



WELLBUSINESS WINNERS ANNOUNCED BY CATAWBA COUNTY'S CANCER TASK FORCE

HICKORY, NC - The Cancer Task Force announced 19 recipients of WellBusiness recognition during an awards luncheon held at Catawba Country Club March 12. The Cancer Task Force program recognizes local businesses large and small for their efforts to improve employee health and help reduce the impact of cancer in Catawba County.

Companies receiving gold WellBusiness designation are AdvancePierre Foods, Broome

Associated Insurance, Catawba County Government, Catawba Valley Medical Center, CommScope, Inc., Cornerstone Health Care, Corning Optical Communications, LLC, Frye Regional Medical Center, HSM Solutions, US Conec, Ltd., von Drehle, and YMCA of Catawba Valley.

Silver WellBusiness designees are Catawba Regional Hospice, CertainTeed, Lee Industries, Inc., Martin Starnes & Associates, CPAs, P.A., McCreary Modern, Inc., and Merchants Distributors, LLC.

Trinity Village earned bronze WellBusiness designation.

Companies earning WellBusiness status receive program publicity and advertising, an award certificate and banner, access to networking and technical resources, plus the ability to market the company as a WellBusiness in promotion and workforce recruitment.

The Cancer Task Force launched the WellBusiness program in November 2014 to recognize companies implementing wellness strategies that can ultimately help prevent cancer. The program consists of



L-R: Susan Houston, CertainTeed; Jo Ann Smith, Cancer Task Force chairperson; Christine Payne, Lee Industries, Inc.; Robin Saunders, Merchants Distributors, LLC; Tim Isenhower, HSM Solutions; Mia Snipes, Martin Starnes & Associates, CPAs, P.A.; Rebecca Tiley, CommScope, Inc.; Andrew Kaiser, Broome Associated Insurance; Carrie White, Cornerstone Health Care; Amy McDonald, Catawba County; Reuben Cannon, Corning Optical Communications, LLC; Lala Kozischek, YMCA of Catawba Valley; Myra McDonough, Catawba Valley Medical Center; Marcheta Campbell, Trinity Village; LaKishia Monserrate, AdvancePierre Foods; Rick Coffey, McCreary Modern; Cynthia Keaton, von Drehle; Beverly Winkler, Catawba Regional Hospice; Margie McCroskey, US Conec; Amy McCauley, Cancer Task Force facilitator; and Dana Killian, Frye Regional Medical Center.

proven strategy recommendations in five key areas: tobacco use, physical activity, nutrition, cancer screenings, and policy and organizational support.

Companies documented their worksite wellness practices through a no-fee application process. Additional criteria included the company being located entirely or partially in Catawba County with wellness practices impacting employees in Catawba County.

Achievement levels were factored into the program to make recognition accessible to businesses of all sizes, industries and budgets.

“Being named a WellBusiness is a unique opportunity for local companies to showcase their commitment to the health of their workforce and our community,” said Jo Ann Smith, Cancer Task Force chair and oncology line service manager at Frye Regional Medical Center. “We commend our WellBusinesses for embracing evidence-based wellness practices that not only provide outstanding wellness opportunities to employees, but also create environments where health is a sustainable priority.”

WellBusiness standards were developed after a thorough review of evidence-based and best practice worksite wellness recommendations from the Centers for Disease Control and Prevention, the United States Preventive Services Task Force (USPSTF), and the U.S. Department of Health and Human Services’ Community Preventive Services Task Force.

The program is funded by a grant from the National Association of City and County Health Officials (NACCHO).

About the Cancer Task Force

The Cancer Task Force, which is comprised of volunteer representatives from area hospitals, healthcare providers, nonprofits, businesses, service agencies, and local government, works to prevent cancer by implementing community health strategies. The coalition is facilitated by Catawba County Health Partners, a 501(c)3 nonprofit organization dedicated to addressing Catawba County’s health priorities. As the leading cause of death in Catawba County, cancer has been a local health priority since the 2008. For more information about the Cancer Task Force and the WellBusiness program, please visit www.catawbacountyhealthpartners.org.