



**FOR IMMEDIATE RELEASE**  
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## **County Launches *Live Well Workplace* with First Business Designation**

**PITTSBURGH** – County Executive Rich Fitzgerald and Dr. Karen Hacker, Director of the Allegheny County Health Department, today launched *Live Well Workplace* and revealed Izzazu Salon, Spa and Serata as the first business to be designated as a *Live Well Workplace*. The announcement was made at Izzazu’s downtown Pittsburgh location.

“When we launched the *Live Well Allegheny* campaign, the expansion to all facets of our community is exactly what we envisioned,” said Fitzgerald. “With the addition of the *Live Well Workplace*, and the commitment of Izzazu to these ideals, we’ve really come full circle with so many organizations in the county supporting the effort to become a healthier county. We appreciate Izzazu’s interest in being part of this campaign, and thank Emilio and Gino for their excitement in having their workplace be part of *Live Well*.”

In order to be designated as a *Live Well Workplace*, the employer must first indicate its intent to work with Allegheny County to accomplish the goals of the campaign. This can be achieved by action of the board of directors, a formal letter signed by the leadership, or action by an organization’s chief executive. In addition to making a formal commitment to the campaign, the employer should also indicate what additional steps it is willing to take to meet the campaign’s goals. In the organization’s formal action a minimum of at least four action steps must be identified for attainment.

Once formal action has been taken which includes details on how the requirements of the program will be met, written notification should be made to the Director of the Allegheny County Health Department. Upon review by the Department, designation of the workplace as a *Live Well Workplace* will be formally made.

“We are proud to announce this new facet of the *Live Well Allegheny* campaign. Employers have a significant role to play in the health of their employees and we want to highlight those that have committed options that improve health,” said Hacker. “There is increasing evidence that businesses will experience reduced employee absenteeism, increased employee productivity, reduced employer health costs, and increased employee job satisfaction by adopting evidence-based practices. Together, we can assist each other and foster sharing best practices among all Allegheny County workplaces that can improve the health of employees.”

Izzazu has committed to several practices that will provide a healthier workplace for their employees. As a starting point, they have instituted the following:

- Require healthy food and drink options at company meetings, functions and events
- Support breastfeeding employees

- Offer employees flex work hours to allow for opportunities for physical or wellness activity before, during and after work as well as lunch breaks
- Provide a tobacco/smoke-free work campus
- Provide access to secure bicycle storage area in a safe, convenient location

“At Izzazu, our drive is to inspire people to look and feel their best – physically, mentally and spiritually – which is why we believe that our salon is such a good fit for this initiative,” said Emilio Cornacchione, one of the principals of Izzazu. Gino Chiodo, the other principal, echoed that sentiment: “We will continue to look at and consider additional efforts to improve the health of our employees and we hope that our participation in this program will further our own drive and encourage our clients to be the best they can be.”

Participants in the *Live Well Allegheny* campaign work with the Health Department’s staff. While monetary resources are not part of the initiative, participating workplaces can receive materials, information and collateral items to promote the campaign and their individual efforts to “live well.”

*Live Well Allegheny* was launched in January 2014 as a comprehensive, innovative strategy on wellness that embraces a broad concept of living well to include physical health, mental wellness, personal and community safety, prevention and preparedness, and much more. The effort is being led by the Board of Health and Health Department Director Dr. Karen Hacker.

For more information on the *Live Well Allegheny* campaign, including detail on how your business can become a *Live Well Workplace*, visit [www.LiveWellAllegheny.com](http://www.LiveWellAllegheny.com).

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