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## NEWS RELEASE

May 25, 2010

### FOR IMMEDIATE RELEASE

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## THE PARTNERSHIP HELPS LAUNCH THE 'HEALTHIEST MARYLAND' INITIATIVE

*Initiative among actions recommended by the  
Maryland Health Quality & Cost Council*

**Westminster, MD - (May 25, 2010)** – On May 19, Lt. Governor Anthony G. Brown, Health and Mental Hygiene Secretary John M. Colmers, prominent members of the Baltimore business community and the Greater Baltimore Committee held a press conference at the Baltimore Inner Harbor to officially kick off the first phase of the 'Healthiest Maryland' initiative. The campaign promotes healthy lifestyle practices in the workplace, and is strongly supported by The Partnership for a Healthier Carroll County. Tricia Supik, President and CEO of The Partnership, attended the event.

The initiative was recommended by the Maryland Health Quality and Cost Council to Governor Martin O'Malley. In coming months, the Council will expand it to include programs for Maryland's schools and communities. Immediately prior to the press conference, Brown led business leaders on a 'health walk' from the Center Club to the Inner Harbor, promoting one of several activities businesses can encourage to improve employees' health.

"I am confident that through these new partnerships, Maryland will emerge as one of the nation's leaders in wellness and preventative care," Lt. Governor Brown said.

The announcement of Healthy Maryland was made in the same week that The Partnership unveiled its Worksite Wellness Guide, a booklet that is designed to educate employers and help them develop an effective worksite wellness program. It can be downloaded free from [www.HealthyCarroll.org](http://www.HealthyCarroll.org).

Studies show that for every dollar an employer invests in the health of its employees, a return of \$3 to \$6 can be expected. These savings are the result of reduced health care costs, reduced absenteeism and increased productivity. Specifically, worksite health promotion programs like Healthiest Maryland have

cut sick leave absenteeism by 27 percent and lowered costs associated with worker's compensation and disability management claims by 32 percent.

Lt. Governor Brown, in his capacity as the Chair of the Maryland Health Quality and Cost Council, will hold a series of events around the state to educate business owners about Healthiest Maryland. The Partnership will continue to align efforts with this new initiative.

*The Partnership for a Healthier Carroll County, Inc., an affiliate of Carroll Hospital Center and the Carroll County Health Department, is a private nonprofit community-led organization that seeks to build capacity for both health and quality of life improvement.*

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