

Shape Up SF Coalition

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*Creating healthy
environments and fitness
opportunities for people
who live, work and play
in San Francisco.*

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Thank you for your interest in creating a healthy environment in which your employees can thrive.

Mounting research shows health promotion programs in the workplace can: lower health care and insurance costs, decrease absenteeism, increase productivity, and boost morale. The return on a health promotion investment is approximately \$4 in reduced health care costs and \$5 in reduced absenteeism costs for every dollar invested every three-to-five years. Johnson & Johnson saved \$8.5 million in healthcare costs over a one-year period after initiating a comprehensive wellness program (Aldana, 2001).

In San Francisco, nearly 40 percent of the population is overweight or obese and more than 40 percent fail to meet the recommended 30 minutes daily of moderate physical activity, such as brisk walking (California Health Interview Survey, 2001; CDC, 2005). The inability to get the recommended amount of exercise—not only places the individual at risk for chronic diseases—but increases health care costs. San Francisco businesses spend an estimated \$1 billion annually on physical inactivity and obesity-related medical costs, lost productivity and workers compensation (Active Living Leadership, 2004).

Promoting a comprehensive range of wellness efforts within the business community, the *Shape Up @ Work Guidelines* incorporate elements of theory and best practices that include individual interventions as well as environmental strategies that create a healthy workplace culture. The Guidelines are based on strategies for policy & organizational change, education & awareness, and access & programs. These Guidelines are the first step toward creating an online *Shape Up @ Work Web Toolkit* that will include a variety of flexible, easy to implement tools which employers can customize to meet the needs of their employees at their individual worksites.

Our long-term vision includes developing a local “Fit Business Award” program, based on the *Shape Up @ Work Guidelines*; The *Shape Up @ Work Web Toolkit* will serve as the venue through which to educate and support local businesses as they create healthy work environments.

The workplace presents an excellent opportunity for public health and business sectors to collectively address the promotion of healthy practices, as a successful and cost-effective way to modify risk factors for chronic disease and improve population health. Actively addressing worksite wellness opportunities is critical to the short and long-term health of employees and helps benefit the fiscal health of local businesses.

The Shape Up SF Coalition Worksite Committee



Shape Up @ Work

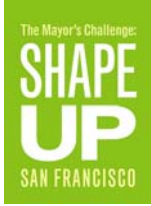
The 'How To' Guide

CREATE A CULTURE

The first step in the process for your company to Shape UP @ Work and become a recognized San Francisco Fit Business is to create a culture for wellness related to nutrition and physical activity within your workplace.

Completion of all of the following measures is required:

- ___ Ensure strong commitment by top management of employee wellness efforts
- ___ Assign a staff person who will be responsible for leading worksite wellness efforts
- ___ Form a wellness committee that represents a diverse sampling of your employee base
- ___ Assess your company's current level of wellness as it relates to nutrition and physical activity
- ___ Choose your Shape UP @ Work policy level (Gold, Silver or Bronze) and post policies in break rooms
- ___ Develop a plan to encourage and support increased employee wellness
- ___ Conduct ongoing evaluation of your implementation efforts



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BRONZE LEVEL STRATEGIES

To achieve Bronze Level status, companies must create a culture to foster wellness; adopt basic food and physical activity policies; and support these policies by educating employees about healthy lifestyles.

FOOD

Sample Policy Statement

Our company will support and encourage nutritious food options for employees in the following ways adhering to a 25% threshold:

- a. Company: 25% of all employer managed, paid or sponsored food will adhere to healthy options guidelines.
- b. Vendors: All company food vendors will provide healthy options for 25% of their food sold.
- c. Cafeteria: Company cafeteria will provide 25% of all food options that meet healthy options criteria.

Supporting Activities

Education: Complete a minimum of 2 of the following measures to educate employees about the benefits of healthy eating:

- Post educational information on nutrition and healthy eating
- Offer educational health/nutrition seminars (Lunch & Learn series)
- Offer health-promoting newsletters &/or e-tips to your workforce
- Other, please describe

PHYSICAL ACTIVITY

Sample Policy Statement

My company supports and encourages physical activity amongst employees because employee wellness is a company priority.

Supporting Activities

Education: Complete a minimum of 2 of the following measures to educate employees about the benefits of being physically active:

- Post educational information on the benefits of physical activity
- Offer educational health/physical activity seminars (Lunch & Learn series)
- Offer health-promoting newsletters &/or e-tips to your workforce
- Post visual cues at elevators and stairs to encourage stair use
- Other, please describe



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SILVER LEVEL STRATEGIES

To achieve Silver Level status, companies must create a culture to foster workplace wellness; adopt intermediate food and physical activity policies; and support these policies by educating employees about leading healthy lifestyles, offering access to healthy options, and implementing programs to encourage healthy behavior while at work.

FOOD

Sample Policy Statement

Our company will support and encourage nutritious food options for employees in the following ways adhering to a 50% threshold.

- a. Company: 50% of all employer managed, paid or sponsored food will adhere to healthy options guidelines.
- b. Vendors: All company food vendors will provide healthy options for 50% of their food sold.
- c. Cafeteria: Company cafeteria will provide 50% of all food options that meet healthy options criteria.

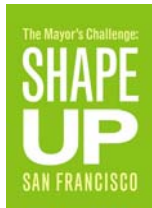
Supporting Activities

Education: Complete a minimum of 2 of the following measures to educate employees about the benefits of healthy eating:

- Post educational information on nutrition and healthy eating
- Offer educational health/nutrition seminars (Lunch & Learn series)
- Offer health-promoting newsletters &/or e-tips to your workforce
- Other, please describe

Internal Access & Programs: Complete a minimum of 5 of the following measures to encourage healthy behavior:

- Highlight positive employee stories about healthy eating
- Subscribe to a weekly produce/fruit service that delivers to your worksite
- Offer company-sponsored programs that encourage healthy eating
- Subsidize access to healthy foods
- Provide employees access to refrigerators and microwaves for food preparation
- Provide basic nutritional information for all food options in vending machines and cafeterias (calories and fat content) and highlight the healthy options available
- Create a company-approved list of vendors that understand and support your policy to provide healthy food at meetings and events
- Other, please describe



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PHYSICAL ACTIVITY

Sample Policy Statement

My company will take an active role in supporting physical activity for employees at the worksite.

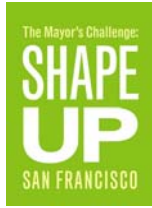
Supporting Activities

Education: Complete a minimum of 2 of the following measures to educate employees about the benefits of being physically active:

- Post educational information on the benefits of physical activity
- Offer educational health/physical activity seminars (Lunch & Learn series)
- Offer health-promoting newsletters &/or e-tips to your workforce
- Post visual cues at elevators and stairs to encourage stair use
- Other, please describe

Internal Access & Programs: Complete a minimum of 5 of the following measures to encourage healthy behavior:

- Highlight positive employee stories about physical activity
- Offer company-sponsored programs that encourage physical activity
- Open stairwells for walking
- Have stairwell climbing challenges
- Mandate stretch breaks for meetings over two hours long
- Hold one walking meeting per week
- Offer ergonomic trainings and assessments
- Offer training for workstation exercises
- Other, please describe



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GOLD LEVEL STRATEGIES

To achieve Gold Level status, companies must create a culture to foster workplace wellness; adopt advanced food and physical activity policies; and support these policies by educating employees about leading healthy lifestyles, offering access to healthy options, and implementing programs to encourage healthy behavior both in and outside the workplace.

FOOD

Sample Policy Statement

Our company will support and encourage nutritious food options for employees in the following ways adhering to a 75% threshold.

- a. Company: 75% of all employer managed, paid or sponsored food will adhere to healthy options guidelines.
- b. Vendors: All company food vendors will provide healthy options for 75% of their food sold.
- c. Cafeteria: Company cafeteria will provide 75% of all food options that meet healthy options criteria.

Supporting Activities

Education: Complete a minimum of 2 of the following measures to educate employees about the benefits of healthy eating:

- Post educational information on nutrition and healthy eating
- Offer educational health/nutrition seminars (Lunch & Learn series)
- Offer health-promoting newsletters &/or e-tips to your workforce
- Other, please describe

Internal Access & Programs: Complete a minimum of 5 of the following measures to encourage healthy behavior while at work:

- Highlight positive employee stories about healthy eating
- Subscribe to a weekly produce/fruit service that delivers to your worksite
- Offer company-sponsored programs that encourage healthy eating
- Subsidize access to healthy foods
- Have a weekly "Healthy Food Day" at work
- Highlight/label healthy options in vending machines and cafeteria
- Provide employees access to refrigerators and microwaves for food preparation
- Provide basic nutritional information for all food options in vending machines and cafeterias (calories and fat content)



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- _____ Adopt a sustainable food policy for cafeterias and worksite
- _____ Create a company-approved list of vendors that understand and support your policy to provide healthy food at meetings and events
- _____ Create a company-approved list of vendors that understand and support your policy to provide healthy & sustainably produced food at meetings and events
- _____ Other, please describe

External Access & Programs: Complete a minimum of 3 of the following measures to encourage healthy behavior outside of the workplace/work time:

- _____ Provide employees access to local farmers' markets
- _____ Offer discounted memberships to healthy eating programs
- _____ Offer a "health coach" program to help employees learn proper nutrition
- _____ Educate employees about identifying healthy options when eating out
- _____ Create a healthy recipe exchange program
- _____ Other, please describe

PHYSICAL ACTIVITY

Sample Policy Statement

My company will take an active role in supporting physical activity for employees both at the worksite and outside of the worksite.

Supporting Activities

Education: Complete a minimum of 2 of the following measures to educate employees about the benefits of being physically active:

- _____ Post educational information on the benefits of physical activity
- _____ Offer educational health/physical activity seminars (Lunch & Learn series)
- _____ Offer health-promoting newsletters &/or e-tips to your workforce
- _____ Post visual cues at elevators and stairs to encourage stair use
- _____ Other, please describe



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Internal Access & Programs: Complete a minimum of 5 of the following measures to encourage healthy behavior while at work:

- Highlight positive employee stories about physical activity
- Offer company-sponsored programs that encourage physical activity
- Open stairwells for walking
- Have stairwell climbing challenges
- Mandate stretch breaks for meetings over two hours long
- Hold one walking meeting per week
- Offer ergonomic trainings and assessments
- Offer training for workstation exercises
- Other, please describe

External Access & Programs: Complete a minimum of 4 of the following measures to encourage healthy behavior outside of the workplace/work time:

- Sponsor company sports teams
- Sponsor the extra curricular physical activities of employees (marathons, etc.)
- Encourage and support walking or biking to work
- Create a commuter program with prizes for those who walk/bike/transit to work
- Provide access to changing facilities, showers, lockers & secure bike storage
- Create office "mileage" maps for walking breaks & offer access to free pedometers
- Permit time-off during workday for exercise
- Offer a "health coach" program to help employees get fit
- Offer discounted gym memberships
- Other, please describe

