



## Community Wellness / Public Relations Report October 2025

### Workforce Wellness

The **Employee Wellness Program** continues to support staff in developing and maintaining 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. This year, employees have engaged in facility-wide step challenges and a hydration challenge, introducing friendly competition as a motivating factor. Currently, 55% of staff and eligible spouses are enrolled in the Employee Wellness Incentive Program and over 50 staff have completed a biometric screening and/or a preventive care appointment.

As a direct outcome of the 2024 Manager's Work Session goals, two **new employee recognition and retention strategies** were developed and implemented:

#### 1. **Recognitions & Rewards:**

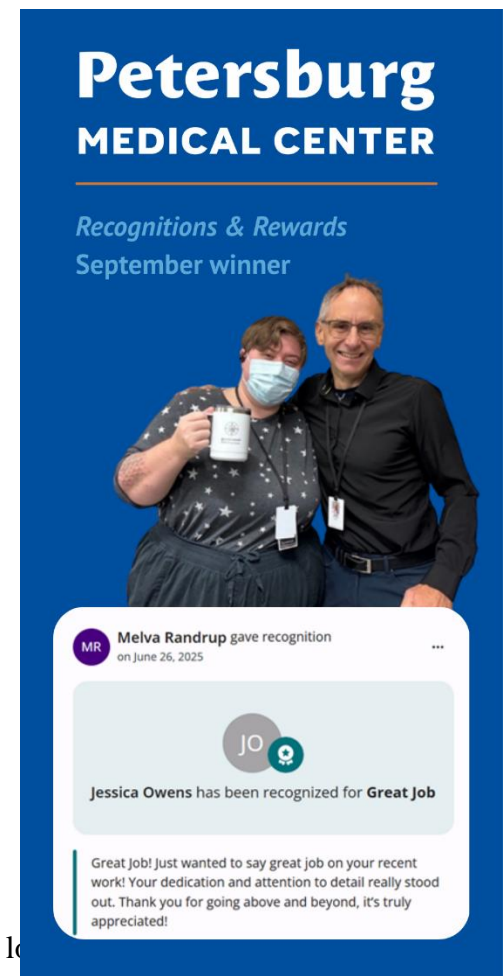
This initiative was created to encourage all staff to acknowledge one another's hard work, innovative ideas, teamwork, and positive impact. Through *Paylocity*, employees can now easily give public shout-outs to colleagues. Each month, those who receive public recognition will be entered into a prize drawing for an item from the [PMC merchandise store](#). Select recognitions may also be highlighted on Phil's *PMC Blog* or in the monthly *Chart Notes* employee newsletter.

#### 2. **Retention Recognitions:**

To celebrate employee longevity, automated milestone recognition emails are now sent when staff reach their 1-year and 5-year anniversaries. These emails invite employees to choose a complimentary item from the PMC merchandise store (e.g., hat, mug, or t-shirt). This initiative enhances PMC's existing longevity celebration program, which already honors 10-year, 15-year, 20-year, and higher milestones.

### Community Engagement

Ongoing community engagement initiatives include leadership of the local health coalition (e.g., Petersburg Health Coalition), coordinating the PMC Live Radio Show, publishing the PMC Community Newsletter, managing



social media pages and digital screens content throughout the facility. With the PMC logo refresh project now complete, Public Relations and IT are partnering with a company called *Beacon* to **redesign the PMC website**. The new site is scheduled to launch in early 2026.

The Community Wellness Department led the planning and implementation of two annual community events: the PMC Foundation's **Pedal/Paddle Battle** and the **Rainforest Run** 10k and Half Marathon (*38 participants and 26 participants respectively*).



*2025 Pedal/Paddle Battle participants gathered at Sandy Beach for awards and picnic.*

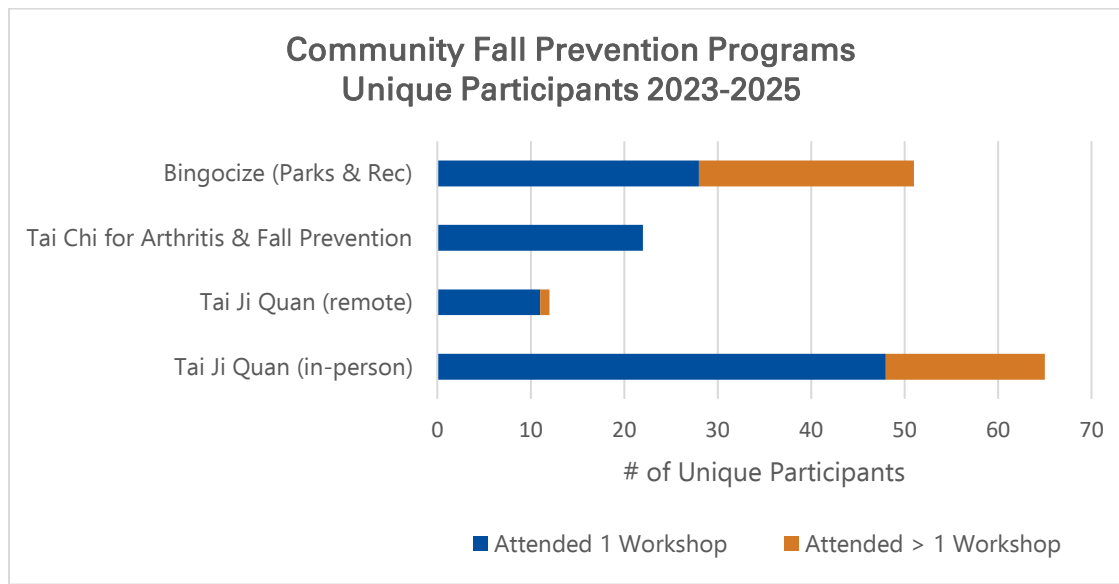
In addition, Community Wellness staff recently hosted a [Youth Mental Health First Aid](#) for community members, introducing participants to risk factors and warning signs of mental health concerns in adolescents and how to provide support (*9 participants*). The team is also partnering with the Petersburg School District to implement the [Teen Mental Health First Aid](#) curriculum in the high school this winter. This program teaches students how to recognize signs and symptoms of mental health issues among their peers and how to respond appropriately. Both evidence-based programs were initially funded by the Petersburg Community Foundation and are now being sustained by PMC staff.

Additionally, Community Wellness recently worked with SHARE Coalition partners to host community events including a guest speaker on [Digital Safety](#) and a community “[Mocktails and Mingle](#)” event in honor of Substance Use Prevention Month.

### **Patient Centered Care**

PMC is currently in year three of a four-year federal grant to provide evidence-based **fall prevention programs**. One of the most popular offerings is [Bingocize®](#), a 10-week workshop that combines bingo, exercise, and social engagement. 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. In addition, PMC continues to offer [Tai Ji Quan: Moving for Better Balance](#) remotely and recently launched an in-person [Tai Chi for Arthritis and Fall Prevention](#) class. All programs have received strong community interest (see chart below for attendance data).



**From 2023-2025, 146 unique participants have participated in a Fall Prevention program**

Note: \* *Tai Chi for Arthritis* began October 2025, therefore no repeat participation data is yet available.

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:

- Updated tobacco screening protocols
- A significant increase in screening rates at the Joy Janssen Clinic
- AK Tobacco Quitline materials throughout facility
- Implementation of staff tobacco training at orientation and annual role-specific training for all staff

Looking ahead, the Community Wellness Manager is working with Dr. Hulebak to launch a **new community class on lifestyle medicine** – focusing on health improvement through nutrition and exercise. Beginning in February 2026, the class will use the *Full Plate Living* curriculum and will replace the previous year-long Lifestyle Balance aimed at prevention of diabetes and heart disease.

### **Facility**

The Community Wellness Department has moved from our previous off-campus office to its new home within the WERC Building. The relocation has decreased facility rental costs for the department and has helped to integrate Community Wellness into PMC more. Youth Programs staff have desks within the Community Wellness office and will continue to operate Kinder Skog and ORCA Camp programs at the Lutheran Church until a permanent location for these programs is established.

### **Financial Wellness.**

Community Wellness staffing and programs continue to be partially funded through state and federal grants. However, the unpredictable nature of the current grant landscape presents challenges for long-term planning.

The Department worked with the PMC Foundation on the **Pedal/Paddle Battle Fundraiser** to secure over \$22,000 in corporate and personal sponsors. These funds are distributed by the Foundation for continuing education for PMC staff and scholarships for graduating PHS seniors.

**Submitted by:** Julie Walker, Community Wellness & PR Manager

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