Wilmington Whips Up Healthy Meals

WILMINGTON, MA — July 24, 2014 — The Town of Wilmington recently hosted its first Wellness Cook-Off Competition to promote the health of its workforce. The Cook-Off is part of a larger wellness program the town has in place for its employees in partnership with its health insurer, Blue Cross Blue Shield of Massachusetts (BCBSMA).

"Our Wellness Committee has really run with this effort. They not only came up with this terrific (and delicious!) program, but made it happen," said Jeffrey Hull, Wilmington Town Manager. "We are also happy to have our partner Blue Cross with us on this effort. They offer a comprehensive wellness program and have worked with us to develop initiatives that support our employees living healthier lives."

The town asked its employees to submit various healthy dishes, which were tried by both a panel of judges including Chuck DePasquale of Rocco's, Town Manager Jeffrey Hull, and retired Fire Chief Edward Bradbury, as well as the other town employees. The Cook-Off had 11 entries in total, all salads, but all very different recipes. Pamela MacKenzie took first place for her healthy version of chicken salad and Barbara Raab finished a close second with a Cinco de Mayo quinoa salad. Pamela also won the award for audience favorite.

"Worksite wellness is one of the most effective ways to improve employee health, while also helping to reduce health care costs. This is why we continuously partner with municipalities such as Wilmington to develop and support strategies that engage employees and achieve positive health outcomes," said Mark Meunier, BCBSMA's Director of Government Programs. "Wilmington offers a role-model worksite wellness program. We are honored to partner with such an engaged leader."

In addition to the Cook-Off, Wilmington's wellness program also includes Weight Watchers at Work, walking and exercise programs and smoking cessation programs. The town has put together a cookbook with all of the recipes from the competition. It is available to employees and town residents by calling the Town Manager's office at **(978) 658-3311** or by emailing kamaral@wilmingtonma.gov.

BCBSMA is proud to provide health coverage to 79 percent of Massachusetts municipal entities, their families and to 120,000 federal employees. Blue Cross is committed to partnering with Municipalities to reduce health care costs while improving the health of their employees.

About Blue Cross Blue Shield of Massachusetts
Blue Cross Blue Shield of Massachusetts (www.bluecrossma.com) is a community-focused, tax-paying, not-for-profit health plan headquartered in Boston. We are the trusted health plan for more than 31,500 Massachusetts employers and are committed to working with others in a spirit of shared responsibility to make quality health care affordable. Consistent with our corporate promise to always put our 2.8 million members first, we are rated among the nation's best health plans for member satisfaction and quality. Follow us on Facebook, Twitter, YouTube and LinkedIn.

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