

LiveWell Recognition Process Decision Brief

Should LiveWell Greenville have a consistent recognition process for worksites, schools, out of school time centers?

Background

- LiveWell at Work, at School and Out of School Time (OST) began recognizing sites that excelled in creating a culture of wellness in each of these settings in 2012/2013.
- Sites that met minimum criteria we recognized in the following ways:
 - Schools: banner, cling, monetary award, public recognition and plaque (2013-2015). Cling and award only (2016)
 - OST: cling, monetary award, public recognition and plaque (2013-2015). Cling and award only (2016)
 - Worksites: public recognition, cling and plaque
- Schools and OST sites have shifted over to the Alliance for a Healthier Generation platform to determine success and plan to acknowledge awardees with a cling and/or a co-branded framed certificate
- At Work has aligned with the SC Hospital System's Working Well platform to determine success. We have permission to either co-brand or continue to use our previous award plaque

Budget: Variable depending on the recognition/award selected and the number of awardees per year

- Plaques are \$36 ea. School/OST, \$55 ea. Work for first time investment. Clings cost approximately \$3 each and the yearly buttons are approximately \$2 ea. The banners cost approximately \$25 ea. but have not been used over the last few years)
- Proposed framed certificates would cost approximately \$4-10 each
- Each award ceremony (typically part of an annual conference or celebration is approximately \$2500)

Pros

- Recognizes leaders in creating a culture that is health promoting. The plaques provide a visual reminder year round
- All 3 awards platforms promote policy, systems and environmental changes
- The awards add a sense of credibility and recognition to the awardees. Awardees in OST have specifically mentioned the value of public recognition to others outside of their sector

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- Consistency can give more brand recognition for LWG and may result in future partnerships
- Adds a touch point with sites/partners annually
- Sites may be expecting a tangible award. The worksites have paid for access to the Working Well platform through a LiveWell at Work membership (for the first time) and may have higher expectations than in previous years.

Cons

- The previous plaques are expensive as a first time investment.
- Many of our early adopters would need a new plaque (because they have used all of the button spots).
- Because we are changing to a new award, this would be the right time to make a change
- Sites will receive certificates from SC Hospital Association (for Work) and Alliance for a Healthier Generation (School/OST) separately from LWG recognition
- Using the awards to promote communitywide name recognition may not be in alignment with current strategic plan

Recommendation from staff:

Recommendation is to move forward with a less expensive option of recognition: either just the clings or clings with a framed certificate. The process of self-assessment by sites seems to add value in each of the settings. Recognition is of value to many of the sites, especially the public recognition. However, there is a need to keep costs down and sustainable if there is to be a focus on expanding the use of these platforms.