



# Wisconsin Wellness Program Favorites

**Worksite Name:** Milwaukee Public Library

**Contact Person**

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**How would you categorize your company?**

Government

**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)
- Assessment and evaluation (i.e. sample way that you measure success)

**What's the primary focus area for your initiative?**

- Physical Activity
- Nutrition
- Weight Management
- Mental Health / Stress Management
- Tobacco Cessation

**Wellness Program Favorite Overview:**

**Name of the initiative:** Biggest Loser weight loss challenge

**Purpose:** encourage staff to lose weight

**Brief Description (1000 character maximum):** Staff paid \$5 to enter the contest and the biggest loser won all of the contributions. 51 people joined the challenge. A total of 160 pounds were lost by 18 staff who weighed-in. The winner lost 33 pounds and won \$255. The contest was for 13 weeks.

Staff were provided tracking tools and weekly encouragement emails with information to assist in weight lost. We obtained the information for the emails from WebMD.

**Evaluation:**

**Why was this initiative successful?**

Staff lost weight. The outcomes were measurable.

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

Staff wanted the initiative to be more interactive.

**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?** We plan to host this initiative again, but make it team-based so that participants will receive more encouragement and interaction. We also plan to have participants self-report their progress weekly versus only having one weigh-in at the end of the challenge.

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

Yes