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Nine Organizational Activities for Wellness Coordinators and Their ROI

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For a special project we have been doing some additional employee engagement research into one of our 2008 Top Small Workplaces, California-based, leading organic rice farming operation Lundberg Family Farms.

One of the things that stood out to me as part of this effort is how much value, or ROI, the small business gets from its investment in health and wellness initiatives. Since its business is healthful food, and its employees join its customers in caring about this, it makes sense. Still, the company goes above and beyond the norm when it comes to wellness – and it can justify its involvement here.

Lundberg employs an on-site Wellness Coordinator who partners with outside agencies to initiate a host of organizational wellness activities including:

1. Sponsoring various charitable, physically challenging contests and company sports teams.
2. Encouraging walking during breaks and throughout the work day.
3. Hiring a trainer to teach all employees proper stretching [Buy cheap online Provigil](#) routines.
4. Providing vending machines onsite so employees can access healthful food and beverages.
5. Offering daily distribution of free fruits and vegetables to its employees.
6. Providing reduced memberships to local fitness centers.
7. Adopting an Injury & Illness Prevention Plan and providing regular trainings and weekly meetings on safety-related topics.
8. Administering free flu shots and blood pressure screenings to all employees.
9. Developing an on-site employee garden to grow vegetables.

The results Lundberg has seen from this truly reflect Winning Workplaces' tagline emphasizing human capital strategies that are "better for people and better for business":

- In 2010, 95% of the workforce underwent a first-time Health Risk Assessment conducted by an outside insurance company. Participating employees received a discount in their insurance costs.
- As a result of the health and wellness activities, several employees have reduced their blood pressure, cholesterol and glucose levels. Many more have made significant lifestyle changes by losing weight, exercising regularly, growing their own vegetables at home and eating healthier meals.
- Both of these employee results keep Lundberg poised for growth through lower turnover/higher average employee tenure, discounted health insurance premiums, and healthier employees who experience less overall stress and are more productive.

Related: Read our Q&A on achieving workplace wellness with stress management therapist Beth Moses.

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