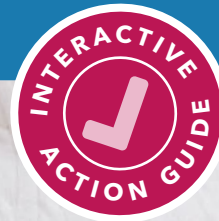


WORKFORCE HEALTH | RESOURCES

# Maintain Don't Gain toolkit





Those extra pounds employees gain over the holidays can be hard to shed. And over time, excessive weight gain can lead to as many as



That's a full month of workdays.\*

\* Finkelstein et al., *JOEM*, October 2010.

# Welcome to your Maintain Don't Gain toolkit

It's no secret that the holidays can lead to unintended weight gain. But by participating in this no-cost eight-week program, you can help your employees maintain their best health from Halloween through New Year's Day. It's an easy way to get your business on the path to workforce health. And it can lead to big changes – from higher morale and reduced stress to lower health care costs for you and your employees. Here's what's included in this customizable toolkit:



**Promotional materials** – posters, fliers, and more – to engage your employees



**Weekly campaign emails** to keep your employees focused, motivated, and on a healthy path



**Walking toolkit** to help you launch a walking program and make environmental changes to your workplace



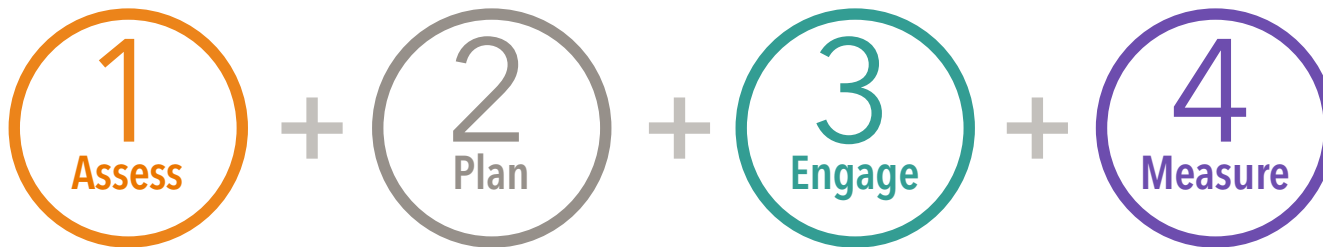
**Healthy meetings guide** to integrate simple, healthy habits into your meetings



**Success tracker** to keep track of the great work your employees are doing to stay healthy

## Take the first step

Maximize your program's impact with this hands-on action guide. It's designed to be customized for your business so you and your employees can stay healthy this holiday season. You simply check off the boxes as the checklist walks you through the four basic steps of a successful program:



**Assess** – Use data to learn where your company stands on workforce health.

**Plan** – Set goals, schedule events and activities, and develop a communications strategy.

**Engage** – Launch and promote the program to your workforce.

**Measure** – Evaluate your program's success and set future goals.



# ① Assess

Steps	Date	What to do	Tools and resources
○ Get leadership endorsement	Preprogram	○ Present a business case to your leadership team on the benefits of healthy activities.	<ul style="list-style-type: none"> <li>• <b>Build a case for workforce health</b> shows how to engage leadership with facts and figures.</li> </ul>
		○ Get your company recognized for healthy activities.	<ul style="list-style-type: none"> <li>• Apply for the American Heart Association's <b>Fit-Friendly Worksites</b> program.</li> </ul>
		○ Have your CEO or other leaders demonstrate their commitment to workforce health.	
○ Gather baseline company data	Preprogram	○ Survey your employees on their interest in a healthy lifestyle program.	<ul style="list-style-type: none"> <li>• Create your own free surveys with <b>SurveyMonkey</b> or <b>Google</b>.</li> <li>• For more ideas, see our <b>employee interest survey</b>.</li> </ul>
		○ Assess your work environment to see what you're already doing to support nutrition at your workplace. Look at: <ul style="list-style-type: none"> <li>• vending machine contents</li> <li>• policies for food at lunch and events</li> <li>• whether you're hosting healthy meetings</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Physical inactivity cost calculator</b> shows how much inactivity costs your company.</li> </ul>



## ② Plan

Steps	Date	What to do	Tools and resources
<ul style="list-style-type: none"> <li>○ Promote your program</li> </ul>		<ul style="list-style-type: none"> <li>○ Form a wellness committee to manage your program.</li> <li>○ Download Maintain Don't Gain promotional materials.</li> <li>○ Have a company executive or your wellness coordinator send out the first promotional email to employees introducing Maintain Don't Gain.</li> <li>○ Print and post promotional materials in kitchen and break rooms.</li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">Wellness committee toolkit</a></li> <li>• <a href="#">Healthy meetings guide</a></li> <li>• <a href="#">Maintain Don't Gain promotional materials</a> <ul style="list-style-type: none"> <li>• first promotional email</li> <li>• poster</li> <li>• flier</li> <li>• sign-up/pledge sheet</li> <li>• tent cards</li> </ul> </li> <li>• second promotional email</li> <li>• weight tracking tool</li> </ul> <div data-bbox="1402 1062 1934 1240" style="border: 2px solid orange; padding: 10px; margin-top: 20px;"> <p><b>TIP</b> Host a kickoff event and invite one of your top executives to speak. Include a screening of <i>The Weight of the Nation</i>.</p> </div>
		<ul style="list-style-type: none"> <li>○ Send the second promotional email to encourage employees to participate. Include:                             <ul style="list-style-type: none"> <li>• program start date and kickoff details, if you're hosting one</li> <li>• weight tracking tool so early adopters can get on board right away</li> </ul> </li> </ul>	



# ③ Engage

Steps	Date	What to do	Tools and resources
<ul style="list-style-type: none"> <li>○ Send emails to your employees</li> </ul>	<p>Week 1:</p>	<ul style="list-style-type: none"> <li>○ Send “Build up your health” email:                             <ul style="list-style-type: none"> <li>• Share the benefits of making healthy changes and managing your weight.</li> <li>• Three tips for a successful weight management program: exercise, colorful foods, and a food diary.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• “Build up your health” email</li> <li>• Health talks from Kaiser Permanente experts</li> <li>• More than 170 simple, healthy tips</li> </ul> <p><b>TIP</b> Include tracking tool in your email.</p>
	<p>Week 2:</p>	<ul style="list-style-type: none"> <li>○ Send “Add ‘healthy’ to every holiday helping” email:                             <ul style="list-style-type: none"> <li>• Swap full-fat ingredients for low- or nonfat options.</li> <li>• Bring a healthy dish to a party.</li> <li>• Replace heavy starches with fresh veggies.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• “Add ‘healthy’ to every holiday helping” email</li> <li>• Employees can find nutrition classes, healthy cooking videos, and more at <a href="http://kp.org/nutrition">kp.org/nutrition</a>.</li> <li>• Ten Tips Nutrition Education Series</li> </ul>
	<p>Week 3:</p>	<ul style="list-style-type: none"> <li>○ Send “Simple ways to sneak in fitness” email:                             <ul style="list-style-type: none"> <li>• Move more – take the stairs or walk during your lunch break.</li> <li>• Make it social – walk with coworkers/ friends or run with your dog.</li> <li>• Split up workouts throughout the day.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• “Simple ways to sneak in fitness” email</li> <li>• Encourage employees to download the <b>Every Body Walk!</b> app.</li> <li>• Start a walking program with our <b>walking for workforce health toolkit</b>.</li> </ul>
	<p>Week 4:</p>	<ul style="list-style-type: none"> <li>○ Send “Stay on track – wherever your travels take you” email:                             <ul style="list-style-type: none"> <li>• Pack healthy snacks for the road.</li> <li>• Avoid arriving to a feast hungry so you don’t overeat.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• “Stay on track – wherever your travels take you” email</li> <li>• Share healthy recipes.</li> </ul>



## ③ Engage

Steps	Date	What to do	Tools and resources
○ Send emails to your employees	Week 5:	<ul style="list-style-type: none"> <li>○ Send “Celebrate the season with ease” email:               <ul style="list-style-type: none"> <li>• Manage stress by unplugging – put down your phone or email.</li> <li>• Music and dancing can lift your mood.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• “Celebrate the season with ease” email</li> <li>• Share relaxing <a href="#">podcasts</a>.</li> </ul>
	Week 6:	<ul style="list-style-type: none"> <li>○ Send “Arm yourself with smarter snacks” email:               <ul style="list-style-type: none"> <li>• Eat small meals throughout the day with healthy snacks in between.</li> <li>• Stock up on fresh fruit, edamame, and air-popped popcorn.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• “Arm yourself with smarter snacks” email</li> <li>• <a href="#">Diets: The Good, the Fad, and the Ugly</a></li> <li>• Learn to host healthy meetings with our <a href="#">healthy meetings guide</a>.</li> </ul>
	Week 7:	<ul style="list-style-type: none"> <li>○ Send “Bring your party game plan” email:               <ul style="list-style-type: none"> <li>• Eat a healthy snack before arriving.</li> <li>• Skip empty calories from alcohol.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• “Bring your party game plan” email</li> <li>• Dietary guidelines, daily food plans, and more at <a href="#">ChooseMyPlate.gov</a></li> </ul>
	Week 8:	<ul style="list-style-type: none"> <li>○ Send “Here’s to the new, healthy you!” email:               <ul style="list-style-type: none"> <li>• Keep up the healthy work: eat breakfast, exercise every day, and shop the outer aisles of the grocery store.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• “Here’s to the new, healthy you!” email</li> <li>• Motivate and support your employees with quick tips in our <a href="#">monthly health topics</a>.</li> </ul>





# ④ Measure

Steps	Date	What to do	Tools and resources
○ Evaluate your program	Week 9:	○ Tell us about your program by filling out a brief employer survey.	<ul style="list-style-type: none"> <li>• <a href="#">Maintain Don't Gain post-program employer survey</a></li> </ul>
○ Plan future programs		○ Consider another program, such as a walking program, while employees are motivated.	<ul style="list-style-type: none"> <li>• Find out what other programs your employees might be interested in with our <a href="#">employee interest survey</a>.</li> <li>• <a href="#">Walking for workforce health toolkit</a></li> <li>• <a href="#">Other programs</a></li> </ul>

 **Contact your Kaiser Permanente representative for more information.**

Information may have changed since publication.

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