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WELLBUSINESS WINNERS ANNOUNCED BY CATAWBA COUNTY'S CANCER TASK FORCE

HICKORY, NC - The Cancer Task Force announced 30 recipients of WellBusiness recognition during an awards luncheon held at Catawba Country Club April 21. Now in its second year, the WellBusiness program recognizes local businesses for their efforts to improve employee health and help reduce the impact of cancer in Catawba County.

To earn a WellBusiness designation, companies of all sizes demonstrated their commitment to meeting proven worksite wellness standards in tobacco use, physical activity, nutrition, cancer screenings, and policy and organizational support.

Companies receiving gold WellBusiness designation are AdvancePierre Foods, Broome Associated Insurance, Catawba County Government, Catawba Regional Hospice, Catawba Valley Medical Center, CertainTeed, CommScope, Cornerstone Health Care, Corning Optical Communications, LLC, Frye Regional Medical Center, HSM Solutions, Klingspor Abrasives, Inc., Transportation Insight, US Conec Ltd., von Drehle Corporation and YMCA of Catawba Valley.

Silver WellBusiness designees are Alicia Carroll, MD, Ophthalmic Plastic & Reconstructive Surgery Center, Century Furniture, City of Hickory, City of Newton, Lee Industries, Inc., Martin Starnes & Associates, CPAs, P.A., McCreary Modern, Inc., Merchants Distributors, LLC, Piedmont Cardiology Associates, Sherrill Furniture Company, United Church Homes and Services, and Vanguard Furniture Company, Inc.

Lexington Home Brands and WestRock earned bronze WellBusiness designation.

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.

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.

“Being named a WellBusiness is a way for local companies to show their dedication to the health and wellness of their employees and the community as a whole,” said Amy McCauley, Cancer Task Force coordinator and Community Outreach Manager at Catawba County Public Health. “We would like to congratulate these WellBusinesses for making health a priority and for embracing evidence-based wellness practices that not only provide outstanding wellness opportunities to employees, but also create environments where health is a sustainable practice.”

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.

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. For more information about the Cancer Task Force and the WellBusiness program, please visit www.catawbacountyhealthpartners.org.

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ELECTRONIC PHOTO CAPTION: This Thursday, the Cancer Task Force WellBusiness initiative commended 30 local employers for their efforts to promote and support employee wellness.