

EXAMPLE ENDORSEMENT LETTER FROM MAYOR TOM BARRETT:

December 11, 2007

Dear (Participating Well City CEO):

One year ago I encouraged and joined you in making a commitment towards achieving Well City USA designation for Milwaukee, through the initiative led by the MMAC, the GMC, the YMCA, and the Wisconsin Wellness Council. During this past year, there has been a great deal of workplace wellness activity toward our collective goal of providing comprehensive, results driven wellness programming to at least 20% of Milwaukee's workforce by the end of 2009. I want to thank you, your leadership, human resource and wellness staff, as well as your employees, for actively participating in this effort to make Milwaukee a healthier place to live and work.

I am very encouraged by the reports of activity at the City of Milwaukee to improve the quality of life and control health care costs. I would like to share some key successes, such as:

- Labor Contract Changes: A new labor contract with the Milwaukee Police Association includes financial incentives for those employees who do not smoke and those employees who agree to a health risk assessment
- Voluntary Employee Wellness Promotion activity includes lunchtime walking and biking groups, use of healthy snacks, wellness promotion communications, presentations on stress reduction and much more activity, all initiated by employees through a 20 member city-wide employee wellness leadership team.
- Engagement with the City health providers and Milwaukee hospital systems to provide information and services to employees based on their specific health and wellness needs;

As one of the 37 participating employers, the City is working hard to fulfill the promise we made a year ago. We have empowered our human resource staff and employee wellness team to lead the internal effort and have provided the needed resources to the best of our ability. If you are doing the same, I know that together we can make a difference and become a Well City.

I invite you to share your successes and challenges with Janet McMahon, MPH, Executive Director, Well City Milwaukee. Send your information to Janet at jmcmahon@wellcitymilwaukee.org or call her at 414-274-0756.

Thank you for your continued active participation and support.

Sincerely,

Mayor Tom Barrett