



Weight Management:

Effective Strategies for Corporate Wellness



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Where to Start: Need and Interest

Your resources are limited. Before diving into a weight management program, decide if it is the right fit for your population.



How to gauge need & interest:

- Biometric data
- Environmental Assessment
- Needs and Interest Survey
- Expert Consultation
- Review of previous programs

A Spectrum of Options

From basic employer subsidized programs to comprehensive, multiple component options, employers have a lot to choose and many variables to consider when making their choice.



**POLICY
CHANGES**

SURGICAL

**PHARMA
INTERVENTION**

**HEALTH
COACHING**

**VENDOR
PROGRAMS**

**SPEAKER
PRESENTATION**

**GROUP
EDUCATION**

**ENVIRONMENTAL
CHANGES**

Environmental Adjustments

Simple environmental updates can promote more physical activity and healthier food choices. A **healthy and supportive environment** that makes **the healthy choice the easy choice** is key to sustained behavior change and **showing your commitment** to employee health.

Encourage physical activity

- Walking meetings (ADA Accessible)
- Screen free time
- Stretch breaks

Offer healthy food choices

- Healthier vending machines
- Water fountains/filling stations
- Healthy catering for events
- Less food/alcohol-oriented activities



Challenges



Employee buy-in can be a challenge.

What are some challenges with weight management programs in particular?

What helps a weight management program succeed?

When you put resources into a program, you want to make sure it succeeds. What are some of the key components to look for?

Make your program a success.



Measurement

Measuring success is complicated and depends on many factors, including what success actually means for your population.

How and when to measure success are important factors in understanding the impact of your program.

What does success mean to you?



How to Get Started

Let's talk about the best approach to setting up a program that meets your employees' needs.



CONSULT

- Poll your employees
- Assess your resources
- Consult an expert

COMMUNICATE

- Get the word out
- Provide support
- Make it easy to participate
- Motivate!

IMPLEMENT

- Monitor the program
- Gather feedback
- Lead by example

ASSESS

- Review feedback
- Evaluate outcomes
- Assess the impact

In Practice



What are ways you can set up your program? You can choose whatever combination of services meets your needs. Let's talk through some examples of how this might look.

Single Programs Subsidized by Employer

- WeightWatchers, apps, meal services, group programs

Comprehensive Wellness Program

- Comprehensive program including coaching and weight management education and activities

Health Plan Supported Options

- Covering services like dietitians, medical, and surgical interventions

***Consider a combination of the above strategies**



Discussion

Please let us know if you have any questions or comments to share.

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