

What else can I do?

- Promote a program orientation meeting for employees.
- Provide space at your worksite for a promotion meeting, and for pre- and post-program screenings.
- Identify a person to distribute newsletter issues.
- Provide financial support for all or part of the participant fee.
- Allow spouses of employees to attend the worksite meeting and screenings.

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... and justice for all

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Investing in Employee Wellness

is good business:

- Lower insurance premiums
- Lower turnover
- Increase productivity
- Increase job satisfaction

IOWA STATE UNIVERSITY
University Extension

Nearly 1 in 3 Americans age 25 or older has high blood pressure.

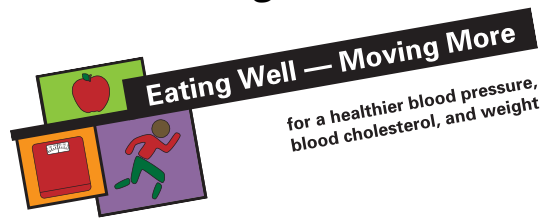
One-third of the people with high blood pressure don't know they have it.

So what?

High blood pressure (hypertension) is one of the major risk factors for heart attack, stroke, heart failure, and kidney disease.

- When high blood pressure exists with obesity, smoking, high blood cholesterol levels or diabetes, the risk of heart attack or stroke increases.
- High blood pressure has NO symptoms. That's why it's often called the "silent killer." The only way to know if you have it is to have your blood pressure checked.
- Being at risk for any single health condition is associated with higher medical costs.
- Costs related to hypertension are estimated to run \$110 billion a year.

Introducing...



A wellness program that helps employees make lifestyle changes in five areas that influence hypertension:

- Weight
- Physical activity
- Diet
- Sodium intake
- Alcohol use

Eating Well—Moving More

- incorporates the “DASH eating plan” that has been shown by research to reduce hypertension
- was developed by Iowa State University Extension nutrition and health specialists
- has a proven track record in helping people make health-improving changes

A recent participant reduced her blood pressure without medications: “At first it was not easy, but with the tips I received from the program I was able to stick with the plan and not only lower my blood pressure but also lose weight.”

What's available?

- On-site session(s) with ISU Extension nutrition and health specialist.
- On-site blood pressure and weight screening with individual risk assessments before and after the series.
- Eight self-study newsletters for employees. Each issue includes lifestyle behavior assessments and goal setting materials.

How much does each option cost?

- On-site promotion session = \$75 to \$150 per session*
- On-site lunch and learn sessions = \$75 to \$150 per session*
- On-site pre- and post-screenings PLUS 8 bi-weekly newsletters = \$25/participant
- Optional incentives:
Pedometers = \$8/participant
Stretch bands = \$2/participant

*Contact your local nutrition and health field specialist for cost based on organization size.