

Healthy businesses promote a healthy community and a healthy community promotes your business.



The partners of LiveWell Longmont Worksite Wellness Collaboration are committed to leading the way in improving the health of employees within the Longmont business community. Being a member of the Collaboration will provide your business with tools, resources, mentoring, and support to enhance your employees' productivity, lower absenteeism, reduce the risk of chronic disease, and control overall healthcare costs while improving the health of our community.

How Does It Work?

You will be provided guidance in building or improving your workplace wellness/health management initiative through the following components:

- ◆ Assessment of employee health needs, interests, and health risks
- ◆ A planning process to guide the organization through program development
- ◆ Implementation of programs, policies, and practices to address employee lifestyle risk factors related to physical activity, nutrition, and weight management
- ◆ Build a program infrastructure within your worksite for long-term sustainability including policy and environmental supports
- ◆ Annual re-assessment of your organization's health management initiative and partner-wide changes
- ◆ Work with Collaboration partners on activities, trainings, and technical assistance

LiveWell Longmont Worksite Wellness Collaboration

Building a Healthy Workplace Through Collaboration

Benefits for Your Business

Maximize Your Resources

- Receive strategic and tactical assistance on wellness/health management program design
- Analyze your employee health management data with recommendations for developing your program
- Obtain support in prioritizing goal setting, planning, implementation, and evaluation development
- Evaluate your program's impact against local benchmarks

Extend Your Worksite Team

- Peer-to-peer mentoring with other employers of choice who already have effective wellness programs
- Access to partner-developed communication strategies, wellness challenges, incentive tactics, healthy policy practices, etc.
- Learn about best practice models
- Avoid the ever cumbersome reinvention of the wheel

Improve Your Employees' and the Community's Health

- Raise awareness of healthy lifestyle behaviors among your employees, their families, and other local employers
- Increase opportunity to engage in healthy lifestyle activities at your workplace and in the community
- Enhance your employee's productivity
- Decrease absenteeism
- Elevate morale of your employees



The Cost Burden of Obesity

Businesses, faced with high health care costs and a tough economy, find it increasingly important to their bottom line to help their employees become healthier and more productive.

- Costs due to lower productivity associated with employee health-related problems are estimated to be more than twice those for medical and pharmacy costs.
- Obese employees are about 75 percent more likely to experience high rates of absenteeism than healthy weight employees.
- Colorado is the leanest state in the country, but adult obesity rates are climbing here at a faster rate than in the country as a whole. The adult obesity rate has more than doubled in Colorado since 1995.
- One recent study found that for every dollar spent on employee wellness programs, overall medical costs fell by \$3.27 and absenteeism costs were reduced by \$2.73. The study's findings underscore the potential for positive ROI from such programs.

In Longmont, Collaboration partners are addressing the impact of employee obesity through comprehensive, results-oriented, collaborative planning.

Employers should not only create opportunities for healthy choices in their workplaces but also work in partnership with other sectors to ensure that healthy options are available to all who live, work, learn and play in our communities.

LiveWell Longmont, a LiveWell Colorado community, is a movement designed to ensure that healthy lifestyle choices are always available and convenient for all who work, live, play, and learn in Longmont. Our goal is to convene and coordinate partners, while providing technical assistance, education, and networking opportunities among employers to build capacity and spark a change around healthy eating and active living in the Longmont community.

FOUNDING PARTNERS



LiveWell Longmont ♦ 950 Lashley St., Longmont, CO 80504 ♦ 720.568.9917
lfeuerborn@longmontymca.org



LiveWell Longmont
Worksite Wellness Collaboration
A LiveWell Colorado Community

***Vision:** To make a significant contribution to Longmont's community-wide effort to become the healthiest city in the healthiest state.*

***Mission:** Create a collaborative, sustainable, results-oriented comprehensive wellness program among the City, the Hospital, and the School District. Serve as a resource for the Longmont business community.*

