

Cumberland Marketing

A Healthier Tennessee workplace

Cumberland Marketing, out of Kingsport, Tennessee, has strong relationships with their many health-conscious clients - which include the YMCA, Healthy Kingsport, and several local health departments. Inspired by their clients, worksite wellness had become part of their culture. Adopting Healthier Tennessee's small starts in their workplace was an easy way to gain recognition for what they were already doing and provided motivation to step up their game.



"We believe in a culture of health and wellness and strive to improve the health of our employees, community, and state."

Vicki Casenburg, Health Improvement Director
Cumberland Marketing

Cumberland Marketing became a Healthier Tennessee Workplace in 2015 with multiple Small Starts already under their belts and they'd achieved 20 small starts by the end of 2016. They are a **100% tobacco free campus** and a **gold level live Sugarfreed** pledge holder, meaning they do not sell, provide, or promote sugary drinks in their office. Cumberland Marketing has adopted the moto, "life is sweeter without sugar".

As a focused and passionate marketing company, their biggest health concerns for their employees were stress and having a sedentary work environment. Therefore, alternative workspaces with **standing desks** and "**make time to move**" initiatives were implemented. These initiatives encouraged employees to get up, walk around, and clear their minds, which were important additions to the wellness activities they already had in place.

Small Starts have Big Payoffs

Under the leadership of Chris Bowen, the company's owner and worksite wellness champion, Cumberland Marketing maintains a **commitment to health inside and outside of their four walls**. They are a corporate sponsor of Healthy Kingsport and have a strong participation of employees and their families in Healthy Kingsport's Walk for Wellness Expo and Family Fun Ride bike events.

Their commitment to a culture of health has paid off in **employee performance, retention, and recruiting**, according to Vicki Casenburg, the firm's Health Improvement Director. Through their community involvement and general word of mouth, **Cumberland Marketing's reputation as a healthy, creative company, has allowed them to secure top-notch employees who are loyal and thrive.**

