



## We Believe in Wellness

Wellness

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- Mandatory Onsite Health Risk Assessments and Coaching
- Onsite nutrition seminars
- Onsite Café
- Bike to work incentives
- “Twinkie Tax” for food and beverage
- “Health Value” pricing on healthy options
- Onsite Fitness Center
- Mountain Bike Trails
- Go By Bike League
- Biggest Loser Challenge



## Program History

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2005: No Incentives = 21% participation

2006: \$100 Bill = 61% participation

2007: \$500 Penalty in 2008 = 97% Participation

2008: Cobra rates in 2009= 100% Participation

2009: Cobra rates in 2010= 100% Participation



## Program Successes

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Lavatory Learning Communication

Daily Fitness Classes

Health Value Pricing/Twinkie Tax

Go By Bike Challenge

Biggest Loser Program



## Menu Changes

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*"Remove the Bullets."*



Items Removed from the Menu:

*Jalapeno Poppers  
Biscuits and Gravy  
Potato Beef Casserole  
Scalloped Potatoes and Ham  
Chicken and Dumplings*

*Sandwiches used to come with chips and a pickle, they are now served with vegetables as a side.*



## Implementation of Twinkie Tax

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Average Salad: \$2.40  
50% below fair market value



Fruit Cup: \$1.00

Cheeseburger: \$3.50  
50% increase over prices 2 yrs ago



## Implementation of Twinkie Tax

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Bottled Water \$1



Soda \$1.50

*These prices reversed*



## Go By Bike Challenge Structure

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- Go By Bike League: Team Challenge
- 10 Person Teams Compete for Points
  - Earn miles per trip and per mile
  - Teams drafted before season begins
  - Memorial Day to Labor Day
  - Trips to grocery store, work, park, etc.
  - Weekly updates
  - Bonus challenges throughout
  - Celebration and award ceremony





## Go By Bike Challenge

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### Go By Bike League Team Challenge

100,436.6 Miles to Date

15,159 Total Trips Replacing a Car

91,999.92 Pounds of CO-2 Saved

4670 Gallons of Gas Saved

\$12,142.78 Dollars of Gas Saved



## Trek Biggest Loser Program

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12 Weeks

Weekly Team Challenges

Monday: 30 Minute Team Interval Training Session

Weekly Weigh-in

Tuesday: Boot Camp

Field Trips

Wednesday: 30 Minute Team Journal Check

Results Celebration

Thursday: Nutrition Education Class/Pump Class

Friday: Boot Camp





## Trek Biggest Loser I: Spring 2009

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As a group (all 19 participants):

**Total Pounds Lost:** 242.6

**Average % Body Fat Lost:** 3.42%

**Total Inches Lost Waist:** 36.5

**Total Inches Lost Hips/Chest:** 24.75

Top Man

↓ 12.13% of body weight

↓ 6.4% of body fat

Top Woman

↓ 8.4% of body weight

↓ 10.8% of body fat



## Trek Biggest Loser II: Fall 2009

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As a group (all 34 participants):

**Total Pounds Lost:** 448.9

**Average % Body Fat Lost:** 3.3%

**Total Inches Lost Waist:** 95

**Total Inches Lost Hips/Chest:** 41.25

Top Man

↓ 14.84% of body weight

↓ 9.5% of body fat

Top Woman

↓ 13.07% of body weight

↓ 5% of body fat





## Philosophy

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1. Provide the time, tools and resources to live the healthiest life possible.
2. "Skin in the game."
3. Hold people accountable for their health.

