We are working to create a culture of health, and what better place to start than within the workplace, where so many people spend their days.”

- Danelle Buchman, ANCHOR Regional Campaign Manager
The Solution
Employers in healthcare and workplaces can lead by example by investing and committing to make changes in their own workplaces for their employees, patients and their visitors. The Maryland ANCHOR campaign is helping workplaces to increase access to healthier food and beverages options available by working individually with hospitals and building relationships with like-minded stakeholders.

Sustaining Success
The campaign is navigating the complex world of hospitals to assess current efforts, identify decision-makers, and offer resources and technical assistance. The goal is to set the stage for partner groups to sustain and improve on these efforts into the future.

Sustainability Efforts
The Maryland campaign will bring local state and national experts to the table, helping to strengthen relationships and identify broader policy and community health common goals. As it continues, the campaign will identify specific opportunities, which may include collaborating on a workshop or webinar or providing technical assistance to hospitals seeking to make internal changes.

The initiative is involving local, national and multicultural initiatives staff from the American Heart Association to connect with American Heart Association’s broader preventative health goals. One example is American Heart Association’s work in healthy vending with the City of Baltimore, and how their learnings and expertise can help Prince George’s County with its healthy food and beverage procurement activities.

Policy, System and Environmental Change
The campaign is encouraging meaningful change through procurement practices, which stands to have a greater, more permanent effect on population health. The goal is to create a culture of health by meeting people where they are, and changing the environment in which they live, work, play, and pray.

Results
The campaign has leveraged the American Heart Association’s existing relationship with a local hospital system that employs more than 18,000 people. The hospital system has a healthy food and beverage initiative and is working collaboratively in formulating one to address snacks. The campaign is working alongside the hospital system, to learn from the success and encourage other area hospitals to follow the example.

The coalition has met with a wide array of public health groups and hospitals to begin creating workplace wellness partnerships, including the Bloomberg School of Public Health at Johns Hopkins University Center for a Livable Future; Healthy Howard; Maryland Hospitals for a Healthy Environment; University of Maryland School of Medicine-Center for Integrative Medicine; Maryland Department of Health and Mental Hygiene-Maryland Healthiest Businesses program; Prince George’s County Food Equity Council; Johns Hopkins Medicine, Dimensions Healthcare; Doctors Community Hospital; and Anne Arundel Medical Center.

Reaching the healthcare community in the three target areas could potentially affect nearly 50,000 employees, as well as thousands more patients and hospital visitors.

Get Involved
The Maryland healthy worksite campaign invites participation from anyone who wants their business or organization to be healthier. An array of resources, including the American Heart Association’s Food and Beverage Toolkit, are available. Contact MarylandWorkplaceWellness@heart.org for more information.