

Wellness Week

Participating Organization Guidelines



Wellness Week: Participating Organization Guidelines



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Wellness Week

Friday, 16 September 2011 – Wednesday, 21 September 2011

Overview

The Pan American Health Organization, Regional Office of the World Health Organization (PAHO/WHO), and the World Economic Forum (the Forum) are promoting the concept of “Wellness Week”. This is based on the experience of several countries within Latin America and the Caribbean to develop a social movement for healthy living and to increase awareness among individuals, policy makers, communities and employers about the importance of having an enabling environment to facilitate making the healthy choice the easy choice (e.g. safe, affordable foods with less salt, less sugar and less fat, opportunities for physical activity during one’s daily life, no use of tobacco and limiting use of alcohol).

This health promotion initiative aims to specifically reduce non-communicable diseases (NCDs), the group of diseases that are responsible for more than half of all deaths in the world. Non-communicable diseases include:

- Cardiovascular diseases
- Cancers
- Diabetes
- Chronic respiratory diseases

WHO states that 63% of the 57 million global deaths in 2008 were due to NCDs and a significant portion (29%) of NCD deaths in low- and middle-income countries are avoidable and occur before the age of 60. It is estimated that 80% of heart disease, stroke and diabetes can be prevented. In addition to increasing early death rates, NCDs also increase healthcare costs, affect productivity and social and economic development, lower the quality of life and ultimately decrease well-being.

Because of the multi-dimensional nature of NCDs, effective collaboration across various sectors is needed to address the problem, their root causes and their determinants. Partnerships between the public sector, civil society and private sectors are critical to finding joint solutions for NCDs, given the mandates, expertise and resources which exist across sectors. Wellness Week is an opportunity to rally multi-sector partnerships, at city, sub-national, national and regional levels, to promote health and well-being and raise awareness about NCD prevention.

Public and private sector organizations are being invited to participate in Wellness Week.

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Objectives:

Wellness Week will focus on preventive measures for NCDs by raising awareness and creating a call to action for individuals, communities, policy makers, and employers. The specific objectives are:

1. **Individuals:** to engage individuals to take action to make healthy life style choices that lead to the prevention of NCDs by:

- ❖ Increasing physical activity
- ❖ Encouraging healthy diets
- ❖ Limiting alcohol use
- ❖ Eliminating tobacco use
- ❖ Seeking appropriate preventive care

2. **Policy makers:** to create public policies and environments supportive of healthy living and making the healthier choices the easier option, For example:
 - Increasing access to affordable, healthy food: drinkable water, fresh fruit and vegetables
 - Creating urban design for an active living: walkable sidewalks, parks and plazas, access to comfortable and adequate public transportation
 - Creating closed and open spaces free of tobacco smoke
 - Limiting Carcinogens and Pollutants – water, air, second-hand smoke
3. **Employers and employees:** to promote workplace wellness, including policies and an organizational culture which support health and well-being and challenge organizations to create products and services supportive of health.

Participating Organization Value Proposition:

- **Recognition** - Be recognized as an organization that supports healthy behaviors and promotes action to encourage the prevention of NCDs.
 - **Multi-sectoral Health Innovation** - Collaborate across industries, not for profit organizations and government agencies to promote and/or create innovative ways to raise awareness regarding NCDs and take action that positively influences individuals, communities, and policy.
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Participating Organization Principles and Guidelines

Principles and guidelines are to ensure consistency regarding Wellness Week activities/events that positively support the prevention of non-communicable diseases.

Principles:

- **Wellness Week is a call by the Organizers, the Pan American Health Organization and the World Economic Forum, to inspire and trigger actions for healthy living from all sectors and at all levels.**
- **Organizations supporting Wellness Week are considered “Participating Organizations”.**
- **A logo has been designed to represent and promote the concepts behind Wellness Week.**
- **Participating Organizations are encouraged to use the Wellness Week logo on material for activities supporting the Wellness Week initiative.**
- **When PAHO and the World Economic Forum logos are used in the Wellness Week activities which they organize, no other participating organization logo will be used.**

General Guidelines:

1. The Wellness Week Organizers [PAHO and the World Economic Forum] have defined a Business Plan containing a list of proposed activities for Wellness Week. This list of activities will be updated continuously on the website www.paho.org/wellnessweek
2. **Participating Organizations are invited to support specific activities led by the Organizers and/or to lead their own activities as part of Wellness Week. Initial list of activities is available at Annex 1; this list will be update continuously on the website.**
3. Organizations willing to support the specific activities led by the Organizers **and/or** to lead their own activities for Wellness Week are invited to submit a registration form (Annex 2) to the planning team to become a Participating Organization for Wellness Week.
4. Registration forms will be reviewed and approved, on a case by case basis, by the Planning Committee. **Organizations will be informed within 10 working days after receipt of application.**
5. **In accordance with PAHO regulations, companies in the tobacco, alcohol, and weapons industries will not be accepted.**
6. Participating Organizations willing to support the activities of the Wellness Week must recognize the importance of positive focus on the following areas, and the importance of a social and physical environment that favors them:
 - Increasing physical activity
 - Encouraging healthy diets (fresh fruit, vegetables, lower salt and sugar, no trans-fat, etc.)
 - Limiting alcohol use
 - Eliminating tobacco use

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7. **Activities and events must be positive, inspiring, engaging and appealing to audiences. Organizations are encouraged to leverage social media to broaden messages to multiple audiences.**
8. The process to invite and coordinate the activities of the Participating Organizations in Wellness Week will be led by the planning team, established by the Organizers.
9. Participating Organizations will work with the Organizers to integrate activities/events for Wellness Week to ensure coordination and best possible outcomes (i.e. review and share specifics of events/activities, location, timing and method of engagement). The Organizers will provide feedback as needed to the Participating Organizations.
10. Participating Organizations must commit to not using the approved events to sell or actively promote their products. Organizations may not imply in any way that the Organizers of Wellness Week endorses or approves of the entity or its products.
11. Participating Organizations will not distribute items or sponsor events that would be contrary to the key focus areas for Wellness Week. If Participating Organizations wish to distribute any items during Wellness Week, the details of this should be included in the application form to the Organizers.
12. Participating Organizations may contribute financially to the planning and execution of Wellness Week, and the details for the process of financial contributions will be provided in the response to the registration forms by the Organizers. No anonymous donations will be accepted by the Organizers.

Guidelines for the use of the Wellness Week logo:

1. The Wellness Week logo, a property of the Organizers, will be used on activities/events which are part of the Wellness Week program of events. Participating Organizations will be provided the official versions of Wellness Week logo by the Organizers.
2. The use of the Wellness Week logo must respect and adhere to the following guidelines:
 - It must be used according to its actual design and color (or black and white version);
 - It can be proportionately enlarged or reduced to a legible size if needed;
 - The logo cannot be changed in any way: under no circumstances may it be redrawn, re-proportioned, cropped or modified ;
 - If used on a website, it must have a minimum of 25 pixels between each side of the logo(s) or other graphic/textual elements;
 - It cannot be used to imply an affiliation with the Organizers;
 - It cannot be used in relation to images/text which promote activities against the values of Wellness Week;
 - It cannot be used on any materials or websites violate laws or regulations.
3. For activities led by Participating Organizations, **the Wellness Week logo may be used with their own organization's logo.**
4. In the case that the logos of PAHO and the World Economic Forum are used with the Wellness Week logo, no other logos will be used. Organizations supporting the activities/events in this case, will be recognized by name in writing (e.g. on the Wellness Week webpage and communication materials).

Examples of Modes of Participation in Wellness Week:

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This list is not exclusive; other ideas are welcomed.

- ✓ Expertise to support Wellness Week activities/events
- ✓ Co-Sponsors of lectures and forums (financial and in-kind contributions)
- ✓ Leading or hosting activities within own workplace
- ✓ Advertising/promotional campaigns
- ✓ Activities/events Management
- ✓ Donation of Building, outside space, etc.
- ✓ Financial contribution
- ✓ Technology Resources

Registration form to be recognized as Participating Organization:

- Application form is **attached in Annex 2** (this form is also available on the Wellness Week Website).
- The application form should to be completed by Participating Organizations and submitted to the World Economic Forum for approval. Deadline: to be announced.

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ANNEX 1: Examples of Wellness Week Activities

This list reflects the activities approved by the Planning Committee for Wellness Week in New York City on September 16 – 21, 2011. Please see the Wellness Week website for more examples.

Date	Activity	Description	Lead Organization
Month of September	Signage/Promotion of WW	To grab attention of the UN delegates, as well as NYC residents and other visitors to the city, Wellness Week could be advertised in the 3 NYC airports, on billboards, in subways and buses, on taxis, and in the area around the UN.	
16 September	Wellness Week Launch in Harlem	Wellness Week is scheduled to kick off in Harlem in partnership with the leadership of the Greater Harlem Chamber of Commerce. Launch scheduled for noon around the State Office Building at 125th St.	NYAM
15-21 September	Hotel packet for delegates	Upon arrival at hotels, delegates will receive a professionally-prepared packet of information with places to eat healthy, walking paths, bike rentals, etc. It will also showcase ways NYC has increased opportunities for people to make healthier decisions.	Humana
17-18 September	NCD Alliance Conference	A conference to prepare advocates for the high-level meeting on non-communicable diseases and for action thereafter. To be held at NY Academy of Medicine.	The NCD Alliance
18 September	Symposium – the New York City experience	The NYC Health Commissioner to present recently-released White Paper on NCDS to showcase achievement of NY. To be held at NYAM	NYAM and DOHMH
19 September	Chronic Disease Prevention/Ageing Symposium	The symposium will focus on challenges related to chronic disease prevention, including aging (Global Alliance on Aging and CFR are potential partner	NYAM
16-21 September	Biking Program	Bike sharing stations will be sponsored in Central Park or other NYC areas for delegates/public.	Humana

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ANNEX 2: REGISTRATION FORM

Wellness Week: Registration Form to be recognized as Participating Organization

☐ **Yes**, my organization wants to make a formal commitment to support Wellness Week and be the one of the first to support a healthy nation and a healthy world. My organization agrees to the principles and guidelines outlined above in the Participating Organization Information sheet.

I. Participating Organization Contact Information (Please print legibly)

Name of Organization _____

Street Address _____

City, State/Province, Zip/Postal code _____

Country _____

Name of Responsible Person _____

Title _____

Email Address _____

Work Phone _____

Cell Phone _____

Signature _____

Date _____

II. Specific Activities Proposed for Wellness Week

1. Description of Event or Activity: (Please be specific and list all important details)

2. Date(s) and time(s) of Activity/Event:

3. Specific Location of Activity/Event: (please list address)

4. What specific arrangements are necessary for this activity to occur? (Space, Lead time required to organize, set-up event, registration, etc.)

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5. List any special approval(s) needed to implement the event/activity:

6. Will social media be used as part of the event/activity planned during Wellness Week?

7. List products, services or information that will be distributed at event:

III . Type of Support for Wellness Week: (Please check the one(s) your organization would like to support)

- ☐ Organization and management of a Wellness Week activity or event
- ☐ People/time resources donated
- ☐ Advertising/Campaigns to support Wellness Week
- ☐ Activities/Events Management
- ☐ Donation of Building, outside space, etc. for a Wellness Week activity or event
- ☐ Technology Resources
- ☐ Other _____

- ☐ Please return completed form and description of products to be distributed in the event (if applicable) to:

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