



*Salemtowne Becomes An
American Heart Association
“Fit Friendly – **Gold** Level Company”*



Salemtowne was awarded the Gold Level of achievement. Salemtowne is one of the 1st two CCRC's in the nation to receive this award. Salemtowne is the 1st CCRC in North or South Carolina to receive this designation. Salemtowne is one of three companies in the area to receive this designation. The other two are WFU Baptist Medical Center and Forsyth Medical Center. The criteria used by the American Heart Association to award this certification to Salemtowne were:

Area: Physical Activity

- Promotes tools such as walking programs, online newsletters, information pamphlets, and pedometers/tracking booklets to motivate employees.
- Clean, safe, well-lit and attractive stairwells accessible to employees during working hours, and actively promotes their use with point-of-decision prompts.
- Indoor walking path with a mile distance marked off, provides a map for safe and convenient walking outside the office, or has access to outdoor facilities that allow walking or jogging.
- Offers employees a minimum of 12 “Sneakers/Workout Attire” days a year.
- Offers and promotes various physical activity classes (e.g. aerobics, yoga).
- Free onsite recreation or fitness facilities for employees or negotiates discounts with offsite recreation or fitness facilities to offer employees.

Area: Nutrition

- Provides general nutrition education and/or healthy eating information to the employee population, such as a dedicated web site, newsletters, e-mail reminders and point-of-service materials in the cafeteria an/or near vending machines, etc.
- Enforces policies that require its cafeteria to offer a minimum of one “healthy” food option and one “healthy” beverage option at each meal served.
- Requires on-site vending machines to offer a minimum of 25 percent “healthy” food and beverage options.

Area: Culture

- Offers employees annual health risk assessments (e.g. blood pressure, cholesterol, BMI, online material health screening) and provides feedback to employees.

The *SalemFit* Committee (**Dianne Limbaugh-Chairman, Laura Boggs, Kaye Brookshire, Anita Hobson, Michelle Inman, Jay Matthews & Janet Sowers**) surveyed Salemtowne associates on a variety of fitness topics. The top (3) categories of associate interest along with the committee programs and ideas that have been implemented to address the issues are listed below:

#1 – Weight Loss/Food & Healthy Snacks

- Cafeteria Offers a “Heart Healthy” Entrée & Beverage
- Healthier Cold Vending Options (salads, wraps, low-fat snacks, yogurt, fruit)
- Weight Watchers Classes
- Tuesday Farmer’s Market

#2 – Health Screening –

- Health Fair - BP, Cholesterol, BMI, & Glucose Testing
- BCBS health insurance rates decreased 2.4%

#3 – Fitness & Education Classes

- Promote Fully Equipped Fitness Center with Exercise Bikes, Treadmills, Elliptical Trainer and Pool
- Fitness/Healthy Living Demonstrations:
 - ✓ Fitting Fitness In – When You’re Pressed for Time
 - ✓ BCBS BluePoints Demonstration (prizes for exercise)
 - ✓ Fitness Presentation/Exercise Tips/Demonstration – Monthly In-services
- Various Fitness Classes & Events:
 - ✓ Sneaker Walks & Friday Casual Days
 - ✓ Walk to Myrtle Beach
 - ✓ Walk to the End of the Rainbow
 - ✓ Yoga Classes
 - ✓ Women’s Water Aerobics
 - ✓ Low Impact Aerobics Classes
 - ✓ American Heart Association Walks