

## Lifecore Biomedical Engages Employees to Create New Wellness Brand

Lifecore Biomedical is committed to creating a workplace culture that provides a healthy environment for all employees. The company has a safety and wellness committee, which is comprised of representatives from all main departments. This committee is responsible for establishing key goals and implementing wellness activities each year. Worksite wellness initiatives encourage positive lifestyle behaviors, such as physical activity and healthy eating, and have significant potential to influence health and increase productivity.

In 2016 Lifecore Biomedical decided to create a unique visual brand for their wellness initiative. Branding an employee wellness initiative helps increase employee awareness of related activities, drives engagement in the activities, and in turn, positively impacts employee's health. The safety and wellness committee organized a contest, which allowed all employees the opportunity to create a logo and brand. The winner was chosen by the safety and wellness committee, and given a cash prize.

Lifecore Biomedical's wellness committee hosted an all-company lunch to showcase their upcoming wellness programs and activities. The contest winner was announced at this event, and the winning logo and brand was introduced to all 200 attendees. The winning logo, Thrive, highlights Lifecore Biomedical's commitment to providing a healthy workplace environment, and *Teaching Healthy Routines in eVery Employee*.

The new logo is now used on all safety and wellness communications, including their internal wellness website. Lifecore Biomedical also plans to distribute a variety of giveaways with the new logo in an effort to promote the company's wellness activities.

This contest was a success for Lifecore Biomedical. It allowed the company to engage all of their employees in conversations about worksite wellness, as well as brand their initiative to improve employee health and wellness. Lifecore Biomedical is partnering with the Carver County Statewide Health Improvement Program (SHIP) to enhance its worksite wellness initiative.

**T.h.r.i.v.e.**

Teaching Healthy Routines In eVery Employee

