

FITNESS FACTS

Healthy Competition In The Workplace

(NAPSA)—Over the past 20 years, the number of overweight or obese American adults has tripled to an estimated 66 percent. The culprits: unhealthy diets and inactive lifestyles.

The national obesity epidemic has resulted in dramatically rising health care costs for U.S. employers. Overweight employees have higher medical expenses, greater absenteeism, lower productivity and decreased morale when compared to healthy-weight employees.

Fortunately, a new workplace wellness program is inspiring employees of all fitness levels to battle the bulge and achieve success in their pursuit of a happier, healthier lifestyle.

Shape Up The Nation is a team-based wellness program that provides the structure, motivation, educational content and fitness tools to get employees started on the path to healthy living. Clinical studies have proven that team-based health competitions can generate the highest weight loss per dollar spent on a wellness program. Team members provide each other with the motivation, accountability and support they need to meet their fitness goals. Friendly competition also helps to activate and engage participants.

During the 12-week program, teams of employees compete within their company and with teams across the country to see which ones can lose the most weight, log the most exercise hours or walk the highest number of steps. Participants report their



The health of a company's employees can add to the health of the company's bottom line.

results biweekly using the program Web site. Team standings are then calculated and published.

Team members can monitor their team's results and communicate with each other online to provide support and encouragement. All participants receive a digital step pedometer, a reminder wristband, a weekly newsletter with motivational messaging, competition updates, healthy-lifestyle articles and opportunities to win prizes from sponsors.

The program is virtually turnkey. It is easy to implement and can be launched at any workplace in just a few weeks. With competitions beginning monthly, there is a timeline to suit the needs of every company. Shape Up The Nation has hosted wellness competitions for a diverse range of organizations including Fortune 500 corporations, regional banks, insurance companies, hospitals, universities, government agencies and small businesses. To learn more, call (401) 274-1577 or visit www.ShapeUpTheNation.com.