



HEALTHY GREEN BAY

How Green Bay, Wisconsin's Mayor Eric Genrich is continuing a culture of health.



Eric Genrich

Mayor, Green Bay, Wisconsin



Healthy Green Bay

By encouraging participation in its comprehensive wellness program, Health 1265, and investing in employee health, the City of Green Bay manages health costs, increases productivity and gains a competitive advantage to attract talented professionals. Health 1265 is named for the address of Lambeau Field (1265 Lombardi Avenue), home of the Green Bay Packers.

City employees can earn up to 1265 points by participating in fun and competitive wellness challenges, educational programs, 1-on-1 health coaching and annual health risk assessments. They can use points to reduce their health insurance premiums and win Packers memorabilia and other prizes. Additionally, employees can earn personal benefit account (PBA) dollars by completing the annual health risk assessment and receiving regular dental cleanings. PBA dollars can be used to pay for medical expenses not covered by their insurance plan.

Incoming mayor, Eric Genrich, has continued the city's tradition of using Move with the Mayor™ to engage Green Bay residents, community leaders, and city employees in physical activity. Additionally, city employees earn Health 1265 points by participating in MWTM walks.

Move With the Mayor™

Heart disease is the leading cause of death for both men and women. The National Forum's Move with the Mayor Initiative provides mayors with a platform to create and/or strengthen their communities' culture of health through encouraging physical activity, raising awareness, and supporting heart healthy behaviors. Mayors across the U.S. lead 30-minute walks in their communities to demonstrate that busy people can fit health-improving activities into their daily schedules. Media coverage amplifies the message. In Green Bay, the popularity of MWTM led employees of several city departments to set up walking groups, and Mayor Genrich regularly holds walking meetings.



The National Forum brings together the most dynamic and diverse organizations in cardiovascular health to share successful strategies and practices, discuss new ideas in a collaborative environment, and develop, pilot and scale innovative approaches to promote cardiovascular health and prevent cardiovascular disease. National Forum initiatives enable public, private and nonprofit sector stakeholders to work together to develop and advance strategies to prevent heart disease and stroke in all populations.



MOVE WITH THE MAYOR™ GREEN BAY

The Impact of Building a Culture of Health in Green Bay

8

Walking meetings Mayor Eric Genrich led in September.



9/13

City departments have weekly waking groups.



82%

Eligible employees actively engaged in Health 1265.

677 million

Steps taken by Green Bay employees between November 2018-June 2019.



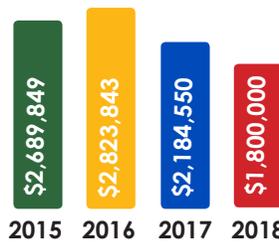
Number of employee hospitalizations



(Health 1265 began May 2016.)



Hospitalization Costs



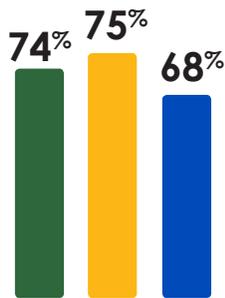
183 minutes



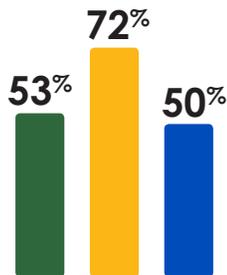
150 minutes

Green Bay employees average 183 mins. of moderate-intensity aerobic activity each week. CDC recommends 150.

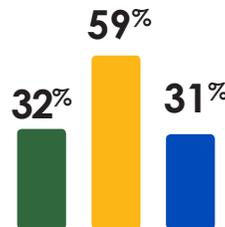
Green Bay Employees are Leading the Pack!



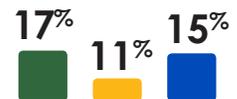
HEALTHY BLOOD PRESSURE



HEALTHY BLOOD SUGAR



MAINTAINING A HEALTHY BODY WEIGHT



USE NICOTINE

● Wisconsin* ● Green Bay Employees ● United States*

All data reflects adults over the age of 18.

*Data Centers for Disease Control and Prevention (CDC). Behavioral Risk Factor Surveillance System Survey Data. Atlanta, Georgia: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, [2018].