

Shape Up The Nation (USA-Private)
<http://www.shapeupthenation.com>

Section I: Summary

Shape Up The Nation is an online wellness platform for employees of all fitness levels. The evidence-based web program permits employees of clients businesses to invite, challenge, track, and motivate each other in a fun, inclusive, and positive environment. The program seeks to bring employees together, as a team, to pursue the common goal of healthier living. Clients include among other: CVS, UPS, Union Pacific, GTECH, and Tiffany & Co.

Section II: Statement of purpose

In Shape Up The Nation is a team-based employee fitness program where participants work together, supporting and motivating each other, as they set goals and work hard to achieve them. The program permits employees to choose which metrics they want to track, including weight loss, exercise minutes, nutrition, smoking cessation, and pedometer steps. This ensures that there is something appealing for employees of all fitness levels and that participants are focusing on comprehensive lifestyle change.

Clinical studies continue to show that team-based health competitions generate impressive results. Team members provide valuable support and friendly competition provides the extra motivation that employees need to succeed in the challenging task of improving their lifestyle. The team-based wellness model has been further supported by recent studies showing that our weight is highly influenced by the weight of our peers. Individuals are more likely to lose weight when their friends and colleagues do too.

Shape Up The Nation provides client-companies with marketing materials to promote the program to employees using posters, flyers, and email templates that marketing departments can quickly customize with company logos and messaging.

Clients are provided with regular reports on the progress of your employees, success stories that entered online, and health metrics of participants. Throughout the competition, aggregate employee results are monitored in real-time using our Competition Management System. At the end of the competition, a comprehensive performance report documenting the aggregate health improvement of your employees.

Program Materials (examples)



Section III: Outcomes

The spread of obesity in social networks appears to be a factor in the obesity epidemic. Yet the relevance of social influence also suggests that it may be possible to harness this same force to slow the spread of obesity. Network phenomena might be exploited to spread positive health behaviors, in part because people's perceptions of their own risk of illness may depend on the people around them. Smoking- and alcohol-cessation programs and weight-loss interventions that provide peer support — that is, that modify the person's social network - are more successful than those that do not. People are connected, and so their health is connected.

The private program does not provide information on client rates of success. However, they provide reports to clients with aggregate performance reports documenting the employee results, including Body Mass Index (BMI) change, pounds of weight lost, hours exercised, and steps walked. Using surveys during registration and at the completion of the program, they show exactly how employees changed their lifestyle and their level of satisfaction with the program. This information may be used for clients to accurately calculate return-on-investment.

Section IV: Additional resources

The Spread of Obesity in a Large Social Network over 32 Years

Christakis, Nicholas A., Fowler, James H. The New England Journal of Medicine 2007 357: 370-379

Using Pedometers to Increase Physical Activity and Improve Health

Dena M. Bravata, MD, MS; Crystal Smith-Spangler, MD; Vandana Sundaram, MPH; Allison L. Gienger, BA; Nancy Lin, ScD; Robyn Lewis, MA; Christopher D. Stave, MLS; Ingram Olkin, PhD; John R. Sirard, PhD
JAMA. 2007;298(19):2296-2304.