

Well Workplace Award Executive Summary

Gainesville Health & Fitness Centers Silver Award

Information in this publication is carefully reviewed for accuracy. Questions, comments, or ideas are welcome. Please direct to Dr. David Hunnicutt, Executive Editor, at the address below.

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WELLNESS COUNCILS OF AMERICA

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General Information

WELL WORKPLACE

Basic Information

Name of Organization: Gainesville Health & Fitness Centers

Address of Organization: _____ Gainesville, FL

Council Affiliation: Wellness Councils of America

Contact Person: Jennifer Passudetti

Title: Public Relations Director

Work Telephone:

Fax Number:

Alternate Contact: Debbie Lee

Parent Organization: None

Number of Sites Covered by this Application: 2

Number of Employees Covered by this Application: 270

Nature of Business or Industry: Health Club

Name of CEO: Joe Cirulli

Date of Application: December 20, 2002

PREFACE: Organizational and Program Background

A.

- ◆ The Gainesville Health & Fitness Centers is made up of two health clubs in Gainesville, Florida. Rated one of the top clubs in the country, the clubs combined memberships is over 22,000 members. Started in 1976 by Joe Cirulli, the club began as a 1,000 square foot coed club with three employees. Today the club has grown to two clubs, a 64,000 square foot coed club and a 14,000 square foot women's only club. The clubs currently employ 270 people, and received the Bronze Well Workplace award in 2001.
- ◆ A few years ago GHFC developed the mission of making Gainesville the healthiest community in America. That mission can be difficult to measure so when we heard about Jacksonville, FL and their pursuit of the Well City award, we knew we wanted to take on the challenge in Gainesville. Debbie Lee, Marketing Director, contacted local businesses and organizations to develop a Well City Steering Committee. This fourteen-woman committee has spent the last 2½ years getting 21 businesses to commit to the effort. GHFC hopes to set an example by being a company that continues to develop Well Workplace programs for employees.
- ◆ The mission of GHFC is to make Gainesville one of the healthiest communities in America. Our vision is to become known as one of the best companies in the world. The mission of the GHFC Employee Wellness Program is to set an example for the rest of the Gainesville community by having one of the healthiest,

fittest and best-educated workforces in the area. The vision of the GHFC Employee Wellness Program is to educate and encourage employees to take an active role in their health and overall well being and to utilize the equipment, seminars, services and other resources available to them through the company and developed for them by the Employee Wellness Committee.

- ◆ Please see attached organizational chart
- ◆ Following the Seven C's process, the wellness committee regularly communicates with owner Joe Cirulli and both Jennifer Passudetti and Debbie Lee, who head up the employee wellness committee, are upper level managers. They are able to stress the importance of the program to other managers at our weekly meetings. The employee wellness committee meets twice a month for planning, developing and implementing wellness programs throughout both companies. The team is made up of employees from all different departments of the company. We collected employee data through HRA's, interest surveys and then developed a timeline of programs for the next three years. We used some of the successful programs that we started when we achieved the bronze level award and added new ones. Since we are in a college town, the majority of our hires are by semester (fall, spring, summer). We administer interest surveys each semester and HRA's every other year. Everyone on the employee wellness committee had an input for developing the program goals and objectives after going over the HRA's and interest surveys. They were also an important part of getting the word out to shifts about the programs coming up for the month and encouraging participation. Making the programming seem fun for our college age employees

but still informative for our older, professional staff was one of our biggest challenges. Jennifer Passudetti and Debbie Lee developed the budget and had it approved by Joe. To help create a supportive environment Joe Cirulli and upper level management tried to attend as many wellness events as possible. Since we are a health club, health is already an integral part of our culture, and many employees take advantage of the free membership and free wellness programs. Jennifer Passudetti was in charge of evaluating the programs. She administered surveys after the completion of each program and evaluated the results. The results and suggestion were presented for to the employee wellness committee and changes to future programs were made if needed.

- ◆ Jennifer Passudetti and Debbie Lee have been the driving force behind the employee wellness program. Both are passionate about health and wellness and what a wellness program can do for a company. “The program took a few months to catch on, but now employees look forward to seminars, screenings and anything that has them having fun while improving their health,” said Jennifer Passudetti.
- ◆ One of our biggest unique strength is the ability to develop programs for free for employees. Almost all our programs were free, and all of them were held on site. Programs that were for a fee were very low cost and affordable for most employees. We are also able to draw from a large pool of staff that have degrees in areas of nutrition, exercise and sports science, physical therapy and more, all of which helps keep costs down. Staff also enjoyed learning from their peers and knew they could easily contact them with any additional questions or personal

help. Another unique strength was the way we awarded participation.

Participates could win gift certificates, heart rate monitors and more just for coming to the program. The most popular reward was for people who had completed the three-month Shape Up Challenge. Fifteen employees were given the day off and taken to Islands of Adventure in Orlando by Joe Cirulli. Staff enjoyed a full day at the amusement park as a reward for their months of hard work. Good incentives like the above mentioned were a fun and easy way to keep employees motivated.

- ◆ The most popular program was the three-month Shape Up Challenge. Employees were encouraged to strength train twice a week and do cardiovascular exercise at least 3 times a week. In one month they also had to drink eight glasses of water a day, and another month they had to eat at least 5 fruits and vegetables at least 5 days a week. They tracked their progress on a large chart hung outside the breakrooms. Also popular was our diet program, NuFit. Employees could participate in 4-week program for only \$50.