

# CREATE A CULTURE OF WELLNESS



Eat Smart | Move More  
**Weigh Less**<sup>®</sup>  
Online



## What Makes **Eat Smart, Move More, Weigh Less** Unique?

- Evidence-Based
- One-on-One Support
- Live Online Delivery

### Why Invest in **Eat Smart, Move More, Weigh Less**?

More than 6 in 10 adults are overweight or obese. Excess weight in adults costs over \$17.6 billion each year in medical costs and lost productivity. Include weight management in your employee wellness benefits.

**Eat Smart, Move More, Weigh Less** is an evidence-based, 15-week, online weight management program delivered in real-time by Registered Dietitian Nutritionists (RDNs). Over 18,000 participants have completed the program, lost weight, and kept it off.

# Improve Employee Wellness with Eat Smart, Move More, Weigh Less.

- Purchase class seats in bulk to receive special group pricing.
- Receive customized marketing materials and emails to promote the program to your employees.
- Employees:
  - Choose the class time that works best for their schedule. Lunchtime, late afternoon, and evening classes are offered to accommodate various time zones and work schedules.
  - Do not have to wait. 15-week series begin almost monthly to minimize wait time.

**For details, contact:**

[administrator@esmmweighless.com](mailto:administrator@esmmweighless.com)

*Eat Smart, Move More, Weigh Less is working with a variety of businesses from small to Fortune 500. The program flexibility allows employers of any size to adopt the program and improve the health of their employees.*

## FROM OUR CLIENTS



“With confidence, I often look to the Eat Smart, Move More, Weigh Less program as a personalized weight management solution for my clients. It is easy to refer to when you know the program has produced solid outcomes and is backed by evidence-based content. But, just as important to me is the ability of the program to execute, which it does—both on an employer and participant level. Implementation is turnkey for the employer, and it is easy to access for the individual with many ways

to learn such as weekly classes, coaching support, and peer-buddies, to name a few. I am happy to recommend the Eat Smart, Move More, Weigh Less program.”

—Elizabeth Grabosky, Wellness Consultant, Hill, Chesson and Woody

“IQVIA (formerly Quintiles) has a comprehensive, holistic wellness program that reaches employees worldwide. The virtual classroom format of Eat Smart, Move More, Weigh Less is a strong component of our North America program as it allows for participation from any location and has been shown to help participants create strategies to achieve and maintain a healthy weight, prevent diabetes, and live a more vibrant life overall.”

—Krista Ariail, Manager, Employee Health, IQVIA



“The NC Medical Society Employee Benefit Plan offers services designed to drive wellness, support behavior change, and ultimately allow members to lead healthier lives. Our partnership with the Eat Smart, Move More, Weigh Less program has proven to be an extraordinary benefit that engages our population and furthers our goal of promoting well-being among our members.”

—Jason Horay, Health Promotion Coordinator, NC Medical Society

“Blue Cross Blue Shield of North Carolina has a comprehensive wellness program, TotalYou, where we strive to make the healthy choice the easy choice for employees so that they can bring their best energy to their life and work. Eat Smart, Move More, Weigh Less has been one of our staple programs for employees since 2012. Their online platform allows employees, regardless of work location, to participate in their interactive weight management course. Our annual screening data shows that employees who complete this program lose weight and keep it off—and personal testimonials from employees say the same. We are excited to continue our relationship with Eat Smart, Move More, Weigh Less this year, as well as explore their newest program, Eat Smart, Move More, Prevent Diabetes.”

—Christy Colgan, Health and Wellness Manager, Blue Cross and Blue Shield of North Carolina



Eat Smart, Move More, Weigh Less works.

# PARTICIPANTS:



## LOSE WEIGHT:

Average weight loss of 7.5 pounds.



## REDUCE BLOOD PRESSURE:

42% of participants moved to the normal blood pressure category at the end of the program as compared to 28% at the beginning.



## REDUCE WAIST CIRCUMFERENCE:

50% of males were in the "at risk"\* category at the end of the program compared to 75% at the beginning and 62% of women were in the "at risk"\* category at the end of the program compared to 76% at the beginning.



## IMPROVE MINDFULNESS:

95% of participants are more mindful of what and how much they eat, 90% are more mindful of getting physical activity each day, 88% eat fewer calories, 86% eat smaller portions, and 67% eat less fast food.



## ARE SATISFIED WITH THE PROGRAM:

93% of participants are either satisfied or very satisfied with the real-time, online delivery of the program, and 95% indicate that they would recommend the real-time, online classes to others.

\*"At risk" for males is waist circumference > 40 inches; for females >35 inches.

For every \$1 invested in Eat Smart, Move More, Weigh Less Online, \$2.75 can be saved in medical care and lost productivity costs.<sup>1</sup>

71% of program completers either maintain or lose additional weight at six-month follow-up.

1. Chenoweth D. Eat Smart, Move More, Weigh Less Online for State Employees: Benefit-Cost Analysis and Present Value Adjustment Report. Chenoweth & Associates. August 2013.

# During the Eat Smart, Move More, Weigh Less program, PARTICIPANTS:

Connect with others working on similar goals

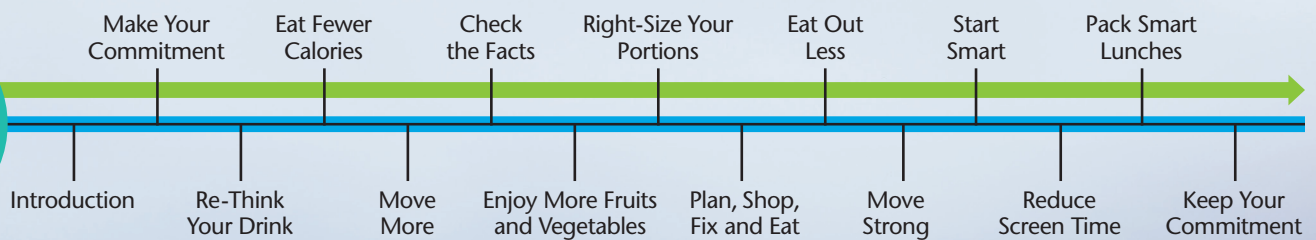
Participate in weekly lessons that inspire and motivate

Receive one-on-one support from their instructor, a Registered Dietitian Nutritionist (RDN)

Attend live, interactive classes online from their computer or mobile device

Overcome barriers to healthy eating and physical activity

15  
WEEKLY  
SESSIONS



## Each lesson includes:

- Information about why the behavior is important for weight loss/maintenance
- Practical strategies for adopting the behavior
- 3-5 minute physical activity break
- Ways concepts can be adopted by the whole family
- Opportunity for sharing and celebrating
- Suggestions for living mindfully
- Guided discussion of strategy for the week



# SUCCESS STORIES



BEFORE



AFTER

"I always rode in motorized carts when shopping and if they didn't have any, I avoided that store altogether. Then I decided to take baby steps and walk as much as I was able and if it got too be too much, I would ask for a cart. Now I go into those stores I avoided and I walk. I went to my doctor in May and for the first time ever, my numbers were phenomenal! My A1C dropped to 5.9. This was so very exciting. And it's all due to the changes that I've made since starting this journey. **So here I am, 38.4 pounds lighter with 7 inches gone and a little over 2 sizes down in clothes.** Thank you for making this class available to people like myself. I still have a lot to learn, but am excited to see what the future holds."

—Lynda, Employer-Sponsored Participant

"Hooray. I did it! I did it. **I lost 20 pounds! I can't believe it.** Drinking water, walking and being mindful of what I'm putting into my body, wow, I can really feel and see my body change and did I mention how great I feel and **my sugar has dropped from a steady 254-312 down to a steady 104-129?** Oh my God! I could cry. I'm so happy! Thank you so much to my instructor and to this program for helping me to finally do something about my life. This is not just about weight, it's really about changing your lifestyle. One thing I've realized is that motivation is the key and *I'm* the only one that can change my life. I don't need a diet or miracle pill to lose weight. Just a little motivation and better food choices. I want to thank you for providing such a wonderful program to help people start a **"forever" lifestyle change.**"

—Jacqueline, Insurance-Sponsored Participant

"Oh my goodness, where to start? **18 pounds?!** How did I do that? Through all the great things I learned in Eat Smart, Move More, Weigh Less—that's how! **You have changed my life,** and that of my 4 immediate family members as well, and for that, I am very grateful. I can't thank you enough for equipping me/us with what we needed to know. My overall stats were starting in at 204 pounds at 5'6", with a BMI of 33. I finished the program at 186 pounds, with a BMI of 30. **My blood pressure and body fat percentage went down.** I lost 5 inches in my waist as well. I learned something new every week that helped me. Moving from a BMI of 'Obese' to 'Overweight' has given me the motivation to keep going to get to a healthy BMI range."

—Susan, Insurance-Sponsored Participant

"Having a heart attack put it all into glaring perspective. Going into the program, my goal was to lose 10 pounds. I surpassed that goal and **lost a total of 15 pounds and have greatly improved my overall health.** My initial blood pressure before starting the class **was 185/78, now it is 117/69.** My waist circumference was 42, it is now 38. I passed my goal for this class, but I am confident I can continue to incorporate all I learned to take off an additional 10 pounds. Keep up the good work, Eat Smart, Move More, Weigh Less, and keep motivating and encouraging everyone to eat healthy and move more! **It may save their life like it did mine.**"

—Rick, Employer-Sponsored Participant



BEFORE



AFTER

# Eat Smart, Move More, Weigh Less Is Evidence-Based



**Dailey R, Romo L, Myer S, Thomas C, Aggarwal S, Nordby K, Johnson M, Dunn C.** The Buddy Benefit: Increasing the Effectiveness of an Employee-Targeted Weight-Loss Program Through Communication. *Journal of Health Communication*. 2018;23(3):272-280.

**MAIN FINDINGS:** Participants who found a caring, attentive “buddy” that encouraged them to keep their goals were more likely to reduce their BMI and waist size while participating in the Eat Smart, Move More, Weigh Less program.



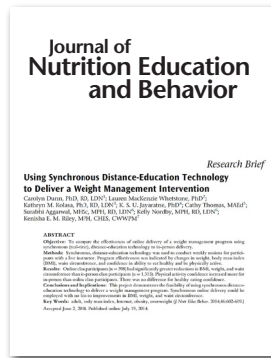
**Thompson S, Dunn C, Aggarwal S, Tchwenko S, Wang A, Rushing J, Thomas C, Nordby K, Allison C.** Behaviors predictive of weight loss maintenance: Six-month follow-up of an online weight management program. *Obes Open Access*. 2016;2(3).

**MAIN FINDINGS:** The program implements evidence-based behaviors associated with weight loss maintenance, including limiting portion sizes, eating vegetables, and mindfulness of healthy eating and physical activity.



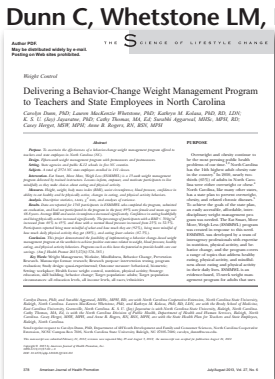
**Dunn C, Olabode-Dada O, Whetstone L, Thomas C, Aggarwal S, Nordby K, Thompson S, Johnson M, Allison C.** Using synchronous distance education to deliver a weight loss intervention: a randomized trial. *Obesity*. 2016;24(1):44-50.

**MAIN FINDINGS:** Participants who completed the program lost significantly more weight than those in the wait-list control group and had a greater reduction in BMI. Weight loss was maintained at 6 months.



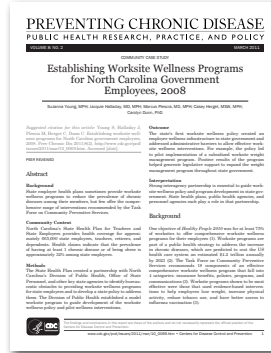
**Dunn C, Whetstone LM, Kolasa KM, Jayaratne KSU, Thomas C, Aggarwal S, Nordby K, Riley K.** Using synchronous distance-education technology to deliver a weight management intervention. *JNEB*. 2014;46(6):602-609.

**MAIN FINDINGS:** The program, delivered in real-time, online distance education format supported with personalized e-mail, expands the reach of nonclinical weight management. The online delivery produces similar impacts when compared to in-person delivery and achieves positive outcomes related to weight, healthy eating, physical activity behaviors and has the potential to reduce health care costs.



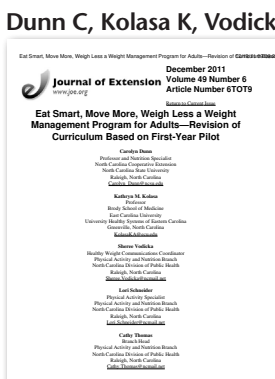
**Dunn C, Whetstone LM, Kolasa KM, Jayaratne KSU, Thomas C, Aggarwal S, Herget C, Rogers AB.** Delivering a behavior-change weight management program to teachers and state employees in North Carolina. *Am J Health Prom*. 2013;27(6):378-383.

**MAIN FINDINGS:** The program demonstrates the feasibility of implementing a behavior change-based weight management program at the worksite to achieve positive outcomes related to weight, blood pressure, healthy eating and physical activity behaviors and has the potential to reduce health care costs.



**Whetstone L, Kolasa K, Dunn C, Jayaratne J, Vodicka S, Schneider L, Thomas C, vanStaveren M, Aggarwal S, Lackey C.** Effects of a behavior-based weight management program delivered through a state cooperative extension and local public health department network, North Carolina, 2008–2009. *Preventing Chronic Disease*. 2011;8(4):A81: www.cdc.gov/pcd/issues/2011/jul/10\_0160.htm.

**MAIN FINDINGS:** Eat Smart, Move More, Weigh Less is an effective weight management program that is associated with decreased weight and increased confidence in healthy eating and physical activity.



**Dunn C, Kolasa K, Vodicka S, Schneider L, Thomas C, Smith C, Lackey C.** Eat Smart, Move More, Weigh Less a weight management program for adults—revision of curriculum based on first-year pilot. *J of Extension*. 2011;49(6):6TOT9.

**MAIN FINDINGS:** The program uses the Theory of Planned Behavior and strategies identified in the professional literature that are associated with healthy eating, physical activity, and achieving and maintaining a healthy weight.



**Young S, Halladay J, Plescia M, Herget C, Dunn C.** Establishing worksite wellness programs for North Carolina government employees, 2008. *Preventing Chronic Disease*. 2011;8(2):A48: www.cdc.gov/pcd/issues/2011/mar/10\_0069.htm.

**MAIN FINDINGS:** Partnerships are essential to guide worksite wellness programs. State health plans and public health agencies each play a role.