



Championing Health and Wellness: Three Approaches for Chambers

Thank you for attending today's
webinar! We will begin the presentation
momentarily.

ACCE
Education
Attainment
DIVISION



ASSOCIATION OF
CHAMBER OF COMMERCE
EXECUTIVES

The logo for the ACCE Education Attainment Division is located in the upper center of the page. It consists of the text 'ACCE Education Attainment DIVISION' in a white, sans-serif font, enclosed within a white rectangular border with rounded corners. The background of the entire slide is a blurred image of several business professionals in a meeting, with a blue-to-orange gradient overlay.

**ACCE
Education
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EDUCATION ATTAINMENT DIVISION

To improve the capacity of chambers to engage their business communities to have a measurable and sustainable impact on cradle-to-career education and workforce development outcomes

www.acce.org/ead



Ready to Learn



Workplace Wellness



Healthy Communities



Today's Speakers

- Sarah Melby, Director, Information and Research, ACCE
- Rich Hadley, Education Attainment Division Consultant, ACCE, and President Emeritus, Greater Spokane Incorporated



Ready to Learn

Work with community stakeholders to increase investments in quality early childhood education and wellness services to ensure children are healthy and ready to learn when they reach kindergarten.

Business Benefits

Children who are healthier learn better, and children who are more educated are healthier. Improving education attainment and health outcomes will produce a more talented and productive future workforce.

Ready to Learn

Sample Messaging

- Children must be healthy so that they are better prepared for and able to learn in school.
- A well child will enjoy greater long term successes in school and through adulthood, which enables a talented and productive workforce capable of competing in the 21st century global market.
- Improving education attainment correlates to higher income, which allows for access to healthier foods and safer environments.
- All children have the right to be healthy. ([NCBI](#))
- The early years, especially the first three years of life, are very important for building the baby's brain. Everything she or he sees, touches, tastes, smells or hears helps to shape the brain for thinking, feeling, moving and learning. ([Facts for Life](#))

Sample Key Facts

1. A child whose cognitive skills are increased will see an average lifetime family income increase of \$15,800. ([Bridgespan](#))
2. Childhood obesity costs \$19,000 per child over a lifetime. ([Duke](#))
3. ROI: Every dollar spent on childhood benefits society ranging from \$1.80 to \$17.07. ([Rand](#))
4. Children who are disadvantaged start kindergarten as much as 18 months behind their peers. ([NAWB](#))

Ready to Learn

Examples of Chamber-led Initiatives

- **Ardmore Chamber, OK** – working with 5 school districts and two day cares on preschool student growth evaluation system.
- **Glenwood Springs Chamber, CO** – working with Aspen Foundation on early childhood education, including mobile preschools in neighborhoods.
- **Lewis Clark, Boise, & Coeur d’Alene Chambers, ID** – advocacy to get Governor/State Legislature to address early childhood education.



Workplace Wellness

Help employers implement innovative and effective programs and workplace policies that encourage employees to adopt healthier lifestyles.

Business Benefits

Wellness programs produce more productive employees, help attract and retain talent, build staff morale, minimize staff turnover, combat employee absenteeism and reduce health care costs for employers.

Workplace Wellness

Sample Messaging

- Promoting safe and healthy work practices boosts profitability and productivity among employers of all sizes. ([CDC](#))
- A healthy workforce lowers costs and improves safety, productivity and overall long-term health. ([Business Pulse](#))
- An ounce of prevention is worth a pound of cure! ([Business Pulse](#))
- Good Health is Good Business! ([Business Pulse](#))

Sample Key Facts

1. Employee illnesses and injuries cost U.S. businesses \$225.8 billion per year. ([CDC](#))
2. For each \$1 spent on wellness programs, medical costs fell by more than \$3 ([Health Affairs Today](#))
3. Sick workers who return too early to work cost billions of \$\$ per year! ([Business Pulse](#))
4. Best practice workplace wellness programs may be linked to superior corporate stock performance. ([SHRM](#))

Workplace Wellness

Examples of Chamber-led Initiatives

- **Noblesville Chamber, IN** – developing a regional shared health clinic and tiered package of discounted wellness benefits for small firms.
- **Mason City Chamber, IA** – Comprehensive Blue Zone Model Program includes employer teams competing to improve worksite experiences.
- **Tri-City Regional Chamber, WA** – Launched “Good Health is Good Business”, sponsored a Wellness Expo and created an App for fitness, diet and sleep.



Healthy Communities

Support and advocate for community-wide health and wellness-focused councils, events, programs and policies that make your community a better place to live, work and play.

Business Benefits

Healthy communities attract talent, increase employer net profits and drive business development, which can be the tipping point towards economic vitality and equitable prosperity.

Healthy Communities

Sample Messaging

- The places we live, work, and play can help (or hinder) the ability to live healthy lives.
- Chambers and businesses are poised to create a Culture of Health, ultimately impacting workforce and economic health. ([RWJF](#))
- Community health is critical to the health of the workforce ([CEO, RWJF](#))

Sample Key Facts

1. Chronic diseases are responsible for 7 of 10 deaths each year. ([CDC](#))
2. A correlation exists between workforce health and community health. “Healthy people are a great asset to successful business.” ([Vitality](#))
3. Just 10 modifiable health-risk factors are linked to more than 20% of employee health care spending. ([Vitality](#))
4. What’s the value of exercise? \$2500! ([New York Times](#))

Healthy Communities

Examples of Chamber-led Initiatives

- **Billings Chamber, MT** – created a Marathon Loop of 40 miles of trails and work with schools to get kids active.
- **Fond du Lac Chamber, WI** – spawned “Grow, Gather, Give” as Leadership project working with Boy & Girls Club and master gardeners to provide bags of healthy groceries for needy families.
- **Seminole Chamber, OK** – working with the Seminole Tribe for Gateway to Healthy Living, one project funds lighting around the school track for residents and families to walk at night.

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TRANSFORMING EDUCATION • FULFILLING WORKFORCE NEEDS
BUILDING THRIVING COMMUNITIES

**Any questions for today's
speakers?**

ACCE's New Health and Wellness Webpage

- Championing Health and Wellness- Communication Frameworks for Chambers of Commerce
- Health and Wellness Solutions for the Business Community One-pager (coming soon)
- [New Chamberpedia pages on Health and Wellness](#) (Ready to Learn, Workplace Wellness, Healthy Community Culture, Substance Abuse Awareness & Chamber Initiatives)
- Regular features about program, funding and/or networking opportunities
- Workforce Wellness Communications Briefs

Learn More

www.acce.org/EAD_Health

Additional Resources

- **ACCE's Health and Wellness Resources in Chamberpedia:**
<http://www.acce.org/educationattainmentdivision/ead-health-wellness-resources/>
- **County Health Rankings & Roadmap:** Check out online tools and resources for employers at <http://www.countyhealthrankings.org/roadmaps/action-center/business>.
- **2017 Robert Wood Johnson Foundation Culture of Health Prize:** Deadline to apply is November 3 at 3 p.m. ET. More information is available at <http://www.rwjf.org/en/library/funding-opportunities/2016/2017-rwjf-culture-of-health-prize.html>.

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