

35TH Annual National Wellness Conference
“Wellness Solutions that Work NOW: Best Outcomes Through Innovation, Caring, and Collaboration”
University of Wisconsin-Stevens Point, July 17-22, 2010

Online Proposals

LEAD PRESENTER

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Comprehensive List of Conference Presentations for LEAD Presenter:

Garry Lindsay Presentations
2009

February 11, 2009 (New York City) March 18, 2009 (San Diego, CA), “The Health Dividend: Defining and Delivering the Value of Employee Health.” The Conference Board’s Annual Conference, New York, NY and San Diego, CA.

May 8, 2009, Health Care Reform That We Can Believe In Starts with Prevention. Midwest Business Group on Health’s annual conference, Chicago, Illinois

July 15, 2009 in Alexandria, Virginia and July 22, 2009 in Denver, CO). ACHIEVE (Action Communities for Health, Innovation, and EnVironmental changE) Action Institute (2 national presentations These national institutes were sponsored by the Healthy Communities Program in the Division of Adult and Community Health at the Centers for Disease Control and Prevention (CDC).

2008

February 13, 2008, 0-60 in 36 Years: Worksite Health Promotion Moves Into High Gear. The 14th Annual Elizabeth Lockwood Wheeler Lectureship, Mt. Pleasant, MI

March 31, 2008, Avoiding Health Care Costs by Reducing Major Health Risks: Smoking Cessation and COPD. Institute for Health and Productivity Management 4th Annual Health Management Conference, Orlando, FL

March 19, 2008, Smoking Cessation: The Purchaser Perspective—A Valuable Health Benefit. Liberty Benefits, Inc. and Pfizer Inc, Philadelphia, PA

April 15, 2008, Designing a 21st Century Benefits Program – A Blueprint for Value. Texas Coalition for Worksite Wellness 2008 Spring Workshop Series: Value-Based Benefit Design Workshop, Houston, TX

April 29, 2008, Designing a 21st Century Benefits Program – A Blueprint for Value. Texas Coalition for Worksite Wellness 2008 Spring Workshop Series: Value-Based Benefit Design Workshop, San Antonio, TX

May 16, 2008, Introduction to Worksite Wellness, New Democrat Coalition, Washington, DC

June 11, 2008, The Role of Wellness in Federal Health Care Reform. Iowans for Wellness & Prevention and hosted by the Greater Des Moines Partnership, Washington, DC

June 18, 2008, Building YOUR Business Case for Workplace Wellness. The Employee Wellness Challenge: Hub International Conference (in conjunction with Nationwide Better Health) New York, NY.

June 25, 2008 Priorities for America’s Health - Capitalizing on Life-Saving, Cost-Effective Preventive Services. National Safety Council 2008 Off-The-Job Safety and Health Symposium, Denver, CO.

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August 13, 2008, Wellness & Prevention: Critical for Business Success. 2008 PACT Statewide Conference (dinner presentation hosted by the American Lung Association, Harrisburg, PA

October 22, 2008. Promoting Health Through the Health Plans (panel moderator), Trends in Health Promotion for the 21st Century, American University, Washington, DC

October 29, 2008, Keeping Canada's Workforce Healthy A Key to Worker Productivity: Partnership for Prevention's Leading by Example: A Model for Canada? 2008 Atlantic Canadian Chief Executive Officer Workplace Health Think Tank and Leading by Example Exchange Meeting, New Brunswick, Canada

November 5-7, 2008, Defining effective health and productivity management programs in the workplace (Discussant panel participant). ACOEM-IBI Annual Workforce Health and Productivity Summit, Santa Ana Pueblo, NM

November 14, 2008, Designing a 21st Century Benefits Program – A Blueprint for Value, The San Antonio Hispanic Chamber of Commerce 3rd Annual Healthcare Summit (Workplace Wellness Track), San Antonio, TX

December 2, 2009, The Four Pillars of Prevention for Employers. Tobacco: The Business of Quitting Webinar, Washington, DC

December 3, 2008, Tracing the Start of Partnership's Leading by Example Initiative. Federal Food and Obesity Roundtable, Washington, DC.

2007

February 22, 2007, Leading by Example: Creating a High Performance, Less Costly Workforce: CEOs on the Business Case for Worksite Health Promotion. Controlling Health Care Costs with a Healthy Workforce - Detroit Regional Chamber of Commerce, Detroit, MI.

March 1, 2007, Leading by Example: Creating a High Performance, Less Costly Workforce: CEOs on the Business Case for Worksite Health Promotion. Worldwide Employee Benefits Network (WEB) - Baltimore Chapter, Baltimore, MD

March 14, 2007, Leadership Vision for Health Management: Next Generation Health Management Programs for the Worksite. 26th Annual Wellness at the Workplace Conference, The University of Michigan, Ann Arbor, MI

March 23, 2007, The Value of Investing in Prevention: New Insights and Practical Guidance for Employers. IHPM's Third Annual Health Management Conference Benefits and Behavior: Managing Health, Risks, and Disease, Orlando, Florida.

April 26, 2007, The Value of Health in the Workplace. Our Body, Our Health—an Altarum Speaker Series, New Detroit Science Center, IMAX Theatre, Detroit, MI.

May 3, 2007, Leading By Example: Effective Worksite Health Promotion Strategies. SouthWest Benefits Association's 32nd Annual Conference, Hyatt Tamaya Resort in Santa Ana, New Mexico.

Earlier Presentations

(Invited) Lindsay, G.M. Maximizing Your Health Care Investment: Highest Value Preventive Health Services, Ohio Worksite 2nd Annual Worksite Health Promotion Conference: Strategies for Building Healthy Businesses, November 4, 2005, Columbus, OH.

Lindsay, G. M. Leading by Example: Creating a High Performance, Less Costly Workforce: CEOs on the Business Case for Worksite Health Promotion, given at:

- (Invited), 3rd National Prevention Summit: Innovations in Community Prevention, October 24, 2005. Washington, DC
- National Wellness Conference Advanced Academy, July 13, 2005. Stevens Point, WI

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Lindsay, G. M. Small Business, Big Potential: Health Promotion Strategies for Small Employers, given at:
•National Wellness Conference, July 13, 2005. Stevens Point, WI
•Steps to a HealthierUS Workforce Symposium October 27, 2004: Washington, DC.

Lindsay, G.M., Overview of Partnership for Prevention’s Worksite Health Promotion Initiatives, DaimlerChrysler Wellness/Fitness Staff Training, May 12, 2005, Auburn Hills, MI.

Lindsay, G.M., Leading by Example: The CEO Perspective, (Panel Moderator) The Art and Science of Health Promotion Conference, March 17, 2005, San Francisco, CA

Lindsay, G.M., Healthy Workforce, Healthy People: A Model for Consideration in Brazil. 2nd Global Health Seminar, November 16, 2004. São Paulo, Brazil

Bachtel, J and Lindsay, G.M., Highlights from the 2004 National Worksite Health Promotion Survey 55th Annual Meeting, Society for Public Health Education (SOPHE), November 6, 2004. Washington, DC

Lindsay, G.M., Are We There Yet? Promoting and Protecting Health: Lessons from Companies Making It Happen (plenary panel moderator) Steps to a HealthierUS Workforce Symposium, October 27, 2004, Washington, DC.

Bachtel, J and Lindsay, G.M., Previewing the 2004 National Worksite Health Promotion Survey - Charting a Course to a Healthy Future Institute for Health and Productivity Management (IHPM), October 13, 2004, Phoenix, AZ

Bachtel, J. and Lindsay, G.M., Overview of Partnership for Prevention’s Worksite Health Promotion Initiatives. 2004 Integrated Health Benchmarking Forum (IHBF) Meeting, September 23, 2004, Houston, TX.

Lindsay, G.M., Creating a High Performance, Less Costly Workforce: Making the Business Case through the Eyes of Chief Executive Officers. 2004 National Wellness Conference, July 13, 2004.; Stevens Point, WI.

Lindsay, G.M., Making the Business Case for Workplace Health Promotion. ASTHO 2004 Senior Deputies Meeting, July 9, 2004, Stowe, VT.

Lindsay, G.M. Tell The World (especially Your CEO) How Your Program Helps Achieve National Health Objectives! Steps to a HealthierUS National Prevention Summit, April 29, 2004, Baltimore, MD.

Lindsay, GM. Spicing Up Health Education: Recipes for the Worksite, SOPHE Midyear Scientific Conference, June 2003, • Las Cruces, NM

Lindsay, GM Forging Partnerships That Work: National Perspective for Plenary Panel, SOPHE, Midyear Scientific Conference, June 19, 2003, Las Cruces, NM

Lindsay, GM. Obesity in the Workplace Healthy People 2010, The Wellness Council of Northeast Ohio, June 11, 2003, • Cleveland, OH.

Lindsay, GM. Comprehensive Worksite Health Promotion vs. Health Education Activities: What is Best for Your Organization? You Be the Judge Art and Science of Health Promotion Conference, February 19, 2003, Washington, DC.

Lindsay, GM. Why Invest in Health promotion? Employers’ Perspectives, at the 2002 Midyear Scientific Conference, The Society for Public Health Education, May 3, 2002, Cincinnati, OH

Lindsay, GM Leading Health Objectives for Employers: Healthy People 2010 at the Worksite, given at:
•2002 Midyear Scientific Conference, The Society for Public Health Education, May 4, 2002, Cincinnati, OH

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- Health Promotion in the New Millennium: Strategies for Successful Wellness programs, Christiana Care Health System, Delaware Health and Social Services, and Health Education Network of Delaware, April 15, 2001, Newark, DE.
- The Changing Face of Worksite Health: Renew the Commitment, Association for Worksite Health Promotion, Region II, April 20, 2001, College Park, MD
- Health Education Network of Delaware (HENOD), April 5, 2001, Wilmington, DE.
- The University of Texas Medical Branch's Corporate Health Consortium, November 29, 2000, Philadelphia, PA.,

Lindsay, GM. Adapting Healthy People 2010 to the Workplace, given at:

- 20th Annual Wellness in the Workplace Conference, The University of Michigan Health Management Research Center, March 21, 2001, Ann Arbor, MI.
- 2nd Annual Conference of the Central Valley Wellness Council, March 30, 2001, Fresno, CA,

Lindsay, GM. Healthy People 2010: Goals Specific to Worksites, Corporate Health Consortium Spring Meeting, The University of Texas Medical Branch at Galveston, April 30, 2002, Houston, TX.

Lindsay, GM. Current State Of Employer And Coalition Purchaser Prevention, Health Promotion, Disease And Disability Management Programs, National Expert Panel Meeting, Centers for Disease Control and Prevention, Employers Managed Health Care Association, National Business Coalition on Health Business Team, May 3, 2001, Washington, DC

Lindsay, GM. Incorporating Healthy People 2010 Objectives into Worksite Health Promotion, 2001 Center for Corporate Health Annual Meeting & Well Workplace Awards,” November 29, 2001, Greensboro, NC.

Lindsay, GM. Adapting Healthy People 2010 to the Workplace: Interdependence of Employers and Community Health, Second Annual Conference Health & Business: Mapping a Road to Success, Central Valley Wellness Council, San Joaquin Valley Health Consortium, March 30, 2001, Fresno, CA.

Lindsay, GM. The Policy Process from Scratch to Finish Talk Show and Policy Process Challenge and Solution, Organizational Breakout, Making Our Dreams a Reality: Enhancing Community and Organizational Policy, Imagine a North Carolina Workshops, June 21, 2001, Raleigh, NC.

Lindsay, GM. Cultural Environments—Programming for Health Promotion, American University, College of Arts and Sciences, Department of Health and Fitness, February 14, 2002, Washington, DC.

Lindsay, GM. Healthy People 2010 Objectives: How Businesses/Employers Can Help Improve The Health Of The Community and How a Healthier Community Benefits Businesses/Employers, Administration of Physical Activity and Health Programs, The School of Public Health and Health Services, Exercise Science Program School, The George Washington University, February 12, 2002, Washington, DC.

Lindsay, GM. Healthy People 2010: Initiative and Obesity in the Workplace Community Health Care Coalition, November 16, 2000, North Canton, OH.

Lindsay, GM. Partnerships for a Healthy Workforce Keynote presenter for Worksite and Community Health Promotion Program (WCHP) Annual Meeting, September 7, 2000, Michigan State University, East Lansing, MI.

Lindsay, GM. Influences of Worksites on Obesity National Nutrition Summit, May 31, 2000, Washington, DC. (Presented and co-facilitated the discussion group that examined the influences on diet and activity in worksites and made recommendations for environmental modification for obesity prevention. Interview and photo related to this activity appeared in the USA Today on May 31, 2000).

Lindsay, GM. Use of the 2010 Objectives by the Business Community (Expert panel moderator) Secretary's Council on National Health Promotion and Disease Prevention Objectives for 2010, September 12, 2000, Washington, DC.

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Lindsay, GM. Crisis Communication Skills Training (Developed and presented training to Mobil personnel responsible for responding to critical events), 1997-2000, Multiple U.S. locations and in Doha, State of Qatar.

Lindsay, GM. Critical Incident Stress Debriefing “Presidential Classroom” Mobil Headquarters, Fairfax, VA, March 1, 1999

Lindsay, GM. Health Promotion and Employee Assistance Programs, Brazilian Seminar, American University, National center for Health Fitness, Washington, DC, June 1998.

Lindsay, GM. Changes in Health Education: Challenges for the Future 1997 Annual Conference, Great Lakes Chapter, Society for Public Health Education, September 25, 1997, Traverse City, MI.

Lindsay, GM. Problems Associated with Drug and Alcohol Abuse ISM/ISO Shipboard Seminar, July 5-7, 1997, Mobil Corporation U.S. Fleets aboard the tanker “Seminole”, New York, to Ft. Lauderdale, FL.

Lindsay, GM. How to Structure a Wellness Program for Hard to Reach Employees and Increasing Participation in Your Wellness Program Using Low Cost Incentives 5th Annual Spring Workshop, May 1, 1996, Wellness Council of Northern MI.

Lindsay, GM. Professional Socialization Guest Lecturer Foundations of Health Education Practice The University of Michigan, School of Public Health, November 6, 1995, Ann Arbor, MI.

Lindsay, GM. Health Promotion Forum - EAP & Health Promotion: What's The Connection?, 22nd Employee Assistance Professional Association (EAPA), Inc. Annual Conference, November 17, 1993, Anaheim, CA,

Lindsay, GM. Planning and Implementing Corporate Worksite Health Promotion a one-day workshop designed specifically for practicing health educators. Course designed for Certified Health Education Specialists (CHES). The 4th Annual Health Education Institute, July 26, 1993, Piscataway, NJ.

Lindsay, GM. Healthy People 2000 Educational and Community-Based Programs Progress Review on Worksite Health Promotion Objectives, Department of Health & Human Services, Public Health Service, Centers for Disease Control, September 22, 1992 Washington, D.C.

Lindsay, GM. The First Steps, Gaining Management Commitment and Support: How to Have a Healthy Bottom Line, (Panel moderator), Statewide Symposium, American Heart Association, New Jersey Affiliate, April 14, 1992, Edison, NJ.

Lindsay, GM. The Triple Threat: High Blood Pressure, High Blood Cholesterol and Smoking, A five-part public service television series aired on WOTV, Channel 8, an NBC affiliate, 1990, Grand Rapids, MI.

Lindsay, GM. Fit You in the Future: A 'How To' Workshop to Train Professionals to Help Sedentary Employees Begin an Exercise Program, Great Lakes Wellness Conference, June 1989, Mackinac Island, MI.

Lindsay, GM. School Workplace: Is It a Healthy Place? Kent Regional Community Education Association meeting, March 1988, Grand Rapids, MI.

Lindsay, GM. Local Health Department: A Resource for Wellness, the Island Conference for School Workplace Wellness, June 1988, Mackinac Island, MI.

Lindsay, GM. Personal Wellness with Garry Lindsay, Catholic Information Center, June 1988, Grand Rapids, MI.

Lindsay, GM. Health Promotion: How to Get Started, Muskegon Area Intermediate School District, October 1987, Muskegon, MI.

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Lindsay, GM. Heart Smart '87, Lowell Public Schools - Alto Elementary, February 1987, Lowell, MI.

Lindsay, GM. School Workplace Wellness: How to Plan an Effective Program” The Island Conference for School Workplace Wellness, June 1986 (and repeated in June 19870, Mackinac Island, MI.

Lindsay, GM. Productivity/Fitness Balance, National Cooperative Extension Service Conference, October, 1986, Grand Rapids, MI.

Lindsay, GM. Improving the Odds: Using Program Evaluation Results, Society for Public Health Education, Annual Conference, September 1986, Las Vegas, NV.

Lindsay, GM. Michigan Model for Comprehensive Health Education Grand Rapids Public Schools, November 1985, Grand Rapids, MI.

Lindsay, GM. Compliance/Motivation: How to Help Clients with Behavior Change, Michigan Health Officers Association, August 1984, Mackinac Island, MI.

Lindsay, GM. Your Personal Best: A Fitness/Exercise Program, Michigan Health Officers Organization, August 1984, Grand Rapids, MI.

Lindsay, GM. Fitness After Forty, Michigan State University Cooperative Extension Service, April 1984, Sparta High School, Sparta, MI,

Lindsay, GM. Implications of Piagetian Theory for Health Education, Eighth Annual UAP-USC Inter-disciplinary International Conference on Piagetian Theory and the Helping Professions, February, 1978, Los Angeles, CA.

Presentation Title:

Creating Healthy Communities through Corporate Engagement

Track: Wellness Promotion

Target Audience: Health Care Professionals

Program Level: advanced

Program Type: Breakout Session

Have you presented or are you planning to present this program at other wellness-related conferences?

Will likely be giving some variation of this presentation at other conferences, however, the National Wellness Conference will likely be the first national venue anticipated for this presentation.

Abstract:

The session will illustrate the relationship between the health of a community and the economic vitality of the businesses found there. Participants will be able to informally assess their organization’s prevention efforts in order to demonstrate opportunities for community health partnerships to achieve improved health outcomes. Examples of corporate-sponsored community health initiatives will highlight how businesses can help influence healthy food choices, regular physical activity, and smoke-free policies within the community. The role of businesses in promoting preventive screenings and immunizations, responsible alcohol use, other disease prevention opportunities, and an overall culture of health will also be discussed.

Measurable Objectives:

- 1) Participants will be able to discuss the connection between community health and corporate citizenship.
- 2) Participants will be able to identify opportunities for collaboration in their own communities.
- 3) Participants will be able to describe current community initiatives of several large employers.

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Program Outline:

- 1) Introduction: Community Health Equals Good Business
 - a) Health is an integrated, interdependent system—worksite, home, and community
 - b) Companies can further their health promotion goals by supporting community initiatives

- 2) How Well Does Your Business Support Community Health? Community Health Engagement Questionnaire
 - a) One-page questionnaire that assesses the degree of engagement that a company supports community health
 - b) Small group discussion of among participants regarding their respective company's involvement

- 3) Spotlight several specific areas of community-based prevention (from case studies collected by Partnership for Prevention as part of a CDC-funded project)
 - a) Tobacco and smoke-free policies—Union Pacific
 - b) Healthy Eating and Weight Management—DTE Energy
 - c) Disease Prevention—Rochester Business Alliance
 - d) Overall Culture of Health—The Dow Chemical Company

- 4) Summary: Creating a Culture of Health, Community-wide
 - a. Review how getting involved and sponsoring community health initiatives help create healthy communities.
 - b. Review of key points

Program Bibliography:

U.S. Department of Health and Human Services. Healthy People 2010. 2nd ed. With Understanding and Improving Health and Objectives for Improving Health. 2 vols. Washington, DC: U.S. Government Printing Office, November 2000.

Edington, DW, Who Are the Intended Beneficiaries (Targets) of Employee Health Promotion and Wellness Programs? Commentary in North Carolina Medical Journal, November/December 2006, Volume 67, Number 6

Working Towards Wellness: The Business Rationale. World Economic Forum. Geneva, Switzerland 2008.
http://www.weforum.org/pdf/Wellness/Bus_Rationale.pdf (Accessed 4-10-09).

Maciosek MV, Coffield AB, Edwards NM, Flottesmesch TJ, Goodman MJ, Solberg LI, Priorities among effective clinical preventive services: results of a systematic review and analysis. Am J Prev Med. 2006 Jul;31(1):90-6.

Regional Guideline for the Development of healthy workplaces. WHO Regional Office for the Western Pacific, Oct. 1999

Program Relevance to Conference Theme:

Creating Healthy Communities through Corporate Engagement emphasizes the important collaborative relationship between employers and the community in positively impacting both the health of the community and the economic health of the businesses located there. Businesses can be a catalyst for creating healthy communities by sharing the successes and lessons learned from worksite wellness initiatives and adapting them to broader audiences. When senior leadership supports and is committed to the wellbeing of employees and their family members, improved health outcomes have a direct impact on the health of the company and the overall community.

On the national level, the importance of employer involvement in community health is reflected in Healthy People objectives. Worksite health promotion objectives in the context of educational and community-based programs “have contributed to the improvement of health outcomes in the United States.” Healthy People asserts: “employers, schools, and the community at large, working together can improve individual health and create healthier

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communities.” In addition, communities and states measure health outcomes by the number and sustainability of healthy and productive companies within the community or state.

Globally, the value of concerted employer-community health initiatives focused on chronic disease is also evident. The World Economic Forum (WEF) has recognized the business rationale for investing in the health of the community through its Working Towards Wellness program. The WEF emphasizes the importance of visible and committed leadership together with a disciplined execution of targeted prevention programs based on the needs of the population. The WEF concludes that more extensive partnerships and collaborations can help address the broader environment.