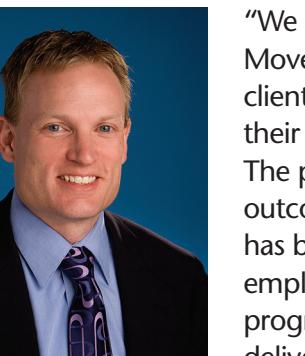


WHAT IS Eat Smart, Move More, Weigh Less?

FROM OUR Business Partners



"We are proud to offer Eat Smart, Move More, Weigh Less to our client businesses as an option in their employee benefits package. The program has provided positive outcomes for our members and has been a valuable resource for employer sponsored wellness programs. The real-time, online delivery of the program makes it a convenient option for all employees regardless of their physical location across the nation."

—Dr. Brian Caveney, Chief Medical Officer
Blue Cross & Blue Shield of North Carolina

"As a Wellness Consultant working with businesses across North Carolina, I am constantly in search of evidence-based programs to refer to my clients. I have been delighted to work with the Eat Smart, Move More, Weigh Less Program and consider it a "Best Practice" in the wellness field. My clients have had rave reviews of the program and I will continue to refer more clients into this program to combat the epidemic of obesity in NC and the US. Thank you for providing such a valuable program to the citizens of North Carolina."

—Twyla Hutchins, Wellness Consultant, Hill, Chesson and Woody



"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

Each weekly session is an hour long and is delivered online in an interactive, real-time format with a live instructor. This format allows participants to interact with the instructor and other class members. Participants can attend sessions conveniently from home, work, or anywhere with Internet access. Participants receive personalized support both during and outside of class.

Instructors are registered dieticians who are experienced in weight management and behavior change.

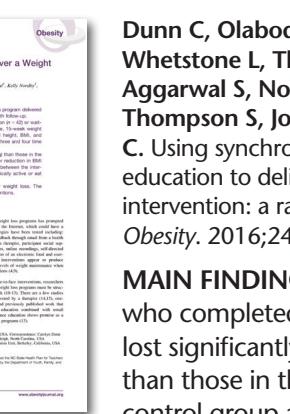
- New 15-week class series are rolled out throughout the year to minimize wait time for those who are interested in joining the program.
- Classes are made available during early morning, lunch-time and early to late evening times.
- Groups of at least 20 or employers insured through Blue Cross and Blue Shield of North Carolina are eligible for a reduced rate.
- Visit esmmweighless.com for pricing information.

For details, contact:

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.

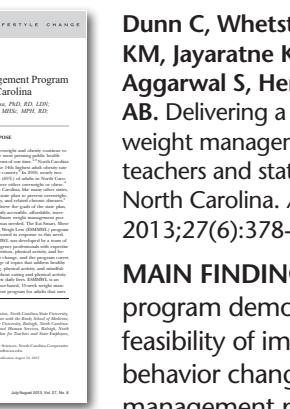
Eat Smart, Move More, Weigh Less Is Evidence-Based



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.

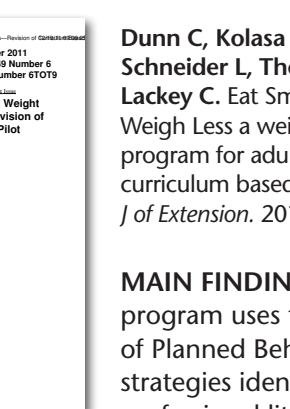


Dunn C, Whetstone LM, Kolasa KM, Jayaratne KSU, Thomas C, Aggarwal S, Herget C, Rogers AB. Delivering a behavior-change weight management program to teachers and state employees in North Carolina. *Am J Health Prom.* 2013;27(6):378-383.

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.

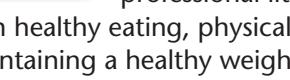


Dunn C, Kolasa K, Vodicka S, Schneider L, Thomas C, Smith C, Lackey C. Eat Smart, Move More, Weigh Less a weight management program for adults—revision of curriculum based on first-year pilot. *J of Extension.* 2011;49(6):TOT9.

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:http://www.cdc.gov/pcd/issues/2011/jul/10_0160.htm.

MAIN FINDINGS:

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

NC STATE UNIVERSITY

NC
Public Health
HEALTH AND HUMAN SERVICES

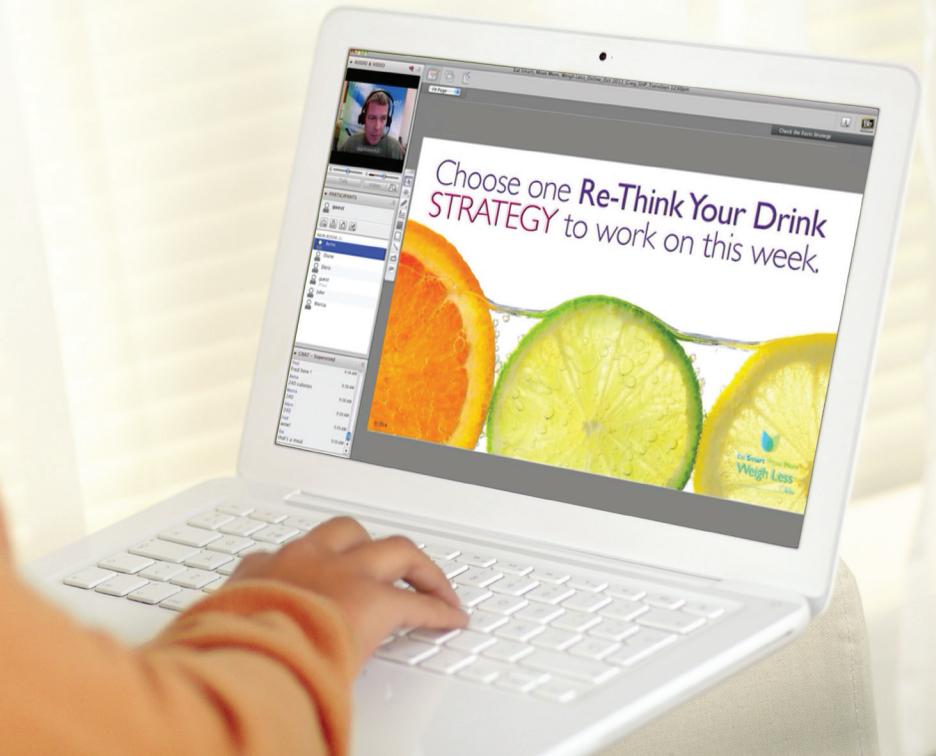
PLAN TRACK + LIVE MINDFULLY HEALTHY WEIGHT



Eat Smart, Move More, Weigh Less is an evidence-based, 15-week, online weight management program that was developed by NC State University and NC Division of Public Health. The program has been successfully offered to more than 10,000 participants.

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

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.



NC STATE UNIVERSITY

NC
Public Health
HEALTH AND HUMAN SERVICES

ONE OF MANY SUCCESS STORIES

I didn't know that June 2, 2014 would change my life, but it did. That was the night of my very first Eat Smart, Move More, Weigh Less class. Since that night I have become very mindful of everything I put in my mouth and the exercise I get each day. Without the lessons and tools provided by Eat Smart, Move More, Weigh Less I would not have lost 34 pounds during my first 15-week session. That's right, 34 pounds in one summer! I have gone down four sizes and feel phenomenal.

I know some of you may be thinking that this was just beginner's luck. Let me set the record straight. I have struggled with weight since childhood and have been diagnosed as morbidly obese my entire adult life. I have tried just about every "program" out there. I also turned to weight loss surgery in 2004. Although my surgery was initially successful, due to complications the procedure needed to be reversed and I very quickly gained back the 100 pounds I had lost. I was looking into having a different surgical procedure earlier this year, but faced with the costs associated with it I found myself feeling hopeless. I then came across a brochure on Eat Smart, Move More, Weigh Less and figured why not give it a try since it is almost free if you have good attendance. Not to mention I could do it online and schedule it to fit my life.

During my first class I remember thinking, "I can follow this, it's not complicated and it's pretty straightforward." I knew my biggest hurdle was going to be the moving more part. I hated exercise and was dreading that component. After the third week of classes I decided I needed to start moving. I started with walking half a mile every other day. This doesn't sound like a lot, but to me it was a marathon. Fast forward 15 weeks and I am up to three and a half miles, six days a week. I wake up every morning actually wanting to exercise.

I have a long way to go, but as long as I stick with my goals and commitment and hope that in June 2015 I can say I am no longer obese.

—Elaine, NC State Health Plan Member



June 2014



October 2014



March 2015

Eat Smart, Move More, Weigh Less Works—Participants...

LOSE WEIGHT:

Average weight loss of 7.5 pounds.

REDUCE BLOOD PRESSURE:

42% moved to the normal blood pressure category at the end of the program 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 68% 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.

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

IMPROVE MINDFULNESS:

As a result of the program, participants "are more mindful of what and how much they eat" (95%), "are more mindful of getting physical activity each day" (90%), "eat fewer calories" (88%), "eat smaller portions" (86%), and "eat less fast food" (67%).

ARE SATISFIED WITH THE PROGRAM:

91% of participants are either satisfied or very satisfied with the real-time, online delivery of the program, and 96% indicate that they would recommend the real-time, online classes to others.

A follow-up survey conducted with participants in onsite and online classes indicates that 71% program completers either maintain or lose additional weight at six months after completion of the Eat Smart, Move More, Weigh Less program.

LESSON TITLES

Introduction

Make Your Commitment

Re-think Your Drink

Eat Fewer Calories

Move More

Check the Facts

Enjoy More Fruits & Veggies

Right-size Your Portions

Plan, Shop, Fix & Eat

Eat Out Less

Move Strong

Start Smart

Reduce Screen Time

Pack Smart Lunches

Keep Your Commitment

WHAT PARTICIPANTS ARE SAYING ABOUT Eat Smart, Move More, Weigh Less

"I have felt really good with this program and something that really resonated with me versus all the other weight loss programs."

"I'll admit, I was a bit skeptical when I embarked on my Eat Smart, Move More, Weigh Less journey, but on the heels of receiving a not-so-great report on my cholesterol, I figured it was about time to start listening to some folks who knew what they were talking about. After the first lesson I was hooked. Downloading the MyFitnessPal smartphone app—per the suggestion of my class instructor—was quite literally a life changer. I had never (!) bothered looking at the back of food items prior to the download, and after seeing the calorie count on my first scanned-in IPA beer, I haven't looked back. Wow! There are many classes over the course of a few months, but the topics all come back to one thing—making good decisions and forming smart habits. I wouldn't say I have drastically changed my life, but what I am doing now is *paying attention*. Laying off the fries here, passing on the bagel there. Things like that. The baby steps have led to some pretty significant leaps and bounds in terms of my weight loss and generally improved my well-being. I feel better and physically lighter on my feet. I couldn't recommend the series more highly."

"I tried Weight Watchers, the Metabolic Diet, even a diet prescription from my doctor, and nothing worked, until the Eat Smart, Move More, Weigh Less program. So far, I have lost eight pounds. Being mindful of what I eat and tracking it has really worked. I'm finally seeing the scale move down. Before, I would skip breakfast and sometimes dinner and not lose weight. My doctor told me my body was going into starvation mode and saving calories. The program is so worth it."

"Thank you for helping me change my life!"

