

CASE STUDY

Bank of Tennessee

A Healthier Tennessee workplace

Bank of Tennessee's CEO and Chairman, Roy Harmon, is also their wellness champion. He strives to make worksite wellness easy and fun for the bank's workforce.

To maximize the convenience and opportunity for employees to engage in fitness activities, they opened an onsite fitness centers, and hired full-time trainers, who were available for personal training and instructors who offered classes before and after office hours.

Bank of Tennessee's additional health initiatives include providing updated information on community fitness events, health fairs, and nutritional information on their intranet, installing healthy vending machines, and holding frequent health challenges.

Making Worksite Wellness Easy and Fun

Their most successful weight loss challenge was called "Pound for Pound". In this challenge, Bank of Tennessee promised to donate a pound of food to a no-kill animal shelter for each pound of weight that employees lost. At the end of the challenge Roy Harmon delivered over 600 lbs. of dog food to the shelter, representing the 600 lbs. employees had lost.

When Bank of Tennessee learned about Healthier Tennessee's Small Starts program, they were inspired to become tobacco free. They utilized resources and tips from Healthier Tennessee to support smoking cessation among employees and ultimately converted each location to a tobacco-free campus and earning their Healthier Tennessee Worksite certification.

Their advice to others who want to begin a program or who want to step up their worksite wellness game is to be persistent, and when introducing a new initiative or challenge, be clear when getting the word out. And, most importantly,

"make your programs engaging, not overwhelming - keep it easy and fun!"

