



Community Wellness / Public Relations Report May 2026

Workforce Wellness

The Community Wellness Department recently added a new PRN Public Relations Specialist position to the team. This addition has been tremendously helpful in continuing to expand public communications such as social media, community newsletter, press releases, etc.

The **Employee Wellness Program** continues to provide staff opportunities to engage in healthy habits while fostering a positive and health-conscious work environment. The *Personify* wellness app remains a central tool, offering health and wellness resources, facility wide challenges, health coaching programs, and point earning opportunities for physical activity, sleep, and other wellness behaviors. Biometric screenings and preventive screenings are also incentivized to encourage early detection and improve health outcomes. PMC's *Personify* program has a high level of enrollment and engagement when compared to benchmarks like organizations.

Here are some highlights from the 2025 *Personify* program:

- **58%** of eligible PMC staff and spouses are enrolled in *Personify*
- **74%** of enrolled participants increased or maintained step counts since joining
- **55** biometric screening and preventive care appointments completed
- **11%** lower turnover rate among those participating in *Personify*

The **Employee Recognitions and Rewards** program that began in June 2025 has seen excellent participation. Employees can give public shout-outs to their colleagues. Each month, those who receive public recognition is entered into a prize drawing for PMC merchandise. **Over 400 employee recognitions** have been given since implementation in June 2025.



Community Engagement

Public Relations manages several ongoing community engagement efforts including PMC's social media, website, community newsletter and PMC Live radio show. In the past year, PMC's Facebook page has had an 11% increase in followers and 83% increase in engagement.



Public Relations and IT are partnering with a company called *Beacon* to **redesign the PMC website**. The goals of the project are to modernize the website and make it more user-friendly. Key features will include search functionality, events calendar, and a feedback form. The project team is currently completing the first review of the draft website. Due to the complexity of this large-scale project it has taken significantly longer than expected and is now scheduled to launch by June.

In January, Community Wellness staff partnered with the Petersburg School District for the second year to facilitate the [Teen Mental Health First Aid](#) curriculum in the high school (approximately 100 students). This program teaches students how to recognize signs and symptoms of mental health issues among their peers and how to respond appropriately.

The biennial **Community Health Fair** in March was a successful community engagement event with nearly 200 attendees. The event was a huge community effort with eight PMC departments, 16 local partners and 4 regional partners hosting resource tables.

The Community Wellness Department has begun offering **community CPR/First Aid classes** quarterly as a new program. Looking ahead, the Community Wellness Department

will be hosting the **Pedal/Paddle Battle** with the PMC Foundation (08/08/26) as well as the **Rainforest Run** 10k & Half Marathon (09/07/26).

Patient Centered Care

PMC is currently in the final year of the federal grant to provide two evidence-based **fall prevention programs**. [Bingocize®](#) combines bingo, exercise, and social engagement continues to have a great turnout among community members. The community program is delivered in partnership with Parks and Recreation and is also hosted on-site for residents at LTC and Mountain View Manor. Since beginning in Fall 2023, **89 unique participants have participated in Bingocize**. An ongoing Intermediate [Tai Chi for Arthritis and Fall Prevention](#) class is offered at the Mitkof Dance Studio. This month, a beginner's class was launched at the WERC building. Since beginning in Fall 2025 **nearly 50 participants have attended a Tai Chi for Arthritis and Fall Prevention class**. Staff are working on sustainability plans for these two programs after the grant ends.

PMC is also in the final year of a **three-year Tobacco Prevention and Control grant** from the State of Alaska. This initiative has supported meaningful health system changes related to tobacco cessation and has contributed significantly to improved patient-centered care.

Key accomplishments include:

- Increased tobacco screening in clinic
- AK Tobacco Quitline materials throughout the facility
- Staff tobacco training
- Digital screens throughout the facility include AK Tobacco Quitline, PMC events and services as well as health education

Facility

A public call for art proposals has been published for the WERC Building. A selection committee has been organized including diverse community members, PMC staff and a board representative. Proposals are due May 31st and successful proposals will be awarded in June.

Financial Wellness.

Community Wellness staffing and programs continue to be partially funded through state and federal grants.

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