

# START THE YEAR... WITH A HEALTHY CHALLENGE!



We all know the statistics. Over one-third of U.S. adults are overweight or obese, which is costly in terms of employees' healthcare and productivity. That's why a worksite weight-loss challenge is worth the investment. A well-designed program can provide the motivation and encouragement employees need to make positive lifestyle changes and effectively lose weight. This guide will help you start a successful weight-loss challenge at your workplace. Though any time of year is a fine time to start, many people resolve to lose weight in the New Year, making January the perfect month to implement your Challenge.

## WHEN YOUR EMPLOYEES "LOSE", IT'S A "WIN" FOR EVERYONE!

The comaraderie and support of workplace weight loss challenges can make dropping pounds a lot more fun and a little less like work. You can help your employees "lose it" (weight, that is!) and stay healthy. **Here's how:**

### PROGRAM DURATION

A weight-loss challenge should last 12-16 weeks. This is generally long enough for participants to see results and make lasting lifestyle changes.

### APPROACH

You can choose to hold an individual or a team challenge. Both have benefits.

- Individual: participants proceed in their own way and aren't affected by lagging team members.
- Team: there is more motivation and accountability, and better odds of winning. Have each team choose a leader who will be responsible for communicating program updates and issues with their team.

### KICKOFF

Announce your program with the Weight-Loss Challenge Event Poster, which allows you to write in where and when you're holding the first weigh-in. Also utilize internal newsletters, email, cork boards, intranet, or other resources for company-wide communication.

### MATERIALS

Since weight loss is accomplished best by diet and exercise, supply educational tools to help participants get started and succeed.

### WEIGH-INS

To record progress in a weight-loss challenge, every participant must weigh in. Weigh-ins should be done on the same scale, on the same day, at the same time. Weekly weigh-ins are most common. However, you could have weigh-ins at the start and completion of the program, at every four-week mark, or once a week.

## IT'S EASY TO HELP EMPLOYEES GET MOTIVATED TO SLIM DOWN & SHAPE UP!

Make Losing Fun! Enable Employees To Work Toward Attaining A Healthy Weight.

**WEIGH TO GO! 10 Tips For Losing Weight The Healthy Way Poster (KL-855F)**

**10 Steps To Losing The First 10 Pounds Pocket Pal (BC-130T)**

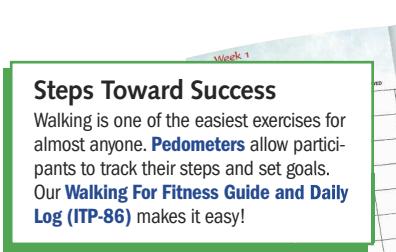
**Visual Reminders & Motivators**

Keep staff encouraged and focused with the "10 Tips For Losing Weight The Healthy Way" Poster (KL-855F), "10 Steps To Losing The First 10 Pounds" Pocket Pal (BC-130T), or our "Weight Control Facts" Magnet (FM-209).

**WEIGH TO GO! Complete Weight Loss Guide & Recorder (ITP-151)**

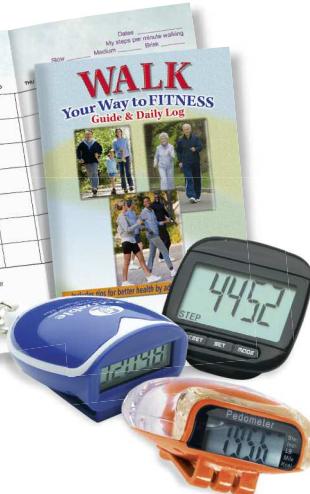
**Get Started, Stay The Course**

The "Complete Weight Loss Guide & Recorder" (ITP-151) has everything to get employees started, including a food and activity tracker—a proven aid for weight loss—and a nutritional guide so recipients can track the calories and fat they consume!



### Steps Toward Success

Walking is one of the easiest exercises for almost anyone. **Pedometers** allow participants to track their steps and set goals. Our **Walking For Fitness Guide and Daily Log (ITP-86)** makes it easy!



### For Good Measure

Body mass index (BMI) and waist measurements are considered better indicators of weight issues than just pounds. Distribute our **Tape Measure with BMI Scale (OS-6519)** to let participants know how they measure up.



## WEIGHT-LOSS CHALLENGE TIMETABLE & CHECKLIST

### ✓ 3 to 6 Weeks Before

- Obtain management approval
- Decide when to launch your program. Right after New Year's is a great time for a health-improvement program
- Create your program and reward design

### ✓ 3 Months Before

- Order promotional materials, incentive items, and prizes
- Get paperwork ready

### ✓ 1 Month Before

- Publicize the event
- Begin sign-up

### ✓ 1 Day to 1 Week Before

- Confirm with and remind all participants
- Hand out trackers and/or pedometers
- Hand out and collect pre-surveys and consent forms (if applicable)

### ✓ During Program

- Monitor participant or team progress
- Provide encouraging communication and team reports (if applicable)
- Distribute incentives and rewards weekly or monthly for individual and team successes

### ✓ After Program

- Hold a special event to announce winners and present prizes
- Announce challenge winners in a company-wide email or newsletter
- Get participant feedback so you can improve your program for next time



### EXPANDING WAISTLINES = HIGHER HEALTHCARE COSTS

Overweight and obesity are known risk factors for diabetes, coronary heart disease, stroke, hypertension, some forms of cancer, pregnancy complications, depression, high blood cholesterol and more.

A 2010 Duke University study found that the cost to employers of obesity among full-time employees was \$73.1 billion a year. Workplace obesity prevention programs, like the Weigh To Go! Weight Loss Challenge, can be an effective way for employers to reduce obesity and lower their health care costs, cut absenteeism and boost employee productivity.

### Promote Portion Control

Proper portions are key for weight loss, and tools like our **"Be Wise About Portion Size" Pocket Pal & Measuring Cup Gift Set (SK-1838)** help your employees make smarter choices.