

Weight Management

maintenance programs, would reduce the lifetime risk of cardiovascular disease for participants.⁵ For example, simple community-based programs to improve nutrition, such as home gardening and media education programs, are not expensive—generally costing less than \$10 per participant per year.³³

Ideas That Work

- Provide point-of-purchase labeling identifying food groups, nutritional content, special dietary needs, and fulfillments.
- Promote awareness through screenings.
 - Screen for BMI, blood glucose, cholesterol, blood pressure, and other biometrics.
 - Distribute information/worksheets on metabolic syndrome.
- Help develop/support awareness and educational opportunities.
 - Promote the USDA food pyramid (“MyPyramid”).
 - Offer nutrition classes: managing blood sugar, osteoporosis prevention, heart healthy, prenatal health, modify salt intake.
 - Provide healthy cooking classes (dairy and gluten free, heart healthy, healthy options for kids, seniors, culturally specific for ethnic groups).
- Support initiatives that promote breastfeeding.
 - Provide funding for education, lactation consultants, and neonatal support for mothers.
 - Provide for appropriate, private, comfortable, quiet feeding areas.
- Sponsor and support food banks and community pantries.
 - Staff venues with employee volunteers.
 - Provide funding.
 - Provide transport support (e.g., trucks).
- Support community gardening through in-kind donations, direct sponsorship, support for publicity, purchasing viable sites, tools, seeds, fertilizer, and providing water and space for farmers’ markets. Benefits of community gardens include:
 - Producing natural, nutritious food.
 - Building community engagement, commitment, and spirit.
 - Providing an exercise option that is appropriate for all ages.
 - Enhancing the local landscape visually.



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Rochester Business Alliance

Eat Well. Live Well. Challenge

Coalition Leadership:

Bausch & Lomb, Eastman Kodak Co., Finger Lakes Health Systems Agency, Jasco Tools, Paychex, Rochester Institute of Technology, Wegmans, Xerox

Program Goals:

- Promote the health benefits of regular physical activity and good nutrition.
- Encourage community members to eat 5 cups of fruits and vegetables per day.
- Encourage community members to achieve 10,000 steps per day (e.g., walking).

Program Components

- Public service announcements and signage throughout Greater Rochester.
- Distribution of free pedometers.
- Created a competitive format that includes a standard measurement system.
- Reinforced a culture of leadership at all levels, within participating companies.

Program Highlights

- In 2009, the “Eat Well. Live Well.” challenge had more than 44,000 participants representing more than 300 organizations.

Other Initiatives

- Regional Health Information Organization.
- Physician Pay Initiative.
- Generic Drug Initiative.
- Hospital Efficiency.
- Hypertension Initiative.

“To our knowledge *Eat Well. Live Well.* is the largest community wide wellness program in the world. The outcomes show that people can often improve their health dramatically when they make modest changes.”

