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Employees for Muncie Power Products were invited to participate in a workplace wellness interest survey as part of a partnership with the Wellness Management Graduate Program at Ball State. The results of that survey are presented here.

1. Have you considered making a lifestyle change to improve your health and wellbeing? Please read through the following responses and select the one that most describes your current situation.

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>Response</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>I have successfully changed my lifestyle during the past 12 months</td>
<td>33</td>
<td>34%</td>
</tr>
<tr>
<td>2</td>
<td>In the past few weeks I started WORKING TOWARD making a lifestyle change</td>
<td>23</td>
<td>23%</td>
</tr>
<tr>
<td>3</td>
<td>In the past few weeks, I started THINKING ABOUT making a lifestyle change</td>
<td>8</td>
<td>8%</td>
</tr>
<tr>
<td>4</td>
<td>I have been considering a lifestyle change for several months (3-6), but I have not really made any forward progress</td>
<td>15</td>
<td>15%</td>
</tr>
<tr>
<td>5</td>
<td>I have been considering a lifestyle change for nearly a year (7+ months), but I have not really made any forward progress</td>
<td>11</td>
<td>11%</td>
</tr>
<tr>
<td>6</td>
<td>I have not really considered making any lifestyle changes during the past 12 months</td>
<td>8</td>
<td>8%</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>98</td>
<td>100%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Statistic</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Min Value</td>
<td>1</td>
</tr>
<tr>
<td>Max Value</td>
<td>6</td>
</tr>
<tr>
<td>Mean</td>
<td>2.71</td>
</tr>
<tr>
<td>Variance</td>
<td>2.87</td>
</tr>
<tr>
<td>Standard Deviation</td>
<td>1.69</td>
</tr>
<tr>
<td>Total Responses</td>
<td>98</td>
</tr>
</tbody>
</table>
### 2. What was the change you made or are considering?

<table>
<thead>
<tr>
<th>Text Response</th>
<th>Total Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>working out more, eating smaller portions</td>
<td>2</td>
</tr>
<tr>
<td>Nutrition</td>
<td></td>
</tr>
<tr>
<td>I have trying to eat healthier and exercise more.</td>
<td></td>
</tr>
<tr>
<td>I hired a personal trainer and I meet with him twice a week.</td>
<td></td>
</tr>
<tr>
<td>Weight and mental stress</td>
<td></td>
</tr>
<tr>
<td>Changing eating habits at home for myself as well as my family. Trying to cook healthier meals. Planning more activity outside once spring is here.</td>
<td></td>
</tr>
<tr>
<td>try to exercise more</td>
<td></td>
</tr>
<tr>
<td>excersizing again</td>
<td></td>
</tr>
<tr>
<td>losing weight to feel better and for my high blood pressure, starting and maintaining a workout program</td>
<td></td>
</tr>
<tr>
<td>Improving what I eat and running more in the winter.</td>
<td></td>
</tr>
<tr>
<td>Loose weight, feel better and not have to take meds.</td>
<td></td>
</tr>
<tr>
<td>Drastically reducing my sugar intake.</td>
<td></td>
</tr>
<tr>
<td>Stop smoking/drinking and workout more</td>
<td></td>
</tr>
<tr>
<td>Joined weight watchers to help aid in watching what I ate as well as retraining me on what I should eat.</td>
<td>2</td>
</tr>
<tr>
<td>Eating better, working out more.</td>
<td></td>
</tr>
<tr>
<td>Began walking 3-4 miles 4 or more times per week.</td>
<td></td>
</tr>
<tr>
<td>Eating healthier, smaller portions.</td>
<td></td>
</tr>
<tr>
<td>Trying to exercise more and do a better job of watching what I eat.</td>
<td></td>
</tr>
<tr>
<td>Working out more, eating more healthy foods.....I want to eat all healthy foods and totally give up fast food!</td>
<td></td>
</tr>
<tr>
<td>Dieting/exercise to lose weight.</td>
<td></td>
</tr>
<tr>
<td>Drinking more water, eating more fish/salmon, taking the steps rather than the elevator at work.</td>
<td></td>
</tr>
<tr>
<td>Exercising and eating a more balanced diet.</td>
<td></td>
</tr>
<tr>
<td>I have started eating better and less and have already lost 16 lbs.</td>
<td></td>
</tr>
<tr>
<td>Quitting smoking and losing weight.</td>
<td></td>
</tr>
<tr>
<td>I continued the workout activities I have been pursuing for several years.</td>
<td></td>
</tr>
<tr>
<td>An hour of weights per week, 6-12 hours per week bike training for racing, and racing.</td>
<td></td>
</tr>
<tr>
<td>significantly reducing my sugar intake</td>
<td></td>
</tr>
<tr>
<td>quitting bad habits</td>
<td></td>
</tr>
<tr>
<td>Weight loss and exercise</td>
<td></td>
</tr>
<tr>
<td>eating habits</td>
<td></td>
</tr>
<tr>
<td>Buying more fresh vege's and not frying anything, learning how to cook healthier. I made a butternut squash, onion and spinach lasagna that was awesome. eating healthier and getting more exercise</td>
<td></td>
</tr>
<tr>
<td>Regular exercise.</td>
<td></td>
</tr>
<tr>
<td>I started working out 3-4 times a week.</td>
<td></td>
</tr>
<tr>
<td>Regular exercise</td>
<td></td>
</tr>
<tr>
<td>Exercising on a regular basis at home.</td>
<td></td>
</tr>
<tr>
<td>Continuing my present workout plan but making a focus toward better meal choices.</td>
<td></td>
</tr>
<tr>
<td>eating properly, and exercise</td>
<td></td>
</tr>
<tr>
<td>Having back issues and knee issues, it was difficult to maintain any semblance of activity for staying in shape. Well, I have made it a point to be smart in my exercising and avoid high impact ......................stuff! Meditation/Yoga</td>
<td></td>
</tr>
<tr>
<td>Riding my exercise bike 30 min 5 times a week work out</td>
<td>2</td>
</tr>
<tr>
<td>Eating healthier and excercising.</td>
<td></td>
</tr>
<tr>
<td>I have started working out a minimum of three times a week, drinking more water and trying to watch my diet. Diet, exercise</td>
<td></td>
</tr>
<tr>
<td>Counting calories.</td>
<td></td>
</tr>
<tr>
<td>Stress reduction exercises, meditation, etc...</td>
<td></td>
</tr>
<tr>
<td>Increased cardio workout intensity and duration.</td>
<td></td>
</tr>
<tr>
<td>Weight loss, diet improvement and exercise.</td>
<td></td>
</tr>
<tr>
<td>Regular excersize.</td>
<td></td>
</tr>
<tr>
<td>eating lifestyle and excercse</td>
<td></td>
</tr>
<tr>
<td>eating less and more healthy</td>
<td></td>
</tr>
<tr>
<td>Exercising more</td>
<td></td>
</tr>
<tr>
<td>Personal</td>
<td></td>
</tr>
<tr>
<td>joined a gyn</td>
<td></td>
</tr>
<tr>
<td>I am now working out 4 times a week.</td>
<td>2</td>
</tr>
<tr>
<td>I eat a little better.</td>
<td></td>
</tr>
<tr>
<td>I am trying to now build muscle and tone my body.</td>
<td></td>
</tr>
<tr>
<td>Getting more exercise, losing weight, toning muscle</td>
<td></td>
</tr>
<tr>
<td>I would like to change my eating habits and my exercising habits</td>
<td></td>
</tr>
<tr>
<td>Exercising for exercise's sake.</td>
<td></td>
</tr>
<tr>
<td>Working out at the YMCA</td>
<td></td>
</tr>
<tr>
<td>Better eating and more excercse</td>
<td></td>
</tr>
<tr>
<td>better food choices and starting a walking program</td>
<td></td>
</tr>
<tr>
<td>Weight loss, running more</td>
<td></td>
</tr>
<tr>
<td>Started playing BBall 3 times a week</td>
<td></td>
</tr>
<tr>
<td>I've started to reduce my junk food intake and increase healthy natural foods into my diet. My beer intake is back to just special occasions.</td>
<td></td>
</tr>
<tr>
<td>Eating more healthy</td>
<td></td>
</tr>
<tr>
<td>lose weight</td>
<td></td>
</tr>
<tr>
<td>going to the YMCA and running at least three times a week</td>
<td></td>
</tr>
<tr>
<td>Improve diet</td>
<td>2</td>
</tr>
<tr>
<td>A balanced dose of exercise 2-3 times per week and eating a healthier diet</td>
<td></td>
</tr>
<tr>
<td>walking more and keeping track of it watch what i eat counting calories</td>
<td></td>
</tr>
<tr>
<td>I first quit smoking in Jan. 2013 then in Sept. 2013 I started using the discounted YMCA membership. I entered into a diabetes prevention program in Sept. To this date Feb. 11, 2014 have lost over 30 lbs and can be considered diabetes free. I've started exercising 3 days a week and changed my diet eating more fiber and vegetables.</td>
<td></td>
</tr>
<tr>
<td>Budgeting my money, furthering my knowledge, eating better, working out 3-4 times a week eating healthier and exercising more strength training and run loss weight</td>
<td></td>
</tr>
<tr>
<td>Saving more money for financial reasons Eat better I run 5-6 miles 3 times a week. Eat healthier foods To have a healthy diet and keep it. Also, to get motivated to do some workout</td>
<td>2</td>
</tr>
<tr>
<td>Total Responses                  78</td>
<td></td>
</tr>
</tbody>
</table>
### 3., 4., 5., 6. Rate your interest in the following offerings:

<table>
<thead>
<tr>
<th>#</th>
<th>Question</th>
<th>Little to No Interest</th>
<th>Somewhat Interested</th>
<th>Very Interested</th>
<th>Total Responses</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Eating wisely/more healthfully</td>
<td>3</td>
<td>23</td>
<td>68</td>
<td>94</td>
<td>2.69</td>
</tr>
<tr>
<td>2</td>
<td>Participating in a walking/activity club</td>
<td>26</td>
<td>39</td>
<td>26</td>
<td>91</td>
<td>2.00</td>
</tr>
<tr>
<td>4</td>
<td>Identifying healthier lunch options</td>
<td>9</td>
<td>31</td>
<td>53</td>
<td>93</td>
<td>2.47</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Statistic</th>
<th>Eating wisely/more healthfully</th>
<th>Participating in a walking/activity club</th>
<th>Identifying healthier lunch options</th>
</tr>
</thead>
<tbody>
<tr>
<td>Min Value</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Max Value</td>
<td>3</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Mean</td>
<td>2.69</td>
<td>2.00</td>
<td>2.47</td>
</tr>
<tr>
<td>Variance</td>
<td>0.28</td>
<td>0.58</td>
<td>0.67</td>
</tr>
<tr>
<td>Standard Deviation</td>
<td>0.53</td>
<td>0.76</td>
<td>0.67</td>
</tr>
<tr>
<td>Total Responses</td>
<td>94</td>
<td>91</td>
<td>93</td>
</tr>
</tbody>
</table>

### 1., 2., 3., 4. Rate your interest in the following offerings:

<table>
<thead>
<tr>
<th>#</th>
<th>Question</th>
<th>Little to No Interest</th>
<th>Somewhat Interested</th>
<th>Very Interested</th>
<th>Total Responses</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Learning more about financial wellbeing</td>
<td>16</td>
<td>41</td>
<td>37</td>
<td>94</td>
<td>2.22</td>
</tr>
<tr>
<td>2</td>
<td>Participating/membership in professional organization or service on a board</td>
<td>42</td>
<td>35</td>
<td>15</td>
<td>92</td>
<td>1.71</td>
</tr>
<tr>
<td>3</td>
<td>Finding support to quit smoking</td>
<td>73</td>
<td>12</td>
<td>6</td>
<td>91</td>
<td>1.26</td>
</tr>
<tr>
<td>4</td>
<td>Managing a chronic health condition (like diabetes, heart disease, or asthma)</td>
<td>64</td>
<td>17</td>
<td>11</td>
<td>92</td>
<td>1.42</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Statistic</th>
<th>Learning more about financial wellbeing</th>
<th>Participating/membership in professional organization or service on a board</th>
<th>Finding support to quit smoking</th>
<th>Managing a chronic health condition (like diabetes, heart disease, or asthma)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Min Value</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Max Value</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Mean</td>
<td>2.22</td>
<td>1.71</td>
<td>1.26</td>
<td>1.42</td>
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<tr>
<td>Variance</td>
<td>0.52</td>
<td>0.54</td>
<td>0.33</td>
<td>0.49</td>
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<td>Standard Deviation</td>
<td>0.72</td>
<td>0.73</td>
<td>0.57</td>
<td>0.70</td>
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<tr>
<td>Total Responses</td>
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<td>92</td>
<td>91</td>
<td>92</td>
</tr>
<tr>
<td>#</td>
<td>Question</td>
<td>Little to No Interest</td>
<td>Somewhat Interested</td>
<td>Very Interested</td>
</tr>
<tr>
<td>----</td>
<td>--------------------------------------------------------------------------</td>
<td>-----------------------</td>
<td>---------------------</td>
<td>----------------</td>
</tr>
<tr>
<td>1</td>
<td>Volunteering for a community organization/giving back to my community</td>
<td>15</td>
<td>47</td>
<td>29</td>
</tr>
<tr>
<td>2</td>
<td>Practicing stress management/relaxation techniques</td>
<td>16</td>
<td>34</td>
<td>42</td>
</tr>
<tr>
<td>3</td>
<td>Learning time management skills</td>
<td>20</td>
<td>32</td>
<td>40</td>
</tr>
<tr>
<td></td>
<td><strong>Statistic</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Volunteering for a community organization/giving back to my community</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Practicing stress management/relaxation techniques</td>
<td>3</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Learning time management skills</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td><strong>Min Value</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Max Value</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Mean</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Variance</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Standard Deviation</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Total Responses</strong></td>
<td>91</td>
<td>92</td>
<td>92</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>#</th>
<th>Question</th>
<th>Little to No Interest</th>
<th>Somewhat Interested</th>
<th>Very Interested</th>
<th>Total Responses</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Participating in social/support groups (i.e. Weight Watchers, Parenting Groups, Habitat for Humanity Builds, Adventure Tour Groups, etc.)</td>
<td>28</td>
<td>46</td>
<td>17</td>
<td>91</td>
<td>1.88</td>
</tr>
<tr>
<td>2</td>
<td>Learning about healthier living practices and taking better care of myself and my overall well-being</td>
<td>6</td>
<td>26</td>
<td>60</td>
<td>92</td>
<td>2.59</td>
</tr>
<tr>
<td>3</td>
<td>Other</td>
<td>18</td>
<td>0</td>
<td>7</td>
<td>25</td>
<td>1.56</td>
</tr>
</tbody>
</table>

**Other**

- would like to participate in a weekly long run/walk program geared towards a local road race ie 10k, 1/2 marathon etc.
- Exercise equip at work
- Weight Lifiting
- Exercising techniques at home
- Ways to motivate family members to a healthier lifestyle
- I've got health issues that I'm addressing for a more healthy future now. There's always room to improve learning classes like foreign languages and other cultures
7. I would be more likely to participate in the activities offered if: (rate how strongly you agree with each statement)

<table>
<thead>
<tr>
<th>#</th>
<th>Question</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neither Agree nor Disagree</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
<th>Total Responses</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>I received recognition for my healthy accomplishments</td>
<td>14</td>
<td>15</td>
<td>43</td>
<td>11</td>
<td>7</td>
<td>90</td>
<td>2.80</td>
</tr>
<tr>
<td>2</td>
<td>I received an award or prize for completing the activity</td>
<td>11</td>
<td>22</td>
<td>35</td>
<td>15</td>
<td>7</td>
<td>90</td>
<td>2.83</td>
</tr>
<tr>
<td>3</td>
<td>I was able to participate as part of a group</td>
<td>7</td>
<td>36</td>
<td>36</td>
<td>9</td>
<td>2</td>
<td>90</td>
<td>2.59</td>
</tr>
<tr>
<td>4</td>
<td>I was part of a competitive team</td>
<td>13</td>
<td>24</td>
<td>34</td>
<td>12</td>
<td>5</td>
<td>88</td>
<td>2.68</td>
</tr>
<tr>
<td>5</td>
<td>Other</td>
<td>6</td>
<td>0</td>
<td>13</td>
<td>0</td>
<td>1</td>
<td>20</td>
<td>2.50</td>
</tr>
</tbody>
</table>

Other

participate in competitive activities outside of the workplace
If my life partner could join me.
Close to work or on my way home
monetary gain!
8. I would currently rate my overall well-being and health as:

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>Response</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Excellent</td>
<td>3</td>
<td>3%</td>
</tr>
<tr>
<td>2</td>
<td>Very Good</td>
<td>29</td>
<td>32%</td>
</tr>
<tr>
<td>3</td>
<td>Good</td>
<td>39</td>
<td>43%</td>
</tr>
<tr>
<td>4</td>
<td>Fair</td>
<td>18</td>
<td>20%</td>
</tr>
<tr>
<td>5</td>
<td>Poor</td>
<td>1</td>
<td>1%</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>90</td>
<td>100%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Statistic</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Min Value</td>
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<td>2.83</td>
</tr>
<tr>
<td>Variance</td>
<td>0.68</td>
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<tr>
<td>Standard Deviation</td>
<td>0.82</td>
</tr>
<tr>
<td>Total Responses</td>
<td>90</td>
</tr>
</tbody>
</table>

9. Do you belong to any professional organizations or serve on a board?

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>Response</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Yes</td>
<td>22</td>
<td>24%</td>
</tr>
<tr>
<td>2</td>
<td>No</td>
<td>68</td>
<td>76%</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>90</td>
<td>100%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Statistic</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Min Value</td>
<td>1</td>
</tr>
<tr>
<td>Max Value</td>
<td>2</td>
</tr>
<tr>
<td>Mean</td>
<td>1.76</td>
</tr>
<tr>
<td>Variance</td>
<td>0.19</td>
</tr>
<tr>
<td>Standard Deviation</td>
<td>0.43</td>
</tr>
<tr>
<td>Total Responses</td>
<td>90</td>
</tr>
</tbody>
</table>
10. Please list the organizations/boards you serve on.

**Text Response**

- APICS, ISM, ASTL
- Family Advisory Committee at the Children's Hospital
- International Fluid Power Society
- GWRRA, GOLDWING ROAD RIDERS ASSOCIATION
- Muncie Downtown Development Partnership Board
- SAE, NTEA Green Truck Association, Montgomery County Fair Association, Knights of Columbus
- Tulsa Area Manufacturing Association, Tulsa Regional Chamber Manufacturing Council, and the Tulsa Manufacturing Group
- Muncie Civic Theatre - Board Member, Generation Next - Board Chairman, Muncie Sunrise Rotary - Member, Boy Scouts of America Marketing Team - Member
- Cornerstone Center for the Arts
- Church board
- County Government
- ARF, Minnetrista, Rialzo Committee:
- Society of Automotive Engineers
- Knights of Columbus
- United Way of Delaware County, Board; ECIHRA - Human Resources Board; HR Roundtable Co-organizer
- Kiwanis Club, Mt. Olive Community Chruch
- Barrow Ranch HOA

11. Which of the following dimensions do you feel are part of your overall personal or professional wellness or well-being? (Select all that apply)

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>Response</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Environmental</td>
<td>52</td>
<td>58%</td>
</tr>
<tr>
<td>2</td>
<td>Physical</td>
<td>82</td>
<td>92%</td>
</tr>
<tr>
<td>3</td>
<td>Financial</td>
<td>73</td>
<td>82%</td>
</tr>
<tr>
<td>4</td>
<td>Emotional</td>
<td>64</td>
<td>72%</td>
</tr>
<tr>
<td>5</td>
<td>Intellectual</td>
<td>62</td>
<td>70%</td>
</tr>
<tr>
<td>6</td>
<td>Social</td>
<td>60</td>
<td>67%</td>
</tr>
<tr>
<td>7</td>
<td>Spiritual</td>
<td>52</td>
<td>58%</td>
</tr>
<tr>
<td>8</td>
<td>Occupational</td>
<td>61</td>
<td>69%</td>
</tr>
</tbody>
</table>

**Statistic** | **Value**
---|---
Min Value | 1
Max Value | 8
Total Responses | 99
12. Which of the following topics would you be interested in learning more about? (Select all that apply)

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>Response</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Nutrition</td>
<td>58</td>
<td>67%</td>
</tr>
<tr>
<td>2</td>
<td>Weight Management</td>
<td>54</td>
<td>63%</td>
</tr>
<tr>
<td>3</td>
<td>Stress Management</td>
<td>56</td>
<td>65%</td>
</tr>
<tr>
<td>4</td>
<td>Smoking Cessation</td>
<td>5</td>
<td>6%</td>
</tr>
<tr>
<td>5</td>
<td>Heart Disease</td>
<td>21</td>
<td>24%</td>
</tr>
<tr>
<td>6</td>
<td>Cancer Prevention</td>
<td>30</td>
<td>35%</td>
</tr>
<tr>
<td>7</td>
<td>Physical Activity/Exercise</td>
<td>57</td>
<td>66%</td>
</tr>
<tr>
<td>8</td>
<td>Children and Family Health Issues</td>
<td>22</td>
<td>26%</td>
</tr>
<tr>
<td>9</td>
<td>Allergies</td>
<td>23</td>
<td>27%</td>
</tr>
<tr>
<td>10</td>
<td>On the job development and training</td>
<td>39</td>
<td>45%</td>
</tr>
<tr>
<td>11</td>
<td>Other</td>
<td>3</td>
<td>3%</td>
</tr>
</tbody>
</table>

Other

inner peace/meditation
confidence training

<table>
<thead>
<tr>
<th>Statistic</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Min Value</td>
<td>1</td>
</tr>
<tr>
<td>Max Value</td>
<td>11</td>
</tr>
<tr>
<td>Total Responses</td>
<td>86</td>
</tr>
</tbody>
</table>
13. Is there anything else you would like us to consider during this planning phase?

Text Response

Gym membership that would be available to everyone in all communities. More than half of the Tulsa employees do not live in Tulsa, most live the surrounding communities.

The problem is not more knowledge about the subjects - we've all had a tremendous amount of information - the problem lies in the "doing"

Make if accessible to every level of physical fitness, some people have bad knee’s or back trouble but need physical activity also.

Team functions are good for some while individual activities are better for others. Please keep this in mind when developing a plan of attack.

Transitioning to retirement......minimizing the stress. Retirement ranks as one of the 10 most stressful things you can encounter in life! How can that transition be made more manageable and less stressful. I know it sounds counter intuitive because everyone wishes they could just be so lucky as to retire. Having retired once already I know how it feels and the emotions run high even if you know you will be going back to work as I did. Muncie has several folks that will be facing this situation over the next few years and I feel this is a topic of concern for many of us.

What is ‘successful wellness at work?”
not at this time
None at this moment

no

morning calastowces (strengths) as work group

<table>
<thead>
<tr>
<th>Statistic</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Responses</td>
<td>10</td>
</tr>
</tbody>
</table>
Introduction

• Situation
  - Based on survey results conducted by the wellness coordinator, a need for a comprehensive employee wellness program was determined.
  - The focus of the Dynamic U program is to increase the awareness of monthly topics that are related to the eight dimensions of wellness.
Introduction (Cont.)

• **Mission**
  - The mission of Dynamic U is to foster interest and encourage the employees to expand their current knowledge and awareness of wellness topics.

• **Vision**
  - To create and sustain a healthy professional culture that educates, motivates, and empowers the employees of Muncie Power Products to adopt and maintain a healthy lifestyle that can improve their overall well-being.
Dynamic U Strategy

• **Objective**
  - To improve knowledge and awareness of overall wellness and health topics through education and promotion.

• **Goals**
  - Increase opportunities for employee socialization by creating monthly activities.
  - Have at least 10 employees participate in awareness activities by the end of the year.
  - Motivate 8 employees to make healthy behavior changes through education of awareness topics throughout the year.
  - Increase employee awareness of the eight dimensions of wellness by 5% by the end of the program.
• **Tactics**
  - Develop monthly awareness topics
  - Deliver awareness topics through email
  - Educate employees on monthly awareness topics
  - Conduct lunch and learns that feature TED talks
  - Decorate bulletin boards to coordinate with awareness topics
  - Distribute stickers to employees each time he/she participates in a program or activity
  - Implement surveys every 6 months through email
  - Provide opportunities for employees to offer feedback for future awareness topics
Eat Right, Live Strong!

March is nutrition month!

**Continuation of providing fruit the first Monday of every month**

**Information will be provided in Family Focus newsletter**

It is so important to discover and choose to eat lots of fruits and vegetables!

The best foods to eat are high in vitamins or minerals with the lowest being in carbs, saturated fats, or sugars.

Avoid the obesity epidemic by preparing the right foods, eating dinner at home together, and staying away from fast food.

Start the day off right with a balanced breakfast!

Try to avoid talking about weight and just focus on being healthy.

Fooducate

A free smartphone app that is just a fingerprint away and serves as a personal dietician!

It uses a scanning method to help make a decision on which is the right food choice.

It has over 200,000 original food products available enabling you to see information on each product.

You can search for products by browsing through the various food categories.

It evaluates ingredients & nutrients.

Don't miss out on your life!

Get tested for colorectal cancer today!
Muncie Power Products
Stress-Reducing Stretching Program

Sernarra Archie
Kyeonghwa Kim
Wellness Champion: Michael Shackelford
Introduction

• Situation
  - Blossoming wellness program, but needs further development
  - More and diverse initiatives encourage education on additional topics that are of interest and/or benefit to employees
  - Tulsa location has many line workers, which is a taxing position
  - Stress management was of interest to ease physical demands of the job
Introduction (Cont.)

• **Mission**
  - To aid and support Muncie Power Products employees in lowering and maintaining healthy levels of stress through the implementation of stretching exercises

• **Vision**
  - Muncie Power Products employees will actively participate in stretching exercises on a daily basis in order to lower individual stress levels
Stress-Reducing Stretching Program Strategy

• **Objective**
  - Employees report decreased rates of stress

• **Goals**
  - Employees will acquire knowledge on foods that help eliminate stress
  - Employees will learn about basic stretching techniques
  - 60% of employees participate in the stretching activities daily
Stress-Reducing Stretching Program Strategy (Cont.)

• Tactics
  - Wellness Champion implements 12 month stress management program in the form of stretching exercises and food facts
  - Wellness Champion distributes stretching activities and stress-reducing food information in the form of a handout once a month
  - Wellness Champion encourages employees to participate in the stretching exercises
  - Wellness Champion encourages employees to try food suggestions
September 2014
Stress-Reducing Food To Try

Oranges
The Vitamin C in oranges help lower Cortisol levels in the body, which is the hormone that is related to stress levels in the body. Eat up! They make a perfect snack any time of the day.
Healthy Lunch Initiative

Diane Mitchell
Brittany Wonnell

Wellness Champion: Mandi Gurley
Introduction

• Situation
  - Interest in preparing and eating healthier foods
  - Healthy Lunch Initiative developed
• **Mission**
  - The mission of the Healthy Lunch Initiative is to provide management and employees with resources to enhance their understanding and knowledge about making healthier food and drink choices.

• **Vision**
  - The Healthy Lunch Initiative will allow management and employees at Pershing to understand the importance of making healthy individual choices to promote personal wellbeing and support the success of Muncie Power Products.
Healthy Lunch Initiative

Strategy

• **Objective**
  - To promote an initiative where employees will participate in a Healthy Lunch Club, which will assist employees in choosing to consume healthier foods and drinks during work breaks to promote their personal wellness.

• **Goals**
  - At the end of 12 months, 30% of the employees at Pershing will know which food and drinks to consume based on the Dietary Guidelines for Americans 2010.
  - At the end of 12 months, 50% of employees will understand why consuming healthy food and drinks promotes wellness in their lives and fosters a culture of wellness at Pershing.
  - At the end of 12 months, an average of 8 employees at Pershing will participate in the Healthy Lunch Club.
Healthy Lunch Initiative Strategy (Cont.)

**Tactics**
- Provide initiative proposal plan
  - Dietary Guidelines for Americans 2010
  - Resources including “tip sheets”
- Conduct initial planning meeting
  - Develop strategy for lunch club
- Introduce initiative and lunch club
  - Sign-up
  - Bring in/purchase food
  - Choose recipes
- Contact Lunch Club “Lunch and Learn” speaker
- Provide employees with educational “tip sheets”
- Post healthy food and drink habits on employee bulletin board and in employee mailboxes
The Healthy Lunch Club

Core (1): Pershing employees will see benefit & increase motivation to eat healthier foods.
Core (2): Multiple resources provided
Actual: Business plan, educational handouts about health eating, recipe resources
Augmented: Picnic tables, crockpot, recipe cookbooks, possible food garden

Development of lunch club:
- Option 1: Employees bring in various dishes/foods that they buy and prepare on their own.
- Option 2: Lunch club rep. collects cash (i.e. $5) from employees and buys healthy food for club.

Handouts
Picnic table/cookbooks
Nonmonetary incentives: social time with coworkers, recognition on initiative bulletin board, food

Messages
Messengers
Creative strategies
Communication channels

Pershing break room (outdoors on picnic tables)
Lunch Club
Employee planning
Targeted individuals: Mandi, other wellness champions, lunch club champions
Muncie Power Volunteer Force
Community Involvement Initiative

Katie Bowers
Laura Lauer
Wellness Champion: Steve Smith
Introduction

• Situation
  - There was shown to be employee interest in community involvement activities at Muncie Power Products
  - Previous volunteering campaigns have been successful with employees
  - Muncie Power Volunteer Force was developed
Introduction (Cont.)

• **Mission**
  - The mission of the Muncie Power Volunteer Force is to enhance community wellbeing of employees. By providing opportunities for community involvement we will create an engaged workforce that improves the Muncie community.

• **Vision**
  - Muncie Power Products will be a prominent leader in community involvement within the surrounding area. As a leader, The Muncie Power Volunteer Force will be a model for others by demonstrating the value of being involved in the community.
Muncie Power Volunteer Force Strategy

• Objective
  - Muncie Power Product employees will devote more time and resources to improving their community.

• Goals & Tactics
  - The overall number of employees who volunteer for the company volunteer events will increase by 10% by the end of the year.
    • Provide Contact Information for each volunteer event listed below
    • Memos for the following:
      - Spring into Action – Second Harvest – Spring
      - Tools for School – Summer
      - Fall into Action – Second Harvest – Fall
      - Toys for Tots – Winter
    • Recognize the employees who volunteered as a whole, number of toys donated, number of school supplies donated, etc. after each company volunteer event in the Family Focus newsletter
• Goals & Tactics (Cont.)
  - The overall number of employees who volunteer on their own for local volunteer opportunities will increase by 10% by the end of the year.
    • Provide additional volunteer opportunities and volunteer resource tools via Family Focus newsletter and email
    • Provide checklist biannually to encourage involvement
      - Check 4 out of 6 volunteer opportunities to receive a certificate of appreciation from Muncie Power Volunteer Force
Muncie Power Volunteer Force
Check List

Thank you for helping make our community better! Complete four out of the six tasks by (date) to receive a Muncie Power Volunteer Force certificate as a sign of our appreciation.

- [ ] Participated in a seasonal volunteer opportunity
- [ ] Donated items to a local charity
- [ ] Volunteered on own time
- [ ] Tried a new volunteer activity
- [ ] Visited volunteermatch.com or viewed volunteer contact list
- [ ] Make a suggestion for new volunteer opportunities

Certificate of Appreciation is hereby awarded to

**Participant Name**

for completing the volunteer opportunities provided by the Muncie Power Products Volunteer Force

**Coordinator Name**
Program Coordinator

**Month Year**
Date
Developing a more dynamic you

Dynamic U

Courtney Roberts
Kathleen Corcoran
Martina Miller
Ball State University

Sarah Smith
Wellness Champion
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Overview of Muncie Power Products

Description of Company
Muncie Power Products was founded in 1935. The company originally produced truck parts, but began manufacturing Power Take-Offs (PTOs) and hydraulic components when Hamer Shaffer took over the company after World War II. Muncie Power Products became one of the largest PTO manufacturers in North America in the 1970s. The company has eight locations with the headquarters being located in Muncie, Indiana (“Muncie Power Products,” n.d.). These different locations include an extensive network of independently owned warehouses that stock, sell, and service their products. The pace that Muncie Power Products is improving their products and services is still expanding due to the increasing investments in engineering and technology (“Muncie Power Products,” n.d.).

Employees
There are around three hundred people who work for Muncie Power Products. There are one hundred and fifteen workers that are located in the Muncie area either working at the headquarters building or the Pershing warehouse. The average age is forty-six and most employees are male. The approximate ratio is 80% male to 20% female. Most women who work for Muncie Power Products have an office or administrative role. In Muncie, the turnover is low, but in Tulsa turnover is higher because there are other job opportunities.

Mission Statement
The mission of Muncie Power Products’ Wellness Program is to assist employees in enhancing or sustaining their overall health and well-being. Through the Wellness Program, will work to establish and maintain an environment that encourages and supports awareness and education for a healthy lifestyle while enhancing our employees’ quality of life utilizing all dimensions of Wellness (“Muncie Power Products,” n.d.).

Vision Statement
The vision of Muncie Power Products Wellness Program is to help and assist employees to perform at their best and enable Muncie Power Products to be an industry leader in both quality and customer service. Muncie Power Products is committed to providing opportunities for healthy behaviors both inside the workplace and outside the workday and to become a resource for employees in achieving a healthy lifestyle (“Muncie Power Products,” n.d.).

Wellness Mission Statement
Strategic focus for this team is “engaged people” who understand and appreciate the importance of overall wellbeing. Muncie Power Products strives to be the leader in the industry as well as a leader in the workforce and the community. Currently, we have several functional teams and departments in place, but believe a focused group would further our growth towards a healthy, interactive and productive workforce who gives back and takes pride in themselves and in the community in which they work (“Muncie Power Products,” n.d.).
Dynamic You

Description

Muncie Power Products uses eight dimensions of wellness. These dimensions include: intellectual, physical, social, environmental, occupational, spiritual, emotional, and financial. Dynamic You was developed to support the overall well-being of Muncie Power Products’ employees throughout the year. Before this initiative was developed, Muncie Power Products administered a survey to company employees. The results showed that 93% of employees who responded to the survey had an interest in “learning about healthier living practices and taking better care of myself and my overall well-being”. Dynamic You will support overall well-being through spreading awareness information in existing newsletters, utilizing the break room bulletin board, and offering lunch and learns.

Monthly awareness activities were created to support each dimension of wellness. Specifically, employees expressed an interest in learning more about financial wellbeing, volunteering, and managing stress. Employees also indicated that they would be more likely to participate in the program if they received recognition or participated as part of a group. Each time an employee participates in an activity, he or she will receive a sticker for the back of his or her name tag. At the end of the year employees will get a participation certificate if they have at least six stickers.

Mission Statement
The mission of Dynamic You is to foster interest and encourage the employees to expand their current knowledge and awareness of wellness topics.

Vision Statement
To create and sustain a healthy professional culture that educates, motivates, and empowers the employees of Muncie Power Products to adopt and maintain a healthy lifestyle that can improve their overall well-being.
Target Audience
Ron Swanson:
Ron is a 42 year old man who hates participating in anything. He isn’t open to trying new things and will not eat fruits and vegetables. He enjoys eating meat (especially red meat), woodworking, drinking whiskey, camping, hunting, and other manly activities.

Jerry Gergich:
Jerry is a 56 year old man who will willingly participate in activities, but it isn’t likely that he will take anything to heart. He is the fool of the office. Ron describes Jerry as both a “schlemiel” and the “schlimazel,” which means he is both the person who spills soup on himself and the one who soup is spilled on.

Leslie Knope:
Leslie is a 34 year old woman who is kind, caring, and very passionate about all causes. She is very driven, dedicated, and involved in many charitable organizations. She will be the champion of the Dynamic You initiative.

Objectives
To improve knowledge and awareness of overall wellness and health topics through education and promotion.

Goals
- Increase opportunities for employee socialization by creating monthly activities.
- Have at least ten people participate in awareness activities by the end of the year.
- Motivate eight employees to make healthy behavior changes through education of awareness topics throughout the year.
- Increase employee awareness of the eight dimensions of wellness by 5% by the end of the program.

Tactics
- Develop monthly awareness topics
- Deliver awareness topics through email
- Educate employees on monthly awareness topics
- Conduct lunch and learns that feature TED talks
- Decorate bulletin boards to coordinate with awareness topics
- Provide opportunities for employees to offer feedback for future awareness topics

Logic Model
Situation Statement: Muncie Power Products has committed to an employee wellness program. Muncie Power Products has reached out to the Fisher Institute to help design a comprehensive employee wellness program. The initial focus of the Dynamic You program is to increase the awareness of monthly topics that are related to the eight dimensions of wellness.
<table>
<thead>
<tr>
<th>Inputs</th>
<th>Outputs</th>
<th>Participation</th>
<th>Short</th>
<th>Medium</th>
<th>Long</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fisher Institute Students</td>
<td>Activities</td>
<td>Analyze the target audience</td>
<td>Employees are aware of the dimensions of wellness</td>
<td>Improved work culture</td>
<td></td>
</tr>
<tr>
<td>Jane Ellery</td>
<td></td>
<td>Develop monthly awareness topics</td>
<td>Employees have increased awareness of current behaviors</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sarah Smith</td>
<td></td>
<td>Deliver monthly awareness topics to employees through email</td>
<td>Employees knowledgeable of available tools and resources</td>
<td>Employees provided feedback for future monthly awareness topics</td>
<td></td>
</tr>
<tr>
<td>Participating employees</td>
<td></td>
<td>Educate employees on the importance of having a monthly awareness topic</td>
<td>Opportunities created to foster employee socialization</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Time</td>
<td></td>
<td>Encourage employee's activity</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Knowledge</td>
<td></td>
<td>Conduct lunch and learns that feature TED talks</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Technology (email, internet)</td>
<td></td>
<td>Decorate bulletin boards to coordinate with the monthly awareness topics</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Research</td>
<td></td>
<td>Employees provide feedback for future monthly awareness topics</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Money</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Support from management</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Supplies</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Assumptions**
Employees are interested in learning more about the dimensions of wellness; Is a meaningful learning experience; Management is...

**External Factors**
Acceptance of wellness initiative by management; Expenses
# SWOT Analysis

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employees have a desire to:</td>
<td>There is little employee interest in:</td>
</tr>
<tr>
<td>⋅ Eat healthier, smaller portions</td>
<td>⋅ Finding support to quit smoking</td>
</tr>
<tr>
<td>⋅ Exercise</td>
<td>⋅ Finding support for chronic disease management</td>
</tr>
<tr>
<td>⋅ Reduce weight</td>
<td>⋅ Few employees involved in community organizations</td>
</tr>
<tr>
<td>⋅ Manage stress</td>
<td>⋅ Environmental and spiritual wellbeing lower than other dimensions</td>
</tr>
<tr>
<td>⋅ Learn about financial wellbeing</td>
<td></td>
</tr>
<tr>
<td>⋅ Learn time management skills</td>
<td></td>
</tr>
<tr>
<td>⋅ Take better care of self and improve overall wellbeing</td>
<td></td>
</tr>
<tr>
<td>⋅ Somewhat interested in participating in social groups</td>
<td></td>
</tr>
<tr>
<td>⋅ On the job development</td>
<td></td>
</tr>
<tr>
<td>⋅ 75% of employees rated their overall wellbeing as good or very good</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Opportunities</th>
<th>Threats</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fisher Institute for Wellness and Gerontology working with company to improve wellness programming</td>
<td>Upper management support, but a disconnect in middle management</td>
</tr>
<tr>
<td>Monthly newsletters</td>
<td>No prior wellness programs</td>
</tr>
<tr>
<td>No set budget for wellness programs</td>
<td>High turnover rate in Tulsa</td>
</tr>
<tr>
<td>Employees willing to devote 30-45 minutes to wellness activities</td>
<td>Employees may not want to participate</td>
</tr>
<tr>
<td></td>
<td>Employees may not be interested in topics presented each month</td>
</tr>
</tbody>
</table>
SWOT Analysis Explanation

Strengths
1. Employees at Muncie Power Products are interested in making lifestyle changes that will improve their wellbeing. It is good that they are aware of behavior changes or improvements that they should make.
2. Most employees reported very good or good overall wellbeing. The employees consider themselves to already be healthy and just require guidance to continue that trend.

Weaknesses
1. There was not much interest in smoking cessation or chronic disease support programs. This is a weakness because there are likely some smokers and a few employees who may have a chronic disease.
2. Based on survey results, a majority of employees are not involved in any community organizations or boards. This is something that can be improved upon.
3. Spiritual and environmental well-being scored lower amongst employees than any other dimension of well-being. Spiritual and environmental well-being can be improved.

Opportunities
1. The Fisher Institute for Wellness and Gerontology students will be working with Muncie Power Products to improve wellness programming. This is an opportunity for Muncie Power Products to gain a new perspective on its company and to develop new ideas.
2. Muncie Power Products creates monthly newsletters; the newsletters are a great medium for disseminating information on wellness initiatives in the workplace.
3. There is no set budget for wellness programming. This gives the Wellness Management students some flexibility when creating wellness program ideas.
4. Sarah Smith said that employees would be willing to spend 30-45 minutes on wellness activities at work. However, employees are more likely to participate if they are doing so on the clock. This is an opportunity because it could guarantee participation in a program.

Threats
1. Upper management supports wellness programming, but there is a disconnection at the middle manager level. If middle managers do not understand what wellness is or what the programs are for, it is not likely that they will communicate the programs to their employees effectively. This would minimize participation.
2. There were no wellness programs before Sarah Smith began working at Muncie Power Products. This can be considered a threat because there is little past history to show what kind of programs worked and what did not.
3. The vendors for the company vending machines do not want to sell healthy options in the vending machines because they do not sell as well as junk food. It may be difficult to encourage employees to choose healthier foods when their environment does not totally support healthy choices.
4. Some employees may not want to participate in any wellness initiatives.
5. The awareness topics chosen each month may not target all of the employees; therefore the employees may not have a great interest in it.
Marketing Mix

Product
Dynamic You- monthly awareness topics pertaining to overall wellness

Cost
Dynamic You is free for all current Muncie Power Products’ employees. Muncie Power Products will electronically distribute information for Dynamic You through e-mail. Muncie Power Products does not have a specific budget for the Dynamic You program in place. Dynamic You will use money for office supplies and decorations for the bulletin board that are necessities for various activities and programs that will be offered. This wellness initiative will also use money for stickers to gather information on which employees are participating and how many times they are participating in Dynamic You programs and activities. The wellness champion can choose any type of sticker to use, as long as they are relatively small and fit on the back of an employee ID.

Promotion
Dynamic You will be promoted through e-mail, word of mouth, newsletters, the bulletin boards in the break rooms, and hard copy distributions in the break room.

Management Plan
Dynamic You will be implemented by Muncie Power Products’ wellness champions. Every six months a survey will be sent to employees through email. The surveys can be saved to evaluate participation and collect suggested topics to use in the future. Wellness champions will keep a record of how many stickers are given away in order to track participation accurately.

Budget

<table>
<thead>
<tr>
<th>Item</th>
<th>Estimated Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Office supplies (paper, staples, etc.)</td>
<td>$150</td>
</tr>
<tr>
<td>Bulletin board decorations</td>
<td>$200</td>
</tr>
<tr>
<td>Stickers</td>
<td>$20</td>
</tr>
</tbody>
</table>

Space and Equipment Needs
Dynamic You will utilize the break room and its bulletin board. Lunch and learns will require a projector or television and a computer with internet connection. The bulletin board can be decorated each month with information that pertains to the awareness topic for that particular month. Other topic-related information will be included in newsletters that are already created.

Timetable for Completion
Dynamic You will take one year. After each month’s activities are completed, the wellness champions will coordinate new monthly topics according to employee survey suggestions.
References


Appendix A: Monthly Curriculum
Dynamic You

Dynamic January

Want to learn about how to not stress out about money?

Take a look at Pete the Planner’s website to find out how to keep yourself financially well!

https://greencandy.com

Tips on how to sustain a healthy lifestyle:

- Communicate and maintain relationships with family and friends
- Get involved in your community
- Do and enjoy things that make you happy
- Stay curious—lifelong learning is beneficial
- Identify and manage the stress in your life
- Include exercise and healthy eating in every day life

Donate Blood Today!

Must be at least 17 years old

Eat a healthy meal and drink water before donating

Drink water and rest after donating

No strenuous activities before donating

Wait 8 weeks before donating again!
Dynamic You

February

American Heart Month
Children’s Dental Health

February National Heart Month

Healthy Heart = Healthy You

1. Maintain regular visits with your physician to be aware of your cholesterol
2. Work to reduce the stress in your life!
3. Social support is key, so grab some friends and start exercising
4. Put down the cigarette and avoid that major risk factor
5. Limit your consumption of alcohol
6. Blood pressure can be lowered by reducing the amount of salt intake

Check out this video on how to teach your little ones to brush their teeth properly!
Dynamic You
March

Eat Right, Live Strong!
March is nutrition month!
**Continuation of providing fruit the first Monday of every month
**Information will be provided in Family Focus newsletter

It is so important to discover and choose to eat lots of fruits and vegetables!

The best foods to eat are high in vitamins or minerals with the lowest being in carbs, saturated fats, or sugars

Avoid the obesity epidemic by preparing the right foods, eating dinner at home together, and staying away from fast food

Start the day off right with a balanced breakfast!

Try to avoid talking about weight and just focus on being healthy

Don’t miss out on your life!
Get tested for colorectal cancer today!

Nutrition
Colorectal Cancer

Fooducate
A free smartphone app that is just a fingertip away and serves as a personal dietician!

It uses a scanning method to help make a decision on which is the right food choice

It has over 200,000 original food products available enabling you to see information on each product

You can search for products by browsing through the various food categories

It evaluates ingredients & nutrients
**Wellness champion will encourage employees to keep up with the stress activities provided by the group that focused on stress**

**Stress and Volunteer Month!**

Becoming stress free today is your happiness for a stress free tomorrow!

Why Volunteer?

It is a great way to meet people and can lead to a greater social and emotional well-being

A good way to build a relationship in the workplace is to volunteer as a team

Can give a person a good sense of purpose by being able to help others

Take a look at the Muncie Volunteer Force for more information on how to get involved!
May
Self-Discovery
and Older
Americans
Month

June
Father's Day

May and June

Dynamic You

Honor the older adults in your life and celebrate their accomplishments!

Check out this website for games to help you train your brain as you age:


**Wellness champion will show the following TED talks during lunch and learns

TED Talk Playlist:

Self-Discovery Talks
How to live before you die by Steve Jobs
How great leaders inspire action by Simon Sinek

Older Americans Talks
Life's third act by Jane Fonda
Never ever give up by Diana Nyad

The bulletin board will be used to post tips on fathering and on what employees think makes for a good father using post it notes
Complementary donuts will also be given out one day in June
**Wellness champion will decorate the bulletin board with information on local parks**

(Bulletin Board Heading)

**Need a vacation? Try a staycation!**

Visit the following website for more information on Indiana State Parks

http://www.in.gov/dnr

**Vaccines can save lives!**

**Wellness champion will print off the following handouts and hang them on the break room bulletin board and also have some available for employees to take**

**Wellness champion will include information in newsletter about why getting immunizations are important**

Birth to 6 years old

7 to 18 years old
Quick Tips for Lowering Cholesterol:

- Avoid Saturated fats and oils, trans fats, fatty meats, and fast food
- Limit the intake of meat, poultry, fish, and snack crackers or muffins
- Reduce the amount of egg yolks and milk products used
- Do not use butter or margarine

10 Activities for Self-Improvement

1. Use your energy on important things
2. Focus on one task at a time
3. Control your thinking
4. Get organized
5. Live in the present
6. Complete each task in a perfect manner
7. Challenge yourself
8. Read personal development books
9. Socialize only with positive people
10. Exercise

**Wellness champion will show TED talk on self-improvement (the quantified self by Gary Wolf) during a lunch and learn**
**Wellness champion** will decorate the bulletin board as an opportunity for employees to share memories or supportive thoughts of loved ones that passed away or survived breast cancer.

**Wellness quick tip** in the newsletter encouraging men and women to get tested for breast cancer.
Dynamic You
November and December

**Wellness Champion will encourage employees to donate to the Alzheimer's Association or any other charity of their choice.

"We make a living by what we get. We make a life by what we give."

Help spread joy this holiday season by donating toys, materials, or your time this Christmas season!

**Wellness champion can use the Muncie volunteer force to find ideas for volunteering.

November Alzheimer's Disease and Nonprofit Awareness

December Safe Toys

A Long Good-Bye

There are about 5 million Americans with this disease and it is currently the 6th leading cause of death.

Individuals with this disease can live for a very long time.

"Caregiving often calls us to lean into love we didn't know was possible."

The caregivers of patients with Alzheimer's Disease may experience denial, anger, social withdrawal, anxiety, depression, exhaustion, sleeplessness, irritability, lack of concentration, and health problems.

Take a look at the Alzheimer's Foundation of America for more information and support on this disease.
Appendix B: Participation Award
Muncie Power Products | Stress Management
Wellness Initiative Proposal

Kyeonghwa Kim
Sernarra Archie
Ball State University
Spring 2014
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AN INTRODUCTION TO MUNCIE POWER PRODUCTS

BACKGROUND INFORMATION
Muncie Power Product is a manufacturing company which produces truck equipment and mobile power components. Their major products are dump trucks, refuse trucks, aerial buckets, tow trucks and dozens of other applications function in part.

Since the company founded in 1935, Muncie Power Products has been showed the amazing growth in the market. The company became the largest distributor of ‘Power Take Offs’ in North America with ten locations in the United States and Canada in late 1970’s. In addition, Muncie became a sister company to two of the largest PTO manufacturers in Europe, Hydrocar and PZB, so Muncie Power Products was able to offer the largest selection of PTO products in worldwide.

MISSION AND VISION
Muncie Power Products has a quality statement which will serve as the company’s mission statement, which focuses on the quality of the products and customer satisfaction. The quality statement declares:

• “Muncie Power Products is dedicated to providing quality products and services that will satisfy the needs and expectations of our customers. We are committed to the continual improvement of our products and processes to achieve our quality objectives, maximize value to our customers, and realize a reasonable profit that will provide a stable future for our employees.”

The company also showcases a vision statement, which declares:

• “Muncie Power Products is pursuing to become a historical Truck Equipment company which provides quality products into the industry.”

The primary objective of the company is to deliver quality products and services to their customers. In order to support this goal, the company has been make extensive network of independently owned master warehouses in 7 locations which make easy to stock, sell, and fast delivery and customer service of the products.

Currently, Muncie Power Products has over 300 employees in 7 locations. Mostly population of employee are male (80%) and average age is 46 years old. Most employees are working at manufacturing area, women population in the company is 20% and they mostly have office jobs.

The office and facility in Muncie, Indiana is cooperative headquarters and a major distribution center. According to the 2012 census, the city’s population was 70,087. Muncie is a city in Center Township and the county seat of Delaware County in east central Indiana. Additional company owned facilities are located in Columbus, Ohio; Philadelphia, Pennsylvania; Richmond, Virginia; Atlanta, Georgia; Houston, Texas and Tulsa, Oklahoma. The company’s North American manufacturing facility is located in Tulsa, Oklahoma which is the second-largest city in the U.S. state of Oklahoma and 46th-largest city in the United States with a population of 393,987 (2012 US Census).

WELLNESS MISSION AND VISION
The mission of Muncie Power Products’ Wellness Program is:

• “To assist employees in enhancing or sustaining their overall health and well-being. Through the Wellness Program, Muncie Power Products will work to establish and maintain an environment that encourages and supports awareness and education for a healthy lifestyle while enhancing our employees’ quality of life utilizing all dimensions of Wellness.”

The vision of Muncie Power Products Wellness Program is:

• “To help and assist employees to perform at their best and enable Muncie Power Products to be an industry leader in both quality and customer service. Muncie Power Products is committed
to providing opportunities for healthy behaviors both inside the workplace and outside the workday and to become a resource for employees in achieving a healthy lifestyle.”

WHY IS A STRESS MANAGEMENT PROGRAM NEEDED & WHAT WILL IT SOLVE?

The Muncie Power Products Tulsa location showed an interest in creating a stress management program for their employees. Because the Tulsa plant is mainly industrial, stress becomes a significant factor that may affect everyday life. According to the Farleigh Dickinson University magazine, stress is an increasing problem on job sites, and along with being harmful to employees, stress can also be costly for the company. Additionally, stress is not only caused by workplace factors, but employees are also affected by stressful situations from their home lives as well. This stress can cause employees to have lower attention spans at work which can lead to presenteeism – physically being present, but not mentally being present to do satisfactory work. Those experiencing high levels of stress are most likely to get sick, resulting in missed work days and are more likely to report on the job accidents. Over time, stress can lead to significant health problems, including heart attacks, ulcers, a weak immune system, panic attacks, and depression (Maxon, 1999). Because factory workers deal with heavy, loud, and often dangerous equipment, much of their stress is directly related to the workplace environment (Maxon, 1999).

However, many companies are implementing stretching programs, which are an easy, simple way to integrate movement into an employee’s work day. Stretching helps to relieve stress on the muscles and can serve as a short mental break from the work load. According to the Tiger Risk newsletter produced by Van Gilder Insurance Corporation, stretching can lead to or provide “Improved reaction time, balance, and posture; Reduced muscle fatigue and soreness; And, decreased risk of joint stiffness and/or pain to the lower back, neck, shoulders, knees, hips, elbows, wrists, and hands” ("Benefits of a," 2011). Tulsa employees stand to gain a better health status by reducing their stress levels if they participate in the stress management implementation. Healthy employees are happier, safer, and produce better work. In the long run, employees, as well as Muncie Power Products as a business, stand to benefit from establishing a stress management program. Stress-related accidents and illnesses may decrease, resulting in lower health care claims for Muncie Power Products, and employees can produce quality work, which can increase job satisfaction.

SPECIFIC TARGET MARKETS AND AUDIENCE PROFILES

Because Muncie Power Products is a leading company in the automotive parts manufacturing field, the average worker tends to be white males, aged 45-49 years old. Roughly 80% of the workforce is comprised of men, while the other 20% are women who primarily work in office or corporate positions. Due to these demographics, the stress management program will be mainly marketed to those employed in line production or machinery operation positions – male and female. However, the stress management practices are available for any employee who is apparently healthy and is able to perform basic stretching movements. For the purposes of providing a clear idea of which employees the stress management plan will work best for, individual target market profiles have been provided below.

- **John – 42 years old, male, Caucasian American**

  John is married and has two children. He enjoys his job, but after work is sometimes too tired to interact with his family the way he wants to. He completed a few college courses, but does not have a degree.
John has heard about workplace wellness programs and has not been very interested. He works on the line and his job requires him to be somewhat physically active, especially having to stand all day. He also has to pay attention to detail during his work and feels that his brain is being kept on its toes as well. Although he doesn’t show much interest in the programs, he isn’t closed-minded to them, and may join if a program is of interest.

He and his wife go for weekend walks through the park, and though they don’t pay high attention to their home meals, they don’t eat horribly. On average, dinner is from a fast food or sit-down restaurant two nights per week. John feels moderately healthy, but blames the physical stress of his job on his disengagement from his family during the week. The job is taxing and causes him to be tired and a bit achy. He usually takes an over-the-counter medicine to relieve the tension and ache. He is likely to go to the doctor when something really feels out of sorts, but otherwise, asks advice from the guys on the job. He also takes advice from his wife.

- **Steve – 46 years old, male, Caucasian American**

Steve is married with three kids. He lives ten minutes away from work and enjoys his short commute, which helps him to relax before his shift. Steve has worked with the company for five years. He enjoys his job and excels. He has a technical degree in welding and has been working in the manufacturing career field for fifteen years.

Steve doesn’t care much about his health. He’s not much interested in workplace wellness programs because he associates them with healthy eating and physical activity. He enjoys eating junk food and doesn’t want anyone to take that away from him. His wife usually cooks the meals and sends him to work with leftovers for lunch.

His job can be stressful, though he enjoys it. He complains most about achy feet and joints. The floor can be noisy sometimes, and he hates not being able to hear the people around him while working. Most recently, he has had trouble falling asleep and is sometimes sleepy while at work.

- **Mandy – 36 years old, female, Black American**

Mandy is a single woman who has only been with the company for one year. She is a veteran from the U.S. military and learned manufacturing skills there. Mandy enjoys an active lifestyle and it is important to her that she stay healthy. Her commute to work is about thirty minutes, which she does not enjoy. Driving in traffic creates stress for her.

She practices yoga a few times a week to help clear her mind. She’s getting used to the company culture, but is reserved at work. In her own time, she enjoys running a few times a week to help de-stress, and she eats a variety of foods in moderation. She would be interested in a wellness program because it would give her something to participate in. She also enjoys keeping up with health related information, and a stress-related program would help her to relax at work a bit.

**STRESS MANAGEMENT INITIATIVE**

**MISSION**

- To aid and support Muncie Power Products employees in lowering and maintaining healthy levels of stress through the implementation of stretching exercises
**VISION**

- Muncie Power Products employees will actively participate in stretching exercises on a daily basis in hopes of lowering stress

**LOGIC MODEL**

The logic model for this initiative (see attached document) provides the anticipated short-, medium-, and long-term outcomes, as well as the inputs and activities that will usher those outcomes into place. The need for this initiative, specifically at the Tulsa location, is significant given the taxing nature of manufacturing jobs. Also, Muncie Power Products has a blossoming wellness program that needs further development. Implementing this initiative would allow for employees to be educated on additional topics that are of interest and/or benefit to them.

**THE INITIATIVE DETAILS & THE WELLNESS CHAMPION LEAD**

Michael Shackelford, the wellness champion at the Muncie Power Products Tulsa location, will be the lead for this program. He has been given a resource document, complete with 12 fact sheets containing numerous stretches, as well as a list of foods that promote stress-relieving properties. These fact sheets list several stretches with directions (12 sheets for 12 months) and one food suggestion with a quick fact (12 sheets for 12 months.)

The stress management implementation will focus on suggested stretches that will be given to workers in the form of handouts, posters, or any other media that Muncie Power Products wellness champions see fit. The stretches are simple and can be done anywhere; however, it is encouraged that these stretches be done just before a work shift begins, during breaks, and/or after a work shift ends. Michael will decide whether to have participating employees perform the stretches as a group or on their own. Anyone who appears to be apparently healthy and has the mobility to perform simple movements that require rotation of the limbs or isometric contractions should be able to participate, but as usual, a doctor should be consulted before performing any new or rigorous exercise program.

**TIME FRAME FOR IMPLEMENTATION**

The stress management plan provided presents enough stretches and exercises to last for a 12-month period. Conversely, all of the stretches prove to be beneficial and can be re-circulated to employees after the initial 12-month period has expired.

**EQUIPMENT NEEDED**

No equipment is needed, although some stretches are best performed with the assistance of a wall or chair. The biggest resource needed is time and willingness to participate. These stretches should be held for up to thirty seconds to receive better results, but should take no longer than three to five minutes to complete. This also depends on the individual. Moreover, employees may choose which stretches they want to perform if they are not interested in performing all of them, but are not required to do any stretches if they wish to not participate at all.

**BUDGETING AND FUNDING RESOURCES**

The stress management plan is very basic and only requires ink and paper to produce the handout materials. Given the amount of employees who may show interest in the stress management initiative, 200 copies of each template (400 sheets of paper total) should be more than enough to circulate for each month. Staples® is a nationally-recognized office goods and supplies retailer and has a few locations represented in Tulsa, Oklahoma. On average, basic copy paper measuring 8.5 inches by 11 inches sold in 5,000 sheets per box quantity costs $50.39 when purchased from Staples®. If 400 sheets of paper are used each month for a 12-month period, only 4,800 sheets of paper will be needed on a yearly basis. Ink costs depend on the type of printer machine being used. This will vary from location to
location, but office-capacity ink printer cartridges range from one hundred dollars to a few hundred dollars. The assumption is that the copies will be printed with already-purchased ink cartridges, but this is up to the discretion of the department who is responsible for budgeting. The financial support needed to launch this initiative will be funded by the Muncie Power Products Wellness Program/Human Resources department.

**SWOT ANALYSIS**

Muncie Power Products, like any company, has strengths, but also faces some weaknesses. The SWOT analysis is as follows:

**Strengths**
- Having a wellness champion physically present at the Tulsa branch to lead and encourage initiatives
- High employee morale (high engagement to the company)
- Employees know the benefits of participating in wellness programs

**Weaknesses**
- No full-time wellness coordinators available, so wellness champions split time between his job and supporting wellness initiatives
- Demanding workloads cause busy schedules a little time for exercises (same day shipping, no time to relax)

**Opportunities**
- Collaboration with Ball State University Wellness Management department
- Chance to develop positive worksite culture

**Threats**
- Working environment offers minimal resources that would help employees reduce stress (i.e., no fitness center, one break room)
- Frequent changes in population due to high turnover
IMPLICATIONS

If participation is encouraged heavily, we hope to see an average of 60% of line employees participating in the stretching activities on a daily basis. This can be monitored by observation and/or surveys. The hope for this initiative is that Muncie Power Products employees will find healthy, beneficial ways to relieve stress. It is our belief that everyone should be given the opportunity and tools to make the best decisions for their lives, even on the smallest of scales. When employees use these suggested stretches and food ideas, they are taking one small step towards a healthier, and hopefully, happier life.
**Program:** Stress Management Stretching Program Logic Model

**Situation:** Muncie Power Products has a blossoming wellness program that needs further development. Implementing this initiative would allow for employees to be educated on additional topics that are of interest and/or benefit to them.

**Inputs**
- MPP Facility
- Wellness Strategic team in MPP
- Wellness Champion
- Employees
- Supplies

**Activities**
- Gathering information about MPP Tulsa branch
- Identification of stress management activities most appropriate for the branch. (stretching, time-2-5 min)
- Provide resources about stretching activities for stress management
- Provide resources about stress-reducing foods
- Create a template for sharing stretching activities and stress-reducing food information with employees
- Encourage employees to participate in stretching activities each day
- Encourage employees to try suggested stress-reducing foods

**Outputs**
- Wellness Strategic team in MPP
- Wellness Champion
- Employees

**Participation**
- Short
- Medium
- Long

**Outputs**
- Creation of the wellness program for Stress management (Stress-reducing stretching & food information)
- A plan for 12-month stress management program is developed.
- 60% of employees participated in the stretching class every morning
- Wellness champion feels supported as they develop the wellness program
- Employees have increased knowledge of stress management
- The culture of stretching every morning is generated
- Employees report decreased rates of stress

Rev. 7/09
RESOURCES


Milk

Research shows that calcium eases anxiety and boosts mood. Doctors recommend skim or low-fat milk because it has less fat.

Source: http://www.webmd.com/diet/ss/slideshow-diet-for-stress-managementl
Bedtime Snack

Complex carbohydrates at bedtime can speed the release of the brain chemical serotonin and help you sleep better. Since heavy meals before bed can trigger heartburn, stick to something light, such as fruit and low-fat yogurt.
Raw Veggies

Crunchy raw vegetables can help ease stress simply by helping to relax facial muscles. Munching celery or carrot sticks helps release a clenched jaw, and that can ward off tension.

Try green peppers, celery, or pick your favorite!

Source: http://www.webmd.com/diet/ss/slideshow-diet-for-stress-management
Almonds

Almonds are chock-full of helpful vitamins: vitamin E to bolster the immune system, plus B vitamins, which may make you more resilient during bouts of stress.

Source: http://www.webmd.com/diet/ss/slideshow-diet-for-stress-management!
Pistachios

Pistachios, as well as other nuts and seeds, are good sources of healthy fats. Eating a handful of pistachios, walnuts, or almonds every day may help lower your cholesterol, and help protect you against the effects of stress. Don't overdo it, though: Nuts are rich in calories.

Source: http://www.webmd.com/diet/ss/slideshow-diet-for-stress-management
Black Tea

Drinking black tea may help you recover from stressful events more quickly by putting you in a calm mood and lowering cortisol levels – the hormone responsible for stress.

Source: http://www.webmd.com/diet/ss/slideshow-diet-for-stress-management
Fatty Fish

To keep stress in check, make friends with fish. Omega-3 fatty acids, found in fish such as salmon and tuna, can prevent surges in stress hormones and may help protect against heart disease and mood disorders.

Try baked salmon with a spritz of lemon.

Source: http://www.webmd.com/diet/ss/slideshow-diet-for-stress-management
Spinach

Spinach is full of magnesium. If your levels are low it can trigger headaches and fatigue, compounding the effects of stress. Green leafy vegetables are a rich source of magnesium.

You can try spinach in your salads, on sandwiches, in pasta, or by itself.

Source: http://www.webmd.com/diet/ss/slideshow-diet-for-stress-managementl
Citrus Fruits

The Vitamin C in citrus fruits, like oranges, help lower cortisol levels in the body, which is the hormone related to stress levels in the body.

Eat up!

They make a perfect snack any time of the day.
Dietitians usually recommend steering clear of simple carbs, like sweets and soda. But in a pinch, these foods can hit the spot. Simple sugars are digested quickly, leading to a spike in serotonin – the feel-good hormone. Still, it doesn't last long, and there are healthier options. So don't make these a stress-relieving habit! Eat them in moderation.

Source: http://www.webmd.com/diet/ss/slideshow-diet-for-stress-managementl
Dark Chocolate

Not all sweets are bad! Dark chocolate can help your body decrease inflammation and slow cortisol production – the hormone responsible for stress. But don’t overindulge - limit yourself to a piece or two.

Oatmeal

Oatmeal is a complex carbohydrate which keeps you full longer. It also helps the brain release serotonin – a chemical responsible for happy feelings. Bonus: It helps keep blood sugar levels stable.

Try having oatmeal for breakfast with brown sugar for a sweet kick.

Source: http://www.webmd.com/diet/ss/slideshow-diet-for-stress-managementl
Stretching Exercises

**Neck stretch**—Grasp top of head and bend your neck gently. Hold it. Switch sides.

**Backward bend**—Hands on hips, bend your back, shoulders and head backward.

**Rotation stretch**—Reach up high and rotate at the hips in both directions.

**Squat**—Use a wide stance. Maintain balance, bend to squatting position. Hold it.
Stretching Exercises

1. Interface fingers. Turn palm upwards above your head as you straighten your arms. Stretch and hold for 5 - 10 seconds. Repeat 3 - 5 times.

2. Fingers interlaced behind your back. Slowly turn your elbow outward while straightening your arms. Hold for 5 - 10 seconds. Repeat 3 - 5 times.

3. Raise your shoulders towards your ears until you feel a slight tension in your neck and shoulders. Hold for 5 - 10 seconds. Slowly release your shoulders downward to their normal position. Repeat 3 - 5 times.

4. Slowly roll your shoulders backward five times in a circular motion. Slowly roll your shoulders forward five times in a circular motion.
Muncie Power Products

Stretching Exercises

Insert images of stretching exercises with labels:

1. Interlace fingers. With palms facing out, straighten arms out to the front of you. Hold for 5 - 10 seconds. Repeat 3 - 5 times.

2. Interlace fingers behind head. Keep elbow straight out to side. Move shoulder blades toward each other. Hold for 5 - 10 seconds. Repeat 3 - 5 times.

3. Gently pull your left elbow across your chest towards your right shoulder until you feel a stretch. Hold for 5 - 10 seconds. Repeat 3 - 5 times. Repeat with other arm.

4. Hold left elbow with right hand. Gently pull elbow behind head until you feel a stretch. Hold for 5 - 10 seconds. Repeat 3 - 5 times. Repeat with other arm.
Sit or stand upright. Slowly turn your head to the left until you feel a stretch. Hold for 5 - 10 seconds. Repeat 3 - 5 times. Repeat on the right side.

Sit or stand upright. Slowly drop your head forward, letting the weight of the head gently stretch your neck. Hold for 5 - 10 seconds. Return to neutral posture and relax. Slowly let your head fall backward. Slowly open and close your mouth. Hold for 5 - 10 seconds. Repeat 3 - 5 times.

Sit or stand upright. Slide your head straight back until it feels like you have a double chin. Hold for 5 - 10 seconds. Repeat 3 - 5 times.

Sit or stand upright. Slowly drop your head to the left, trying to touch your left ear to your left shoulder. Do not elevate your shoulder to your ear - keep your shoulder in a relaxed position. Hold for 5 - 10 seconds. Repeat 3 - 5 times. Repeat on the right side.
Stretching Exercises

**Side Bend Reach**
Standing in neutral posture, reach overhead with one arm. Reach as high as you comfortably can. Gently side bend to the opposite side of the raised arm. Gently rotate your head toward the raised arm. Hold for 2-3 seconds, don’t bounce. Repeat to the other side with the opposite arm raised. Repeat the movements 2X to each side.

**Calf Stretch**
Standing in neutral posture, place most of your weight on the right foot. Place the left foot in front of the body. Bear weight on the left heel and raise the toes off the ground until a stretch is felt in the right calf. Hold for 3-5 seconds. Repeat 3X both legs.

**Hamstring Stretch**
Stand in neutral posture. Place right leg forward, left leg to the side, rotated up to 90 degrees outward and slightly bent. Keep your back straight and head upright. Lean forward over the right straight leg with a straight trunk. Hold for 3-5 seconds and repeat on the other side. Complete 2X both sides.

**Thigh Stretch**
Stand in neutral posture near a wall or desk. Use the wall or desk for support and balance with the left hand. Bend the right knee backward and grasp the right ankle with the right hand. Pull the ankle gently toward your buttock. Hold for 3-5 seconds. Repeat both legs 2X.
Stretching Exercises

**Shoulder shrugs**—Shrug shoulders up. Hold and relax.

**Shoulder rolls**—Roll shoulders up and back. Switch direction.

**Large arm circles**—Roll arms in large circles. Switch direction.

**Small arm circles**—Move arms in small circles. Switch direction.
**Stretching Exercises**

- **High reach**—Reach arms up high. Hold it.

- **Neck stretch**—Grasp top of head and bend your neck gently. Hold it. Switch sides.

- **Wrist stretch**—Bend your wrist upward and then downward. Hold it.

- **Hand stretch**—Make fists. Hold it. Open hands wide. Repeat motion to the front, sides and above head.

Stretching Exercises

Reach for the Sky
Standing in neutral posture, reach up in front of your body over your head. Extend your reach as high as you comfortably can. Slightly extend your trunk and slowly lower your arms out to your sides. Open your chest as wide as possible. Repeat the movements 3X.

Side Bend Reach
Standing in neutral posture, reach overhead with one arm. Reach as high as you comfortably can. Gently side bend to the opposite side of the raised arm. Gently rotate your head toward the raised arm. Hold for 2-3 seconds, don’t bounce. Repeat to the other side with the opposite arm raised. Repeat the movements 2X to each side.

Trunk Rotation
Standing in neutral posture, keep your pelvis forward, slowly rotate your upper body, and look behind you. Your arms can be extended or your hands be placed on your hips. Hold for 2-3 seconds and repeat to the other side. Repeat 2X both sides.

Backward Bends
(Avoid if you are pregnant.)
Stand in neutral posture. Place your hands on your hips, slightly bend your knees, and gently lean backward. Hold for 5-10 seconds. Repeat 3X.
Stretching Exercises

Cross your arms in front. As you take a slow, deep breath in, raise your hands over your head and stretch backwards. As you slowly breathe out, lower your arms. Gradually enlarge the circles, as you repeat. Repeat 3 - 5 times.

Hamstring stretch—Support upper body with hands on knees. Stretch hamstring. Hold it.

Sit upright. Grasp the left knee. Lift left leg off the floor. Bend forward (curling the back), bringing the nose toward the knee. Repeat 3 - 5 times. Repeat with right leg.

Sit with left leg across right leg. Rest elbow or forearm of right arm on the outside of the left upper thigh. Gently apply pressure with right elbow or forearm towards the right. As you apply pressure, look over your left shoulder. Hold for 5 - 10 seconds. Repeat 3 - 5 times. Repeat with the other side.
Stretches

1. Hold left elbow with right hand. Gently pull elbow behind head until you feel a stretch. Hold for 5 - 10 seconds. Repeat 3 - 5 times. Repeat with other arm.

2. Gently pull your left elbow across your chest towards your right shoulder until you feel a stretch. Hold for 5 - 10 seconds. Repeat 3 - 5 times. Repeat with other arm.

3. Arms in the hand shaking position. Slowly rotate palms down until you feel a stretch. Hold for 5 - 10 seconds. Repeat 3 - 5 times. Rotate palms up until you feel a stretch.

4. Slowly bend wrist from side to side as far as possible. Hold for 5 - 10 seconds. Repeat 3 - 5 times.
**Stretching Exercises**

- **High reach**—Reach arms up high. Hold it.
- **Large arm circles**—Roll arms in large circles. Switch direction.
- **Squat**—Use a wide stance. Maintain balance, bend to squatting position. Hold it.
- **Hamstring stretch**—Support upper body with hands on knees. Stretch hamstring. Hold it.

Stretching Exercises

Raise the eyebrows and open your eyes as wide as possible. At the same time, open your mouth and stick your tongue out. Hold for 5 - 10 seconds. Repeat 3 - 5 times.

Caution: If you have clicking or popping noises when opening mouth, check with your dentist before doing this exercise.

Sit or stand upright. Slowly drop your head to the left, trying to touch your left ear to your left shoulder. Do not elevate your shoulder to your ear - keep your shoulder in a relaxed position. Hold for 5 - 10 seconds. Repeat 3 - 5 times. Repeat on the right side.

Cross your arms in front. As you take a slow, deep breath in, raise your hands over your head and stretch backwards. As you slowly breathe out, lower your arms. Gradually enlarge the circles, as you repeat. Repeat 3 - 5 times.

Fingers interlaced behind your back. Slowly turn your elbow outward while straightening your arms. Hold for 5 - 10 seconds. Repeat 3 - 5 times.

Source: http://www.ehs.utoronto.ca/services/Ergonomics/exercise.htm#legs and ankles
Proposal for Muncie Power Products-
Healthy Lunch Club Wellness Initiative

Prepared by
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Fisher Institute for Wellness and Gerontology
Ball State University
Muncie, Indiana

April, 2014 EAT & DRINK HEALTHY
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Executive Summary

This proposal is prepared in response to a wellness survey conducted by Fisher Institute for Wellness and Gerontology by Muncie Power Products spring 2014. The survey identified a significant interest by employees in learning more about healthy eating, weight management, weight reduction, and healthier cooking. Muncie Power Products is on the right track focusing on the need to promote wellness. As an initial response, two graduate students in wellness management have worked with the wellness champion at the Pershing location of Muncie Power Products to create a Healthy Lunch Club initiative proposal.

Encouraging workforce wellness has the potential to promote Muncie Power Products’ business as well as well as improve worker wellness and quality of life. In his book Zero Trends: Health as a Serious Economic Strategy by Dee W. Edington PhD, Director of the University of Michigan Health Management Research Center and author of 160 publications argues, “improved health status will not only reduce healthcare costs for companies but will also increase performance and productivity in the workplace (Edington, 2009),p. 9).” Edington goes further to say “The objective is to facilitate high-level health status for all employees, therefore economically benefitting both individuals and their companies (p. 13).”

According to Jim Clifton, Chairman and CEO of Gallup, a recognized leader in corporate wellness research and consulting says:

America averages about $8,000 per person for healthcare. When diagnosed with Type 2 Diabetes or high blood pressure, for example, some Americans take pills and continue an unhealthy lifestyle rather than simply eating less and exercising more. Obese citizens with failing knee and hip joints will undergo replacement surgeries rather than simply lose weight, which often fixes the problem. These are simple examples of how misguided choices are killing a once great nation. Strong, productive countries like England, Germany, Canada, and France pay less than half that per citizen. Their people live longer than American do, and they rate the quality of their healthcare as high as U.S. citizens rate their own (Clifton, 2011)(P. 149).
Improve Worker Wellness and Workforce Productivity

Focusing on promoting healthy eating to improve worker wellness and workforce productivity is a timely topic addressed in Dietary Guidelines for Americans 2010 produced by the U.S. Department of Agriculture and the U.S. Department of Health and Human Services:

We are releasing the seventh edition of the Dietary Guidelines at a time of rising concern about the health of the American population. Americans are experiencing an epidemic of overweight and obesity. Poor diet and physical inactivity also are linked to major causes of illness and death. To correct these problems, many Americans must make significant changes in their eating habits and lifestyles. This document recognizes that all sectors of society, including individuals and families, educators and health professionals, communities, organizations, businesses, and policymakers, contribute to the food and physical activity environments in which people live. We all have a role to play in reshaping our environment so that healthy choices are easy and accessible for all (p. i).

Thomas J. Vilsack
Secretary of Agriculture

Kathleen Sebelius
Secretary of Health and Human Services
(U.S. Department of Health and Human Services, 2010)

Provide Sound Advice in Choosing a Nutritious Diet to Increase Wellness

This business plan wellness proposal customizes information from these 2010 Dietary Guidelines to specific information for the Pershing location of Muncie Power Products to create a plan for a Healthy Lunch Club wellness initiative. This proposal uses the guide because the Dietary Guidelines for Americans 2010 were created to provide sound advice in choosing a nutritious diet with individuals calorie needs which are intended to assist people in living longer, healthier, and more active lives. Eating a healthy diet is important. The 2010 Dietary Guide explains, “The high prevalence of overweight and obesity across the population is of concern because individuals who are overweight or obese have an increased risk of many health problems. Type 2 Diabetes, heart disease, and certain types of cancer are among the conditions most often associated with obesity. Ultimately, obesity can increase the risk of premature death,” reports the Dietary Guidelines for Americans 2010 (p. 9).

Improve Food and Drink Consumption to Promote Health and Energy

Muncie Power Products employees are not alone in their interest and need to improve their food and drink consumption. The Dietary Guidelines for Americans, 2010 reports that “one of the largest changes since 1970 is that the prevalence of obesity that has doubled and in some cases tripled between 1970s and 2008. These Dietary Guidelines 2010 suggest that, “Calorie balance over time is the key to weight management (p. 8).” Calorie balance is explained as the relationship between calories consumed from foods and beverages to calories expended in normal body functions (i.e., metabolic processes) and through physical activity. “It
is important to realize that people cannot control the calories expended in metabolic processes, but they can control what they eat and drink, as well as how many calories they use in physical activity,” this dietary guide concludes (p. 8).

Further, the Dietary Guidelines 2010 explain that, "The current dietary intake of Americans has contributed to the obesity epidemic. Many children and adults have a usual calorie intake that exceeds their daily needs, and they are not physically active enough to compensate for these intakes. The combination sets them on a track to gain weight (p.11).”

It is important when looking at making a dietary change to consume healthy food and drinks that the Dietary Guidelines 2010 suggest –

The total number of calories a person needs each day varies depending on a number of factors, including the person’s age, gender, height, weight, and level of physical activity. In addition, a desire to lose, maintain, or gain weight affects how many calories should be consumed. Table 2-3 provides estimated total calorie needs for weight maintenance based on age, gender, and physical activity level. A more detailed table is provided in Appendix 6. Estimates range from 1,600 to 2,400 calories per day for adult women and 2,000 to 3,000 calories per day for adult men, depending on age and physical activity level. Within each age and gender category, the low end of the range is for sedentary individuals; the high end of the range is for active individuals. Due to reductions in basal metabolic rate that occurs with aging, calorie needs generally decrease for adults as they age (p. 13).

Create a Healthy Eating Pattern: Nutrient-Dense Foods and Beverages

The Dietary Guidelines 2010 explain that these goals require Americans to create a healthy eating pattern that includes nutrient-dense foods and beverages they enjoy, which meets nutrient requirements, but stays within calorie needs. In addition, The Dietary Guidelines 2010 suggest that Americans should also choose to increase physical activity.

Some of the key recommendations of the Dietary Guidelines for Americans 2010 are as follows –

- Prevent and/or reduce overweight and obesity through improved eating and physical activity behaviors.
- Control total calorie intake to manage body weight. For people who are overweight or obese, this will mean consuming fewer calories from foods and beverages.
- Increase physical activity and reduce time spent in sedentary behaviors.
- Maintain appropriate calorie balance during each stage of life (p. 9).

As both a strategy and explanation the Dietary Guidelines for Americans 2010 state, “Many portion sizes offered for sale have increased. Research has shown that when larger portion sizes are served, people tend to consume more calories. In addition, strong evidence shows that portion size is associated with body weight, such that being served and consuming smaller portions is associated with weight loss (p. 11).”
Calorie Balance Food and Beverage Intake to Foster Healthy Weight

In a section titled *Calorie Balance: Food and Beverage Intake* the Guidelines explain:

Controlling calorie intake from foods and beverages is fundamental to achieving and attaining calorie balance. Understanding calorie needs, knowing food sources of calories, and recognizing associations between foods and beverages and higher or lower body weight are all important concepts when building an eating pattern that promotes calorie balance and weight management. Many Americans are unaware of how many calories they need each day or the calorie content of foods and beverages (p. 13).

A useful point made by the Dietary Guidelines 2010 is, “The best way for people to assess whether they are eating the appropriate number of calories is to monitor body weight and adjust calorie intake and participation in physical activity based on changes in weight over time (p. 13).”

Control Total Calorie Intake and Manage Body Weight

The following guidance is offered by the Dietary Guidelines for Americans 2010 to help individuals control their total calorie intake and manage body weight:

- **Increase intake of whole grains, vegetables, and fruits** - Moderate evidence shows that adults who eat more whole grains, particularly those higher in dietary fiber, have a lower body weight compared to adults who eat fewer whole grains. Moderate evidence in adults and limited evidence in children and adolescents suggests that increased intake of vegetables and/or fruits may protect against weight gain.
- **Reduce intake of sugar-sweetened beverages** - Drinking fewer sugar-sweetened beverages and/or consuming smaller portions can accomplish this.
- **Monitor intake of 100% fruit juice for children and adolescents, especially those who are overweight or obese.**
- **Monitor calorie intake from alcoholic beverages for adults** - Moderate evidence suggests that moderate drinking of alcoholic associated with weight gain. However, heavier than moderate consumption of alcohol over time is associated with weight gain (p. 16).

Connection between Individual Food Choices and Restaurants: Make Good Choices

The Dietary Guidelines make valuable connection between individual food choices and the restaurants in their community:

Studies examining the relationship between the food environment and BMI have found that communities with a larger number of fast food or quick-service restaurants tend to have higher BMIs. Since the 1970’s, the number of fast food restaurants has more than doubled. Further, the proportion of daily calorie intake from foods eaten away from home has, evidence shows, that children, adolescents, and adults, who eat out, particularly at fast food restaurants, are at increased risk of weight gain, overweight, and obesity. The strongest association between fast food consumption and obesity is when one or more fast food meals are consumed per week. As a result of the changing food environment, individuals need to deliberately make food choices, both at home
and away from home, that are nutrient dense, low in calories, and appropriate in portion size (p. 11).

Integrate workplace and workforce strategies because health in the corporate culture is a critical part of the solution.

With a combined effort we can create cultures within companies and communities that support healthy and productive individuals.

It is past time when companies:
- Wait for individuals to get sick
- Pay only for sickness

Now is the time for companies to:
- Pay attention to their healthy champions
- Invest in wellness in addition to paying for sickness
- Realize the total value of health to the organization
- Encourage the total engagement of the entire workforce

Now is the time for health plans to:
- Roll an equal investment in wellness into their sickness plans

Now is the time for individuals to:
- Value and take self-leadership of their personal health
- Take action to get better, and the first step is “just don’t get worse”

Now is the time to get to:
- High levels of energy and vitality
- Cost trends no more than the rate of inflation (p. 11)

*Zero Trends: Health as a Serious Economic Strategy*

Dee W. Edington, PhD, Health Management Center, U of M
Overview of Muncie Power Products

Muncie Power Products® is a manufacturing company that has served the truck equipment market for over 75 years. The company’s manufacturing focus is production of power takeoff equipment for dump trucks, refuse trucks, aerial buckets, and tow trucks.

Personnel

Muncie Power Product has in total approximately 300 employees in eight locations within the US. Roughly 115 are located in Muncie, Indiana. Muncie, with a population of 70,085 (2010 Census), is the location of the corporate headquarters and a warehouse distribution center located at 342 N. Pershing Street. There are approximately 45 employees at the Pershing location with the balance at the corporate location. In addition to shipping out equipment orders, the Pershing warehouse location does some equipment assembly as well as processes all the product returns for the company. Tulsa Oklahoma, with a population of 391,906 (2010 Census) is the location for manufacturing. It has 150 employees and this is the main manufacturing plant for MMP. Around 50% of the workers at the Tulsa location are hired through a temporary placement company called Staff Mart. These employees are included in wellness programs but not in health screenings or health insurance.

There are also 20 additional employees who are zone market specialists. There are 80% men and 20% women in Muncie Power Products overall. Most of the women work at the Muncie corporate location in administrative positions. There are three additional warehouse-shipping locations: Kennesaw, Georgia; Gahanna, Ohio; and Norristown, Pennsylvania.

The primary contact person for this project is Sarah Smith. She is in charge of the wellness department and is also a Human Resource Generalist. She works under the head of the human resource department, Sheila Spisak, whose title is Director of People Development. Her position is at a vice president level. Smith is the first wellness manager hired by MMP. She coordinates wellness initiatives such as health screenings with Maximum Health Services, a flu shot program, YMCA membership discount program, and writes a monthly newsletter that is distributed in a paper format. She also conducts various additional programs such as Pete the Planner who provided an on site training program.

The one additional contact on this project is Mandi Gurley who is acting as a Wellness Champion for this project at the Pershing location. Mandi is the warehouse coordinator and crew leader at the Pershing Warehouse. In addition to Mandi, personal at the Pershing location include a manager, assistant manager, and four additional crew leaders.

Pershing Warehouse Physical Building Description

Most the people who work at the Pershing location get a lot of walking in each day because of the nature of their work and the size of the warehouse. The warehouse consists of two large building in an L shaped configuration. It is full of metal heavy-duty metal shelving that is tall enough to require a forklift to reach items on the top shelves. One area of the warehouse has a second floor, much like an open loft, which also contains metal shelving. Workstations for employees who pack items for shipping are located in the area
with two-story balcony. This area also has offices on one wall, which includes Mandi’s office. The only copy machine, which is frequently used, sits next to her desk. Men that do assembly work, have standing work stations in this area of the warehouse as the men who pack boxes for shipment.

The break room is located between the two sides of the warehouse with two doors directly opposite each other so a person could walk straight through the room stopping at the vending machine before they leave. The room has a glass wall so anyone walking by can see the entire break room. Arranged end-to-end, in the center of the room, are three large plastic tables with benches. There is a full sized refrigerator. An L shaped counter covers the length of one wall and half of the other. Two large bulletin boards are hung on opposite walls. One bulletin board is on the wall space between the refrigerator and the large vending machine.

Outside and adjacent to one of the exits from the warehouse is a concrete patio type area. There is a small landscaped area, with a medium sized ornamental tree, also adjacent to the patio. Currently there are only plastic spool shaped ...located for employees to sit on during breaks. This would be an ideal location to add two outside picnic tables with umbrellas. The area has a southern exposure so it would receive afternoon sun in the summer, even though there is an overhanging roof above the entire rectangular area. Even with two picnic tables, there is plenty of room for the large barbeque stored in the warehouse.

**Overall Mission Statement**

The mission statement of Muncie Power Products® is:

“... to provide quality products and services that will satisfy the needs and expectations of our customers. We are committed to the continual improvement of our products and processes to achieve our quality objectives, minimize costs to our customers and realize a reasonable profit that will provide a stable future for our employees.”

**Muncie Power Products Mission/Vision/Goals and Objectives**

The following is the Quality Statement for MPP. This is the mission statement for the company that appears on its website:

Muncie Power Products is dedicated to providing quality products and services that will satisfy the needs and expectations of our customers. We are committed to the continual improvement of our products and processes to achieve our quality objectives, maximize value to our customers, and realize a reasonable profit that will provide a stable future for our employees.

Muncie Power Products will continue to build on our long history of providing quality products into the Truck Equipment Industry. Customer Service has always been a trademark of Muncie and our ISO certification has provided us the tools to enhance the services we provide to the customer. The implementation of ISO procedures and practices into the operations at all our facilities will provide consistent processes that ensure the ongoing quality of our products.
Wellness Department Mission Statement

The mission of the MMP wellness department is to assist employees to sustain overall health and wellbeing. Through the wellness program we will work to establish and maintain an environment that encourages and supports awareness and education for a healthily lifestyle while enhancing our employees quality of life utilizing all dimensions of wellness.

A Healthy Plant-Based Diet

What would a healthy plant-based diet look like?

Lots of fresh vegetables and fruits.

Low in refined and processed foods and sugar.

No hydrogenated fats or trans-fats (found in many margarines & white flour pastries) take the challenge to say “no” to these.

Low in saturated animal fats & vegetable oils such as safflower, corn, sunflower, & cottonseed oils.

Include more water & less (or “no”) soda, more baked potatoes & less French fries, more whole grains & less foods made with refined wheat flour. (The American Institute for Cancer Research says 40 studies have linked regular consumption of whole grains with a 10 to 60 percent lowers risk of certain cancers.)

Feature locally and organically grown foods, when possible.

Exclude MSGs, artificial preservatives, colors, and other chemicals (p. 90).

(Robins, 2001)
2014 Wellness Survey of Muncie Power Products

A wellness initiative interest survey conducted for Muncie Power Products in February 2014 by Fisher Institute for Wellness and Gerontology at Ball State University. The survey results consistently identified healthy food consumption as a potentially high impact topic. The following comments were made to the question "What was the change you made or are considering?"

- Eat smaller portions
- Eat healthier
- Cook healthier
- Lose weight to feel better
- Improve what I eat
- Reduce sugar intake
- Watch what I eat
- Eat better
- Eat more healthy foods and totally give up fast food
- Drink more water
- Eating habits
- Buy more fresh veggies
- Not fry anything
- Learn how to cook healthier (made awesome butternut squash, & onion and spinach lasagna)
- Focus on better meal choices
- Improve diet
- Count calories

Of three possible areas of interest, eating healthfully was identified in two of the three areas by 68% and 53% with participating in walking or activity club third at 26%.

“Eating wisely healthfully”- responses of very interested were 68%

“Participating in walking or activity club”- responses of very interested were 26%

“Identifying healthier lunch”- responses of very interested were 53%
Additional survey responses that indicated a high interest related to healthy food consumption was found in the response to- "Learning about healthier living practices and taking better care of myself and my overall well-being." This response was rated very high by 60%. A response under "other" was "ways to motivate family members to a healthier lifestyle." This response could also be included in motivating family members to eat healthier. Finally, in response to the question "Which of the following topics would you be interested in learning more about?" "Nutrition" had the highest response of 58%. The second highest was "Weight" at 54%.

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**What We Know**

Percentage of nutrients lost when whole-wheat flour is refined into white flour.

<table>
<thead>
<tr>
<th>Nutrient</th>
<th>Lost Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Protein</td>
<td>25 percent</td>
</tr>
<tr>
<td>Fiber</td>
<td>95 percent</td>
</tr>
<tr>
<td>Calcium, Ca</td>
<td>56 percent</td>
</tr>
<tr>
<td>Iron, FE</td>
<td>84 percent</td>
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<tr>
<td>Phosphorus, P</td>
<td>69 percent</td>
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<tr>
<td>Zinc, Zn</td>
<td>76 percent</td>
</tr>
<tr>
<td>Copper, Cu</td>
<td>62 percent</td>
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<tr>
<td>Manganese, Mn</td>
<td>82 percent</td>
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<tr>
<td>Selenium, Se</td>
<td>52 percent</td>
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<tr>
<td>Thiamin (Vitamin B – 1)</td>
<td>73 percent</td>
</tr>
<tr>
<td>Riboflavin (Vitamin B – 2)</td>
<td>81 percent</td>
</tr>
<tr>
<td>Niacin (Vitamin B – 3)</td>
<td>80 percent</td>
</tr>
<tr>
<td>Pantothenic acid (Vitamin B – 5)</td>
<td>56 percent</td>
</tr>
<tr>
<td>Vitamin B – 6</td>
<td>87 percent</td>
</tr>
<tr>
<td>Folate</td>
<td>59 percent</td>
</tr>
<tr>
<td>Vitamin E</td>
<td>95 percent</td>
</tr>
</tbody>
</table>

Of the 25 nutrients that are removed when whole-wheat flour is milled into white flour, number of nutrients that are chemically replaces, (enriched): 5.

Percentage of total dietary energy in most traditional diets, worldwide, historically accounted for by whole grains: 75 – 80 percent.

Percentage of total dietary energy in Standard American Diet accounted for by Whole grains: 1 percent (Robins, 201, p. 83).
Target Audience at Muncie Power Products- Pershing Location

There are approximately 40 men and one woman that work at the Pershing location. There is a warehouse manager and assistant manager. In addition, there are five crew leaders who are responsible for guiding new employees and checking orders before they are shipped. The number shipped out every day by UPS in the afternoons is 138 to 181 boxes. Approximately ten skids are sent out on trucks each day as well. The weight of the items shipped can anywhere be 2 pounds to 120 pounds. Cranes are used to lift items weighing over 70 pounds.

The age of the employees at the Pershing location range from twenties to fifties. For this target audience profile they will be viewed as three categories: Mark the guy that exercises, Fred the guy that doesn’t exercise, and Jessica the Wellness Champion. They all punch-a-clock when they start work, take breaks, and leave at the end of the day. They all work the same start, stop, break and lunch times. They get two ten-minute breaks, one in the morning and one in the afternoon. They all get one hour for lunch. Some bring their lunch; others run errands and grab lunch when they are out driving in Muncie. Since this is a warehouse, the guys all have daily deadlines of packing merchandise that will be picked up for shipping each, largely in the afternoons. Jessica manages paperwork and scheduling.

MARK: THE GUY THAT EXERCISES

Mark, who exercises regularly, is under forty. There is weightlifting equipment at the warehouse where he lifts with some of the guys at lunchtimes. Also there is a hiking/jogging trail nearby that he and the exercising guys use for running at lunch. He and many of his co-workers are quite muscular and fit in appearance. Mark explains how much he values having weightlifting equipment at the warehouse and hopes it remains there since it is so convenient and he doesn't have any other time in his day to lift weights. It is likely a social experience as well as these guys can lift weights together spotting each other as they lift. Mark and some of the guys also run together at lunchtime. His eating habits vary. Mark is reported to buy a pizza while out for lunch, eat half at lunch, and the rest as an afternoon snack. Another exercising guy talked about how much he likes the fruit once a month that Muncie Power Products provides and says it is so nice. He would value this it is becomes available more often. During afternoon break Mark and his co-workers often eat their snacks while standing at their workstations. Mark proudly showed us was fresh fruit snack. There is a snack machine in the break room that has mostly high-sugar processed foods. It is likely Mark and his exercising buddies regularly buy snacks from this machine.

FRED: GUY THAT DOESN'T EXERCISES

Fred doesn’t lift weights or run at lunchtime. He is over forty. Even though he doesn’t exercise actively, he doesn’t sit at a desk all day either. This is a big warehouse, so he walks and stands most of the day. He has to collect items to fill orders from shelves on the first and second floor, needing to walk the stairs often
everyday. He also does some assemble of equipment before it is ready to be carefully packaged for
shipment. To a large extent the equipment he prepares for shipment is at least somewhat heavy, so he
experiences physically active days. He usually goes home tired and likes to eat dinner, then sit and watch a
few hours of television. Fred, like the exercising guys, either bring his lunches or run errands and picks up
lunches when in the Muncie downtown area. Sometimes he brings snacks, but other times he buys his
favorite snack from the vending machine, that offers sugary and salty processed foods. It gives him a brief
energy boast. An effort to change to a healthier assortment of snacks was reported by Jessica, the Wellness
Champion, but the healthy snacks were not good “sellers” according to the vending company.

JESSICA: THE WELLNESS CHAMPION

Jessica is under forty. She is a single parent with one son, who keeps her busy going to his activities and
sporting events after work and on weekends. She works a busy day keeping track of the orders and returns
that are processed at the Pershing location. She doesn’t join the guys in weight lifting or running! It is likely
she doesn’t have many opportunities for do much walking as her job keeps her at her desk near her
computer. Being a single parent, she likely does all the cleaning, shopping, cooking, and laundry for her
household so there may be little time for her. Finding time for home cooking might be a challenge. It is
likely she runs errands at her lunch breaks so she may pick up lunch as needed while she is in town.
Eat Healthy Initiative

Overview of Eat Healthy: Dietary Guidelines for Americans 2010

The following are a brief summary of healthy food and drink recommendations of the Dietary Guidelines for Americans 2010. These guidelines are the basis of the sections in this proposal: Healthy Eating- Best Practices, and Strategy for Eat Healthy which lists the objectives, goals, and tactics for this wellness proposal. The Dietary Guidelines 2010 explain that “these Key Recommendations are most important for improving individuals overall healthy eating pattern (p. ix).” The Dietary Guidelines recommendations contain two over-arching concepts:

- **Maintain calorie balance over time to achieve and sustain a healthy weight.** People who are most successful at achieving and maintaining a healthy weight do so through continued attention to consuming only enough calories from foods and beverages to meet their needs and by being physically active. To curb the obesity epidemic and improve their health, many Americans must decrease the calories they consume and increase the calories they expend through physical activity.

- **Focus on consuming nutrient-dense foods and beverages.** Americans currently consume too much sodium and too many calories from solid fats, added sugars, and refined nutrient-dense foods and beverages and make it difficult for people to achieve recommended nutrient intake while controlling calorie and sodium intake. A healthy eating pattern limits intake of sodium, solid fats, added sugars, and refined grains and emphasizes nutrient-dense foods and beverages—vegetables, fruits, whole grains, fat-free or low-fat milk and milk meats and poultry, eggs, beans and peas, and nuts and seeds (p. ix).

Basic Premise of the Dietary Guidelines

The Guidelines continue by saying, “A basic premise of the Dietary Guidelines is that nutrient needs should be met primarily through consuming foods. In certain cases, fortified foods and dietary supplements may be useful in providing one or more nutrients that otherwise might be consumed in less than recommended amounts. Two eating patterns that embody the Dietary Guidelines are the USDA Food Patterns and their vegetarian adaptations and the DASH (Dietary Approaches to Stop Hypertension) Eating Plan (p. ix).” Moreover the, “The information in the Dietary Guidelines for Americans is used in developing educational materials and aiding policymakers in designing and carrying out nutrition-related programs, including Federal food, nutrition education, and information programs (p. ix).”

Components of a Healthy Diet

Some important additional considerations in understanding the components of a healthy diet that are discussed by the Dietary Guide 2010 include thinking about the amount of fats consumed. The Guide points out that:

- Solid fats contribute an average of 19 percent of the total calories in American diets, but few essential nutrients and no dietary fiber. Some major food sources of solid fats in the American diet are grain-based desserts (11% of all solid fat intake); pizza (9%); regular (full-fat) cheese (8%); sausage, franks, bacon, and ribs (7%); and fried white potatoes (5%) (p. 28).
• As a percent of calories from total added sugars, the major sources of added sugars in the diets of Americans are soda, energy drinks, and sports drinks (36% of added sugar intake), grain-based desserts (13%), sugar-sweetened fruit %), dairy-based desserts (6%), and candy (6%) (p.28).

**Reduce Consumption of Added Sugars and Fats**

The Dietary Guidelines 2010 state that, “Reducing the consumption of these sources of added sugars will lower the calorie content of the diet, without compromising its nutrient adequacy. Sweetened foods and beverages can be replaced with those that have no or are low in added sugars. For example, sweetened beverages can be replaced with water and unsweetened beverages (p. 28).”

Furthermore, the Dietary Guidelines 2010 explain:

Solid fats and added sugars are consumed in excessive amounts, and their intake should be limited. Together, they contribute a substantial portion of the calories consumed by Americans—35 percent on average, or nearly 800 calories per day—without contributing importantly to overall nutrient adequacy of the diet. Moreover, they have implications for weight management. Foods containing solid fats and added sugars are no more likely to contribute to weight gain than any other source of calories in an eating pattern that is within calorie limits. However, as the amount of solid fats and/or added sugars increases in the diet, it becomes more difficult to also eat foods with sufficient dietary fiber and essential vitamins and minerals, and still stay within calorie limits... Reducing the consumption of solid fats and added sugars allows for increased intake of nutrient-dense foods without exceeding overall calorie needs (p. 28).

The Dietary Guideline 2010 state that, because solid fats and added sugars are added to foods and beverages by manufacturers and by consumers at home, Americans can reduce their consumption of these food components in a variety of ways:

• Focus on eating the most nutrient-dense forms of foods from all food groups.
• Limit the amount of solid fats and added sugars when cooking or eating (e.g., trimming fat from meat, using less butter and stick margarine, and using less table sugar).
• Consume fewer and smaller portions of foods and beverages that contain solid fats and/or added sugars, such as grain-based desserts, sodas, and other sugar-sweetened beverages.

**Eat More Whole Grains**

Because the refining of whole grains involves a process that results in the loss of vitamins, minerals, and dietary fiber the Dietary Guidelines 2010 explain that:

Most refined grains are enriched with iron, thiamin, riboflavin, niacin, and folic acid before being further used as ingredients in foods. This returns some, but not all, of the vitamins and minerals that were removed during the fiber and some vitamins and minerals that are present in whole grains are not routinely added back to refined grains. Unlike solid fats and added sugars, enriched
refined grain products have a positive role in providing some vitamins and minerals. However, when consumed beyond recommended levels, they commonly provide excess calories, especially because many refined grain products also are high in solid fats and added sugars (p. ?)

The Dietary Guideline 2010 provides the following explanation of the value of whole grains:

Whole grains are a source of nutrients such as iron, magnesium, selenium, B vitamins, and dietary fiber. Whole grains vary in their dietary fiber content. Moderate evidence indicates that wholegrain intake may reduce the risk of cardiovascular disease and is associated with a lower body weight. Limited evidence also shows that consuming whole grains is associated with a reduced incidence of Type 2 Diabetes. Consuming enough whole grains helps meet nutrient needs. Choosing whole grains that are higher in dietary fiber has additional health benefits (p.36).

Eat more Vegetables and Fruits
The Dietary Guidelines 2010 state three reasons to support the recommendation for Americans to eat more vegetables and fruits -

1. Most vegetables and fruits are major contributors of a number of nutrients that are under consumed in the United States, including folate, magnesium, potassium, dietary fiber, and vitamins A, C, of these are of public health concern for the general public (e.g., dietary fiber and potassium) or for a specific group (e.g., folic acid for women who are capable of becoming pregnant) (p. ?).

2. Consumption of vegetables and fruits is associated with reduced risk of many chronic diseases. Specifically, moderate evidence indicates that intake of at least 1.5 cups of vegetables and 0.5 cups of fruits per day are associated with a reduced risk of cardiovascular disease, including heart attack and stroke. Some vegetables and fruits may be protective against certain types of cancer (p. 35).

3. Most vegetables and fruits, when prepared without added fats or sugars, are relatively low in calories. Eating them instead of higher calorie foods can help adults and children achieve and maintain a healthy weight. Very few Americans consume the amounts of vegetables recommended as part of healthy eating patterns. p36

Summary of Importance Points
The Dietary Guidelines for Americans, 2010 make the following important points –

- Major sources of refined grains in the diets of Americans are yeast breads (26% of total refined grain intake); pizza (11%); grain-based desserts (10%); and tortillas, burritos, and tacos (8%) (p.30)
- On average, American men, women, and children consume too much sodium, solid fats (the major source of saturated and trans fatty acids), added sugars, and refined grains (p.32)
- In the United States, intakes of vegetables, fruits, whole grains, and milk are lower than recommended. As a result, dietary intakes of several nutrients—potassium, dietary fiber,
calcium, and vitamin D—are low enough to be of public health concern for both adults and children. Several other nutrients also are of concern for specific population groups, such as folic acid for women who are capable of becoming pregnant (p.32).

“The intent of the Dietary Guidelines for Americans, 2010 produced by the U.S. Department of Agriculture and the U.S. Department of Health and Human Services, as explained in the guide is to summarize and synthesize knowledge about individual nutrients and food components into an interrelated set of recommendations for healthy eating that can be adopted by the public (p. xi).

Key Terms to Know in the Dietary Guidelines for Americans 2010

Several terms are used throughout Dietary Guidelines for Americans, 2010 and are essential to understanding the principles and recommendations discussed:

Calorie Balance. The balance between calories consumed in foods and beverages and calories expended through physical activity and metabolic processes.

Eating pattern. The combination of foods and beverages that constitute an individual’s complete dietary intake over time.

Nutrient dense. Nutrient-dense foods and beverages provide vitamins, minerals, and other substances that may have positive health effects with relatively few calories. The term “nutrient dense” indicates that the nutrients and other beneficial substances in a food have not been “diluted” by the addition of calories from added solid fats, added sugars, or added refined starches, or by the solid fats naturally present in the food. Nutrient-dense foods and beverages are lean or low in solid fats, and minimize or exclude added solid fats, sugars, starches, and sodium. Ideally, they also are in forms that retain naturally occurring components, such as dietary fiber. All vegetables, fruits, whole grains, seafood, eggs, beans and peas, unsalted nuts and seeds, fat-free and low-fat milk and milk products, and lean meats and poultry—when prepared without adding solid fats or sugars—are nutrient-dense foods. For most Americans, meeting nutrient needs within their calorie needs is an important goal for health. Eating recommended amounts from each food group in nutrient-dense forms is the best approach to achieving this goal and building a healthy eating pattern (p. 5).
Description of Food Venders near Muncie Downtown

Although employees bring their lunches, they also buy lunches. There are a number of “seat-down” style restaurants as well as fast food restaurants within a fifteen-minute drive from the Pershing location. The Dietary Guidelines for Americans 2010 provide knowledge for making healthy food and drink choices at the restaurants such as choose whole grain bread and pasta when it is available. Choose fresh fruit and vegetables, and skip or limit the salad dressing. Choose to drink water and skip sugary drinks and sodas. Don’t choose high fat foods like fried foods. If you want a dessert, share it with friends so you all eat less. Restaurants within fifteen minutes of downtown Muncie:

Savage’s Alehouse  $$$$  Muncie - Burgers, Diner, Pub Food 127 N. High Street
Amazing Joe’s  $$$$  Muncie - American, Italian 909 N Wheeling Ave
Greek’s Pizzeria  $$$$  Muncie - Greek, Pizza, Sandwiches/Subs 1600 W University Ave
Thai Smile Restaurant  $$$$  Muncie - Thai 2401 N Tillotson Ave
Concannon’s Bakery Cafe &...  $$$$  Muncie - Bakery, Coffee, Sandwiches/Subs 4801 N Baker Lane
Scotty’s Brehouse  $$$$  Muncie - American 1700 West University Ave
Puerto Vallarta Mexican...  $$$$  Muncie - Mexican 508 S Tillotson Ave
Tuppee Tong Thai Restaurant  $$$$  Muncie - Thai 310 W Main St
Concannons Pastry Shop  $$$$  Muncie - Bakery, Desserts/Ice Cream, Donuts 620 N Walnut St
Carter’s Hot Dogs  $$$$  Muncie - Hot Dogs/Sausages N Dill St and W University Ave
Puerto Vallarta  $$$$  Muncie - Mexican 508 S Tillotson Ave
Domo  $$$$  Muncie - Japanese 3124 N Granville Ave
The Pita Pit  $$$$  Muncie - Breakfast/Brunch, Sandwiches/Subs, Soup 509 N Martin St
Carino’s Italian  $$$$  Muncie - Italian 1101 W McGalliard Rd
Mancino’s Pizza & Grinders  $$$$  Muncie - Pizza, Sandwiches/Subs 4116 W Bethel Ave
Island Muncie  $$$$  Muncie - Desserts/Ice Cream, Smoothies, Tea 400 B. W McGalliard Rd
Heorot  $$$$  Muncie - Pizza, Pub Food 219 S Walnut St
Ciudad Colonial  $$$$  Muncie - Mexican 3100 N Granville Ave
Sitara  $$$$  Muncie - Indian, Vegetarian 1606 West McGalliard Rd
Vera Mae’s Bistro  $$$$  Muncie - American, French, Seafood 209 S Walnut St
Texas Roadhouse  $$$$  Muncie - American, Barbecue, Steakhouse 200 W McGalliard Rd
Burkie’s Drive In  $$$$  Muncie - American, Diner 1515 W Jackson St
Eva’s Pancake House  $$$$  Muncie - American, Breakfast/Brunch 1617 N Wheeling Ave
Incredible Yogurt  $$$$  Muncie - Desserts/Ice Cream, Sandwiches/Subs, Soup 3804 W Bethel Ave
Puerto Vallarta Mexican...  $$$$  Muncie - Mexican 4000 N Broadway Ave
The Downtown Farm Stand  $$$$  Muncie - Sandwiches/Subs, Soup, Organic 125 E Main St
First Wok  $$$$  Muncie - Chinese 3802 W Bethel Ave
Panera Bread  $$$$  Muncie - Bakery, Coffee, Sandwiches/Subs 800 E McGalliard Rd
Thai Kitchen  $$$$  Muncie - Thai 1413 S Walnut St
Barn Brasserie  $$$$  Muncie - French, Gastropub, Southern/Soul 117 West Charles Street
Jimmy John’s  $$$$  Muncie - American 506 N Martin Ave
Penn Station East Coast Subs  $$$$  Muncie - Sandwiches/Subs 3313 N Everbrook Ln
Pizza King  $$$  Muncie - Pizza 1421 W Bethel Ave
Puerto Vallarta Mexican...  $$$  Muncie - Mexican 3505 N Wheeling Ave
Fickle Peach  $$$$  Muncie - Pub Food 117 E Charles St
Olive Garden  $$$$  Muncie - Italian 304 W McGalliard Rd
The Cup  $$$$  Muncie - American, Coffee, Bagels 1606 W University Ave
Steak ‘n Shake  $$$$  Muncie - American, Burgers, Fast Food 3350 N Morrison Rd
Muncie Frozen Custard  $$$$  Muncie - Desserts/Ice Cream, Hot Dogs/Sausages, Smoothies, 3501 N Briarwood Ln
China Kitchen  $$$$  Muncie - Chinese 833 S Tillotson Ave
Outback Steakhouse  $$$$  Muncie - Steakhouse 3401 N Granville Ave
Qdoba Mexican Grill  $$$$  Muncie - Mexican 720 E. McGalliard St.
Sunshine Cafe  $$$$  Muncie - American, Breakfast/Brunch, Diner 3113 N Oakwood Ave
Buffalo Wild Wings  $$$$  Muncie - Barbecue 838 E McGalliard Rd
Damask  $$$$  Muncie - Mediterranean 3201 West Bethel Ave
Pizza King  $$$  Muncie - Pizza 214 S Tillotson Ave
China Express  $$$$  Muncie - Chinese 1805 W University Ave
Pizza King  $$$$  Muncie - Pizza 2905 E Jackson St
Pizza King  $$$$  Muncie - Pizza 109 E McGalliard Rd
Pizza King  $$$$  Muncie - Pizza 4101 N Wheeling Ave
Mission and Vision Statements of this Initiative

MISSION STATEMENT

The mission of the Healthy Lunch Initiative is to provide management and employees with resources to enhance their understanding and knowledge about making healthier food and drink choices.

VISION STATEMENT

The Healthy Lunch Initiative will allow management and employees at Pershing to understand the importance of making healthy individual choices to promote personal wellbeing and support the success of Muncie Power Products.
Healthy Eating: Best Practices

**BALANCE CALORIES TO MANAGE WEIGHT**

- Improve diets by focusing on the quality of the food and drinks.
- Control total calorie intake, and at times consuming fewer calories within diet that includes consuming nutrient dense foods decreasing consumption of sugary and alcoholic drinks.
- Reduce time spent in sedentary behaviors.
- Maintain appropriate calorie balance during each stage of life (i.e. childhood, adolescence, adulthood, pregnancy and breastfeeding, and older age) through consumption of a balanced consumption of nutrient dense foods, low-sugar drinks, and limited consumption of alcohol.

**REDUCE SOME FOOD AND FOOD COMPONENTS**

- Daily sodium intake less than 2,300 milligrams and further reduce intake to 1,500 mg among persons who are 51 and older and those with chronic disease.
- Consume less than 10% calories from saturated fatty acids by replacing them with monounsaturated and polyunsaturated fatty acids.
- Consume less than 300 mg per day of dietary cholesterol.
- Keep trans fatty acid consumption as low as possible by limiting foods that contain synthesis sources (partially hydrogenated oils) of trans fat.
- Reduce intake of calories from solid fats and added sugars in both foods and drinks.
- Limit consumption of foods that contain refined grains.

**INCREASE SOME FOODS AND NUTRIENTS**

- Increase vegetable and fruit intake.
- Eat a variety of vegetable especially dark green, red, and orange colored.
- Consume at least half of all grains as whole grains.
- Limit dietary intake to fat-free of low-fat milk products.
• Choose a variety of protein foods including seafood, lean meat and poultry, eggs, beans, peas, soy products, and unsalted nuts and seeds.

• Increase amount and variety of seafood.

• Use oils to replace solid fats where possible.

• Choose foods that provide more potassium, dietary fiber, calcium, and Vitamin D.

BUILD HEALTHY EATING PATTERNS

• Select an eating pattern that meets nutrient needs over time at an appropriate calorie level.

• Account for all foods/beverages consumed and assess how they fit within total healthy eating pattern.

• Follow food safety recommendation when preparing and eating foods.

MAKE HEALTHY FOOD CHOICES

• Understand the current food environment that is influential in the nutrition choices individuals' make- for better or for worse.

• Acknowledge that all elements of society, including individuals and families, communities, businesses and industry, and various levels of government have a positive and productive role to play in the movement to make America healthy.

Strategy for Healthy Lunch Club Initiative

Objective, Goals, and Tactics

**OBJECTIVE**

To promote an initiative where employees will participate in a Healthy Lunch Club, which will assist employees in choosing to consume healthier foods and drinks during work breaks to promote their personal wellness.

**GOAL**

- At the end of 12 months, 30% of the employees at Pershing will know which foods and drinks to consume based on the Dietary Guidelines for Americans 2010.
- At the end of 12 months, 50% of employees will understand why consuming healthy food and drinks promotes wellness in their lives and fosters a culture of wellness at Pershing.
- At the end of 12 months, an average of 8 employees at Pershing will participate in the bi-weekly Healthy Lunch Club.

**TACTICS: HEALTHY LUNCH CLUB**

- Provide an initiative plan to develop and promote the Healthy Lunch Club.
- Schedule and conduct a meeting to plan for the Healthy Lunch Initiative.
- Schedule and hold a meeting with Pershing management and employees to introduce the initiative, Healthy Lunch Club, and answer questions.
- Conduct a sign-up for management and employees to participate in bi-weekly healthy lunch club lunches.
- Bring-in/purchase foods using the decided strategy to hold the healthy lunch clubs.
- Keep track of the club sign-in sheets to record participation in the club.
TACTICS: RESOURCES

- Include “best practices” that will outline health-promoting standards based on the Dietary Guidelines for Americans 2010.
- Include “tip sheets” that correspond to best practices in Dietary Guidelines 2010.
- Provide management and employees with “tip sheets” on healthy lunch club days via their employee mailboxes, bulletin boards, and as handouts at bi-weekly lunch clubs.
- Post new “tip sheets” or nutritional education materials on bulletin board bi-weekly.
- Contact Purdue Extension nutritionist, Velvett Miller, to present monthly “lunch & learns” at Healthy Lunch Club and distribute a Dietary Guideline 2010 supporting “tip sheet”.
- Management and employees who participate in the Healthy Lunch Initiative pick recipes from recipe books/other provided resources, bring in foods to share, socialize about eating /preparing foods in a healthier manner, share ideas with each other as well as friends and family members.
Marketing Mix

- Core (1): Pershing employees will see benefit from the initiative by understanding the importance of eating healthy foods, which will therefore increase their motivation to eat healthier foods.
- Core (2): The initiative will provide multiple resources, which will benefit employees in understanding how to prepare healthy foods.
- Actual: Business plan, educational handouts about health eating, recipe resources
- Augmented: Picnic tables, crockpot, recipe cookbooks, possible food garden

- Messages
  - Observe health initiative bulletin board
  - Understand lunch initiative and lunch club
  - Participation in lunch club
  - Promote healthy lunch cookbooks
  - Promote eating healthy
- Messengers
  - Mandi, wellness champion
  - Pershing management, Initiative champions
  - Purdue Extension
- Creative strategies: bulletin board showing lunch club dates, healthy eating handouts updated bi-weekly, color printouts of handouts
- Communication channels:
  - Communicate through planning meeting for initiative
  - Employee meeting introducing initiative
  - Employee socialization

- Product
- Price
- Promotion
- Place

- Set up based on development of lunch club:
  - Option 1: Employees bring in various dishes/foods that they buy and prepare on their own.
  - Option 2: Lunch club rep. collects cash (i.e. $5) from employees and buys healthy food for club.
- Printing/copying expenses for handouts.
- Possible picnic table/cookbooks
- Nonmonetary incentives: social time with coworkers, recognition on initiative bulletin board, food

- Pershing break room (outdoors on picnic tables)
- Lunch club will be bi-weekly (i.e. every other Friday of the month)
- Employees will plan Friday's club on the Monday before through a quick meeting during the afternoon break to decide who brings what food/goes buys food.
- Collects money by Wednesday before lunch club Friday
- Targeted individuals: Mandi, other wellness champions, lunch club champions
Logic Model: Healthy Lunch Initiative

**Inputs**
- Brittany & Diane (BSU students)
- Mandi & Sarah
- Pershing Management (PM)* & Employees (PE)*
- Pershing Initiative Champions (PIC)*
- Purdue Extension Representative to provide “Lunch & Learns”
- Research of Healthy Lunch Club
- Business plan proposal for this wellness initiative
- Recommendation for cookbooks
- Resources/tip-sheets for best-practices for health promoting food & drinks
- Copy machine & paper
- Recipe cards & sticky notes
- Promotional material (flyers & posters)
- Bulletin boards
- Pershing break room
- Paper plates, cups, napkins, & plastic utensils
- Outside picnic tables & umbrellas
- Employees’ families
- Health promoting food & drinks

**Outputs**
- #1: Use the business plan proposal provided by BSU students to initiate healthy lunch initiative. **Participants:** BSU students, Mandi, PIC
- #2: Share materials of best-practices, and other resources provided by BSU students. (i.e. tip sheets, cookbooks, internet resources on health promoting food & drinks). **Participants:** BSU students, Mandi, PIC
- #3: Schedule, plan, & conduct a meeting to create a strategy for the HLC initiative. **Participants:** PM, Mandi, Sarah, PIC
- #4: Contact Purdue Extension nutritionist to schedule L&L dates during HLC times. **Participants:** Sarah, Mandi
- #5: Conduct management & employee meeting to introduce & promote HLC initiative. **Participants:** PM, Mandi, Sarah, PIC, PE
- #6: Promote HLC and conduct sign-up/registration for HLC initiative. **Participants:** Mandi, PIC, PE
- #7: Continue promoting HLC initiative via communication with PM & PE. **Participants:** Mandi, PIC
- #8: Identify recipes to use for the HLC. **Participants:** PE, PE, PM, Mandi &/or Sarah
- #9: Bring food & attend first and following HLCs. **Participants:** PM, Mandi, PIC, PE, Sarah
- #10: Conduct ongoing planning, monitoring, reporting after initial HLC & subsequent HLC lunches. **Participants:** PM, Mandi, PIC, Sarah

**Outcomes/Impacts**

**Short-Term**
- Participated in the healthy lunch initiative
- Used the best-practices tip sheets and other resources
- Prepared healthy food for the healthy lunch initiative using resources in this proposal
- Increased awareness of importance of consuming high quality food & drinks
- Increased knowledge of what constitutes high quality food
- Increased knowledge of health promoting recipes

**Mid-Term**
- Increased knowledge of how to prepare quality, health promoting food & drinks
- Increased motivation to eat health promoting food & drinks
- Improved attitude that preparing & consuming healthy food & drinks promotes wellness
- New behavior developed within PE, PIC & PM to prepare & bring healthy foods & drinks to bi-weekly HLC

**Long-Term**
- Initiated a healthier food culture at Pershing where employees bring in healthier food & drink options for lunches & breaks, sharing nutritious food ideas and recipes, & sharing the knowledge they learned with their friends & families.

*Legend*
- HLC = Healthy Lunch Club
- LL = Lunch & Learn program
- PM = Pershing Management
- PE = Pershing Employees
- PIC = Pershing Initiative Champions
Budget

This business plan will propose a budget shown in the Table below for the development of the Healthy Lunch Initiative, which includes supplies and products for the Healthy Lunch Club. Within the table, the item is first listed, along with the projected number of item that will be needed. Next, the item’s price minimum and maximum are shown based on retail searching for specific items. The item location where the prices were taken is shown in the next column, followed by the total average cost based on the minimum and maximum prices provided. These items along with their prices are to estimated, and should not be indicative of every product or final sales needed to create a successful Healthy Lunch Club. They are simply included within this business plan to act as possible products that could improve the Healthy Lunch Initiative.

Paper and copier ink is included within the budget so that promotional material (i.e. posters, flyers, handouts) may be hung up and provided to Pershing Employees. Also, tip sheets, which are found in Appendix B, will plan to be copied and distributed. Healthy cookbooks as well as the DASH Diet Cookbook are included because of their importance in the Healthy Lunch Club. This will help employees choose healthier options to bring into the club as well as take home and share with their families. A picnic table (with or without an umbrella) would be purchased and placed outside the Pershing facility for additional socialization and employee comradely during break times as well as when the Healthy Lunch Club met. A crockpot and electric skillet would allow the Healthy Lunch Club to prepare a variety of foods and decrease the limitations they may have had in the past to preparing different warm foods (i.e. casseroles, meat, stir-fry's, etc.). Lastly, an employee garden was shown to be of interest during initial assessment of the planning process. This may take time to develop and plan for optimal success, but the company does have room to plant a garden, which could defiantly assist employees in consuming a greater number of vegetables and other whole natural foods.
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Projected Total if minimum items of paper and cookbooks are purchased: **$178.74**
SWOT Analysis

The SWOT analysis for the Eat Healthy Initiative at Muncie Power Products Pershing location focuses on the four areas of internal strengths, external weaknesses, external opportunities, and external threats.

**INTERNAL STRENGTHS**

**Wellness coordinator position** - Muncie Power Products employs a wellness coordinator who has a master’s degree in Wellness Management and works in the corporate office in a position that includes being a human resource specialist. She has excellent training so she is well qualified to create and manage wellness initiatives.

**Wellness champion** - The Pershing location has a Wellness Champion who is participating with this business proposal team. She is genuinely interested in working to improving the wellness of employees at the Pershing location.

**Active jobs** - Most the worker, other than the manager and some of the crew leaders, have physically active jobs which allows them to do a lot of walking each day which is good for physical fitness.

**Workspace** – The warehouse is a large open building with adequate lighting and good ventilation. It has is good access from the parking lots.

**Interest in healthy foods** – There is clearly interest in learning more about eating healthy foods as demonstrated in the survey.

**Break-room** – The warehouse has a large well-equipped break room with a large table with benches. There is a sink, two microwaves, blender and even a toaster. In addition the company installed a reverse osmosis water system in the break-room to provide free high quality water for the employees.

**Land** – Adjacent to the building and parking area is a large open fenced in area. It is relatively flat, approximately one-acre site fenced with security chain-link fencing. This area is used for annual company bar-b-ques. It would also provide an ideal place to grow fresh vegetables for employees on part of the area.

**INTERNAL WEAKNESSES**

**No flexibility** – employees at this site have tight daily deadlines every afternoon. This lack of flexibility does not allow for individual variation of schedule.

**Daily shipping deadlines** – The large number of shipments each day adds stress to the afternoons each day. There is a requirement that each order be accurately filled and double checked for accuracy before it is released for shipment.
**Habits** – whenever there is a desire to make a change in lifestyle, like changing eating choices, old habits of foods choices add to the challenge of making lasting changes.

**Budget** – there is not a large budget for wellness initiatives.

**Fatigue** – the daily tasks of walking, lifting, packing, and rechecking are tiring work. The problem of experiencing fatigue makes it additionally hard to stay focused on making good food choices and creating new lasting habits.

**Food culture** – Some of the employees are used to eating fast food at lunch. In addition, celebrations at the Pershing location often include non-healthy foods such as donuts, cupcakes, and pizza.

**Vending machine** – the vending machine has primarily candy bars, highly processed pastries, and high salt chips. There was an effort to put healthier snack in the vending machine, but this was not successful since they “did not sell well.”

**EXTERNAL OPPORTUNITIES**

**Wealth** – Muncie Power Products being a company in the United States benefits from the wealth that exists in this country. It provides stable legal status for businesses and good support services such as quality roads. Since Muncie Power Products ship there products via UPA as well as various trucking companies this enables them to provide prompt service to their customers.

**Location** – the Pershing location is situated in downtown Muncie. This provides access to a number of support businesses as well as restaurants, small grocery stores, and gas stations, which provide convenience to employees in support of their individual lifestyles. The Pershing location provides easy access to employees for parking and shipping companies such as UPS and the various trucking companies whose trucks pick up products at this location.

**Industry** – Muncie Power Products is in a stable industry. It has a long history of providing quality products so it will be received in the market place in both the United States and Canada.

**Management** – wellness management is a professional field of study that is providing value information businesses to help develop and support wellness of workers in a business environment.

**Culture** – there is a changing culture in the United States that is focusing on the value of living a healthy lifestyle. This has a positive impact of business and their employees to encourage positive change in fostering healthy lifestyles in a work and home environment.

**Economy** – the United States economy as a whole is becoming more stable. Unemployment numbers have improved this year. Increased stability offers increased stability for Muncie Power Products as well.
EXTERNAL THREATS

Food access – Although there are some nice quality restaurants that offer organic and locally sourced foods, there are also fast food restaurants. Fresh fruits and vegetables are hardy fresh as they are shipped long distances before they arrive at grocery stores.

Food quality – Historically the United States has not supported food industries that promote fresh minimally processed foods. There has been an emphasis on large factory farms, large quantities, and low price foods with long shelf lives.

Food availability – Since Muncie is a smaller community there is not a wide variety of types of grocery stores as compared to those in cities like in Indianapolis, which has stores that offer organic, and locally sources foods (Whole Foods or Trader Joes,) in addition to low-price-high volume groceries like (Wal-Mart.)

Food costs – Fresh fruits and vegetables are expensive and have a short shelf life since they have been shipped long distances. Organic and locally grown produce is often expensive compared to other commercially grown produce. Processed food often appears to be cheaper to many shoppers.

Culture – The food culture in the United States includes consumption of lots of high calorie, high salt, heavily processed foods. Inexpensive sodas in very large size containers are marketed at very low prices at most fast food businesses and gas stations.
References


Appendix A- Chronic Diseases that are Diet Related

The chronic diseases that are diet related can take a significant toll on both employees and employers as reported in these guidelines –

**Cardiovascular Disease**

- 81.1 million Americans—37 percent of the population—have risk factors include high levels of blood cholesterol and other lipids, Type 2 Diabetes, hypertension (high blood pressure), metabolic syndrome, overweight and obesity, physical inactivity, and tobacco use.
- 16 percent of the U.S. adult population has high total blood cholesterol.

**Hypertension**

- 4.5 million Americans—34 percent of U.S. adults—have hypertension.
- Hypertension is a major risk factor for heart disease, stroke, congestive heart failure, and kidney disease.
- Dietary factors that increase blood pressure include excessive sodium and insufficient potassium intake, overweight and obesity, and excess alcohol consumption.
- 36 percent of American adults have prehypertension—blood pressure numbers that are higher than normal, but not yet in the hypertension range.

**Diabetes**

- Nearly 24 million people—almost 11 percent of the population—ages 20 years vast majority of cases are Type 2 Diabetes, which is heavily influenced by diet and physical activity.
- About 78 million Americans—35 percent of the U.S. adult population ages 20 years or older—have pre-diabetes (also called impaired glucose tolerance or impaired fasting glucose) means that blood glucose levels are higher than normal, but not high enough to be called diabetes.

**Cancer**

- Almost one in two men and women—approximately 41 percent of the population—will be diagnosed with cancer during their lifetimes.
- Dietary factors are associated with risk of some types of cancer, including breast (post-menopausal), endometrial, colon, kidney, mouth, pharynx, larynx, and esophagus.

**Osteoporosis**

- One out of every two women and one in four men ages 50 years and older will have an osteoporosis-related fracture in their lifetime.
- About 85 to 90 percent of adult bone mass is acquired by the age of 18 in girls and the age of 20 in nutrition and regular participation in physical activity are important factors in achieving and maintaining optimal bone mass (p.3).
Appendix B- Nutrition Education Tip-Sheets

The tip-sheets provided in this section are example guides for distribution to Pershing Employees. The Healthy Initiative should plan to have these sheets printed out to promote healthy eating and drinking throughout the Pershing location. The tip sheets may also be provided during the Healthy Lunch Club meetings, on the bulletin board of the Pershing break room, as well as in the mailboxes of the Pershing Employees. To find a full set of the Nutrition Education tip sheets go to http://www.choosemyplate.gov/healthy-eating-tips/ten-tips.html where the “10 Tips Nutritional Education Series” are available to print and distribute.
Making food choices for a healthy lifestyle can be as simple as using these 10 Tips. Use the ideas in this list to balance your calories, to choose foods to eat more often, and to cut back on foods to eat less often.

1. **Balance calories**
   Find out how many calories YOU need for a day as a first step in managing your weight. Go to www.ChooseMyPlate.gov to find your calorie level. Being physically active also helps you balance calories.

2. **Enjoy your food, but eat less**
   Take the time to fully enjoy your food as you eat it. Eating too fast or when your attention is elsewhere may lead to eating too many calories. Pay attention to hunger and fullness cues before, during, and after meals. Use them to recognize when to eat and when you’ve had enough.

3. **Avoid oversized portions**
   Use a smaller plate, bowl, and glass. Portion out foods before you eat. When eating out, choose a smaller size option, share a dish, or take home part of your meal.

4. **Foods to eat more often**
   Eat more vegetables, fruits, whole grains, and fat-free or 1% milk and dairy products. These foods have the nutrients you need for health—including potassium, calcium, vitamin D, and fiber. Make them the basis for meals and snacks.

5. **Make half your plate fruits and vegetables**
   Choose red, orange, and dark-green vegetables like tomatoes, sweet potatoes, and broccoli, along with other vegetables for your meals. Add fruit to meals as part of main or side dishes or as dessert.

6. **Switch to fat-free or low-fat (1%) milk**
   They have the same amount of calcium and other essential nutrients as whole milk, but fewer calories and less saturated fat.

7. **Make half your grains whole grains**
   To eat more whole grains, substitute a whole-grain product for a refined product—such as eating whole-wheat bread instead of white bread or brown rice instead of white rice.

8. **Foods to eat less often**
   Cut back on foods high in solid fats, added sugars, and salt. They include cakes, cookies, ice cream, candies, sweetened drinks, pizza, and fatty meats like ribs, sausages, bacon, and hot dogs. Use these foods as occasional treats, not everyday foods.

9. **Compare sodium in foods**
   Use the Nutrition Facts label to choose lower sodium versions of foods like soup, bread, and frozen meals. Select canned foods labeled "low sodium," "reduced sodium," or "no salt added."

10. **Drink water instead of sugary drinks**
    Cut calories by drinking water or unsweetened beverages. Soda, energy drinks, and sports drinks are a major source of added sugar, and calories, in American diets.
10 tips
Nutrition
Education Series

enjoy your food, but eat less
10 tips to enjoying your meal

You can enjoy your meals while making small adjustments to the amounts of food on your plate. Healthy meals start with more vegetables and fruits and smaller portions of protein and grains. And don’t forget dairy—include fat-free or low-fat dairy products on your plate, or drink milk with your meal.

1. get to know the foods you eat
   Use the SuperTracker to find out what kinds of foods and how much to eat and to get tips and support for making better food choices.

2. take your time
   Be mindful to eat slowly, enjoy the taste and textures, and pay attention to how you feel. Use hunger and fullness cues to recognize when to eat and when you’ve had enough.

3. use a smaller plate
   Use a smaller plate at meals to help with portion control. That way you can finish your entire plate and feel satisfied without overeating.

4. if you eat out, choose healthier options
   Check and compare nutrition information about the foods you are eating. Preparing food at home makes it easier to control what is in your meals.

5. satisfy your sweet tooth in a healthy way
   Indulge in a naturally sweet dessert dish—fruit! Serve a fresh fruit cocktail or a fruit parfait made with yogurt. For a hot dessert, bake apples and top with cinnamon.

6. choose to eat some foods more or less often
   Choose more vegetables, fruits, whole grains, and fat-free or 1% milk and dairy products. Cut back on foods high in solid fats, added sugars, and salt.

7. find out what you need
   Get your personalized plan by using the SuperTracker to identify your food group targets. Compare the foods you eat to the foods you need to eat.

8. sip smarter
   Drink water or other calorie-free beverages, 100% juice, or fat-free milk when you are thirsty. Soda and other sweet drinks contain a lot of sugar and are high in calories.

9. compare foods
   Check out the Food-A-Pedia to look up and compare nutrition information for more than 8,000 foods.

10. make treats “treats,” not everyday foods
    Treats are great once in a while. Just don’t make treat foods an everyday choice. Limit sweet treats to special occasions.

Go to www.ChooseMyPlate.gov for more information.
10 tips to help you eat more vegetables

It’s easy to eat more vegetables! Eating vegetables is important because they provide vitamins and minerals and most are low in calories. To fit more vegetables in your meals, follow these simple tips. It is easier than you may think.

1. discover fast ways to cook
   Cook fresh or frozen vegetables in the microwave for a quick-and-easy dish to add to any meal. Steam green beans, carrots, or broccoli in a bowl with a small amount of water in the microwave for a quick side dish.

2. be ahead of the game
   Cut up a batch of bell peppers, carrots, or broccoli. Pre-package them to use when time is limited. You can enjoy them on a salad, with hummus, or in a veggie wrap.

3. choose vegetables rich in color
   Brighten your plate with vegetables that are red, orange, or dark green. They are full of vitamins and minerals. Try acorn squash, cherry tomatoes, sweet potatoes, or collard greens. They not only taste great but also are good for you, too.

4. check the freezer aisle
   Frozen vegetables are quick and easy to use and are just as nutritious as fresh veggies. Try adding frozen corn, peas, green beans, spinach, or sugar snap peas to some of your favorite dishes or eat as a side dish.

5. stock up on veggies
   Canned vegetables are a great addition to any meal, so keep on hand canned tomatoes, kidney beans, garbanzo beans, mushrooms, and beets. Select those labeled as “reduced sodium,” “low sodium,” or “no salt added.”

6. make your garden salad glow with color
   Brighten your salad by using colorful vegetables such as black beans, sliced red bell peppers, shredded radishes, chopped red cabbage, or watercress. Your salad will not only look good but taste good, too.

7. sip on some vegetable soup
   Heat it and eat it. Try tomato, butternut squash, or garden vegetable soup. Look for reduced- or low-sodium soups.

8. while you’re out
   If dinner is away from home, no need to worry. When ordering, ask for an extra side of vegetables or side salad instead of the typical fried side dish.

9. savor the flavor of seasonal vegetables
   Buy vegetables that are in season for maximum flavor at a lower cost. Check your local supermarket specials for the best-in-season buys. Or visit your local farmer’s market.

10. try something new
    You never know what you may like. Choose a new vegetable—add it to your recipe or look up how to fix it online.

Go to www.ChooseMyPlate.gov for more information.
Appendix C- The DASH Diet Cookbook examples

A good friend picked out some of her favorite recipes.
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Insalata di Farro (Farro Salad)

Serves 6

1/2 cup roasted chopped zucchini (see below)
2 cups Italian semi-pearled farro
8 ounces chopped fresh mozzarella cheese
1 (8-ounce) jar roasted red peppers, chopped
2 tablespoons finely chopped fresh parsley
2 tablespoons finely chopped fresh basil
1/4 teaspoon dried marjoram
Juice of 1/2 lemon
2 tablespoons extra virgin olive oil
1/4 teaspoon sea salt
1/2 teaspoon cracked black pepper

ROASTED ZUCCHINI
2 zucchinis, cut lengthwise into 1/4-inch slices
4 tablespoons extra virgin olive oil
4 tablespoons balsamic vinegar
1/4 teaspoon cracked black pepper
1/2 teaspoon dried Italian herbs

To roast the zucchini, preheat the oven to 400°F. Coat a cookie sheet with olive oil spray, and arrange the sliced zucchini on it. Drizzle with olive oil and balsamic vinegar, and then sprinkle with pepper and dried herbs. Place on the middle rack of the oven, and cook until the zucchini starts to wrinkle and is soft to the touch, 8 to 10 minutes.

Meanwhile, bring a large pot of water to a boil, adding a drizzle of olive oil to prevent the farro from sticking. Add the farro to the boiling water and cook 20 to 30 minutes, or until al dente. Strain in a colander and pour the farro into a large bowl.

Mix the roasted zucchini and all other ingredients into the cooked farro. Toss well, and serve immediately. Serving this dish warm will melt the mozzarella, but it can also be served chilled.

HELPFUL HINTS

• Farro is a versatile, easy-to-cook whole grain. Be sure to get the semi-pearled variety, so that it cooks quickly. Otherwise it needs to be soaked overnight.
• If marjoram isn’t readily available, substitute oregano, a relative of marjoram.

Personal Note from Chef Anna: The first time I tried farro was when I was in Italy taking a cooking class. I fell in love with the texture and flavor and wanted to share it with others once I came back to the U.S., since it is not commonly used here. This recipe is fresh and the combination of flavors is delicious. My family members are always asking me to make this dish, and it is always a hit at potlucks!

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Calcium 26% • Magnesium 5%
Diabetic-Friendly Green Smoothie
Serves 2
2 cups spinach
2 large kale leaves, chopped (about 1½ cups)
¾ cup water
1 large frozen banana, chopped
½ cup frozen mango
½ cup frozen peach
1 tablespoon ground flaxseeds
1 tablespoon almond butter or peanut butter, optional

Place the spinach, kale, and water in a blender. Start blending on low, and as the greens begin to break down, increase to medium speed until they are completely broken down and smooth. Add the fruit, flaxseeds, and nut butter (if using), and blend on medium to high speed until desired consistency is achieved, about 1 minute. Serve immediately.

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Banana Almond Smoothie
Serves 1
1 large banana
1 cup unsweetened almond milk
1 tablespoon unsalted almond butter
1 tablespoon wheat germ
½ teaspoon vanilla extract
¼ teaspoon ground cinnamon
3–4 ice cubes

Place all the ingredients in a blender. Start blending on low, and as the contents begin to break down, increase to medium speed until desired consistency is achieved, about 1 minute. Serve immediately.

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Tropical Smoothie

Serves 2

¾ cup frozen mango
¾ cup frozen pineapple
1 small frozen banana, chopped
1½ cups unsweetened coconut milk
½ cup water
1 tablespoon coconut oil
3–4 ice cubes

Place all the ingredients in a blender. Start blending on low, and as the contents begin to break down, increase to medium speed until completely smooth, about 1 minute. Serve immediately.

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Berry Banana Green Smoothie

Serves 2

2 cups spinach
1 cup water
¾ cup frozen blackberries
¾ cup frozen blueberries
1 small frozen banana, chopped
1 tablespoon almond butter

Place the spinach and water in a blender. Start blending on low, and as the spinach begins to break down, increase to medium speed until it is completely broken down and smooth. Add the blackberries, blueberries, banana, and almond butter, and blend on medium to high speed until desired consistency is achieved, about 1 minute. Serve immediately.

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Roasted Butternut Squash Soup

Serves 6

1 large butternut squash or 2 (16-ounce) bags precut butternut squash (to skip the roasting)
2 tablespoons extra virgin olive oil
1 large clove garlic
1/2 white onion, chopped
2 1/2 liters low-sodium vegetable or chicken broth, divided
1/4 teaspoon cracked black pepper
1/4 teaspoon white pepper
1 tablespoon chopped fresh parsley
1 1/4 teaspoon chili pepper flakes
1 teaspoon finely chopped fresh rosemary
3-4 finely minced fresh sage leaves

The squash can be roasted a day or two ahead. Just store the roasted squash in an airtight container in the refrigerator.

Preheat the oven to 400°F. Cut off the top of the squash, and then cut the squash in half lengthwise, and scoop out the seeds from the center with a metal spoon until there are no strings or seeds left. Coat a cookie sheet with olive oil spray, and place the squash on it, cut sides down. Roast in the oven for about 30 minutes, or until the squash is soft to the touch. Remove from the oven, and let cool completely.

In a large pot over medium heat, add the oil, garlic, and onion. Sauté a few minutes, until the onion turns light brown. While the onion and garlic are cooking, scoop out the roasted squash from its skin with a spoon, and add to the pot. Mix together, using a spatula to break up large chunks of squash. Add 1 liter of broth, and bring to a boil. Reduce the heat to low, and transfer the veggies in batches to a blender, leaving most of the liquid in the pot. Blend the squash on low to mix, and then on high until smooth. If the squash won’t blend easily, add a bit of the broth. Once all the squash has been blended, return it to the pot, add the rest of the broth as well as the black pepper, white pepper, parsley, chili pepper flakes, rosemary and sage. Bring the soup to a boil and serve hot.

Serving Suggestion: Swirl a teaspoon of low-fat sour cream or yogurt into each bowl of soup, and then sprinkle fresh parsley on top before serving.

COOKING TIP
• If using precut squash, just sauté over medium heat with extra virgin olive oil until tender.

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Calcium 10% • Magnesium 11%
Thai Curried Vegetables

Serves 4

2 tablespoons coconut oil
1 medium onion, cut into ¼-inch pieces
1 medium red bell pepper, coarsely chopped
1 medium green bell pepper, coarsely chopped
1 cup coarsely chopped broccoli
3–4 cups cubed eggplant, ½-inch pieces
1 small jalapeño chile pepper, thinly sliced (seeded for less heat)
1 tablespoon chopped fresh ginger
2 large cloves garlic, coarsely chopped
1 teaspoon curry powder
½ teaspoon ground cinnamon
½ teaspoon ground turmeric
¼ teaspoon cracked black pepper
2 cups unsweetened light coconut milk
½ cup low-sodium vegetable broth
1 heaping tablespoon unsalted peanut butter
4 tablespoons coarsely chopped Thai basil

Heat a large pot over medium heat, and add the coconut oil. Once it has melted, add the onion, bell peppers, and broccoli, stirring constantly. Add the eggplant, chile pepper, ginger, garlic, curry powder, cinnamon, turmeric, and pepper. Stir to incorporate the ingredients and spices and cook until the eggplant browns and the vegetables soften a bit, about 4 to 5 minutes. Add the coconut milk, broth, and peanut butter. Stir well to incorporate the peanut butter, and then cover the pot. Simmer on low for about 10 minutes. Then remove the lid, and simmer uncovered for an additional 5 minutes, or until the sauce thickens to the desired consistency. Stir in the basil right before serving.

Serving Suggestion: Scoop ½ cup of cooked brown rice into individual bowls, and top each with a large ladleful of veggies and sauce.

Fun Fact: Thai basil has a sharper flavor than Italian basil, with a licorice undertone.

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Calcium 8% • Magnesium 6%
Orange Chicken and Brown Rice
Series 2

2 (4-ounce) boneless, skinless chicken breasts
1 tablespoon sesame oil
1 tablespoon extra virgin olive oil
¼ cup coarsely chopped shiitake mushroom
¼ cup chopped white onion
1 large clove garlic, minced
¼ teaspoon cracked black pepper
½ teaspoon grated orange zest
¼ teaspoon grated lemon zest
Juice of ½ orange
4 cups spinach
¼ teaspoon ground ginger
1 cup cooked brown rice

Trim the fat from the chicken breasts, and then cut the chicken into small cubes. Heat the sesame oil and olive oil in a medium pan over medium to high heat. Add the mushroom, onion, and garlic, and cook for 1 minute. Then, add the chicken, and season with the pepper, ground ginger, orange zest, and lemon zest. Cook until the chicken has browned, about 4 to 5 minutes, and then add the orange juice. Stir the chicken and scrape the bottom of the pan to incorporate flavors. Add the spinach, remove the pan from the heat, and immediately cover it to steam the spinach. Divide the cooked brown rice between two dishes, and top with orange chicken.

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Chicken Pasta Salad

Serves 6

8 ounces whole wheat penne pasta
1 (6-ounce) boneless, skinless chicken breast
1 cup halved seedless red grapes
¼ cup walnut pieces
1 tablespoon red wine vinegar
½ cup chopped celery
½ cup low-fat plain Greek yogurt
½ teaspoon cracked black pepper
½ teaspoon sea salt

Boil a large pot of water, adding a drizzle of olive oil to
prevent the pasta from sticking. Add the pasta to the boiling
water, stirring once, and cook 8 to 10 minutes, or until al
dente. Strain the pasta.

While the pasta is cooking, trim the fat off the chicken, if
any, and cut it into small cubes. Fill a separate, medium pot
with water, and bring it to a boil over high heat. Add the
chicken cubes (water should cover them), and boil for 5 to 6
minutes.

Drain both the pasta and the chicken. In a large bowl,
combine the pasta and the chicken with the remaining
ingredients, and mix well. Refrigerate for 20 to 30 minutes
before serving.

VARIATION
- Substitute canned wild salmon or tuna for the cooked

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Calcium 4% • Magnesium 7%
Spinach Artichoke Dip

Serves 4

3 cups spinach
2 (14-ounce) cans artichoke hearts, rinsed, drained, and coarsely chopped
1 large clove garlic, finely minced
1 cup low-fat plain Greek yogurt
1/2 cup low-fat sour cream
1/4 teaspoon dried parsley
1/4 teaspoon dried basil
1/2 cup shredded Parmesan cheese, divided
1/2 cup shredded part-skim mozzarella cheese, divided
1/6 teaspoon sea salt
1/8 teaspoon cracked black pepper

Preheat the oven to 400°F. Fill a medium pot with water, and bring it to a boil. Add the spinach, and after 1 minute drain the spinach in a colander. Let it cool, and then wring the water out by hand. Transfer to a cutting board, and coarsely chop.

In a food processor, add the spinach, artichoke hearts, garlic, yogurt, sour cream, dried herbs, salt, and pepper, and half of both cheeses. Pulse the mixture a few times, to the desired consistency. Process in batches if necessary.

Transfer the mixture to an ovenproof serving dish, and spread it out evenly with a rubber spatula. Top with the rest of the Parmesan and mozzarella. Bake 15 to 20 minutes, or until the cheeses on top completely melt and start to brown. Remove from the oven, and serve immediately.

Serving Suggestion: Serve as a dip with chopped veggies, whole grain crackers, or spread on slices of whole grain baguette.
Healthy Italian Pasta Salad

Serves 4

- 4 cups whole wheat penne pasta
- ¼ cup toasted pine nuts
- 2 cups halved cherry tomatoes
- 1 cup chopped fresh mozzarella cheese
- 1 bunch coarsely chopped fresh basil
- 4 tablespoons extra virgin olive oil
- Pinch of sea salt
- ⅛ teaspoon cracked black pepper

Boil a large pot of water, adding a drizzle of olive oil to prevent the pasta from sticking. Add the pasta to the boiling water, stirring once, and cook 8 to 10 minutes, or until al dente. Strain the pasta.

To toast the pine nuts, heat a large, flat pan over medium-high heat. Add the pine nuts, and stir frequently to avoid burning. Toast for about 2 minutes or until the nuts smell buttery and they are light brown on the outside. Remove them from the pan immediately.

In a large bowl, toss the cooked pasta with the remaining ingredients. The warm pasta will slightly melt the cheese.

---

Balsamic Glaze

Makes 6 (2-tablespoon) servings

- 2 cups balsamic vinegar

In a large saucepan, heat the balsamic vinegar over low heat for 25 to 30 minutes. Just simmer it, and do not let it boil. To test, dip a wooden spoon into the glaze; if you run your finger over the back of the spoon, it should leave a clean line. Cool and store in a squeeze bottle to drizzle on salads, entrées, and desserts.

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Calcium 0% • Magnesium 0%
Mom's Bean Soup

Serves 4

6 cups pinto beans in broth (see Pinto Beans, page 166)
3/4 cup chopped white onion
1/2 cup chopped Roma tomato
2 large avocados, peeled, pitted, and cubed
4 tablespoons chopped fresh cilantro
4 tablespoons shredded low-fat Monterey Jack cheese
4 teaspoons canned chipotle pepper sauce

Bring the beans to a boil in a medium pot over medium to high heat. Turn the heat off. Ladle 1 1/2 cups of the beans with broth into four bowls. Top each bowl with the raw chopped onion, tomato, avocado, cilantro, shredded cheese, and chipotle sauce. Serve immediately.

Personal Note from Chef Anna: This is a very nostalgic dish for me. Growing up, we often had this soup for dinner. One large pot of beans would feed my sisters and me for the week and we would never get tired of them. We also loved helping our mom chop all the ingredients and shred the cheese.

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Fish Tacos
Serves 4

4 (3-ounce) mahi mahi fillets
3 tablespoons extra virgin olive oil
4 cups thinly shredded red cabbage
3 tablespoons red wine vinegar
8 corn tortillas
½ teaspoon ground cumin
½ teaspoon cracked black pepper
2 large avocados, pitted, peeled, and thinly sliced
3 large Roma tomatoes, chopped

SAUCE
¾ cup low-fat plain Greek yogurt
¼ cup low-fat milk
Juice of 1 large lemon
¼ teaspoon cracked black pepper
½ teaspoon sea salt

To make the sauce, whisk all ingredients together in a small bowl. The consistency of the sauce should be relatively thin, to drizzle over the top of the tacos, adding more milk if it isn’t thin enough. Set aside.

Heat a large pan over medium heat. Season both sides of each fillet with cumin and pepper. Add the oil to the hot pan, and when the oil is hot add the fillets, two at a time. Cook each side about 3 to 4 minutes, or until each side is seared and the center of the fish is no longer transparent. Remove from the pan, and drain on paper towels. Repeat with the other two fillets.

In a separate bowl, toss the cabbage with the vinegar. With two forks, break apart each fillet into two pieces. Warm the tortillas in a flat pan on low heat, then place a couple of pieces of fish in each tortilla, top with the cabbage mixture, avocado, and chopped tomato, and then drizzle with sauce. Fold tortilla over and serve.

RECIPE TIP
- Substitute any denser fish, including salmon, for the mahi mahi.

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Calcium 22% • Magnesium 26%
**Healthy Cobb Salad with Basic Vinaigrette**

*Serves 4*

- 4 slices turkey bacon
- 3 cups spinach
- 1 cup sliced cremini mushrooms
- ½ cup shredded carrot
- ½ large cucumber, sliced
- ½ (15-ounce) can kidney beans, rinsed and drained
- 1 large avocado, pitted, peeled, and chopped
- ½ cup crumbled blue cheese

**Basic Vinaigrette (page 90)**

Heat a medium-sized nonstick pan over medium heat, and coat with olive oil spray. Add the turkey bacon, cook until brown, and then flip and continue cooking, 5 to 6 minutes. Remove and rest on a cutting board. Crumble the cooled turkey bacon by hand, or coarsely chop.

Place the spinach on a large serving platter. Then arrange the mushroom, carrot, cucumber, kidney beans, avocado, blue cheese, and turkey bacon in neat rows atop the spinach. Serve with vinaigrette on the side.

**HEALTHFUL HINTS**

- With its strong flavor, just a little blue cheese goes a long way, which is why a modest amount of this high-fat ingredient is included.
- For variety, substitute feta cheese for blue cheese. It’s milder in flavor and considerably lower in fat.
Black Bean and Apple Salsa

Serves 6 (Makes 3 cups)

1 (15-ounce) can black beans, rinsed and drained
½ large Granny Smith apple, cubed
¾ cup finely chopped red onion
½ medium serrano chile pepper, unseeded and finely chopped
3 tablespoons chopped fresh cilantro
Juice of ½ large lime
Juice of ½ large orange
¾ teaspoon cracked black pepper
½ teaspoon sea salt

Combine all the ingredients in a large bowl. Before serving, refrigerate for at least 20 minutes so that the flavors blend.

Serving Suggestion: Serve atop a chicken breast, or as a snack or appetizer with unsalted, baked tortilla chips.

VARIATION

• To make this salsa less spicy, remove the seeds from the serrano chile pepper by slicing it into fourths lengthwise and cutting out the ribs and seeds.

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Calcium 1% • Magnesium 4%

Tropical Salsa

Serves 10 (Makes 5 cups)

1 large mango, peeled, pitted, and diced
2 large avocados, peeled, pitted, and diced
1 small red bell pepper, diced
2 large Roma tomatoes, diced
½ cup diced red onion
3 tablespoons chopped fresh cilantro
½ large jalapeño chile pepper, finely chopped (seeded for less heat)
Juice of 1 lime
¾ teaspoon sea salt
¾ teaspoon cracked black pepper

Combine all the ingredients in a large bowl. Before serving, refrigerate for at least 20 minutes so that the flavors blend.
Red Mexican Salsa
Makes 12 (2-tablespoon) servings

20 dried red chiles/chiles de arbol
1 large clove garlic
½ white onion, cut into large pieces
2 large Roma tomatoes, cut into large pieces
½ cup water
¾ cup fresh cilantro
⅛ teaspoon sea salt

Heat a large skillet over high heat. Add the chiles, garlic, onion, and tomatoes directly to the pan with no oil. Once the tomato skins and chiles start to blacken, remove the chiles from the skillet and place them in a small pot with the water. Cover, and simmer for 8 to 10 minutes to soften the chiles. Once the chiles are softened, transfer the cooked ingredients along with the cilantro to a blender. Blend on low speed, and cover the top with a kitchen towel so that steam can escape, but the salsa won’t explode out the top of the blender. Season with salt to taste. Caution: This salsa is very spicy!

---

Grilled Chicken with Black Bean Salsa
Serves 4

2 cups rinsed and drained canned black beans
1 large Granny Smith apple, chopped
⅓ small red onion, finely chopped
1 serrano chile pepper, seeded and finely chopped
2 tablespoons chopped fresh cilantro
Juice of 1 large lime
Juice of ½ orange
⅛ teaspoon sea salt
⅛ teaspoon cracked black pepper
4 boneless, skinless chicken breasts

To make the salsa, combine all the ingredients (except the salt, pepper, and chicken) in a large bowl. Refrigerate for at least an hour to let the flavors meld.

Heat a grill or grill pan to medium-high heat. Season the chicken breasts with salt and pepper. Place them on the grill, and cook 4 to 6 minutes per side, or until the center of each is no longer pink. Divide the salsa on top of the breasts, and serve.

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**Chicken Fajita Wraps**

*Serves 4*

3 tablespoons extra virgin olive oil  
2 (6-ounce) boneless, skinless chicken breasts  
1 teaspoon dried oregano  
½ teaspoon sea salt  
½ teaspoon black pepper  
½ large white onion, thinly sliced  
1 large green bell pepper, thinly sliced  
1 large red bell pepper, thinly sliced  
4 100% whole wheat tortillas  
1 cup rinsed and drained canned black beans  
1 cup shredded romaine lettuce  
4 tablespoons low-fat plain Greek yogurt

Heat the oil in a large pan over medium heat. While the pan heats, remove the fat from the chicken breasts, slice them lengthwise about ¼ inch thick and cut the longer pieces in half. Season with oregano, salt, and pepper. Add the chicken to the pan, and sauté until the pieces are no longer pink in the center, 5 to 6 minutes. Remove the chicken from the pan, and set aside. Add the onion and bell peppers to the same pan, and sauté until the onions are soft but not completely transparent, about 4 minutes. Warm the tortillas in a flat pan over low heat. Divide the black beans, lettuce, chicken, and sautéed peppers and onions among the four tortillas. Top with yogurt, wrap, and serve.
**Tuna Salad**

*Makes 4 (1-cup) servings*

- ¼ cup chopped celery
- ½ jalapeño chile pepper, seeded and chopped
- ¼ cup chopped Roma tomato
- ¼ cup chopped red onion
- 2 (6-ounce) cans albacore tuna in water, no salt added, drained
- 1 teaspoon brown mustard
- 3 tablespoons low-fat plain Greek yogurt
- ½ teaspoon cracked black pepper
- 1 small avocado, thinly sliced

In a medium bowl, combine the celery, chile pepper, tomato, and onion. Mix in the tuna, mustard, yogurt, and pepper until well combined. Top the salad with avocado slices, and serve.

**SERVING SUGGESTIONS**

- Try this salad atop a bed of spinach, and drizzle with red wine vinegar.
- Enjoy it as a dip with whole wheat crackers.

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**Italian-Style Tuna Salad**

*Serves 4 (makes 4 cups)*

- 2 (5-ounce) cans albacore tuna in water, no salt added, drained
- ½ cup chopped Roma tomato
- ¼ cup chopped red onion
- 4 tablespoons finely chopped fresh parsley
- Juice of 1 lemon
- 4 tablespoons extra virgin olive oil
- ¼ teaspoon cracked black pepper

Place all the ingredients in a large bowl, and stir to incorporate evenly. Let sit for 30 minutes before serving.

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Calcium 2% • Magnesium 2%
Muncie Power Volunteer Force
Community Involvement Initiative
Steve Smith – Wellness Champion
Katie Bowers
Laura Lauer
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Executive Summary

Wellness programs are now a familiar aspect of a workplace because employers understand the importance of employee health and wellbeing. Employers should create an environment that is supportive of improving their employees’ holistic wellbeing. Because there are many different ways to improve upon the dimensions of wellbeing, a wellness program must involve a variety of initiatives.

Muncie Power Products has partnered with the Fisher Institute graduate students to expand on their wellness initiatives. One area of wellbeing the employees expressed interest in was volunteering for a community organization or giving back to their respective communities.

Volunteering has many perceived benefits for people such as improved emotional, physical, and mental wellbeing, less stress, engaged and involved in taking care of their health, deeper connection to their community, and sense of purpose. These benefits carry over to the workplace with each individual. Better yet, employees who volunteer are more likely to have refined job skills, people and teamwork skills, and time management skills. Employees who volunteer together also have stronger, more collaborative relationships. Therefore, co-producing a wellness initiative around volunteering and giving back to the community was the main task of the Muncie Power Products wellness champion, Steve Smith, and Fisher Institute graduate students, Katie Bowers and Laura Lauer.

We created the following business plan to meet the volunteering needs of the Muncie Power Product employees. In our plan we focused on the following objective:

**Muncie Power Product employees will devote more time and resources to improving their community.**

The employees will be provided with several company-wide volunteer events, donation drives, and tools for finding volunteer opportunities specific to their interests. We hope that these tactics will facilitate a supportive environment that encourages volunteering or giving back to the community. Employees who give back to their community have a better chance at being healthier and more engaged in their work.
Introduction

Background
Volunteering and getting involved in the community is beneficial in more ways than one for individuals. Not only does it make a difference but also it improves stress levels, improves mental, physical, and physical wellbeing, provides a deeper connection to the community, and gets individuals more engaged in their wellbeing (United Health Care, 2010; United Health Group, 2013). Volunteering is something that all individuals can participate in and is a great way to improve an individuals’ wellbeing while improve their surrounding community.

Employers that utilize volunteering and community involvement also receive benefits. It builds value in their workplace and their employees become more productive workers. Employees who volunteer together develop stronger relationships with their colleagues as well as a number of work skills (United Health Group, 2013). These skills could include: time management skills, people skills, teamwork skills, and professional job skills. “Four out of five employed people who have volunteered through their workplace in the past 12 months say that they feel better about their employer because of the employer’s involvement in volunteer activities” (United Health Group, 2013). The support from the employers plays an important role when it comes to volunteering. Employers who show their support for volunteering within the company will like the changes that they see within their company. Healthier and more engaged employees are more productive employees.

Best Practices
Employers have used a variety of different ways to promote community involvement within their companies. Some employers have given employees a paid day off to volunteer or let them volunteer during their work day (United Health Group, 2013). If that is not possible, other employers have organized volunteer activities for their employees, or wellness champions were appointed to be responsible for the organization of volunteer activities (“Mercer’s Incredible Accomplishment,” 2013). Other practices include: posting opportunities in a newsletter, bulletin board or website, recognizing employees for their volunteering efforts through internal company communication channels, using tracking software so employees can log hours, or using online tools such as volunteermatch.org (“Mercer’s Incredible Accomplishment,” 2013; United Health Group, 2013). Ultimately, it comes down to the company’s culture and their employees. Therefore, the activities planned for Muncie Power Products will reflect what their company culture values and what their employees and wellness coordinator can accomplish.

The Situation
The wellness coordinator at Muncie Power Products conducted a survey to find the interests of employees in regards to their wellness programs. There was in interest in more community involvement activities. Therefore, the community involvement initiative, Muncie Power Volunteer Force, was
developed. Since the wellness program has only been established for about five years the community involvement objectives are simple and will be easy to implement. Also Muncie Power Product employees have taxing jobs so it was important to find opportunities that fit the needs of their busy and demanding schedules.

The activities planned for the Muncie Power Volunteer Force feed off of and mirror previously done volunteer activities at Muncie Power Products. The previous “Spring into Action” volunteer campaign was successful in getting employees involved in their communities. Therefore, a similar volunteer campaign will be offered in the fall at the same volunteer organization. In order to keep things simple and time effective, two additional donation campaigns will be offered in the winter and summer for employees. The summer donation campaign will involve donating school supplies to Tools for School. The winter donation campaign will involve donating toys to Toys for Tots. Contact information for the volunteer organizations will be listed at the end of the business plan for the wellness team. These events will also be presented to employees through a memo. An example of what the memo will look like is provided in the appendix.

Lastly, additional volunteer resources or opportunities will be provided in the Family Focus newsletter or through email. These additional resources and events will be for the employee to explore outside of the company volunteer events. It should be noted that only the “Spring into Action” and “Fall into Action” campaign qualify for the paid charitable day off. Employees only get one of those to use throughout the year. If they participate in the “Spring into Action” they will receive their paid charitable day off. They can still participate in the “Fall into Action” but they will not receive another paid charitable day off. If employees are not able to participate in the “Spring into Action” campaign, then they have the opportunity to receive their paid charitable day off after participating in the “Fall into Action” campaign.

A checklist will be presented biannually with a series of six different volunteer objectives. See appendix for example of checklist. If employees can check four out of the six volunteer objectives off, then they will receive a volunteer certificate for their service in the community. An example of this volunteer certificate is also listed in the appendix. After each company volunteer event employees (as a whole) should be recognized for their contributions to their community in the Family Focus newsletter in the “Wellness Champion of the Month” spot.
Mission & Vision

Muncie Power Products

**Mission:** Muncie Power Products is dedicated to providing quality products and services that will satisfy the needs and expectations of our customers. We are committed to the continual improvement of our products and processes to achieve our quality objectives, maximize value to our customers and realize a reasonable profit that will provide a stable future for our employees.

**Vision:** Muncie Power Products will continue to build on our long history of providing quality products into the Truck Equipment Industry. Customer Service has always been a trademark of Muncie and our ISO certification has provided us the tools to enhance the services we provide to the customer. The implementation of ISO procedures and practices into the operations at all our facilities will provide consistent processes that ensure the ongoing quality of our products.

Muncie Power Products Wellness Program

**Mission:**
The mission of Muncie Power Products’ Wellness Program is to assist employees in enhancing or sustaining their overall health and well-being. Through the Wellness Program, will work to establish and maintain an environment that encourages and supports awareness and education for a healthy lifestyle while enhancing our employees’ quality of life utilizing all dimensions of Wellness.

**Vision:**
The vision of Muncie Power Products Wellness Program is to help and assist employees to perform at their best and enable Muncie Power Products to be an industry leader in both quality and customer service. Muncie Power Products is committed to providing opportunities for healthy behaviors both inside the workplace and outside the workday and to become a resource for employees in achieving a healthy lifestyle.

Muncie Power Products Volunteer Force

**Mission:** The mission of the Muncie Power Volunteer Force is to enhance community wellbeing of employees. By providing opportunities for community involvement we will create an engaged workforce that improves the Muncie community.

**Vision:** Muncie Power Products will be a prominent leader in community involvement within the surrounding area. As a leader, The Muncie Power Volunteer Force will be a model for others by demonstrating the value of being involved in the community.
Audience Analysis

**Overall Population**
The overall population of Muncie Power consists of over 300 total employees. The average age is 46 years old with about 80% male and 20% female workers. Most employees work full time and there is a high employee retention rate. There are three main areas of employment. Most workers are on the factory floor some are employed as middle management, and others work at the corporate level.

**Maggie Muncie**
Maggie is an office manager at the downtown Muncie headquarters. She is 32 years old and works full time. She is 32 years old and married with three kids. She is very busy and would like the opportunity to volunteer without taking a lot of time out of her day or away for her family. She is interested in ways that she can support the community or donate without taking extra time.

**Terry Tulsa**
Terry is a male employee that just celebrated his 46th birthday! He is a factory worker that works full time on the floor in Tulsa. He is married and has two busy kids. Terry’s kids are getting older and he would like to spend time with them before they move away. He would like to participate more in school community activities to support his kids. He is very involved with his family and would like opportunities that they can participate in together.

**Percy Pershing**
Percy has been a long-time employee of Muncie Power Products. He is a full time warehouse worker that dedicates his time in Pershing. He is single and does not have any children. He grew up in Pershing and is integrated into the community. He enjoys living there and cares about his neighbors. Percy wants to support the basic needs of the people in the surrounding community. He would like to be involved providing food and shelter for those that need it most.
The Strategy

Overall Objective
Muncie Power Product employees will devote more time and resources to bettering their community.

Goals & Tactics

**Goals**

1. The overall number of employees who volunteer for the company associated volunteer events will increase by 10% by the end of the year.
   
   **Tactics**
   
   i. Provide contact information for each of the company volunteer events
   
   ii. Memos for the following:
   
   1. Spring into Action – Second Harvest - Spring
   2. Tools for School – Summer
   3. Fall into Action – Second Harvest - Fall
   4. Toys for Tots - Winter
   
   iii. Recognize the employees who volunteered as a whole, number of toys donated, number of school supplies donated, etc. after each company volunteer event in the Family Focus newsletter

2. The overall number of employees who volunteer on their own for local volunteer events will increase by 10% by the end of the year.
   
   **Tactics**
   
   i. Provide additional volunteer opportunities and volunteer resource tools in Family Focus newsletter and send out through email
   
   ii. Provide checklist biannually to encourage involvement
   
   1. Check 4 out of 6 volunteer opportunities to receive a certificate of appreciation from Muncie Power Volunteer Force
**SWOT and Situation Analysis**

**Situation:**
Muncie Power Products is a company made up of over 300 employees. The company headquarters are in Muncie, Indiana. Most employees work in the two locations within Muncie. The company also has several other locations with smaller employee groups including California, Ohio, Georgia, Oklahoma, Texas, Pennsylvania, and Virginia. There are a variety of different jobs within the company ranging from administration, warehousing, and factory jobs. The company is made up of approximately 80% male employees with an average age of 46 years old. The wellness program is fairly new and has only been established for about five years. The wellness professionals work part-time in this area, and a class of wellness students was requested to create wellness programs for the company. The students work with a wellness champion from each area to establish a program that will encourage wellbeing for employees. This SWOT analysis focuses on community involvement.

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Upper management involvement</td>
<td>• New Program</td>
</tr>
<tr>
<td>• Team enthusiasm</td>
<td>• Unorganized</td>
</tr>
<tr>
<td>• Health Screenings</td>
<td>• Lack of direction</td>
</tr>
<tr>
<td>• Employee evaluations/assessments</td>
<td>• Variety of locations</td>
</tr>
<tr>
<td>• Wellness Champions</td>
<td>• Lack of middle manager involvement</td>
</tr>
<tr>
<td></td>
<td>• Wellness is focused on part-time</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Opportunities</th>
<th>Threats</th>
</tr>
</thead>
<tbody>
<tr>
<td>• New Program</td>
<td>• Funding</td>
</tr>
<tr>
<td>• Forming new goals &amp; direction</td>
<td>• Attitude</td>
</tr>
<tr>
<td>• Employee willingness for change</td>
<td>• Previous bad experiences</td>
</tr>
<tr>
<td>• Resources</td>
<td>• Time</td>
</tr>
<tr>
<td>• Can be applied to anyone</td>
<td>• Market</td>
</tr>
<tr>
<td>• Variety of locations</td>
<td></td>
</tr>
<tr>
<td>• Employee engagement</td>
<td></td>
</tr>
</tbody>
</table>
**Strengths:**

**Upper management involvement**
Upper management is involved and willing to take part in company wellness initiatives. The support from upper management in these programs will help encourage other employees to participate.

**Team enthusiasm**
The wellness champions and wellness staff are enthusiastic about creating and implementing wellness programs. The excitement will add energy to the programs and encourage others to join.

**Health screenings**
Muncie Power Products already does health screenings. This will create a good baseline to compare information and statistics. It will help identify the areas of improvement that the employees can benefit from most.

**Employee evaluations/assessments**
Using the current employee evaluations and assessments has given us insight into what they employees want. It has created a foundation to start our program and tailor it to our audience.

**Wellness Champions**
The wellness champions are willing to help in our initiatives, give suggestions, and gather the information needed from their area.

**Weaknesses:**

**New Program**
The wellness program at Muncie Power Products is new. It is not well established or integrated into the work culture yet. The participation results may be low at first until the program becomes more recognized and gains momentum.

**Organization**
With a new program, everything is new. The programs seem to be unorganized because they are still new. It has not been established what works and does not work with the employee population yet. The wellness leaders within the organization are not established either.

**Lack of direction**
The community involvement initiative does not have a clear direction. Employees did not request anything in particular and the company did not want to focus on a certain area. This has made it difficult to determine whether the program will work for this population.

**Variety of locations**
There are several different locations for the Muncie Power Product company. This makes it difficult since there are a variety of demographics at each location. The physical location, resources, and employees are different. It is difficult to tailor a program with a variety of locations and employees.

**Lack of middle manager involvement**
Upper management and employees are involved, but the middle management is also important to bridge the gap. To increase program success, middle management involvement will need to be increased.

**Wellness is focused on part-time**
Sarah Smith focuses on wellness part-time in her job description. She is being pulled in many different directions. That can make it difficult for her and other leaders to have the time and support to add to the success of the implemented programs.

**Opportunities:**

**New Program**
Starting with a new program creates a world of opportunities. The programs are fresh and new and they can create an impact on employees. There may be more enthusiasm about the programs since it is still in its early stages.

**Forming new goals & direction**
The current community involvement is new and it can take off in any direction. The employees can request what they want and new opportunities can be offered to them.

**Employee willingness for change**
After looking at the employee surveys sent out, it is clear that employees want to change. Many have already taken steps to improve their health. The employees are excited about improving wellness and they are ready to reach for their goals.

**Resources**
Muncie Power Products employees have a variety of skill sets. They have so much to offer to improve their surrounding communities.

**Can be applied to anyone**
Any employee can participate in the community involvement programs created. Whether it is offering time or donating tangible items, anyone can help. I think people in the surrounding community will be thankful for their help and support.

**Variety of locations**
With the company having a variety of locations, it also means they can reach several different communities.

**Employee engagement**
Many employees are already volunteering in the surrounding community. One of the past volunteer projects given last spring shows that employees are willing to donate their time and get their family members involved in the community as well. The employees are already engaged; the programs will encourage and make opportunities more accessible.

**Threats:**

**Funding**
There was not much information provided on the funding available for wellness projects. At any point, funding can be decreased or taken away.

**Attitude**
Attitude may determine whether employees are willing to participate in programs.

**Previous bad experiences**
If someone is intimidated or previously had a bad experience, it will be difficult to encourage their participation in a project.

**Time**
As stated before, Sarah Smith is a part-time wellness coordinator. Her time may not be adequate to run all of the community involvement programs. Sometimes employees may be willing to participate but simply do not have the time in their busy schedules.

**Market**
The market for the company itself may suffer. Without the company thriving, it will be difficult on the employees. This could also affect funding for wellness projects.
The Logic Model

Community Involvement Logic Model

What we invest:
- Sarah Smith
- Steve Smith
- Fisher Institute Students
- Jane Ellery
- Volunteer Organization (501c3)
- Money
- Time
- Technology
- Research
- Equipment
- Materials

What we do:
- Two company volunteer events at Second Harvest (fall and spring)
- Toys for Tots donation in (winter)
- Tools for School supplies donation (summer)
- Provide additional volunteer opportunities in newsletter

Who we reach:
- Employees
- Participants
- Volunteer Organization (501c3)
- Community members

Results:
- Learned about company volunteer event
- Increased understanding of importance of community involvement
- Increased awareness of surrounding community
- Motivated to learn about other volunteer opportunities
- Motivated to participate in other company volunteer events

Evaluation:
Collect Data, Analyze, Interpret, Report, Make Changes

External Factors:
- Demographics
- Accessibility of volunteer events
- Prior commitments
Marketing Mix

**Product:**
- Muncie Power Volunteer Force Company Events
  - “Spring into Action” – volunteering – Spring
  - Tools for School – donating – Summer
  - “Fall into Action” – volunteering – Fall
  - Toys for Tots – donating – Winter
- Additional Tools and Opportunities
  - Volunteer Match
  - Teamwork for Quality Living

**Price:**
- Volunteering Events
  - 8 hours of employees’ free time
  - Employer gives 1 paid charitable day off to participating employees
- Donating Events
  - Employees will have to buy school supplies and/or toys
  - The time that it takes employees to go out and buy these supplies or toys
  - The time that it takes employer/employees to collect these items and deliver them to organization
- Additional Tools and Opportunities
  - Employees will have to take free time to try out tools for themselves
  - Employees will have to take free time to volunteer on their own

**Place:**
- Volunteering Events
  - Second Harvest Food Bank
- Donating Events
  - Supplies will be collected at the office and delivered to organization at a later date
- Additional Tools and Opportunities
  - Wherever the employee decides to volunteer based on interest and communities

**Promotion:**
- All company volunteering events will be sent out through email, Family Focus Newsletter
- All additional tools and opportunities will be sent out through email and Family Focus newsletter
- Certificate of Appreciation and Muncie Power Volunteer Force Checklist
## Contact Information

<table>
<thead>
<tr>
<th>Organization</th>
<th>Contact Person</th>
<th>Contact Information</th>
<th>Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Second Harvest Food Bank</td>
<td>Use Sarah Smith's</td>
<td>Use Sarah Smith’s current contacts</td>
<td>Distribute non-prepared foods and other grocery products to clients in need, stock and organize food items in warehouse, provide prepared meals served in soup kitchens, and provide shelter and meals on short-term basis to clients in need.</td>
</tr>
<tr>
<td></td>
<td>current contacts</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Toys for Tots</td>
<td>Muncie Fire Dept.</td>
<td><strong>Phone:</strong> (765) 747-4870 <strong>Address:</strong> 300 N. High St. Muncie, IN 47305 2nd Floor of City Hall</td>
<td>Donate gently used toys</td>
</tr>
<tr>
<td></td>
<td>Jeff Gibson</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Craig Nickols</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Mark Dewitt</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Application for local campaign:</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><a href="http://www.toysfortots.org/about_toys_for_tots/coordinators_corner/Default.aspx">http://www.toysfortots.org/about_toys_for_tots/coordinators_corner/Default.aspx</a></td>
<td></td>
<td></td>
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<tr>
<td>Heart and Hands United - Tools for School</td>
<td>Kay Walker</td>
<td><strong>Phone:</strong> (765) 288-3444</td>
<td>Donate school supplies and backpacks</td>
</tr>
<tr>
<td>Additional Muncie Resources</td>
<td>Contact Listing</td>
<td></td>
<td>Provides information for opportunities in Delaware county and the Muncie area.</td>
</tr>
<tr>
<td></td>
<td>Volunteer search engine</td>
<td></td>
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<tr>
<td></td>
<td><a href="http://teamworkql.org/supporting-volunteers/">http://teamworkql.org/supporting-volunteers/</a></td>
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<td></td>
<td><a href="http://greatnonprofits.org/city/Muncie/IN">http://greatnonprofits.org/city/Muncie/IN</a></td>
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<td></td>
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<tr>
<td>Additional Area Resources</td>
<td>Volunteer search engine</td>
<td></td>
<td>Provides information to find volunteer resources by searching your current area.</td>
</tr>
<tr>
<td></td>
<td><a href="http://www.volunteermatch.org/">http://www.volunteermatch.org/</a></td>
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</tr>
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</table>

The first three contacts pertain to company volunteer events. The last two pertain to additional volunteer tools, resources, and opportunities for employees to seek out on their own.
## Budget

### Annual Expenses

<table>
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<tr>
<th>Staff</th>
<th>Hourly</th>
<th>Hours per employee</th>
<th>Number of Employees</th>
<th>Total Contribution</th>
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<tr>
<td>Projected Community Contribution</td>
<td>$18.00</td>
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<td>92</td>
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<td><strong>Marketing</strong></td>
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<tr>
<td>E-mail</td>
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<td></td>
</tr>
<tr>
<td>Current Newsletter</td>
<td>$0.00</td>
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<td></td>
<td></td>
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<tr>
<td><strong>Grand Total Contribution</strong></td>
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<td></td>
<td>$13,248.00</td>
</tr>
</tbody>
</table>

*Grand total contribution was determined by the community value of hourly volunteer effort.  
*The programs created used preexisting resources and did not incur any additional costs
References


Appendices

Muncie Power Volunteer Force Logo
MEMO

TO: All Muncie Employees

FROM: Sarah Smith

SUBJECT: [Company Volunteer Event]

[Company Volunteer Event] dates have been set for [1st date] and [2nd date] with the help of members on the Wellness Strategy Team. Muncie employees will again focus their efforts to assist the [501(c)3 Volunteer Organization]. Those interested in participating will join the other Muncie Power employees by providing eight hours of assistance to this service organization. In return, you will receive a paid charitable day off. The paid charitable day off may be taken between June and December [current year] and will be scheduled within the same guidelines as outlined in the Employee Handbook for scheduled vacation days.

Employee volunteer spots are available for [1st date] from [time] to [time] and [2nd date] from [time] to [time].

Spots are available for a spouse or child(ren) who are interested in joining you. Since it will be a long work day, we recommend children be 12 years of age or older. Lunch will be provided. All Muncie Power volunteers will receive specific details regarding work assignments the mornings of [1st date] and [2nd date].

If you are interested in participating in [Company Volunteer Event] or have any additional questions, please contact Sarah Smith (ext. 3321, sksmith@munciepower.com) by [cutoff date].

If you are unable to participate in [Company Volunteer Event] and would prefer to offer your time and assistance to another 501(c)3, we would encourage you to do so. Please refer to the Employee Handbook for guidelines about Muncie Power’s paid charitable day off. Feel free to direct any questions in that regard to the HR Department.

[Insert Mission Statement of 501(c)3 Volunteer Organization]
Certificate of Appreciation

is hereby awarded to

Participant Name

for completing the volunteer opportunities provided by the
Muncie Power Products Volunteer Force

Coordinator Name
Program Coordinator

Month Year
Date
Muncie Power Volunteer Force Check List

Thank you for helping make our community better! Complete four out of the six tasks by (date) to receive a Muncie Power Volunteer Force certificate as a sign of our appreciation.

- [ ] Participated in a seasonal volunteer opportunity
- [ ] Donated items to a local charity
- [ ] Volunteered on own time
- [ ] Tried a new volunteer activity
- [ ] Visited volunteermatch.com or viewed volunteer contact list
- [ ] Make a suggestion for new volunteer opportunities