

CREATE A CULTURE OF WELLNESS



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?**

7 in 10 adults are overweight or obese. Medical costs due to obesity among adults in the United States is \$260.6 billion each year. 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 33,000 have enrolled in the program to date.

Eat Smart, Move More, Weigh Less works.

PARTICIPANTS:



LOSE WEIGHT¹:

Average weight loss of 8 pounds.



REDUCE BLOOD PRESSURE²:

42% were in the normal blood pressure category at the end of the program compared to 28% at the beginning.



REDUCE WAIST CIRCUMFERENCE¹:

Average waist circumference reduction of 1.9 inches.



IMPROVE MINDFULNESS¹:

95% of participants are more mindful of what and how much they eat, 90% are more mindful of getting physical activity each day, 89% eat fewer calories, 86% eat smaller portions, and 65% eat less fast food.



ARE SATISFIED WITH THE PROGRAM¹:

94% of participants are either satisfied or very satisfied with the real-time, online delivery of the program, and 98% indicate that they would recommend the real-time, online classes to others.

For every \$1 invested in Eat Smart, Move More, Weigh Less Online, \$2.75 can be saved in medical care and lost productivity costs.³

71% of program completers either maintain or lose additional weight at six-month follow-up.²

1. Dunn C, Whetstone L, 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.

2. Internal program outcomes analysis.

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

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.

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.

For details, contact:

administrator@esmmweighless.com

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

“Since Covid, Aging Units in Wisconsin have experienced a decrease in staff and volunteers necessary to be trained and facilitate high level evidence-based programs. We went searching for a turnkey evidence-based nutrition program on which our Health Promotion Coordinators would be able to utilize their Title IIID spending without having to use their own staff’s already limited time. The Eat Smart, Move More, Weigh Less program at NC State meets this need for us by providing trained Registered Dietitian Nutritionist (RDN) instructors who lead the classes and offer one-on-one support outside of class for our participants. Additionally, the frequently scheduled classes are combined with other entities, so we do not have to come up with all of the participants needed for the class to meet the minimum. NC State also provides customized flyers so we can promote the classes to our seniors and monthly attendance data that we need for our federal reporting. We are so grateful for this partnership!”



—Angie Sullivan, OAA Consultant—Health Promotions Specialist, Greater Wisconsin Agency on Aging Resources



“The State Health Plan offers benefits designed to support wellness, facilitate behavior change, and ultimately allow members to lead healthier lives. For more than a decade, our partnership with the Eat Smart, Move More, Weigh Less program has reached thousands of members with the goal of promoting well-being and helping them reach their best health.”

—Beth Horner, Chief of Staff/ Director of Communications, State Health Plan

“Challenges-Options in Aging is an innovative community non-profit organization offering a wide variety of educational, recreational and health-related activities to help support the independence of adults over the age of 50 who live in Lawrence County Pennsylvania. Challenges-Options in Aging is a program of Catholic Charities Diocese of Pittsburgh and is the Lawrence County Area Agency on Aging in Pennsylvania. The Eat Smart, Move More, Weigh Less program benefited our senior population with health and wellness topics each week. The program also added a technology and socialization component to further educate our consumers. Thank you NC State and the Eat Smart, Move More, Weigh Less Team!”



—Michael Gordon, Health and Wellness Coordinator
Challenges-Options in Aging (Lawrence County Area Agency on Aging/Pennsylvania)

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

Connect
with others
working on
similar goals

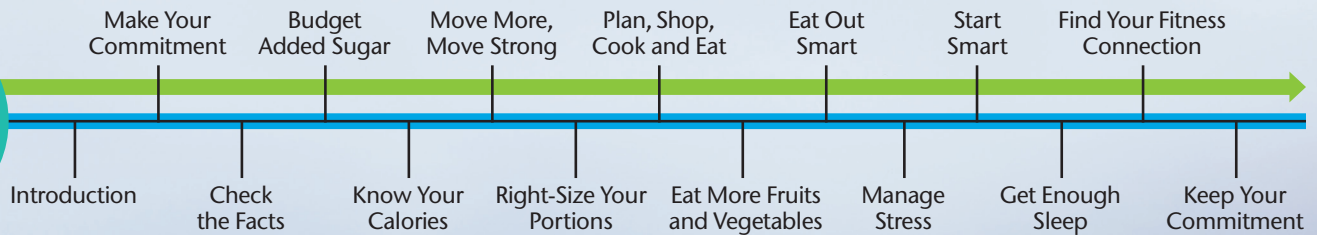
Participate in
weekly lessons
that inspire and
motivate

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
- 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."

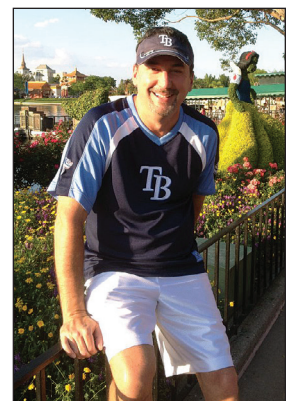
—Susan, Insurance-Sponsored Participant

"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



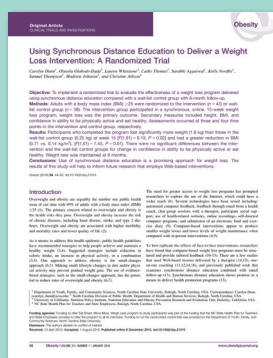
AFTER

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



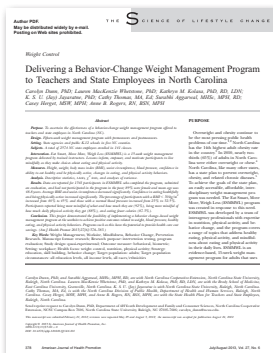
Dailey R, Romo L, Myer S, Thomas C, Aggarwal S, Nordby K, Johnson M, Dunn C. The Buddy Benefit: Increasing the Effectiveness of an Employee-Targeted Weight-Loss Program Through Communication. *Journal of Health Communication*. 2018;23(3):272-280.

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.



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.

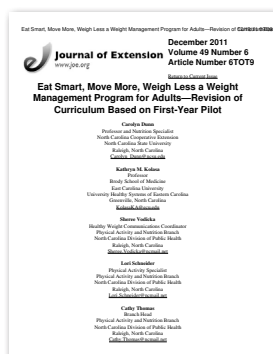
MAIN FINDINGS: Participants who completed the program lost significantly more weight than those in the wait-list control group and had a greater reduction in BMI. Weight loss was maintained at 6 months.



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):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.



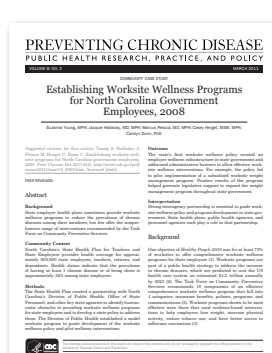
Thompson S, Dunn C, Aggarwal S, Tchwenko S, Wang A, Rushing J, Thomas C, Nordby K, Allison C. Behaviors predictive of weight loss maintenance: Six-month follow up of an online weight management program. *Obes Open Access*. 2016;2(3).

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.



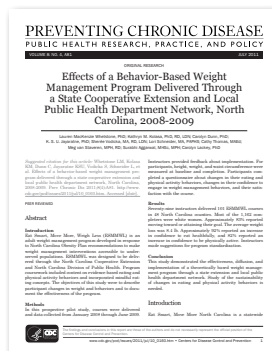
Dunn C, Whetstone LM, Kolasa KM, Jayaratne KSU, Thomas C, Aggarwal S, Nordby K, Riley K. Using synchronous distance-education technology to deliver a weight management intervention. *JNEB*. 2014;46(6):602-609.

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.



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.



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.