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## Implementation and Evaluation of a Worksite Wellness Initiative: The Golub/Price Chopper Weight Loss Challenge

Author (s)

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**Background:** In early 2006, the Golub/Price Chopper Corporation contracted with MVP Health Care to administer a comprehensive worksite wellness program at their corporate headquarters and distribution facilities, and in late 2007 the program was expanded to include 10 pilot store locations. The goal of this program is to educate and empower Price Chopper associates to pursue a healthy lifestyle. One component of this program is the Weight Loss Challenge (WLC), a 12-week program to motivate and assist associates in meeting weight loss goals.

**Objective:** To participate in the implementation of the 2008 WLC, and to evaluate the initiative based on data collected by the program.

**Methods:** Educational materials were developed or modified for the WLC before registration. Interest in the program was generated through distribution of marketing materials and on-site visits to locations where the program is offered. Registration and initial weigh-ins for the program were coordinated with optional health screenings and brief health risk assessments. Data from the registration forms was used to create a database of information on participants, including health and behavioral metrics. The database is updated as participants track their progress through the program on a bi-weekly basis. Final weigh-ins will be coordinated with another round of health screenings, and the screening data will be used in conjunction with the program data to assess the effectiveness of the program.