



## Meeting Agenda

**Thursday, September 8, 2016**

**8:30–9:30 a.m.**

**Rice Conference Room, Tompkins County Health Department**

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|------|---|------|
| I.   | Welcome, Brief Introductions & Announcements (Beth McKinney)  | 8:30 |
| II.  | Business  | 8:40 |
|      | a. Coalition 2017 Leadership  |      |
| III. | Put Fruit to Work, Sept. 19-23, 2016  | 8:50 |
|      | a. Committee update   |      |
|      | b. Share plans and ideas for PF2W   |      |
| IV.  | Facilitated discussion: Creating a Culture of Wellness  | 9:00 |
|      | a. Wellness Leadership White Paper*   |      |
|      | Read an excerpt below. Download full report (PDF, 180KB) at   |      |
|      | <a href="http://www.healthyculture.com/Articles/Wellness%20Leadership%20White%20Paper.pdf">http://www.healthyculture.com/Articles/Wellness%20Leadership%20White%20Paper.pdf</a> |      |
| V.   | Adjourn   | 9:30 |

\*First and last paragraphs of the introduction to the [Wellness Leadership White Paper](#):  
(c) 2011 [Human Resources Institute, LLC](#).

“As might be expected in a society that places a high value on individual choice, American wellness programs are primarily aimed at motivating individuals to change their unhealthy practices. Such programs raise awareness and provide the guidance needed to set lifestyle improvement goals. Frequently, the programs include educational components that assist people in developing personal change strategies. Some of the more comprehensive offerings also provide follow-up counseling or coaching.

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“Creating healthier physical and social environments is an important and relatively underdeveloped wellness strategy. Unfortunately, in America such attention to personal environments is considered a sign of weakness and a morally flawed approach. Real change is supposed to be driven by individual willpower and creativity. Support from others is seen as a sign of weakness, particularly among men. It is as if the things accomplished on one’s own are much more valuable and permanent than what is achieved with help from others. Americans are supposed to achieve wellness despite a hostile environment where, for example, most readily available foods are unhealthy and inactivity is the norm.”