

Alliance for a Healthier Effingham County

VISION, MISSION, & GOALS

Organization Members (click to view)

The Vision

Effingham County residents practice good nutrition, are physically fit and maintain their optimal weight.

The Mission

To create a culture in Effingham County where residents choose to practice good nutrition and exercise regularly.

Our Goals

1. To improve nutrition and increase physical activity thereby decreasing obesity among individuals residing in Effingham County.
 - a) To educate the public in regards to the fitness and nutrition practices of Effingham County residents and how those practices relate to the incidence of obesity in the community.
 - b) To promote and provide community wide opportunities which encourage all residents to participate in good nutrition, fitness and weight loss initiatives.
 - c) To assist community partners in establishing nutrition, fitness and weight loss initiatives designed specifically to their target population.
2. To establish a strong organizational network of community partners which includes key leadership from government, area businesses, schools, and community based organizations.
 - a) To establish an organizational structure that will support a broad-based, community-wide initiative.
 - b) To identify key government, business, school and community based organization leaders and recruit them to partner with health initiative.
 - c) To organize workgroups based on target population groups or affinity groups to develop strategies in support of the mission and goals of the program.

d) To support the implementation of the intervention strategies.

e) To evaluate the program's effectiveness in meeting its mission and goals.

What can we do?

The Initiative advocates that *all* residents of Effingham County make a conscious decision to live a healthy lifestyle. Everyone is asked to do their part in creating a culture where we *all* choose to practice good nutrition and exercise regularly.

Eight Core Turning Points for lifestyle changes:

1. All county residents practice good nutrition and exercise regularly: by eating five or more fruits and vegetables daily, and by walking or doing some other type of exercise every day.
2. All employers create healthy work environments, including participation in worksite wellness promotions and activities.
3. City and county leaders design the community for active living, including walking paths, bike lanes parks and recreation centers, and the community uses them.
4. Restaurants provide healthy menu options, and the community chooses them.
5. Vending machine companies provide healthy snack selections in all public vending machines, and the community buys them.
6. Schools involve students in 30 minutes of exercise every day, and students participate.
7. Physicians and other providers candidly confront weight, nutrition and exercise issues with their patients as a routine part of their practice, and patients follow their recommendations and advice.
8. The Public Health Department works with health providers to make nutrition and fitness education available to all county residents, and all of us learn more about eating right and staying fit.

HEALTHY EATING & PHYSICAL ACTIVITY: A COMMUNITY APPROACH

Preface

Our nation is now facing a major public health crisis. Over the last two decades, an unprecedented number of Americans have increasingly become overweight or obese. The situation with the residents of Effingham County has been no different. The national and local trend has accelerated over the last ten years, with no end in sight, unless dramatic changes occur on a number of different fronts. The problem of obesity has no single cause. Rather obesity is the result of a number of different factors that together, present us with an overweight status that multiplies and magnifies over time.

Effingham County's plan to address obesity is a coordinated one that requires the involvement of individuals and families, employers and government leaders, faith-based institutions and schools, and healthcare providers and insurers. The focus of the plan is lifestyle changes, including healthy eating practices and physical activity for all age groups.

Creating a Healthy Community: The Plan

What will it take for us to become a healthy community?

Reversing the steadily increasing trend towards obesity requires a sustained, long-term effort on the part of all residents of Effingham County. As we consider the hundred plus ideas and interventions proposed by the Nutrition & Fitness Task Force, our community must first *envision* and *embrace* **core turning points – changes in lifestyle that will move Effingham County toward a culture of health and fitness.** We will be a healthier community if...

1. **All county residents** practice good nutrition and exercise regularly, including eating five fruits and vegetables, as well as walking or doing some type of exercise every day.
2. **All employers** create healthy work environments, including participation in worksite wellness promotions and activities.
3. **City and county leaders** design the community for active living, including walking paths, bike lanes parks and recreation centers, and the community uses them.
4. **Restaurants** provide healthy menu options, and the community chooses them.
5. **Vending machine companies** provide healthy snack selections in all public vending machines, and the community buys them.
6. **Schools** involve students in 30 minutes of exercise every day, and students participate.
7. **Physicians and other providers** candidly confront weight, nutrition and exercise issues with their patients as a routine part of their practice, and patients follow their recommendations and advice.
8. **The Public Health Department** works with health providers to make nutrition and fitness education available to all county residents, and all of us learn more about eating right and staying fit.

Residents are asked to commit to these important eight core turning points. They are part of a critical foundation from which each resident can then determine for his/her self and family which activity or set of actions would be best for them to insure good eating habits, exercise routines and a healthy lifestyle.

Where did it all begin?

An independent research firm conducted a community health assessment for Effingham County. The assessment was called “Checkup 2005: Assessing Our Community’s Health.” Over 1000 residents were surveyed. The purpose of the assessment was to identify health issues of greatest concern so that resources could be committed to those areas, making the greatest impact on the community’s health status. A full report of the assessment can be obtained at www.stanthonyshospital.org.

Key findings of the assessment that are directly influenced by nutrition and physical activity are

- The percentage of our residents that are overweight is significantly higher than the national average.
- Our residents have cholesterol levels higher than the national average.
- The incidence of stroke deaths in Effingham County is higher than seen nationwide.
- Participation in leisure-time physical activity, as well as moderate physical activity, among adults in the community is lower than that reported nationwide.

Where are we trying to go?

The Nutrition & Fitness Task Force developed a vision, mission, and goals and objectives to guide the initiative.

Vision

Effingham County residents will practice good nutrition, be physically fit and maintain their optimum weights.

Mission

To create a culture in Effingham County where residents choose to practice good nutrition and exercise regularly.

Goals and Objectives

1. To improve nutrition and increase physical activity thereby decreasing obesity among individuals residing in Effingham County.
 - a) To educate the public in regards to the fitness and nutrition practices of Effingham County residents and how those practices relate to the incidence of obesity in the community.
 - b) To promote and provide community wide opportunities which encourage all residents to participate in good nutrition, fitness and weight loss initiatives.
 - c) To assist community partners in establishing nutrition, fitness and weight loss initiatives designed specifically to their target population.
2. To establish a strong organizational network of community partners which includes key leadership from government, area businesses, schools, and community based organizations.
 - a) To establish an organizational structure that will support a broad-based, community-wide initiative.

- b) To identify key government, business, school and community-based organization leaders and recruit them to partner with health initiative.
- c) To initiate a community-wide kick-off campaign with the support of the partners.
- d) To organize workgroups based on target population groups or affinity groups to develop strategies in support of the mission and goals of the program.
- e) To support the implementation of the intervention strategies.
- f) To evaluate the program's effectiveness in meeting its mission and goals.

What did the survey tell us?

- **Healthy Weight/Overweight/Obese**
 - Only 30.5% of the adult residents of Effingham County reported being at a healthy weight. The Healthy People 2010 goal is for at least 60% of the adults to be at a healthy weight. The current national average is sadly only at 36%.

Approximately 68% of Effingham County residents reported that they were overweight, with 27% describing themselves as obese. The national average for being overweight is 62% and being obese is 25.7%. The overweight/obesity problem in Effingham County is more severe than nationwide. Obesity is more prevalent among residents with lower incomes and among adults 40 to 64 years of age. According to the survey, 34.7% of overweight residents are trying to lose weight, while 45.7% of the obese are trying to do so.

- Among children age six to seventeen, 20.4% of Effingham County children are overweight. This compares favorably to the national finding of 24.4%. However, in the age range of six to twelve, 30.7% of Effingham County children are overweight. This high level indicates that the community must take action to improve the health of its children.
- **Fruit and Vegetable Consumption**
 - Fruit and vegetable consumption directly correlates with good nutrition and the maintenance of a healthy body weight. A daily recommendation is to consume five or more servings of fruits and/or vegetables per day. Only 34.3% of Effingham County adults reported eating 5 or more servings of fruits and/or vegetables per day. While

this level of consumption is similar to the national average, it falls significantly short of the Healthy People 2010 goal of 60% or above.

- High Blood Cholesterol Levels
 - Having an elevated blood cholesterol level puts individuals at an increased risk for heart disease and strokes. According to the Community Health Assessment, 30% of the residents have been told that they have elevated blood cholesterol. This level exceeds the national average of 25.1%.

- Physical Activity
 - Moderate physical activity can reduce substantially the risk of developing or dying from heart disease, diabetes, colon cancer, and high blood pressure. Physical activity plays an important role in achieving and maintaining a healthy weight. Approximately 37% of Effingham County adults reported no leisure time activity in the past month, which is less favorable than the national finding of 26.8%. In the past month, only 14.1% reported participating in light to moderate physical activity, which is also less favorable than the national finding of 18.4%. The Healthy People 2010 goal is 30% or higher.

- **REPORTS OF THE NUTRITION & FITNESS TASKFORCE**

What can each of us do?

The Nutrition & Fitness Taskforce developed a broad array of ideas about what Effingham County residents can do to have good eating practices, exercise routines and healthy lifestyles. These ideas and suggestions make up the recommendations that if adopted by the residents of Effingham County, could go a long way in increasing the number of residents who have good eating habits and exercise routines.

The Taskforce recommendations presented on the following pages are divided into categories-home/family, neighborhoods, faith-based institutions, schools, worksites and healthcare providers and related resources. While these recommendations are offered to County residents, they are not all inclusive. These ideas and suggestions represent a foundation upon which each resident can build positive behavior changes into their daily routine or maintain good practices that have already begun.

Each set of recommendations is followed by a list of resources and contacts that are available to assist residents with pursuing the recommendations.

- Recommendations for Families
- Recommendations for Neighborhoods and Communities
- Recommendations for Faith-Based Institutions
- Recommendations for Worksites
- Recommendations for Schools
- Recommendations for Healthcare Providers

Recommendations for Families

Many experts agree that the family environment plays the largest role in determining life-long health habits. Families provide the first learning environment and can make that environment supportive of healthy family eating and physical activity patterns that prevent childhood obesity. Currently, it is estimated that 3 out of 5 people deal with excess weight concerns. Also, 1 out of 2 does not get the necessary physical activity and the necessary nutrition to address those weight concerns and decrease the chances of illness.

Here are some tips to help your family establish habits that will increase the chances of moving more and eating better. Every family must find the foods and activities that fit THEIR family the best. Some of these recommendations will fit perfectly. Others may have to be changed a little to fit your family's lifestyle and environment.

*One key note: The value you place on what eating better and moving more provides will determine how well you adapt to these changes in your life.

Nutrition

- Provide regular, structured meals, and eat as many meals together as possible.
- Encourage everyone in the family to help plan and prepare the meal. One person could be in charge of each dish and helping to set the table.
 - Introduce a new healthy food, such as a fruit or vegetable, to your family on a regular basis. You may discover some new favorites!
 - Offer at least two fruits and/or vegetables for each meal to establish the habit of eating at least five (5) servings of fruits and vegetables a day.
 - Make grocery shopping a part of a family outing. Allow each person to pick one new food out of the produce section to try in the next couple of days.
- Start the day with a good breakfast at home, school or work everyday.
- Provide easy access to healthy snacks such as fruit, vegetables, whole grains and low fat dairy products.
- For a quick meal, consider using healthy frozen meals and entrees with an additional side salad as a convenient alternative to eating out.
- Share large-portion restaurant meals or ask for a take-home container.
- Drink water! Make water the standard thirst quencher. Replace high-calorie drinks, such as soda, with low or fat-free milk and water.
 - Drink juice sparingly and only 100% fruit juice.
 - Encourage all family members to carry a water bottle with them. Determine how much water you typically drink then try to increase that amount!

- Do not use food to comfort or to reward: this applies to yourself and all members of the family.
 - Allow the honored individual to choose an outdoor activity or piece of sports or play equipment as a reward instead!
 - A new kite
 - Time at the pool
 - Extra time with friends at the park
 - A new baseball cap

Exercise

- Recent research shows that children typically spend 5.5-6.5 hours in front of a screen each day. Limit the amount of screen time to 2 hours or less -- this includes time in front of the TV, video games, and the computer. Instead, play games or spend time being active outside during leisure time.
 - Designate game nights with the family. Allow other friends and family to join you at this time.
 - Twister
 - Checkers
 - Charades
 - Go outside and play the sports instead of watching it on TV!
 - Shoot hoops
 - Toss a football
 - Start a neighborhood bowling team
- Be active together as a family and make it part of a daily routine. This might involve going to the park together to play hoops, going on a bike ride, or gardening together.
 - Start a family walking team
 - Walk your pets more often
- Learn about public facilities for physical activity and use them.
- Include physical activity when you plan weekend activities.
 - When planning, allow each member of the family to choose an activity they enjoy.
 - Bike riding
 - Playing at the park
 - Mini-golf
 - Hiking

Teach and model good eating and exercise habits today. The habits your family establishes now will determine their health throughout the rest of their lives!

TOOLS TO HELP YOU GET STARTED

- Maintain daily/weekly food and activity logs
- Learn about community recreation opportunities
- Eating out guides for restaurant dining
- Family members set aside time for healthy eating and exercise
- Set family goals

Need a Pedometer (Step Counter)?

Pedometers are available at most major retail and sporting goods stores. On the web, check here for good selections of pedometers:

www.pedometersusa.com

www.bodytronics.com

www.amazon.com

Recommendations for Communities and Neighborhoods

It is true in most cases an individual's health ultimately boils down to the individual choices he or she makes. But, the surrounding environment, values, and culture play a large part in influencing those choices. This is where communities and neighborhoods can collectively begin to play a part and impact the health of its members. An environment and culture that values, promotes, and provides opportunities for physical activity and health eating choices will be a healthier, and happier, community.

Here are some tips to help your community or neighborhood. Every neighborhood is different and has different needs and resources. Adapt these ideas to best fit your community. Better yet, put on your creative thinking caps and create ideas of your own.

- Create a local environment that is conducive to outdoor activity and exercise.
 - Protect, create, and restore the environment to encourage physical activity.
 - Playgrounds
 - Wide sidewalks
 - Basketball/Tennis courts
 - Green spaces
 - Walking trails
 - Research has shown that attractive and safe environments are more frequently used for exercise. Create a more aesthetically pleasing environment and one that is safe for the community to use.
 - Pick-up litter days
 - Use a local gardening club or group to help teach kids about creating a more aesthetically pleasing environment
 - Organize community watch groups
 - Encourage malls and other indoor or protected locations to provide safe places for walking in any weather
- Encourage and provide opportunities for activity in the community.
 - Organize community sports leagues and teams for all ages
 - Roller hockey
 - Softball
 - Basketball
 - Ultimate Frisbee
 - Routinely schedule events that are centered around activity
 - Organize a walk night – Choose one night of the week to walk through/around your neighborhood. Create flyers and notify all in your vicinity of the new night and the new opportunity to walk and talk and get healthier.
 - Participate in community events such as Walk Effingham, Spring Sprint, and other local 5k walk/runs.
 - Monthly supervised and guided walks, skates, or rides
 - Promote awareness of existing programs or facilities
- Encourage and provide chances for healthier eating by area residents.
 - Encourage grocery stores to promote healthy food options

- Host baking and cooking competitions that feature healthy recipes
- Serve healthy foods at community meetings and events
- Include information about local farmers markets, healthy restaurants, and healthy recipes in newspapers or area publications
- Work with vending companies to ensure healthy food choices in vending machines.

Remember, a community that values and provides healthy alternatives can go a long way toward improving the health of its citizens!

Recommendations for Faith Based Organizations

Humans are holistic (interdependence of parts for the good of the whole) beings, meaning that an individual's physical health will help to determine their mental health which will influence their spiritual health, etc. The key to a life of wellness and wholeness is to find a healthy balance between all these areas. With this in mind, faith based organizations must realize that in order to increase the spiritual health of their members, the physical, mental, financial, and social health of their members must also be addressed.

Faith based institutions are in a unique position to address these “non-spiritual” issues. A large percentage of the population attends regular services at faith based institutions. Therefore, almost all of the population could be educated, motivated, encouraged, and helped toward better health through faith based avenues. In addition, faith based organizations only exist because people put value in the interactions, teaching, and practices they experience as a member. If this value could be tied into a value for physical health, large strides could be made toward ensuring “whole person health” of people associated with that organization. In time, healthier individuals, congregations, and communities would be the result.

Faith based institutions can play a big role in solving the problem of overweight and obesity. For most every occasion, from small groups to weddings to the loss of a loved one, the focus is on food. Healthier eating choices need to be made available and even discussed by ministers from the pulpit. Group exercise classes can be made available, as well as walking clubs and nutritional classes, in the faith-based institutions.

There are several key points to keep in mind if you want to greatly increase your chances of success when trying to improve the health of your congregation.

1. The leaders (pastor, priest, elders, etc.) of the organization must buy-in to the program and be actively involved. In order to create long-term change, members must see that their leadership values the health program activities and is willing to participate in them and work toward a healthier lifestyle along with everyone else.
2. The organization should establish an individual health planning position or committee (comprised of a cross-section sampling of the congregation) that is

primarily concerned with and personally passionate about improving the health of the members through movement and healthy eating. Every organization is different and has different needs and resources. Use ideas that fit you best and change other ideas to better fit your population and area. Better yet, put on your creative thinking caps and create some ideas and changes of your own.

- Encourage, facilitate, and promote healthier practices among members of faith based organizations
 - Serve healthy food choices at church functions
 - Low-fat potlucks
 - Fruit and vegetable snacks at social functions instead of chips and cookies
 - Serve whole-grain breads and healthy muffins instead of donuts and other pastries during coffee hour
 - Facilitate the sharing of healthy recipes
 - Encourage members to provide recipes for the healthy dish they cooked and served at a function
 - Publish a cookbook of members healthy favorites
 - Include healthy recipes in newsletters, bulletins, or other communication pieces
 - Provide exercise facilities in or around the organization property
 - A walking track on the grounds around the building
 - Convert an empty or multi-use room into a classroom for aerobics or yoga classes
 - Encourage and facilitate active lifestyles
 - Offer incentives and recognition to those that participate in a physical activity or meet a goal.
 - Facilitate the formation of exercise buddies among members perhaps through a bulletin board or circulation of an e-mail with opportunities
 - Participate in community walks as a “faith based institution” team or teams
- Educate about the importance of health and ways to improve
 - Emphasize the importance of physical health, its relationship to spiritual health, and challenge members to make strides toward a healthier lifestyle
 - Invite other professionals in the area to come and speak to the congregation
 - Offer healthy cooking classes
 - Offer exercise classes
 - Step Aerobics
 - Walking
 - Pilates
 - Include health tips about exercise and eating right in publications
 - Provide health education through bulletin boards and church newsletters
- Plan health related activities
 - Have a health fair to educate and encourage healthier lifestyles

- Cooking demonstrations with taste testing
 - Health screenings
 - BMI
 - Blood Pressure
 - Flexibility
 - Activity stations
 - Musical chairs
 - Dance revolution
 - Relay races
 - Correct form for resistance training
- Plan “surprise outings” to area points of interest
 - Have members meet at the facility then lead them to the “surprise” location, perhaps a park or other members property, then lead a hike, scavenger hunt, or plan activities at that place
- Share your success with others
 - Invite and involve other faith based organizations to take part in your activities
 - Network with other faith based organizations and plan events together
 - Invite the community to come and take part in the events happening at your faith based organization

Remember, good physical health is a key component to spiritual health. The faith based institutions need to take the lead in supporting a more health-conscious attitude among its members.

TOOLS TO HELP

- Leaders and members of faith based institutions with dietary training and experience
- Planning groups within faith based organizations
- Public and Private fitness programs
- Resources within faith based organizations, state guidelines for day-cares, city/county district representatives
- Ministerial or Park District sports leagues, Church Family Life Center Programs
- Health organizations that sponsor community walks
- Partnerships with Healthcare providers
- Neighborhood organizations and community leaders

Ways Schools Can Make a Difference

Schools serve as a key setting for public health strategies to prevent and decrease the prevalence of overweight and obesity in our children. Most children spend a large part of their day in school. Schools provide many opportunities to educate children about the importance of, and to engage children in healthy eating and physical activity. Awareness must be built among teachers, food service staff, coaches, nurses, and other staff about the contribution of proper nutrition and physical activity to the maintenance of a lifelong healthy weight. Teaching children the benefits of good eating habits and exercise is one of the single most important things we can do to fight childhood obesity.

Eat Smart!

1. Start the day with a good breakfast at home or school everyday.
2. Review/revise hours vending machines are available; Revise/add selections with improved nutritional value.
3. Promote policies in schools that eliminate access to low-nutrient, sugar sweetened beverages in elementary schools.
4. Free fruit given to students every day as part of a 5-a-day campaign (corporate sponsor for each school)
5. Offer water as the standard drink.
6. Provide nutrition and fitness classes.
7. Provide healthy food preparation training for all school personnel.
8. Encourage fund-raising items that promote healthy eating.
9. Form a group of teachers and older students to work with cafeteria to give their input to nutritional options.

Move More!

10. Participation in before, during, and after school fitness programs.
11. Establish corporate sponsorship partners for pedometers for students/teachers.
12. Wear a pedometer and try to walk 10,000 steps a day.
13. Establish walking clubs and paths for county schools and area colleges.

14. Utilize high school student's work as role models to teach elementary school children the benefits of healthy eating and exercise.

More is Needed!

15. Promote daily physical education and recess in schools.
16. Assesses the current curriculum to include nutrition and fitness concepts in all classes.
17. Conduct annual studies of student's attitudes and beliefs regarding eating practices, food choices, and exercise routines.
18. Develop and utilize an education based theme within schools to promote healthy eating routines.

Promote through:

- Fitness and nutrition months
- Newsletters
- Signs
- Incentive programs
- Competition between schools focusing on nutrition/fitness

OTHER HELPFUL RESOURCES

- School curriculum directors
- School administrators, teachers, PTA's and /or appropriate school committee
- Student organization
- Vending machine company representatives
- Model policies from other school systems (Public and Independent schools)
- Local Colleges and Universities
- Community organizations and businesses
- Partnership with local grocery stores
- Food distributors
- Partnership with area businesses
- School Dietary Department
- Neighborhood Associations

Recommendations for Worksites

Most businesses consider their employees to be their biggest asset. As such, it makes sense that each worksite would want to promote and even facilitate better health among each of their employees. While this may sound time-consuming and expensive, many large corporations are reaping the benefits of worksite wellness programs. Studies have found that worksite wellness programs can lower health care costs, reduce absenteeism, produce higher productivity among workers, lead to a reduced use of health care benefits and a reduced use of worker's comp and disability, reduce the number of injuries, and increase morale and loyalty among employees. All of this means a monetary savings for the employer.

For example, Johnson and Johnson reduced their absenteeism rate by 15% within two years of introducing their wellness program. They also cut their hospital costs by 34% after just three years. Coors has saved over \$2.3 million in lost wages due to absenteeism and \$1.9 million in rehabilitation costs and cost avoidance. NASA found that participants in an exercise program had improved stamina and work performance, enhanced concentration and decision-making powers for the final 2 hours of the workday, compared to a 50% decrease for the average office worker during the same period. This NASA calculated, amounted to a 12.5% increase in productivity.

There are several key points to keep in mind if you want to greatly increase your chances of success when implementing a worksite wellness program.

1. The leaders (managers, executives, etc.) of the organization must buy-in to the program and be actively involved. In order to create long-term change, employees must see that their leadership values the wellness program activities and is willing to participate in them and work toward a healthier lifestyle along with everyone else.
2. Establish an individual wellness director position or committee (comprised of a cross-section sampling of the employees) that is primarily concerned with and personally passionate about improving the health of the employees through a wellness program.
3. Attrition, a reduction in the numbers of people participating, is common in worksite wellness activities (yoga classes or pilates classes for example). In order to avoid this and keep participation high it is necessary to be constantly evaluating and possibly modifying, or changing, the programs and classes being offered.

Here are some tips to help your workplace establish a culture and environment that values healthy employees and a healthy workplace. Every organization is different and has different needs and resources. Use ideas that fit you best and change other ideas to better fit your population and area. Better yet, put on your creative thinking caps and create some ideas and changes of your own.

- Encourage, facilitate, and promote a healthier lifestyle among employees
 - Serve only healthy foods at workplace functions
 - Provide low-fat meals at working lunches
 - Provide fruit and vegetable snacks in employee break rooms instead of candy and pastries

- Ensure that water fountains are easily accessible to all employees
 - Encourage healthy alternatives at Potlucks and Celebrations, instead of the usual cake and ice cream, choose fruit smoothies, or lowfat angel food cake, fruit and vegetable salads, and crunchy vegetables served with lowfat dip
 - Provide food choices in vending machines that meet healthy nutrition standards
 - Provide exercise facilities and equipment in or around the organization property
 - A walking track on the grounds around the building or set up a walking path indoors
 - Convert an empty room into an exercise room for aerobics classes or yoga classes
 - Use an empty room for a gymnasium with some cardio equipment, free weights, and other exercise equipment
 - Purchase some bicycles or rollerblades that employees may check out and use at nearby public facilities
 - Encourage and facilitate active lifestyles
 - Share the costs of a gym membership with the employees
 - Offer incentives and recognitions to those that participate in a movement program or meet a goal
 - Facilitate the formation of exercise buddies among members perhaps through a bulletin board or circulation of an e-mail with opportunities
 - Allow employees time to utilize the exercise and educational opportunities that you are providing
- Educate about the importance of health and ways to improve
 - Provide seminars and presentations during the lunch hour that address different health related topics
 - Nutrition
 - Exercise
 - Stress Management
 - Time Management
 - Include health tips about exercise and eating right in publications such as employee newsletters, e-mails, are included with pay stubs
 - Provide worksite weight loss programs with possibly free healthy snack at every meeting, incentive rewards and an invitation to family members to participate
- Plan health related activities
 - Have a health fair to educate and encourage healthier lifestyles
 - Cooking demonstrations with taste testing
 - Health screenings
 - BMI
 - Blood Pressure
 - Flexibility

- Blood Chemistry Panel
 - Activity stations
 - Musical chairs
 - Dance revolution
 - Relay races
 - Correct form for resistance training
 - Lead walks or bike rides in the area during lunch times and after the work day
- Ensure a safe work environment for your employees
 - Do routine safety checks of equipment and the facilities to avoid accidental injuries
 - Monitor air and water quality
 - Provide all necessary safety equipment and ensure use
 - Keep employees updated on safety and emergency procedures
- Corporate recognition for employees and managers who participate in programs for lifestyle modification. Provide award incentives for participation in individual events or for cumulative participation in a series of offerings.

Implementation of just some of these tips can lead to a healthier and happier workforce, which means a healthier bottom line.

HELPFUL RESOURCES

- | | |
|--|--|
| • Assistance from Wellness Council of America (Consultation and Materials) | • Healthcare resources and research findings |
| • Incentives/Rewards supplied by employers | • Company Planning Committee |
| • Consensus among managers and supervisors in businesses and organizations | • Business Managers |
| | • Organize employee groups |
| | • Vending Machine Companies |

Ways Healthcare Providers Can Make a Difference

Physicians and other health professionals have an important role in promoting preventive measures and encouraging positive lifestyle behaviors, as well as identifying and treating obesity-related problems. Healthcare providers also have a role in counseling patients about safe and effective weight loss and weight maintenance programs, including physical activity and eating practices.

Eat Smart!

1. Healthcare facilities provide healthy food choices in their cafeterias and other food sources
2. Healthcare providers to routinely talk with their patients about healthy eating practices
9. Provide listing/designation of the initiative supporting healthcare facilities.
10. Three (3) provider CME programs that focus on nutrition, diet and /or exercise/fitness topics.

Move More!

3. Healthcare facilities and businesses provide exercise breaks, pedometers, and aerobic exercise recommendations and brochures, among their methodologies to incentivize exercise compliance among their staff/employees.
4. Healthcare providers to talk routinely to their patients about incorporating physical activity into their lives.
5. Healthcare providers encouraged to conduct routine formal fitness testing of patients.
11. Insurers to incentivize providers by covering nutrition and fitness screenings and lifestyle assessments.
12. Insurers to incentivize patients by offering premium options and savings for optimal weight and fitness status and lifestyle measures.
13. Involved healthcare providers in school initiatives.
14. Consensus on standard short list of bulleted preventive health messages promoted for use by healthcare providers with their patients and clients.

What the Medical Community Can Do

6. Provider to model healthy behaviors and engage in personal behavior changes to support healthy lifestyles.
7. Create and disseminate a nutrition and exercise diary through various healthcare provider's office.
8. Install BMI charts in the exam rooms of every physician's/healthcare provider's office.
15. Providers (and health educators) use behavior modification methods and techniques to support healthy living among patients
16. Healthcare providers model healthy behaviors (i.e. wear pedometers, quit smoking, actively engage in activities that will promote appropriate personal BMI, including developing exercise routines and good eating practices.)

HELPFUL RESOURCES

- Community health partners
- Business coalitions
- Healthcare provider coalitions
- Supportive research findings
- Trained health educators and nutritionist
- Exercise Physiologists
- Counselors
- Funding resources
- Model programs
- Employee Incentives

LOCAL RESOURCES

Effingham Park District
Physical activity opportunities
www.effinghamparkdistrict.org

St. Anthony's Memorial Hospital Information
on health and wellness
www.stanthonyshospital.org

Effingham County Health Department
Information on health and wellness
www.co.effingham.il.us/healthdepartment.html

Effingham County Extension Office
Health and nutrition information
www.extension.uiuc.edu/effingham

Effingham Chamber of Commerce
Recreational opportunities
www.effinghamchamber.org

Hodgson Mills
Nutrition information, recipes and whole grain
products
www.hodgsonmill.com

Broken Arrow Running Club
Dave Price (217)342-3373

Bike & Hike (Effingham)
Ed Thomas (217)342-2453

The Zone
www.thezoneeffingham.com
(217)347-2639

Get Fit Family Fitness
www.effingham.com
(217)342-3481

Draves Trim Tone N Tan
(217)347-0251

Uphill Grind Cycle and Fitness
www.uphillgrind.biz/
(217)342-2929

24 Hour Gym
(217)637-2079

NATIONAL RESOURCES

Centers for Disease Control (CDC)
Physical activity & Health
www.cdc.gov/nccdphp

National Institutes of Health
Weight Control Information
www.niddk.nih.gov/health/nutrit

National Institutes of Health
Aim for a healthy weight
www.nhibi.nih.gov/health/public/heart/obesity/lose

Diet and Nutrition Center
www.webmd.com

American Heart Association
Fitness Center
www.justmove.org

American Cancer Society
www.cancer.org

**American College of Sports
Medicine**
Advancing Health Through Science,
Education and Medicine
www.acsm.org

Mayo Clinic
www.mayoclinic.com/health

American Dietetic Association
1-800-877-1600
www.eatright.org

USDA Nutrient Data
www.nal.usda.gov

- Choosing a Weight Loss Programs (www.webMD.com)
- Nutrition Information
- Physical Activity Ideas
- Weight Management Tools (BMI, Target Weight, Calories Burned, Etc.)

Weight Loss Programs

Numerous weight loss plans and programs are promoted in the media today. To evaluate the programs, visit the websites www.eatright.org or www.dietnation.com.

Disclaimer: The Nutrition & Fitness Taskforce is not endorsing or advertising one diet over the other. We are providing links to each diet company so that you may make an informed decision if you wish to choose one of these diets. They are listed alphabetically as follows:

- Atkins Diet
- Am I Hungry
- Beverly Hills Diet
- E-Diet
- Jenny Craig
- Mediterranean Diet
- Nurtisystem
- Overeaters Anonymous
- Slim-Fast Plan
- Sonoma Diet
- South Beach Diet
- Sugar Busters
- TOPS (Take Off Pounds Sensibly)
- Weight Watchers
- Zone Diet

- Nutrition Tips *FamilyDoctor website*
- Dole 5-a-day program *Dole website*
- 3-a-day of dairy campaign *3-a-day website*
- Nutrition Fact Sheets *American Dietetic Association site*
- Food and Nutrition Info Center *USDA FNIC website*
- How to Read a Food Label *About.com website*
- Healthy Diet and Nutrition *American Heart Association website*
- Dietary Guidelines for Americans *USDA FNIC website*
- Nutrition Explorations for Kids *Dairy Management Council website*
- Center for Nutrition Policy and Promotion *USDA website*
- Nutrition Action Newsletter *Center for Science in the Public Interest website*
- Assorted Nutrition Articles *MedLine Plus website*

- Exercise Equipment Do's and Don'ts *Stairclimber, Treadmill, Stationary bike, etc.*
- Exercise: What is it good for? *weightloss.about.com.*
- Do Ab Exercisers Really Work? *primusweb.com*
- Buying Home Exercise Equipment *primusweb.com*
- Exercising in the Heat *primusweb.com*
- Starting an Exercise Program *primusweb.com*
- Need a Reason To Exercise? *nutrio.com*
- Exercise For Beginners *exercise.about.com*
- Strength Training For Beginners *exercise.about.com*
- Before You Buy Those Exercise Shoes *sportsmedicine.about.com*
- Burn 300 Calories in 30 Minutes *exercise.about.com*
- How To Stretch Before a Workout *exercise.about.com*
- Top 10 Cardio Exercises *exercise.about.com*
- End the War with Exercise *nutrio.com*

- [Health Calculator](#) - *Very detailed information on your ideal weight, calories, cholesterol count, and more*
- [BMI Calculator](#) - *Used by the CDC as an indicator of health risk*
- [Estimating your portion sizes](#) - *Chart by WebMD website*
- [Various Health Calculators](#) - *WebMD website*
- [Serving Size Game](#) - *Intellihealth website*
- [Calories Burned During These Activities](#) - *MSNBC website*
- [Carb Counter](#) - *About.com site*
- [Activity Calorie Counter](#) - *Fitness Jumpsite*
- [What do those package labels mean?](#) - *Nutrio website*
- [What is your target heart rate?](#) - *Nutrio website*
- [Fast Food Calorie Counter](#) - *webterrace.com*

"Losing Weight - More Than Counting Calories" *FDA Website*

"Evaluate the Latest Diets" *WebMD website*

"Do You Have a Healthy Fridge?" *WebMd website*

"Do You Know The Health Risks of being Overweight?" *NIDDK website*

"Costs of Obesity" *American Obesity Association website*

"Obesity Expenses Tax States" *WebMD website*

"Defining Overweight and Obesity" *CDC website*

"Effects of Physical Inactivity and Unhealthy Diets" *CDC website*

"Causes of Obesity" *American Obesity Association website*

"Obesity Treatment" *American Obesity Association website*

- American Obesity Association - *American Obesity Association Site*
- American Dietetic Association - *American Dietetic Association Site*
- American Heart Association - *American Heart Association Site*
- American College of Sports Medicine - *American College of Sports Medicine Site*
- American Cancer Society - *American Cancer Society Site*
- Institute of Medicine - *Institute of Medicine Site*