



**shapeupRI**

**for a healthy Rhode Island**

# **Shape Up RI**

**Performance Report  
Spring 2011**

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## Executive Summary

Shape Up RI is a team-based wellness program that encourages employees to join together to be more active, eat better, and improve their health that is delivered online and via the telephone. In the program, employees form teams and compete to walk the most number of pedometer steps, lose the most weight, and/or exercise the greatest number of minutes. Each participant was provided with a start-up kit and access to the Shape Up RI online system. The program was run from February through May 2011 to 9,197 participants.

72.2% of the participants were actively engaged in the competition and 97.6% said they were satisfied with the program. Participants who completed the program lost an average 7.4 pounds and 16.8% of participants in the weight loss division lost 10 or more pounds.

An overwhelming majority of participants in the program were satisfied. Below are some of the comments participants submitted about the competition:

Love the program! It motivates me to get moving more than I do when I am in between sessions so I don't let my team down. I have enjoyed being a team leader as well, cheering people on and congratulating them on their successes. My personal success is I lose a little more weight each time I participate which makes me very happy.

Definitely a motivator, especially when you are part of a team! What a great program. Thanks!

Extremely well organized and administered. I had more success than I anticipated. Counting calories seems to click with me as opposed to Weight Watchers program.

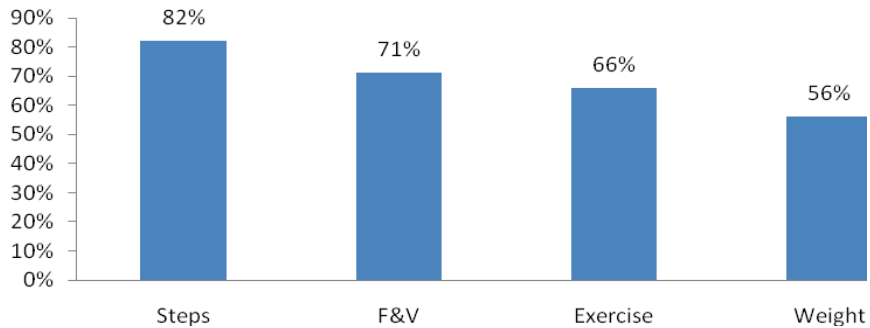
I love the pedometer, it is the one single thing that has the greatest impact on me. My job is a mix of office work and walking around, and when i wear the pedometer i am way more aware of how active or sedentary i have been, and i make goals to hit a certain number of steps per day and per week - it really helps me keep focused. I also really like the prizes and classes, even though i have yet to take a single class it is one of the things that makes me sign up every year.

The program reached a diverse population with 58% of the population participating for their first time. Participants formed new friendships with colleagues and built a sense of community and camaraderie. The Shape Up RI program had a substantial effect not only on the physical health of the participants but also on their morale and emotional well-being.

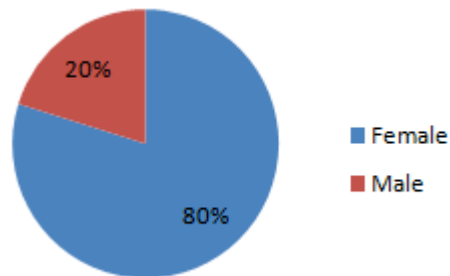
## Demographics & Participation Statistics

The pedometer step division was the most popular with 82% of participants competing in this division. 71% of participants competed in the fruits and vegetable division, 66% competed in the exercise minutes division, and 56% of participants competed in the weight loss division. There were 1,854 male and 7,343 female participants in the program. The average age was 44 years old.

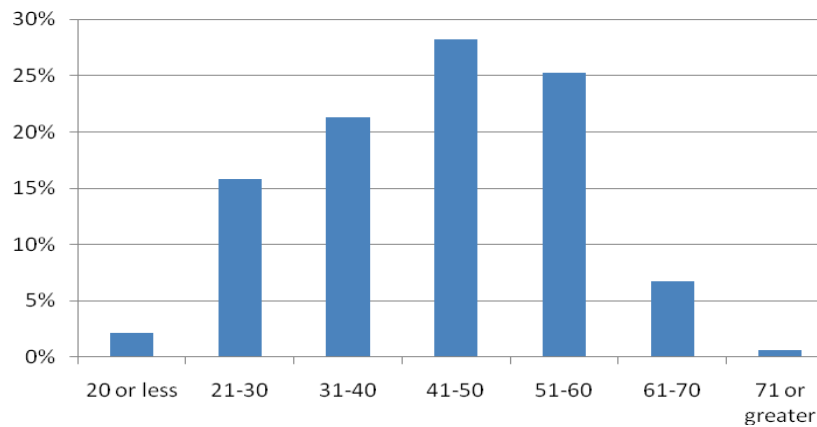
**Percent of Participants in Each Competition Division**



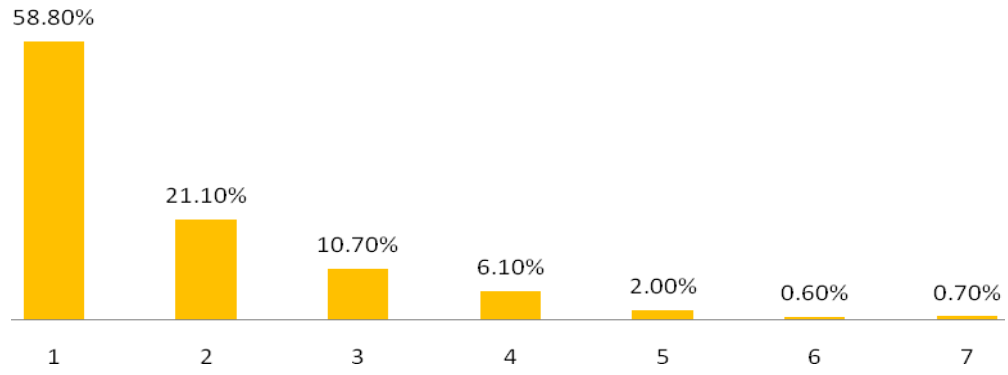
**Gender Distribution**



**Age Distribution**

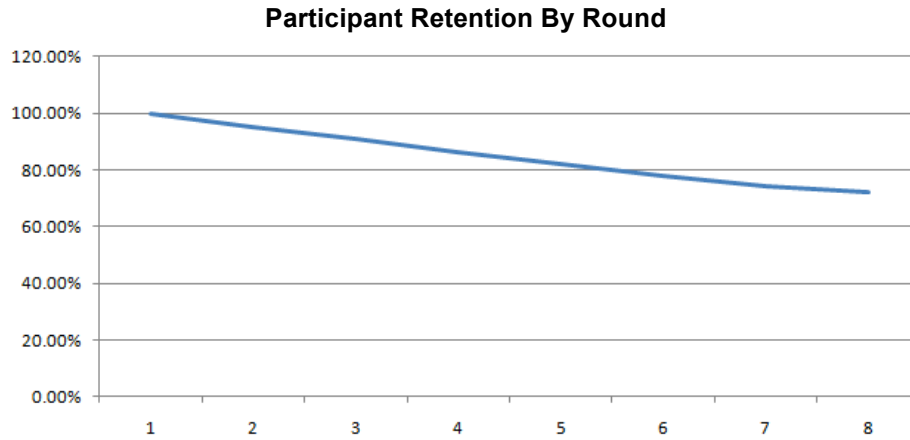


### Number of Times Participating In Shape Up RI



## Retention

Shape Up RI achieved a strong retention rate with 72% of the participants actively engaged in the program.



## Results

The average participant at Shape Up RI who completed the program lost 7.4 lbs (4.1% of body weight). See Appendix I for detailed analysis of the outcomes of Shape Up RI employees.

### Average Outcomes Per Participant

	<b>Completers</b>
<b>Weight Loss (lbs / %)</b>	-7.4 / -4.1%
<b>BMI Points</b>	1.2
<b>Minutes Exercised Per Day</b>	52
<b>5/Day Fruits and Veggies</b>	77%
<b>Pedometer Steps Per Day</b>	10,237

### Cumulative Outcomes Per Participant

<b>Cumulative Weight Loss (lbs)</b>	22,412
<b>Cumulative BMI Points Lost</b>	5,253
<b>Cumulative Hours Exercised</b>	284,214
<b>Cumulative Pedometer Steps</b>	4,384,274,001

## **New Initiatives Summary**

One of the areas of focus in recruiting for the 2011 Shape Up RI program was to reach out to areas of racial minority as well as areas of low income status. To do this, specific objectives were met:

- Reach out to companies that have already have been involved that have large minority groups
- Find new companies that we have had trouble getting in the past due to funding
- Research new companies that we have never reached out to that have large minority/male populations and engage them
- Put something on the website/ in newsletter highlighting it as a story/partnership
- Reach out to community organizations from last year and re-engage them
- Research new orgs and groups that have a focus of any of the following: health and wellness, leadership, minority groups, senior centers