



Wisconsin Wellness Program Favorites

Program and Worksite Name: Weight Loss Challenge - Linetec

Contact Person

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How would you categorize your company?

Manufacturing

How many employees are in your company?

> 300

How would you classify the initiative?

- Communication or promotional campaign (marketing campaign to promote participation)
- Behavioral Program, campaign or intervention (i.e. 10,000 step program, or exercise classes)
- Environmental change (i.e. healthy vending options)

What's the primary focus area for your initiative?

- Physical Activity
- Nutrition
- Weight Management

Wellness Program Favorite Overview:

Name of the initiative: Passport to Wellness; Destination Weight Loss

Purpose: Encourage personal health awareness, physical activity, and weight loss

Brief Description (1000 character maximum): Initial focus was started with encouraging associates to complete a health risk assessment with the opportunity to receive a discount on their health insurance premium by completing the assessment along with a selected number of other health related criteria. A weight loss competition spun off of this initial start and Linetec is 1 of 6 Apogee companies that is participating in a weight loss challenge across the 6 business units participating in the challenge that offers a monetary reward for the top 3 weight losing individuals and team participants. 6 month long competition offering incentive prizes along the route along with increased focus on health information, insurance company offerings (Gym discounts, Weight Watchers discount, 100% covered yearly physical), etc.

Evaluation:

Why was this initiative successful?

Company wide; increased number of participants; enhanced insurance opportunities/benefit.

What did employees like/not like about this initiative or receive from this initiative?

Like-Offering rewards in various ways for showing personal responsibility related to your health (*family involvement is required for insurance premium discount).

Dislike-To be eligible for family insurance rate discount, spouse had to participate and some refused.

What would you do differently if you were going to implement this again or what words of advice would you have for another worksite looking to implement this initiative?

Need to have a long term plan/follow-up to keep the process going. Health isn't a 1 or 2 month focus item-it's a lifetime long; give your company and its associates time to accomplish and work toward the goal you're trying to reach-

Attachments? Please check here if you have attachments that further describe your initiative and that you are willing to share with others.

Yes