



# HEALTHY INSIGHTS

Put Weight Watchers® to work for your employees.

Fall 2008

 **WeightWatchers®**  
Stop Dieting. Start Living.

# IS YOUR CAFETERIA WEIGHING YOU DOWN?



If you ask more than 100 million Americans where they spend the majority of their day, they will all tell you the same thing: at work.<sup>1</sup> That means that, for those people, at least one meal a day is eaten at work.<sup>2</sup> For many of them, it could be even more. And if you have a cafeteria, that's probably where many of them are eating.

So let's take a good, hard look at your cafeteria. Are there selections available that will enable employees to enjoy meals within healthy dietary guidelines? Walk through the line with this list and a pencil, and check off any of these items that you see:

- Whole-grain breads, pasta, muffins, and/or brown rice
- Lean meats, poultry, and fish for sandwiches or hot entrées
- Low-fat or fat-free milk and yogurt
- Fresh fruit and vegetables
- Low-fat or fat-free dressing for salad bar
- Fat-free condiments like mustards, relishes, and salsa
- Unsweetened and/or sugar-free beverages
- Light or calorie-controlled desserts

If you've checked off at least half of these items, that's a great start. But don't stop there. Talk to your food service about adding items you didn't check off. Poll employees to see what they would like to have offered. You might be surprised that there are current selections your employees buy just because they are "there" and they would prefer to spend their money on something else.

And remember, you're not in this alone. Weight Watchers® has delicious, calorie-controlled treats that are perfect cafeteria selections. If you're interested, here's where to go for more information.

For muffins: [wwmuffins@dawnfoods.com](mailto:wwmuffins@dawnfoods.com)  
For snack cakes: [wwsnackcakes@dawnfoods.com](mailto:wwsnackcakes@dawnfoods.com)  
For cookies: [wwcookies@dawnfoods.com](mailto:wwcookies@dawnfoods.com)  
For ice cream: 800.331.0830 - Wells' Dairy  
For yogurt: 866.506.2072 - Gilsa Dairy

<sup>1</sup> The Surgeon General's Call To Action To Prevent and Decrease Overweight and Obesity 2001. U.S. Department of Health and Human Services.

<sup>2</sup> Nutrition Policy Profiles: Workplace Policies to Offer Nutritious Foods. Prevention Institute. May 2002.

# THEY'RE DIET-FREE AND LOVING IT!



## Ken lost 50 LBS\*!

I needed to lose weight but when I tried fad diets I experienced failure after failure. I knew I needed something with a proven track record, so when I heard people rave about how Weight Watchers® worked for them, I figured I'd give it a shot. I subscribed to Weight Watchers Online to lose weight, but after losing 50 pounds,\* I realized I actually gained something as well – a healthy lifestyle!

\*Results not typical.



## Sharifah lost 47 LBS\*!

I was looking for a quick weight-loss fix, and those super low-calorie diets sounded easy. They weren't and the weight just didn't stay off. So when I saw the lasting results my sister had with Weight Watchers, I decided to join a meeting. With Weight Watchers, I never felt like I was being deprived and I've lost 47 pounds.\*

\*Results not typical.

# STATES TURN TO WEIGHT WATCHERS®

## ALABAMA, DELAWARE & VIRGINIA HAVE STEPPED UP TO THE PLATE TO HELP STATE EMPLOYEES LOSE WEIGHT AND IMPROVE HEALTH

### ▶ Alabama: The Heart of Dixie Gets Healthier

“We wanted to address the obesity crisis in Alabama, starting with our own state employees and teachers since we know what a positive impact a workplace wellness program can have – with financial, health, mental rewards, and more,” explained Dr. Jim McVay, Director of the Bureau of Health Promotion and Chronic Disease, with the Department of Public Health. Wanting to offer a program to help employees reduce their weight, they worked through both of their Insurance Boards that were established for teachers and state employees and came to Weight Watchers for help.

On October 1, 2006, the program went into effect. Currently their program offers 15 weeks of meetings at \$150.00. The State of Alabama works with their two Insurance Boards to subsidize \$65.00 of the fees and require members to attend 12 out of the 15 weeks of meetings.

#### The Results:

According to the State Department of Public Health, from October 2006 through the end of July 2008 Alabama teachers and state employees have lost over 110,732 pounds through Weight Watchers.

### ▶ Delaware: The First State Places Employee Health First

In January of 2008, Delaware Governor Ruth Ann Minner announced new initiatives that support her comprehensive wellness program for state employees. DelaWELL Year Two, originally launched in April of 2007 by the Statewide Benefits Committee, offers wellness services to all full-time state, school district, charter school, higher education employees, and pre-65 retirees as well as spouses and dependents over the age of 18 who are covered under the state group health plan as of February of this year.

“Weight Watchers offerings are an important element of our wellness program,” said Jennifer “JJ” Davis, Director of the Office of Management and Budget. “Through these weight-loss offerings, our employees are better able to manage their weight and we can help ensure the continued health of our vital state workforce.”

Delaware provides employees with an easy payment plan and, if certain attendance criteria are met, up to 100 percent reimbursement through the state’s health carriers.

#### The Results:

To date, participation has been very strong with 1,638 participants in the 3 weight-loss options offered – At Work meetings, Local Meeting vouchers, and Weight Watchers Online subscription.

Through the At Work meetings alone, participants have lost over 7,166 pounds through end of June.

### ▶ Virginia is for Lovers and for Weight Loss

The Commonwealth also understands the benefit of healthy employees. Since January of this year, when the state employee health benefits program instituted a partnership with Weight Watchers, participating employees have lost more than 20,000 pounds in six months.

Under the initiative, eligible employees, spouses and adult family members can participate in one of four Weight Watchers offerings. Employees who meet guidelines set by the state are also eligible for a 50 percent reimbursement.

“Our partnership with Weight Watchers has given us another tool to help employees develop or maintain healthy lifestyles,” said Sara Wilson, director of the Department of Human Resource Management, the agency that oversees the state health plan.

“We genuinely care about the health and well-being of state employees,” Ms. Wilson said. “Programs such as Weight Watchers reinforce our commitment to our employees and are critical recruitment and retention tools. Weight Watchers is just one facet of the Commonwealth’s initiative to help employees get and stay healthy.”

#### The Results:

Strong participation with 3,143 participants in the 4 weight-loss offerings – At Work meetings, Local Meeting vouchers, Weight Watchers Online subscription, and At Home kit.

Through the At Work meetings alone, participants have lost over 20,000 pounds in 6 months.



### Next Edition:

## Weight Watchers and Health Insurance Providers

At Work meetings, At Home kits and Local Meeting vouchers are available only in participating areas in the US. Minimum enrollment required for At Work meetings.