

Corporate Stories

EXAMPLES

General Mills helps employees manage their health through the “Total You” healthy lifestyle program. One recent initiative combined e-health and onsite programs to help employees live healthier. The result: a total weight loss of nearly 3,000 pounds. Here’s how they did it. An initial short-term **10/10 Healthy Weight Program** (10 pounds in 10 weeks) rolled out to employees at corporate headquarters with a plan to take the program to other company sites.

Employees logged onto a customized Web site created by Mayo Clinic Health Management Resources for information and logging. The program was based on the idea that small behavioral changes are the way to lose weight, not fad diets. Employee participants were encouraged to **set realistic goals** online and adopt a positive attitude, according to Timothy Crimmins, MD, Medical Director at General Mills.

Throughout the 10-week program experts spoke on **nutrition, exercise,** and the **psychology** of eating—reinforcing the online messages. During one of the 10 weeks, General Mills partnered with the American Cancer Society and Weight Watchers to observe the Great American Weigh In®.

One-third of the 1,300 participants lost an average of 6.7 pounds. Mayo Clinic provided General Mills with aggregate reports on number of site visits and weight tracking. One lucky employee won the big motivational prize—a spa vacation. High participation and completion rates are always boosted when **a valuable incentive** is offered.

The follow-up programs include a step-counter-based activity called Step Across America with Wheaties and a poster campaign to encourage employees to take the stairs.

“Leadership has to support healthy eating and fitness,” says Dr. Crimmins. A company that “walks the talk” among its employees is also moving its product portfolio toward whole-grain foods and promoting breakfast as a key to weight control for everyone.

With offerings from Weight Watchers, **Raytheon,** a defense and aerospace company, provides employees with successful and safe weight-management options. Employees can choose from four options: Local Meeting vouchers, Online subscription, the At Home kit or the At Work meeting. At Work meetings are offered at 23 locations. Employees register for the At Work meetings telephonically and are able to pay for their 26-week series through payroll deduction. The Weight Watchers offerings at Raytheon are integrated with other health and wellness initiatives. Participants are encouraged to join the onsite fitness centers, dining centers provide healthy “Balanced Choices” that are marked and have nutritional information available, and onsite nurses provide blood pressure screenings and other health counseling. Since Weight Watchers launched the enhanced At Work meetings in June 2005, Raytheon employees have lost over 7,000 pounds and satisfaction with the offering has been extremely high.

(Stories continued on next page.)

CSX Transportation operates the largest rail network in the eastern United States. As part of their Health and Wellness program, Weight Watchers offers At Work meetings in 12 cities in their larger locations along with Local Meeting vouchers for community meetings, Weight Watchers Online subscriptions and At Home kits.

“We believe that behavior change is initiated and sustained with the support of the entire family. That is why we also provide support for our employees and their spouses.”

–Kenneth A. Glover, MS, RCEP, CSCS
Health and Wellness Manager CSX Medical Department

At **Verizon Wireless**, having healthy and productive employees is part of their corporate culture, with 23 in-house health and wellness centers with gym facilities offering one-on-one training, and a comprehensive wellness program that includes nutrition advice, CPR training, flu shots and cholesterol screenings.

Verizon Wireless successfully incorporated Weight Watchers into its health and wellness program for both employees and their families by offering At Work meetings to its employees for 15 years, and adding Weight Watchers Online subscriptions at the end of 2002. For those employees who participate in Weight Watchers and reach their target weight, Verizon Wireless offers a \$100 rebate through their health care provider.

American Standard Companies, a global manufacturer in air conditioning systems and services, bathroom and kitchen products, and vehicle control systems, has a comprehensive health and productivity strategy that focuses on improving the health status of employees and dependents; one important component of the strategy is weight management. They offer financial incentives that reduce employee medical plan contributions for those who are currently at or working towards a healthy body weight. The company supports weight loss of employees and family members in their more than 75 locations across the U.S. Many offer Weight Watchers on-site with significant subsidies and direct payroll deductions for the cost of meetings; others have also sponsored weight-reduction competitions culminating in the loss of thousands of pounds.

“Weight management is a win/win for our employees and the company. Weight loss can significantly improve an individual’s health status and quality of life; the company benefits through reduced health care costs and absences, and increased productivity.”

–Heidi Lattig
Health and Productivity Program Manager



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