

## New York State Department of Health

### **Year 4 Performance Incentive Initiative: Required Documentation Cover Sheet**

**PHAB Measure:**

- 3.1.2 A: Health promotion strategies to mitigate preventable health conditions

**Submitter:**

- Tompkins County

**Required Documentation:**

- RD3: Engagement of the community during the development of a health promotion strategy

**Narrative:**

- Email to City of Ithaca Wellness Committee, dated 6/18/15.
- Emails with grocers during development of the PF2W campaign, dated Aug. 2015.

*Collectively the documents achieve the required documentation,*

The email to the City of Ithaca Wellness Committee, written early in the planning process by a Worksite Wellness Coalition (WWC) Charter member and chair of the Ithaca City Hall Wellness Committee, is asking her committee members to think about ideas for the fruit promotion for discussion at a subsequent meeting. This documents community engagement during the development phase of what became the Put Fruit to Work (PF2W) promotion strategy.

The emails with grocers document communication with community businesses to propose how they can become engaged in the PF2W promotional strategy that was being developed by the WWC. The emails are to P&C Fresh, GreenStar Cooperative Market, and Rosie App, a grocery delivery service based in Tompkins County. The referral by P&C Fresh to Rosie App yielded their participation in the health promotion activity.

### 3.1.2 A, RD3: Email to City of Ithaca Wellness Committee, dated 6/18/15

**From:** Leslie Moskowitz <LMoskowitz@cityofithaca.org>  
**To:** wellness <wellness@cityofithaca.org>  
**CC:** "Schiele, Ted" <TSCHIELE@tomkins-co.org>, "Chin, Beverly" <bchin@hsctc.org>  
**Date:** 6/18/15 2:55 PM  
**Subject:** City Wellness and Wellness Coalition

all,

As discussed at the last wellness meeting..The wellness coalition (consisting of other companies work-site wellness programs) are going to promote a unified initiative during the month of September. Each work-site wellness will promote fruit and veggies. We all don't have to do the same activity but county -wide everyone will promote fruit and veggies. Below is a link with some ideas. Please review and think about it for the next wellness meeting.

Description of promotion:

September is National Fruits and Veggies More Matters month. During the week of September 21 – 25, local workplaces will commit to helping employees increase their consumption of fruits and vegetables. The Coalition will be spearheading the promotion as a way to introduce themselves to the community.

The fruit/vegetable campaign is already developed. Marketing tools are available at <http://healthfinder.gov/nho/SeptemberToolkit2.aspx> . These will be used as the basis for the promotions.

Additionally we thought for the veggie share program we will place a nice basket in the employee lounge on the first floor and when staff have extra veggies they can place in basket and then send a e-mail around. Maybe I 9we can post some signs to promote it!.

Leslie

## Put Fruit to Work promotion

P&C Fresh, Ithaca

Mon 8/31/2015 12:35 PM

To: mgr107@pandcfresh.com <mgr107@pandcfresh.com>;

📎 1 attachments (124 KB)

WWCoalition\_PutFruitPromo\_Final.pdf;

Hi Allan;

My apologies for dropping the ball and never reconnecting with you after I dropped in earlier this month. I had come by and talked with you about a worksite wellness promotion to get employers to bring fresh fruit into their workplace as an employee snack the week of September 21. You asked me to get back in touch after you had a chance to speak with the store owners, and I never did that. So again, my apologies.

I did follow up on your referral to Rosie.com, and I appreciate you making that connection for me. I spoke with Nick, and on his recommendation I wrote to Dave, their marketing guy. Thanks again for that link.

When we met I probably mentioned that we planned to send out a mailing. That is going out tomorrow, and I've attached a PDF of the final mailer for you to preview.

My original idea of having a promotional product or package has not come together --- the logistical challenges that you brought to my attention made me realize the idea needed a lot more planning than I was able to do. However, I am still open to listing P&C Fresh on our website as a resource for fresh fruit if you are interested. I would like to link our locally owned grocers to the promo if there is a logical and useful option.

Our site is [www.TompkinsCountyNY.gov/worksite](http://www.TompkinsCountyNY.gov/worksite). Let me know if you have any ideas or thoughts.

Thanks again for your time and interest in the Worksite Wellness Coalition. It's much appreciated.

Regards

/Ted

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**Ted Schiele, M.S.**

Health Promotion Program

Tompkins County Health Department

Ithaca, N.Y.

(607) 274-6712

[www.tompkinscountyny.gov/health](http://www.tompkinscountyny.gov/health)

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## Re: Put Fruit to Work

GreenStar Cooperative Market

Ted Schiele

Tue 8/18/2015 11:41 AM

2015-Q3

To: ahernandez@greenstar.coop &lt;ahernandez@greenstar.coop&gt;;

Great! Thanks.

>>> Andrew Hernandez <ahernandez@greenstar.coop> 8/18/15 11:30 AM >>>  
sounds good. see you tomorrow a er 3

**Andrew Hernandez II**  
Produce Manager  
GreenStar Cooperative Market  
701 W. Buffalo Street  
Ithaca, NY 14850  
(607) 273-9392 x232  
[ahernandez@greenstar.coop](mailto:ahernandez@greenstar.coop)  
hÄp:\\[www.greenstar.coop](http://www.greenstar.coop)

On Tue, Aug 18, 2015 at 11:02 AM, Ted Schiele <[TSCHIELE@tomkins-co.org](mailto:TSCHIELE@tomkins-co.org)> wrote:

Wednesday shortly a er 3:00? Would that work for you?  
/Ted

>>> Andrew Hernandez <[ahernandez@greenstar.coop](mailto:ahernandez@greenstar.coop)> 8/18/15 9:37 AM >>>  
Sorry Ted, I am out of the office early today, maybe later in the week we can meet?

**Andrew Hernandez II**  
Produce Manager  
GreenStar Cooperative Market  
701 W. Buffalo Street  
Ithaca, NY 14850  
(607) 273-9392 x232  
[ahernandez@greenstar.coop](mailto:ahernandez@greenstar.coop)  
hÄp:\\[www.greenstar.coop](http://www.greenstar.coop)

On Mon, Aug 17, 2015 at 10:53 AM, Ted Schiele <[TSCHIELE@tomkins-co.org](mailto:TSCHIELE@tomkins-co.org)> wrote:

Hi Andrew  
What is your schedule this a ernoons and tomorrow?  
Ted

>>> Andrew Hernandez <[ahernandez@greenstar.coop](mailto:ahernandez@greenstar.coop)> 8/13/15 8:14 AM >>>

# Re: Worksite Wellness promotion: Put Fruit to Work

Ted Schiele

Mon 9/21/2015 11:11 AM

2015-Q3

To: Makar, Dave <dave@rosieapp.com>;

Cc: Chin, Beverly <bchin@hsctc.org>; Nick@rosieapp.com <Nick@rosieapp.com>;

Rosie app

Hi Dave,

Looks great! Thanks! Changing the link right now ...

/Ted

>>> Dave Makar <dave@rosieapp.com> 9/21/15 11:03 AM >>>

Hi Ted,

We've created a landing page and it is now setup and ready to go.

<http://puĔruiĥ owork.rosieapp.com/>

Please let me know if you see any content that should be adjusted. Thank you for your time with this.

I hope a lot of people eat a lot of fruit this week.

Dave

On Tue, Sep 8, 2015 at 10:44 AM, Ted Schiele <[TSCHIELE@tompkins-co.org](mailto:TSCHIELE@tompkins-co.org)> wrote:

Hi Dave

I've put your link on the PF2W page. I got shy about making too big a splash since, as noted before, the site is publicly funded.

[www.TompkinsCountyNY.gov/worksite](http://www.TompkinsCountyNY.gov/worksite)

Let me know what you think.

/Ted

>>> Dave Makar <[dave@rosieapp.com](mailto:dave@rosieapp.com)> 9/3/15 5:34 PM >>>

Hi Ted,

This sounds good.

What timeline are we looking at again for having the links and landing page setup?

Dave

On Thu, Sep 3, 2015 at 5:29 PM, Ted Schiele <[TSCHIELE@tompkins-co.org](mailto:TSCHIELE@tompkins-co.org)> wrote:

Hi Dave;

Sorry for the delay getting back to you.

Here is our webpage: [www.TompkinsCountyNY.gov/worksite](http://www.TompkinsCountyNY.gov/worksite)

My thought is, under the 3rd bullet below HOW, I would add "Resources" and lead with this:

Fruit deliveries directly to your workplace through Ithaca-based Rosie. Account set-up is quick; broad selection of fresh fruit for delivery, or order ahead for pick-up at P&C Fresh or T'burg SureSav.

For the landing page I am imagining our promotional logo (see attached) and brief text such as:

September 21-25, 2015 is Put Fruit to Work Week in Ithaca and Tompkins County, sponsored by the Tompkins County Worksite Wellness Coalition. Fresh fruit is a snack that satisfies on any job. An employer sponsored Fruit Day once a month is an easy way to remind employees the importance of a healthy lifestyle. Click here ...

I would leave it up to you where is the best place to direct from the landing page so customers get the best experience on your site.

After the promotion dates, you could leave the page but omit the dates. I'll be doing the same on our page.

Thanks again for your interest. Let me know what you think.

Have a good weekend

/Ted

>>> Dave Makar <[dave@rosieapp.com](mailto:dave@rosieapp.com)> 8/31/15 1:58 PM >>>

Hi Ted,

Thanks for the follow-up email. We would like to be included. Can you send us the copy that you plan to use to market Rosie and I'll review it?

Also, do you have specific content, style requirements, or samples of what you'd like to see in a landing page?

Finally, When you mention our fruits page, was there a particular page you've visited that you'd like us to link to?

We can link directly to our fruits category page, however people will need to either have an account or create an account to get to that category page. Is this functionality acceptable for what you imagined?

Thank you,

Dave

On Monday, August 31, 2015, Ted Schiele <[TSCHIELE@tompkins-co.org](mailto:TSCHIELE@tompkins-co.org)> wrote:

Hi again Dave;

I wanted to reach out to you again about our upcoming promotion. We have 1,100 of the attached mailer going out tomorrow (9/1) to Tompkins County employers. I'd like to include Rosieapp as a

resource on our webpage if that's OK. Would you consider setting up a landing page for Put Fruit to Work, with a link from that directly to your fruit page?

Thanks

/Ted

Hi Nick and Dave;

Nick, thanks for speaking with me on the phone yesterday.

Dave, here's the background:

A 5-year NYS grant called Creating Healthy Places to Live Work and Play is in its final 2 months. Here in Tompkins County, one of the components to that grant was to engage employers to develop worksite wellness programs for their employees. Wellness programs are meant to establish a workplace environment that promotes a culture of health by supporting and encouraging changes in personal behavior toward living a healthier lifestyle.

Worksite wellness programs may promote increasing physical activity, eating healthier foods, etc. See [www.tompkinscountyny.gov/wellness/healthyplaces](http://www.tompkinscountyny.gov/wellness/healthyplaces) The swan song for the grant is building the Tompkins County Worksite Wellness Coalition. The coalition includes local employers who have or want to develop wellness programs at their workplaces, and are interested in promoting the practice. See [www.tompkinscountyny.gov/health/worksite](http://www.tompkinscountyny.gov/health/worksite).

To kick things off we are linking up with the USDA's Fruits & Veggies---More Mañers Month this September to promote fruit as an alternaëve workday snack. We're calling this promotion "Put Fruit to Work." Worksite members of the coalition are celebrating in a variety of ways, including fruit selfies, bingo challenges, and smoothie tasęngs.

The most ideal way for an employer to participate would be to, on one day, buy enough fruit so that every employee who wants a piece can have a piece. This practice is very well received in workplaces where its been done. Sort of an "apple for the teacher" idea.

We want to promote this idea by making it very easy for a busy employer to actually do this. And we want to offer a tie-in to local grocers who are dedicated to fresh produce. So we approached GreenStar and P&C Fresh, and asked if they would be interested. Perhaps they would have a special Fruit to Work package, so an employer could call the store and have enough fruit to serve 25 put aside for easy pick-up. If interested, we would then include their contact info in a mailing we are planning to send out later this month. The mailing will be to all Tompkins Co employers with 5+ employees, about 1,200 addresses.

We would include your app too, if you have a way of packaging this promoęon.

When I was speaking with Nick yesterday I expressed caution about actually including an extra piece about Rosie in our mailing --- we are using NYS grant funds, and the coalition is housed at a county department, so we need to think in terms of "sharing resources" rather than promoting businesses. However, I see great potential for spreading the word through our coalition that Rosie is an easy way to get fruit into the workplace.

Rosie is a service that we would have talked up a lot over the past years of the grant had we known about it. Delivery directly to the worksite has been a key to bringing CSA shares into the workplace (Full Plate Collective does this). But that is a limited time engagement. Monthly delivery of fresh fruit would be an ideal "wellness activity."

Let me know what you think. Even if you don't see a way to package something for this promotion, I would like to add Rosie as a "resource" on our coalition web page, and promote it through coalieon members. Your guidance on how best to do that would be appreciated.

Looking forward to hearing from you.

/Ted

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**Ted Schiele, M.S.**

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