

Take advantage of a FREE event to improve the health of your employees and their families! Healthy Howard Day showcases the county's health initiatives at school, in the home and at work.



We invite you to join us in promoting and participating in Healthy Howard Day on Sunday, June 6th. This community-wide event is FREE for you, your employees and their families and focuses on the importance of healthy eating and physical activity in the workplace, the schools and throughout our community.

Healthy Howard Day is an opportunity for you, as an employer, to promote the benefits of a healthy lifestyle to your workforce and to encourage employees and their families to participate. As part of this event, participants will enjoy a day of healthy fun and outside physical activity as well as receive important **free health screenings** and education. Many of our Healthy Howard restaurants will be offering free samples and there will be many opportunities to win wellness related prizes throughout the day in our drawings.

Healthy Howard Day can be a part of your current or new-forming workplace wellness initiatives. Send your employees the message that you care about their health by promoting this event to them. Take a few minutes to review the [Healthy Howard Day Employer PR Kit](#) for informative promotional resources.

In addition to the Worksite Wellness Area, screening area and community area, there will be a Healthy Kids Zone, where kids can experience this day-long event on their own level with crafts, games, activities and prizes. Healthy Howard Day is fun for the whole family!

Event Web Address: www.HealthyHowardDay.org

For more information: info@wepromotehealth.org

Healthy Howard Day is presented by We Promote Health, a local non-profit organization promoting healthy lifestyles, in partnership with: and is generously supported by the following partners: County Executive Kenneth Ulman, the Howard County Chamber of Commerce, the Horizon Foundation, Howard County Health Department, Howard County Recreation and Parks, Howard County General Hospital, Columbia Association, Tai Sophia Institute, HCPSS, Howard County PTA Wellness Committee, Howard Community College and the Y of Central Maryland. Major sponsors include Giant Food and Kaiser Permanente.

Here are 10 things your organization can do to make the most of this opportunity:

- (1) **Locate a high visibility area within your organization and post Healthy Howard Day posters. Place them in areas of high visibility, i.e., counter space or display rack.** Request posters, flyers or FREE raffle cards
- (2) **Place Healthy Howard Day on your next meeting agenda** and emphasize to your employees the importance your organization places on their health and your support of this event. *(see enclosed talking points)*
- (3) **Communicate with your management staff and encourage your management team to invite employees and their families to Healthy Howard Day.** Include an announcement in your company newsletter and/or your company intranet. *(See suggested copy newsletter/ intranet)*
- (4) **Send emails to employees and share the many reasons why they should bring their families to Healthy Howard Day.** *(See suggested email content designed to introduce and motivate your employees to attend.)*

Send out email communications to your data base of customers and friends. Send an email to all of your email lists inviting them to attend this event and directing them to the website link.
- (5) **If you have a store front window or marquee, consider sharing this important message and show your community support.** *(See suggested community message for marquee)*
- (6) **Talk to other area businesses and local organizations that are close in proximity to your organization.** Encourage them to contribute to the success of this event. If you have counter space or available space on a display, you can request we deliver a supply of flyers. We also have posters for your window and bulletin board.
- (7) If your organization has a product or service that is wellness related, **you can offer a prize for the Healthy Howard Day free raffle.** Your generosity will be noted on the event website and other signage.
- (8) **Become a Healthy Howard Day corporate sponsor.** (Request a sponsorship form).
- (9) **If you are a Healthy Howard worksite you are invited to showcase your wellness initiatives** in the worksite wellness area sponsored by Kaiser Permanente. (request a special booth application)

See separate enclosures

Sample employee memo

Sample communications for your company email and/or newsletter

Message for Marquee

Poster (request additional posters by contacting We Promote Health: info@WePromoteHealth.org)

Volunteer opportunities available

Sample Employee Memo (Please feel free to make any necessary changes)

MEMO TO: All Employees

SUBJECT: Healthy Howard Day 2010

Sunday, June 6th 10am to 3pm

Centennial Park South (108 entrance)

In today's fast-paced world where most of our lifestyle choices are influenced by convenience and technology, chronic health conditions have begun to rise at an alarming rate. By focusing efforts on prevention, several chronic diseases can be prevented or made less serious.

As your employer, we want to do all that we can to promote better health for you and your family. Together, we can help each other to improve the health culture in our office. Simple steps include becoming more conscience of our snack and meal choices in the office or deciding to take a short walk during a break.

There are also many opportunities in our community that we can participate in together. As a beginning, we invite all employees and their families to participate in Healthy Howard Day. Healthy Howard Day is a FREE Howard County event on June 7 at Centennial Park. This community-wide event focuses on the importance of healthy eating and physical activity in the workplace, the schools and in our community.

We encourage all of our employees and their families to take part in this day of healthy fun and outside physical activity. There will also be **free health screenings**, entertainment and prizes. More information about Healthy Howard Day can be found at www.HealthyHowardDay.org.

There will be a worksite wellness area where we will have the opportunity to learn more about what we can do to promote better health in the workplace. In addition, there will be an **Active Kids Zone** where kids can experience this day-long event on their own level with crafts, games, activities and prizes!

We hope that many of our employees and their families will be represented at Healthy Howard Day.

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Sample Communications (Please feel free to make any necessary changes)

(name of your organization) invites you and your family to attend Healthy Howard Day. This is a free family fun event to promote better health. As your employer, we want to promote better health for you and your family. We encourage all of our employees to take part in this day of healthy fun and outside physical activity. We also encourage you to take advantage of the many free screenings that will be offered. Visit: <http://www.healthyhowardday.org>

As your employer, we want to do all that we can to promote better health for all of our employees and their families. There are many opportunities in our community that will allow us to get more physical activity, important health screenings and important health education. One of the best opportunities is Healthy Howard Day which will take place at Centennial Park on Sunday, June 6th, 2010 from 10am to 3pm. We invite all of our employees to take part in this day of healthy fun for all ages. Visit: www.HealthyHowardDay.org

In today's fast paced world where most of our lifestyle choices are influenced by convenience and technology, chronic health conditions have begun to rise at an alarming rate. **As your employer, we invite you to Healthy Howard Day, a day-long event to promote wellness in our worksite, schools and community.** Visit www.healthyhowardday.org for information.

We hope you and your family will join _____ and enjoy a day of
(Organization Name)
outside physical activity, health education and important health screenings at

Healthy Howard Day on Sunday, June 6th. Visit: www.HealthyHowardDay.org

Additional Ideas for Email Announcements

Don't miss Healthy Howard Day –FREE for all of our employees and their families – Sunday, June 6th, 2010 from 10am to 3pm

- **Free health screenings provided by Howard County General Hospital**
- **Lots of outdoor physical activities including Zumba, Yoga, Chi Gong, Tae Bo and Family Boot Camp**
- **Your children will enjoy a 60 foot inflatable obstacle course, outdoor laser tag, Character appearances and more.**
- **Free samples from Healthy Howard restaurants**
- **Lots of free give-a-ways and chances to win prizes all day long**

www.HealthyHowardDay.org

SUGGESTED MESSAGE FOR YOUR MARQUEE

**HEALTHY HOWARD DAY
SUNDAY, JUNE 6TH
CENTENNIAL PARK 10AM TO 3PM**

CLICK HERE TO DOWNLOAD THE EVENT POSTER

CLICK HERE TO REQUEST A POSTER(S) FOR YOUR ORGANIZATION

FREE RAFFLE TICKETS FOR HEALTHY HOWARD DAY AVAILABLE UPON REQUEST

Raffle ticket vouchers can be exchanged at Healthy Howard Day for chances to win prizes throughout the event. We are offering an opportunity for your organization and staff to utilize this tool to motivate and incentivize employees to attend.

Please contact Melba at melba@WePromoteHealth.org to request quantities for your school as needed, or call 410-988-3786.

For more information about this event visit: www.HealthyHowardDay.org