

1:1 Health Promotion Coaching Program



An Individualized Approach to Engaging Your Employees in Wellness

In the United States, almost 70% of the population is considered overweight and 35.9% fall into the category of obese. When compared to numbers from twenty years ago, the obesity percentage has increased by 10%. Many employers question what kind influence they can have on this and other health issues.

According to David Katz, MD, MPH, director of Yale University's Prevention Research Center and the Yale Preventive Medicine Center, losing just a few pounds can start to turn your health around. "Lifestyle changes that include healthier diets, regular physical activity, and weight loss of 7%-10% have shown phenomenal health benefits that can be more effective than medications," says Katz.

How will a Health Promotion Coaching program help?

The 1:1 Health Promotion Coaching program is a no-cost voluntary program available to all active members of Group Health Cooperative of Eau Claire. Program participants can choose to begin participation, or stop at any given time. Our Coaching Program offers many ways to improve your life through weight and stress management, exercise, recipes and nutrition. Here's an outline of how the program works:

- ✓ A Health Promotion Coach will work with each participant during face to face or over the phone sessions to create individual health goals and build a plan to achieve them.
- ✓ Each participant is guaranteed up to eight sessions, each up to 30 minutes in length.

Does the program focus only on weight loss?

No! While weight loss is a commonly encountered issue many people struggle with, Group Health Cooperative's 1:1 Health Promotion Coaching approaches health and wellness holistically. In fact, stress is one of the biggest health issues facing the United States workforce, although it often goes unnoticed. In fact, the number of employees calling in sick due to stress tripled from 1996 and 2000. Weight issues can be an underlying symptom of other stress factors. When employees meet with the Health Promotion Coaches, the conversation focuses on their specific situation and the health and wellness concerns most important to them.

How much do I need to invest?

The 1:1 Health Coaching program is offered at no cost to our employer groups. The employer's investment is limited to dedicating the necessary time and energy to support the program in the workplace. Group Health Cooperative of Eau Claire can help advise and guide employers in determining the best ways to engage their employees and communicate the benefits of the program to potential participants.

Who should I contact to learn more?

You can contact any member of our Sales team to discuss the program and how it may fit with your business. An in-person meeting or conference call will then be set up with our Health Promotion manager to discuss the specific needs of your group and program.

"Health is a state of complete physical, mental and social well-being, and not merely the absence of disease or infirmity."
- **World Health Organization**