Programs

Registration closes Feb. 15. Member Cities & League Partners ONLY.

- [Webinar Registration](#)
- [Webinar Announcement](#)

Tier 1: Ready-to-Use Tools and Resources

Find a rich set of services, tools, and resources to implement a workforce health program for your city. Resources, located on the workforce health section of [Kaiser Permanente's BusinessSite](#), include:

- Step-by-step directions to build your program;
- A wealth of activities to inspire your employees to make healthy changes; and
- Tools to measure your success.

Take advantage of the e-book "Healthy Employees, Healthy Business" – a free resource available to all cities through this initiative.

- [Download your free copy and get practical guidance and information on implementing an effective wellness program.](#)

Tier 2: Group Consultation and Learning

Coming this spring, cities that have made a commitment to workforce health will be able to access a series of webinars focused on how to develop and strengthen their workforce health program, with opportunities to learn from other cities. This educational series will be accessible to cities that pass (or have passed) a Healthy Eating Active Living (HEAL) City Resolution. Application details will be available soon.

- [Get started now! Become a HEAL City.](#)

Tier 3: Custom Workforce Health Engagement and Consultation

Later this year, cities that have completed the Tier 2 educational series will be eligible to apply for a deeper level of engagement and consultation. Five cities will be selected to receive one on one consultation and a \$5,000 credit towards workforce health programming available through Kaiser Permanente. Application details will be available soon.

Program Promotion Materials

[Cities for Workforce Health flyer](#): This high-level overview that can be used to promote the program and engage your city's workforce health champions.

[Cities for Workforce Health email template](#): Cut and paste the content into the body of an email to promote



HEALTHY EATING
ACTIVE LIVING
CITIES
CAMPAIGN

HOW TO JOIN:

- Step 1:** Contact HEAL staff
- Step 2:** Identify existing policies
- Step 3:** Draft Resolution with HEAL staff help.
- Step 4:** Bring Resolution to Council.
- Step 5:** Adopt Resolution.



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cities towns & counties





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CITIES
CAMPAIGN

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