



Danny Wegman
CEO

Creating a Culture of Health

Wegmans Food Markets

eat well. live well. Living Healthier, Better Lives

Company Overview

- Type of industry: Retail
- Number of employees: 34,845

Program Components

- “eat well. live well.” challenge
- Health screenings
- Health Risk Appraisal (HRA) in 2007

Program Highlights

- The “eat well. live well.” challenge, now in its fourth year, has become a part of a larger “eat well. live well.” culture
- In 2006, over an eight week period 9,547 employees walked over 2.1 million miles (an average of 12,688 steps per day)
- Participants ate 341 tons of fruit and vegetables (4.2 cups per person per day)
- Employees shared stories of positive changes in blood pressure, blood glucose, and cholesterol levels and improved eating habits

CEO Statement

“It’s not a promotion. “eat well. live well.” is a lifestyle. It is simple and fun. Top management and coordinator support plus free pedometers make it work. In 2006, through the Rochester Business Alliance, in a key community collaboration, Wegmans shared the challenge with Eastman Kodak Company, Rochester Institute of Technology, and Xerox Corporation. They have achieved similar results.”

Regardless of a company’s size, creating a **true culture of health** can increase participation rates in health promotion programs dramatically, and establish the organization as an “employer of choice.” In this instance, employees see health promotion as the acceptable norm, and good-health values are reinforced in all day-to-day interactions.⁴¹

To build a supportive environment:

1. Proclaim visibly that health is an important value and objective for the organization, while also explaining the steps necessary to address the risks of poor health. This is a critical first step that should be made by top management.
2. Hold managers at all levels accountable and reward them for facilitating a healthy work setting for employees.
3. Ensure that supervisors know it is their responsibility to avoid creating a high-stress, toxic work environment. Make sure they receive training in leadership and stress management.
4. Create employee peer support teams.
5. Create a health- and fitness-friendly environment by offering exercise options through fitness facilities, walking paths, showers, healthy cafeteria/vending selections, and “quiet rooms.”
6. Institute health and safety policies in such areas as tobacco use and safety belt use, among others.
7. Provide abundant opportunities for participation in health promotion programs.
8. Design or provide health benefits that encourage appropriate treatment and prevention, as well as participation. Provide information about the availability and use of these benefits.
9. Conduct ongoing awareness and reinforcement campaigns through common and popular communication channels (e.g., company newsletter).

