

Workshop Questions	Local Foods Group	Workplace Wellness	Wild Card (“caring community-at-large” – not affiliated with any particular wellness initiative, but supportive of all)
<b>Fostering a Supportive Climate:</b> <ul style="list-style-type: none"> <li>• What can be done to increase the sense of community, shared vision, and positive outlook?</li> </ul>	<ul style="list-style-type: none"> <li>• Farmer’s market awards</li> <li>• Gardening award</li> <li>• Email, website, newsletter, Facebook places for gardening</li> <li>• Work parties @ fellowship farm</li> <li>• Inviting (i.e., May 25 event)</li> <li>• Regular events</li> <li>• Speaking events</li> <li>• Dinner/food prep events</li> <li>• Meal-based recruiting</li> <li>• Robi Littlefield – native foods</li> <li>• cooking</li> </ul>		
<b>Cultural Values:</b> <ul style="list-style-type: none"> <li>• What can be done to raise the priority being given to your wellness initiative?</li> </ul>	<ul style="list-style-type: none"> <li>• Fun</li> <li>• Family-oriented</li> <li>• Multigenerational</li> <li>• Pleasurable</li> <li>• Look great</li> <li>• Decrease carbon footprint</li> <li>• Guilt-free</li> <li>• Economical</li> <li>• History (pioneer/subsistence) – recognize it’s a challenge</li> <li>• Conspiracy (food security)</li> <li>• Bethel – Tim Meyers, grow for the communities</li> </ul>		

<p><b>Cultural Norms:</b></p> <ul style="list-style-type: none"> <li>• <b>What health behavior norms are we trying to establish?</b></li> <li>• <b>What norms are we trying to extinguish?</b></li> <li>• <b>What norms would be helpful in terms of keeping our project functioning well?</b></li> </ul>	<ul style="list-style-type: none"> <li>• 15% of weekly diet from local gardens/subsistence</li> <li>• focus on seasonal cycle, availability (aware/prepare/store)</li> <li>• involved in growing and/or subsistence activity</li> <li>• sharing food</li> <li>• inclusive based on individual ability</li> <li>• accessibility/strengths – stay current</li> <li>• local food network asset map (material/labor);“buying guide, knowledge</li> </ul>	<p><i>Norms of group</i></p> <ul style="list-style-type: none"> <li>• regular meeting</li> <li>• co-leader</li> <li>• assessment to see how members want to contribute (know how to learn) to engage people in a way that is meaningful and relevant</li> <li>• minutes with action items for follow-up</li> </ul> <p><i>Norms for community</i></p> <ul style="list-style-type: none"> <li>• Employers have a representative on the coalition</li> <li>• Employers facilitate the understanding of how important prevention is</li> <li>• Employers encourage providers to discuss health and prevention with patients</li> </ul>	<ul style="list-style-type: none"> <li>• Intentionally reach out</li> <li>• Contribute to the greater good, community well-being</li> <li>• Celebrate wellness</li> <li>• Seek areas of consensus</li> <li>• Value long-term vision/planning</li> </ul>
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<p><b>Cultural Touch Points</b></p> <ul style="list-style-type: none"> <li>• <b>What can be done to adjust touch points so they support our efforts?</b></li> </ul>	<p>Myths:</p> <ul style="list-style-type: none"> <li>• Sitka cannot grow enough food</li> <li>• Group is anti-grocery store</li> <li>• “Hippie” “commune” group</li> <li>• Lack of a site</li> </ul> <p>Addressing Touch Points:</p> <ol style="list-style-type: none"> <li>1. Modeling –</li> <li>2. Rewards/recognitions: best of gardens, markets, sustainability</li> <li>3. Confrontation – changing perceived competition</li> <li>6. Training – food prep/storage</li> <li>7. Rites, symbols – food market</li> <li>8. communication – web, elist, facebook, sharing asset map</li> <li>9. relationship development – site design, markets</li> <li>10. resource commitment – greenhouse, building asset map</li> </ol>	<p><i>Recruitment or modeling</i></p> <ul style="list-style-type: none"> <li>• Peer-to-peer invitation</li> <li>• Use Chamber of Commerce as a recruitment kickoff with a leader (Roger Hames as example), talking about benefit of employers doing worksite wellness</li> <li>• Experienced employers mentor “new to the game” employer</li> </ul> <p><i>Rewards</i> – Newspaper feature highlighting leadership in worksite health and new members to coalition</p> <p><i>Orientation</i> – Chamber championing wellness so have materials for new business/leaders</p> <p><i>Training</i> – train new employer/ wellness leaders (CEO/owners, wellness coordinators)</p> <p><i>Communication</i> – community training manual</p>	<p><i>Seek areas of agreement/ commonalities</i></p> <ul style="list-style-type: none"> <li>• Make big PR when commonalities reached</li> <li>• Meet your Assembly/ commission member night/ dinner</li> </ul> <p><i>Value long-term planning/ vision</i></p> <ul style="list-style-type: none"> <li>• Celebrating long-term thinking</li> <li>• Whenever decisions are made, someone asks the questions</li> <li>• Health impact assessments</li> <li>• Community Visioning Day replaces Assembly Visioning Day</li> <li>• Make long-term plans visible/ available</li> </ul>
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<p><b>Mobilizing Peer Support</b></p> <ul style="list-style-type: none"> <li>• <b>What can be done to increase the quantity and quality of peer support?</b></li> <li>• <b>How can people help one another as a result of your initiative?</b></li> <li>• <b>How can mentors or mutual support relationships be established through your initiative?</b></li> </ul>	<ul style="list-style-type: none"> <li>• Mechanism in place to “field” requests</li> <li>• Master gardeners</li> <li>• Sitka Gardening Show</li> <li>• Welcome Wagon, orientation provided regularly</li> <li>• Encourage as family/multigenerational activity</li> </ul>	<ul style="list-style-type: none"> <li>• Premera could collaborate with Sitka provider community to do some peer-to-peer looks at BRFSS data and increase the amount of preventive communication between patient and provider</li> </ul>	<ul style="list-style-type: none"> <li>• “the weekly effigy”</li> <li>• Theater</li> <li>• Keep electing “the Good guys”</li> <li>• Community mentors – here’s how they are doing it</li> <li>• Mayor moves to encourage Assembly Mentoring – another Assembly in another town</li> <li>• Identify good reference groups (find cities like ours, but more advanced in their leadership for wellness)</li> </ul>
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