

BUILDING MEANINGFUL COMMUNITY PARTNERSHIPS

August 1, 2019, 2-3 PM ET

PRESENTED BY
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Learning Library
TODAY'S DIETITIAN

Learning Objectives

- 1**
Identify targeted marketing strategies to build partnerships that align with your business goals.
- 2**
Integrate community wellness initiatives for partners using key findings from industry research.
- 3**
Describe ways to effectively build partnerships with businesses for wellness program implementation, including how to create relevant informational materials and marketing pieces.

Defining Community

Community throughout this webinar refers to:

- For-profit businesses
 - Shops, restaurants, gyms, etc.
- Medical offices
 - Private practices, family practices, etc.
- Non-profits
 - Libraries, senior centers, etc.
- Public/emergency services
 - Police, fire department, etc.

Using Research to Your Advantage

Bringing the Research Into Marketing & Outreach

Chronic Disease & Health^{1,2}



- Unhealthy lifestyles are driving up prevalence of chronic disease
- Chronic conditions
 - Decreased quality of life
 - Premature death
 - Increased healthcare costs
- Wellness initiatives can
 - Improve physical activity and fiber intake
 - Reduce weight, cholesterol, blood pressure, and stress
 - Identify health risks and interventions

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Benefits to Wellness Initiatives^{4,5,7}

- Positive impact
 - Improved morale
 - Positive workplace
- Absenteeism
 - Significant costs associated with absenteeism
 - Less likely to call in sick
- Participating organizations can target tobacco use, nutrition, exercise, stress
- Benefits can carry over into family

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Benefits to Wellness Initiatives²⁻⁵

ROI/Productivity

- Return on investment with wellness programs
- Reduce presenteeism
- Bettered health and reduced stress

Better patient outcomes

- Medication compliance
- Applied education

"According to a US Department of Health and Human Services (DHHS) report, worksite health promotion programs have been shown to improve employee health, increase productivity, and yield a significant return on investment for the employer, ranging from \$1.49 to \$4.91 (a median of \$3.14) in benefits for every dollar spent on the program."

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Applying the Research

Contract Opportunities

- Employers
 - Relate benefits to employees
 - Productivity, ROI, reduced absenteeism
- Public Service
 - Relate benefits to personal health and improved job performance
- For Profit
 - Engagement of clientele (gym)
- Healthcare
 - Patient outcomes

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Outreach to Potential Community Partners

Identify - Connect - Follow-up - Expectations

Identify Potential Partners

First steps

- How to identify
- Start with your niche/target client

Potential partners

- Gym
- Church
- Community center
- Police/fire
- Grocery stores
- Business association
- Studios
- Non-profits



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Do Your Research

Browse Website/Social Media

- Mission
 - Does this align with your focus?
- Clientele
 - Are these clients you want to work with?
- Offerings
 - What are they offering members/employees?
 - What are they selling?

Additional Questions

- Do they have a dietitian?
- Do they have a wellness program?
- If yes, who's running it?



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Make the First Connection

Email or Call

- Determine a good time to come in

Face-to-Face

- What can you offer
- How you can benefit to participating clients *and* organizations
- Be clear about expectations

What to Bring

- Business cards
- Work samples

Follow-up

- 1-2 weeks



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Example – Flyer for Businesses

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ABOUT
 Felicia Porrazza is a Registered Dietitian and ACSM - Certified Personal Trainer with a Masters Degree in Dietetics Administration. PorrazzaNutrition is all about bringing accessible wellness solutions to YOU through in-home and virtual nutrition and fitness services.

NUTRITION SERVICES

1-ON-1 AND COUPLES COUNSELING

- Available in-home, in-office, or virtually
- Multiple insurance plans accepted

MONTHLY COACHING

- 20-minute coaching calls
- Weekly email check-ins
- Motivational text messages
- Coaching available for clients & RDs

PERSONAL TRAINING

- Integrative fitness testing
- Customized workout routines

Source: PorrazzaNutrition

Identifying Expectations

Communicating Ground Rules

- Point person
 - Who will you contact with issues?
 - Who will help you promote?
- Nurture the relationship

What's In It For Both of You

- Paid vs. free services

Written Contract

- Get it in writing, especially if payment is involved

What Can You Bring to the Table?

*Creating Relevant Informational Materials
 & Developing Programming*

Lunch n' Learns Seminars

Healthcare - Patients

- Target – Endocrinologist
- Topics – Regulating blood sugar with sick days, carbs and fiber, etc.

Healthcare - Staff

- Target – LTC – nursing staff
- Topic – Dietitian Q & A
 - Get to know you
 - Way to refer patients

Corporations

- Target – Employees
- Topic – Healthy brown-bagged lunches
- Topic – Incorporating physical activity during the workday



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Example – Balance Seminar

Introduction to PorrzzaNutrition

- Registered and Licensed Dietitian
- Masters in Dietetics Administration
- One on one and group nutrition counseling
 - Multiple insurance plans accepted
 - In-home and in-office
- Cooking classes and lessons



PorrzzaNutrition
Felicia Porrzza, MDA, RDW, LDW

ABOUT
Here at PorrzzaNutrition, I am dedicated to helping you reach your health and nutrition goals. I will work

Healthy Eating Plate

1/2 Non-Starchy Vegetables
-Broccoli, cauliflower, spinach, kale, lettuce, green beans, asparagus, brussels sprouts, carrots, etc.

1/4 Lean Protein
-Tofu, beans, nuts, seeds, chicken breast, turkey breast, etc.

1/4 High-Fiber Carbohydrate
-Quinoa, brown rice, whole grain pasta, peas, beans, corn,

Source: PorrzzaNutrition

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Wellness Challenges

- Could be weekly or monthly
- Relate to health goals/behaviors, i.e. increasing fruit intake
- Targets
 - Employees – corporation
 - Clients – gym, fitness/yoga studio, senior centers
- Weekly prizes
 - Could provide incentive
- Could create/sell program or run it yourself each time

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Challenges to Wellness Programs⁴

- Large time commitment to create/implement by RD
- Variation in participation rate, lack of motivation
- Negative attitudes toward healthy eating/exercise
- Impaired health prevents participation
- Lack of funds, if there is a cost to join
- Limited knowledge of benefits
- Marketing flops
- Lack of time by participants, especially for corporate programs

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Example - Wellness Challenge

Associate Health Questionnaire 2016
Please fill-out honestly and to the best of your ability. All responses will be utilized to improve associate health and wellness programs. Thank you for your time and attention!

1. Please check 3 topics that you are most interested in learning about.

<input type="checkbox"/> Weight management	<input type="checkbox"/> Weight-loss	<input type="checkbox"/> Weight gain	<input type="checkbox"/> Heart health
<input type="checkbox"/> Diabetes	<input type="checkbox"/> Healthy cooking	<input type="checkbox"/> General nutrition	<input type="checkbox"/> Label reading
<input type="checkbox"/> Gluten-free	<input type="checkbox"/> Healthy shopping	<input type="checkbox"/> Vegetarian/Vegan Diet	
<input type="checkbox"/> Other: Please Specify _____			

2. What type of setting do you prefer for gaining nutrition information?

<input type="checkbox"/> Class/seminar	<input type="checkbox"/> Individual counseling
<input type="checkbox"/> Associate wellness competitions	<input type="checkbox"/> I do not wish to receive nutrition information
<input type="checkbox"/> Newsletters (email or print)	

***Please provide your email if you would like to receive the RD's newsletter

Source: PorazzaNutrition

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Example - Wellness Challenge

Associate 8-Week Challenge ("Your Health Matters")

Information for Management

Goal of Program: To improve store-level associate wellness and engagement through implementation of an ongoing 8-week program titled "Your Health Matters."

Current Health-Related Issues
 → According to reports from the CDC in 2011-2012, "More than one-third (34.9% or 78.6 million) of U.S. adults are obese."
 → Also a concern are the related medical conditions including heart disease, stroke, type 2 diabetes and certain types of cancer.

Benefits of a Worksite Wellness Program
 → Increase employee performance
 → Decrease sickness absence rates
 → Improve employee morale

Your Role
 → Aid in the promotion of the program to your employees.
 → Provide support and words of encouragement to interested and competing employees.
 → Join the program yourself!

Source: PorazzaNutrition

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Groups

Nutrition Support

- On-site for employees
- Weekly or monthly
- Topic-based
- Less prep involved
- During lunch or after work hours

Walking/Fitness

- Tied into a program
- Stand-alone
- During lunch or after work hours

Have a Business Host Your Group

- Traffic to business
- Marketing/space for you

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Example – Nutrition Support Groups

Class Topics

Jan 4th: Introduction, holidays, weight management success, goal setting
 Jan 11th: Portion Control
 Jan 18th: Behavior Modification Strategies

Support Group Outline

5:15-5:30pm: Questions/Weekly Weigh-ins
 **Weigh-ins are optional

5:30-5:45pm: Introductions (if needed)/Announcements

-Round table:
 -Thoughts from last week?
 -New strategies or methods used this week?
 -Challenges from past week?

5:45-6:05pm: New weekly topic/discussion

6:05-6:10pm: Goal Setting

-Round table:
 -What are your goals for this week?
 -Any new recipes you are going to try?

6:10-6:15pm: Questions

Source: PorrizzoNutrition

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Food Demos/Classes

- Tie Into Another Program
 - Week 5 of challenge
 - Wellness fair – table
- Weekly Classes
 - Sampling with short “pitch”
 - Fast-paced work environments
 - College campuses
 - Grocery stores
 - Teambuilding for staff
 - Firehouse meals
- Tie-in With Companies Who Have Farm-share Programs

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Example – Recipe Card with Promo

PorrazzaNutrition
Felicia Porrazza, MDA, RDN, LDN

Here at PorrazzaNutrition, I am dedicated to helping you reach your health and nutrition goals. Through personalized nutrition counseling, we will bridge the gap between knowing what to do about healthy eating and taking the steps towards doing something about it! Learn how to reclaim your health and create action steps towards your personalized success!

Multiple insurance plans accepted
In-home & in-office counseling sessions, cooking classes, & more
www.porrazzanutrition.com

POWER-UP BALLS

Ingredients
1 cup quick cook dry oats
1 cup nut butter (or sunflower seed butter)
1/4 cup 100% pure maple syrup
1/2 cup ground flax seeds
1/4 cup mini chocolate chips or chopped nuts (optional)

Directions
1. Mix all ingredients in a large bowl.
2. Form mixture into small, bite-sized, balls.
3. Refrigerate for 1 hour or eat as is. Store in an air-tight container for up to 2 weeks.

Source: PorrazzaNutrition

Other Ideas

- **Wellness Fairs**
 - Meet staff/employees/clients
 - Freebies/samples
 - Pitch services or programs
 - Best during working hours
- **Counseling/Coaching**
 - On-site with insurance
 - Tie-in with health incentives
 - As a support for challenges/programs
- **Newsletters**

Source: PorrazzaNutrition

Example – Nutrition Newsletter

AUGUST 2013

the **Nutrition Corner**

Fruit Tips
Keep a bowl of whole fruit on the counter or table.
Refrigerate cut up fruit to store for later.
Buy fresh fruits in season when they may be less expensive and at their peak flavor.

Fresh Fruit and Yogurt Pops

Ingredients
-2 cups fresh blueberries, raspberries, strawberries, and

Source: PorrazzaNutrition

Keys to Success with Partnerships

- **Tailor Programs**
 - Know who your target client/business is
 - Address the most significant health problems within that business
- **Think About Program Convenience and Accessibility**
 - On-site for employees
 - Virtual for fitness clients
- **Buy-in From Owners/Management**
 - Create excitement
 - Drive traffic and help to market
- **Self-Evaluate**



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Putting It All Into Action

- **Start Small**
 - Local, small businesses in the community
- **Don't Overwhelm Yourself**
- **Remember, It Is An Investment**
 - Free seminar could lead to paid program
 - Networking event could lead to long-term partnerships
- **Don't Be Afraid to Walk Away**
 - If a partnership isn't working
 - If a program doesn't resonate with employees
 - Be open to tweaking first
 - Why communication is key

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Questions?

FOLLOW FELICIA

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-  facebook.com/PorrazzaNutrition
-  [@FeliciaPorrazza](https://twitter.com/FeliciaPorrazza)
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Credit Claiming

You must complete a brief evaluation of the program in order to obtain your certificate. The evaluation will be available for 1 year; you do not have to complete it today.

CREDIT CLAIMING INSTRUCTIONS:

1. Go to www.CE.TodaysDietitian.com/Name
OR Log in to www.CE.TodaysDietitian.com and go to "My Courses" and click on the webinar title.
2. Click "Take Course" on the webinar description page.
3. Select "Start/Resume" Course to complete and submit the evaluation.
4. Download and print your certificate.

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