

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.

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. As you make decisions about wellness programs for your employees, include weight management as an option.

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.



Eat Smart | Move More
Weigh Less[®]
Online

Healthy Employees = Healthy Bottom Line

NC STATE UNIVERSITY



North Carolina Public Health
Working for a healthier and safer North Carolina
Everywhere. Everyday. Everybody.

WHAT IS Eat Smart, Move More, Weigh Less?

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 dietitians 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

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

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 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 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 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

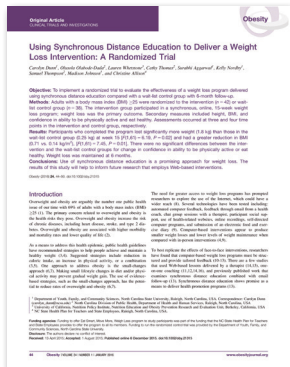
“I tried Weight Watchers, the Metabolic Diet, even a diet prescription from my doctor, and nothing worked, until the Eat Smart, Move More, Weigh Less program. So far, I have lost eight pounds. Being mindful of what I eat and tracking it has really worked. I’m finally seeing the scale move down. Before, 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.”

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

“Thank you for helping me change my life!”



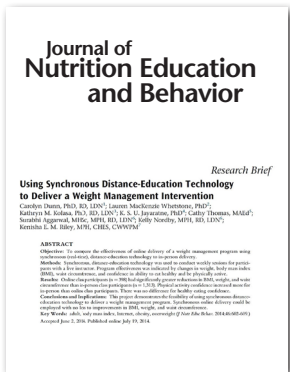
Eat Smart, Move More, Weigh Less Evidence-Based



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.

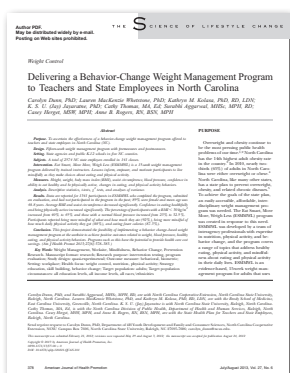
Weight loss was maintained at 6 months.



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.

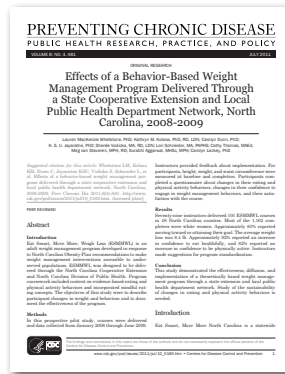
MAIN FINDINGS: The program demonstrates the feasibility of implementing a behavior change-based weight management program at the worksite to achieve positive outcomes related to weight, blood pressure, healthy eating and physical activity behaviors and has the potential to reduce health care costs.

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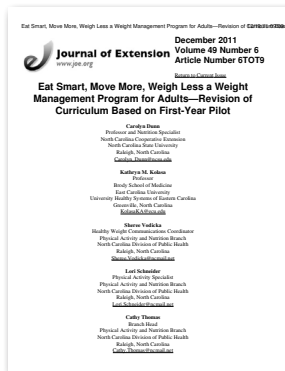
Thompson S, Dunn C, Aggarwal S, Tchwenko S, Wang A, Rushing J, Thomas C, Nordby K, Allison C. Behaviors predictive of weight loss maintenance: Six-month follow up of an online weight management program. *Obes Open Access*. 2016;2(3).

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.



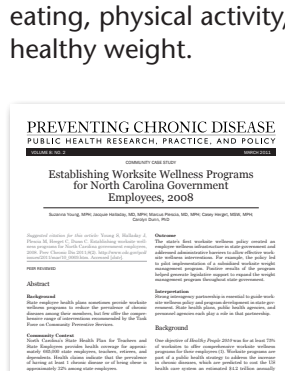
Whetstone L, Kolasa K, Dunn C, Jayaratne J, Vodicka S, Schneider L, Thomas C, vanStaveren M, Aggarwal S, Lackey C. Effects of a behavior-based weight management program delivered through a state cooperative extension and local public health department network, North Carolina, 2008–2009. *Preventing Chronic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