



# Getting the Word Out

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## *Building on the momentum ...*

- Take a step back
- Keep it going
- Make it fun

- What has worked?
  - events, posters, nutritional information
- Who is missing?
  - something specifically for doctors? volunteers? evening/night staff?
- Where do staff get their news?
  - cafeteria vs. staff lounges
  - target meetings such as huddles
  - Healthy Foods videos on TVs



- Don't reinvent the wheel
  - branding, signage, pictures, articles
- Engage senior leadership & communications staff
  - everyone is busy
  - solicit buy-in and support for new ways to tell the story
  - bring your ideas



- Think outside the box
  - retirement party for a certain food or welcome party for new vending machine
  - cook-off/contests/black box challenge – with celebrity chefs
  - blind taste tests over the lunch hour
  - Intranet ‘best recipe ever’ contest
  - piggy-back - link to wellness initiatives or staff association activities



# Questions?

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