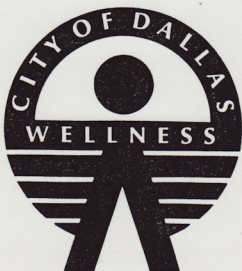


The Weigh to Wellness



The Weigh To Wellness (WTW)

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***Your* Program
Objective:**

**To achieve weight
reduction through a
healthy, common
sense approach.**

***Your* Goal:
To
Lose
Weight**

The Weigh to Wellness Questionnaire





**The Weigh to Wellness
Questionnaire**

	Individual Response	Group Consensus
1. Do you weigh more than you'd like to? If yes, why?	Yes ___ No ___	Yes ___ No ___
a. "I don't exercise!"	Yes ___ No ___	Yes ___ No ___
b. "I eat everything I see!"	Yes ___ No ___	Yes ___ No ___
c. "I eat too many fried foods!"	Yes ___ No ___	Yes ___ No ___
d. "It's my family heredity!"	Yes ___ No ___	Yes ___ No ___
2. Does the average person consume 130 pounds of sugar per year?	Yes ___ No ___	Yes ___ No ___
3. It may take beef a couple of weeks or more to digest through your digestive system?	Yes ___* No ___	Yes ___ No ___
4. Do you have a general idea of the kinds of foods which are "nutritionally" good for you?	Yes ___ No ___	Yes ___ No ___
5. Do you exercise?	Yes ___ No ___	Yes ___ No ___
If yes, how often?		
a. Daily.	Yes ___ No ___	Yes ___ No ___
b. Twice per week.	Yes ___ No ___	Yes ___ No ___
c. 3 to 5 times per week.	Yes ___ No ___	Yes ___ No ___
d. Every other week or so.	Yes ___ No ___	Yes ___ No ___
e. While dreaming in REM state.	Yes ___ No ___	Yes ___ No ___
f. Through empathy with others.	Yes ___ No ___	Yes ___ No ___
If no, why not?		
g. Difficulty staying motivated.	Yes ___ No ___	Yes ___ No ___
h. Health/fitness related problems.	Yes ___ No ___	Yes ___ No ___
i. Child care.	Yes ___ No ___	Yes ___ No ___
j. Using your car is easier.	Yes ___ No ___	Yes ___ No ___
k. It's more fun riding the elevator.	Yes ___ No ___	Yes ___ No ___
l. You're not really so fat?	Yes ___ No ___	Yes ___ No ___
m. Your spouse looks worse than you do so, "What the hey!"	Yes ___ No ___	Yes ___ No ___
n. It's a sexual or cultural thing; "I'm supposed to get fat. Everyone in my family is fat!"	Yes ___ No ___	Yes ___ No ___
o. Skinny people get on my nerves.	Yes ___ No ___	Yes ___ No ___



Individual Response

Group Consensus

6. Do you have children?

(or regular and immediate contact)

Yes ___ No ___

Yes ___ No ___

a. Have you ever told them to:

"Watch your appetite."

"No snacks before dinner...it'll
spoil your appetite!"

Yes ___ No ___

Yes ___ No ___

Yes ___ No ___

Yes ___ No ___

b. Given the direction and counseling
you've given your children, do
you practice what you preach?

Yes ___ No ___

Yes ___ No ___

7. So, after all of the hype, all of the
publicity and the national exposure of her
short-lived weight loss success (achieved
through the Optifast liquid diet program)
and her ultimate weight loss failure:

a. What was Oprah Winfrey's problem?
(Or problems?)

b. What have you learned, if anything
from Oprah's weight reduction
experience?



The
City of Dallas
proudly announces
a weight loss program that's
absolutely, positively, unquestionably
the *best*
in the business!

The Weigh to Wellness

Our Guarantee

We guarantee not to be any more or less successful than any other weight loss program. We will hinge our success totally on your ability to remain dedicated, consistent, you know... "faithful" to the program. In other words, if you give up...hey, don't blame us.

The extra fine print!

As with all weight loss businesses, there is absolutely no obligation for this program to prove that this service works. Nor do we have any reason or legal requirement to release any information about our success or failure rate. Sorry, but that's just the way it is. Let the buyer beware.



The Weigh To Wellness

Our Competition?

Diet programs make no guarantee about their success rates but are more than willing to indicate that they are better than their competition.

Diet Center
Jenny Craig
Nutri/System
Physicians Weight Loss Centers
Weight Watchers
The Diet Workshop



The Weigh To Wellness

How The Competition Measures Up?

Over The Counter Diets

(Meal Replacement Products)

<u>Examples</u>	<u>Target Audience</u>	<u>Availability</u>	<u>Calories per Serving</u>	<u>Duration of Diet</u>
Ultra Slim Fast Dyna Trim	Loss of 40 lbs. or less	Supermarkets	80 - 300	As long as it takes!

<u>Caloric Source</u>	<u>Relapse Rate</u>	<u>Caution</u>	
-----------------------	---------------------	----------------	--

Carbohydrates	90% to 92%	Use without meals may cause loss of lean body weight (mass) if not severely overweight.	*
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Medically Supervised Liquid Diets

(Semi-starvation)

<u>Examples</u>	<u>Target Audience</u>	<u>Availability</u>	<u>Calories per Serving</u>	<u>Duration of Diet</u>
Optifast New Direction Medifast	Loss of 40 lbs. or more; Obese	Hospitals and Physicians only	400 to 800 per day	12 to 16 weeks

<u>Caloric Source</u>	<u>Relapse Rate</u>	<u>Caution</u>
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High-protein	35% to 60%	May cause loss of lean body weight (mass).
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WTF Program Comparisons

Name	Founder	Medical Clinician	Staff/Trainers	Type of Program	Frequency of Visits During Week	Nutrition, Exercise Behavior Modification	Type of Food	Feasibility in Food	% of Calorie From Protein, Carbs, Fat	Average Weight Loss Expected Per Week	Nutrient Supplement	Duration Reference	Frequency of Visits During Week	Cost (Visits per Location and Special Other)
Die Crever	Die Crever	Physician	company-based dietitians and coaches	individual and optional group sessions	6 days a week	optimal nutrition and behavior modification program	regular food	very flexible	27 50 23	2.10 to 2.2 lb. for women; 1.5 to 1.6 lb. for men	food supplement provided by the company	up to 1 year	weekly	\$26 to \$50 a week for visits and maintenance
Jerry Craig	Jerry Craig	physician	company-based dietitians	individual counseling and optional group sessions	2 days a week	mandatory nutrition counseling and behavior modification program	flexible diet from the company, supplemented by regular exercise and diet and daily practice	very strict	20 60 20	1.10 to 1.2	optional supplement	1 year	weekly for first 4 months, then monthly	\$70 to \$100 for registration, meetings and meals; \$10 a day for maintenance; \$100 for behavior modification and exercise tape (optional); \$40 for maintenance
Nutritionplan	Health Care	physician	company-based dietitians with undergraduate degrees in psychology	individual counseling and mandatory group sessions	weekly	mandatory nutrition counseling and behavior modification program	individual and packaged meals purchased from the company	highly flexible	20 60 20	1.10 to 1.2	none	1 year	weekly for first 6 months, then every other week	\$200 for weight loss and maintenance; \$10 a day for company meals
Physicians Weight Control Centers	Charles E. Stone, a health insurance executive	diets are prepared by dietitians and physicians	physicians and company-based dietitians	initial private appointment and mandatory individual counseling and group sessions	daily for first 3 weeks, then 2 days a week	mandatory nutrition and behavior modification program	regular food	fairly strict	20 47 31	2	nutrient supplement provided separately by the company	1 year	weekly	\$250 - \$300 for weight loss, depending on number of visits; \$100 to \$200 for maintenance; \$20 a week for supplements
Weight Watchers	Joan Berkus	diets are adapted to each individual	company-based dietitians	mandatory weight-in and optional group sessions	weekly	optimal nutrition and behavior change; optional exercise program	regular food	very flexible	20 50-60 20-30	1.0 to 1.2	optional supplement	at least 6 weeks	weekly for first 6 weeks, then at client's discretion	\$15 to \$25 for registration; \$8 to \$12 a week for first 6 weeks; \$10 to \$15 a week thereafter; weight loss and maintenance are free





The Weigh To Wellness
The Final Word On The Competition

Researchers of diet programs generally agree that only about 7% to 8% of all diet program customers reach their weight-loss goal and maintain it for at least six months.

**American Health Magazine
July/August 1991**



The Well Street Journal

DESIGN YOUR OWN WEIGHT LOSS PROGRAM AND EXERCISE !

By Rita Rubin, Staff Writer for the Dallas Morning News
from American Health Magazine, July/August 1991

DALLAS - NEWS FLASH!!! A study by Dr. Judith S. Stern, a professor of nutrition and internal medicine at the University of California at Davis, showed that the dieters most likely to keep the pounds off are those who design and follow their own weight-loss programs instead of adhering to someone else's. In her study of successful dieters, *only* 20% went to Weight Watchers or a similar program, while 73% *devised their own plans*.

What made the difference? For one thing, people on self-designed diets tended to include favorite foods on the menu and set modest, easily attainable goals for themselves. Successful dieters also had more social support. One Purdue University study showed that dieters who were "coached" by a partner lost 30% more weight over a 15 month period than dieters who went it alone.

The most important factor in permanent weight loss, however, is physical exercise. In Stern's study, 90% of the successful dieters exercised regularly (at least 30 minutes three times a week) compared with only 34% of those who gained it back.

The reason exercise is so important for weight loss is that it burns calories even when you aren't working out, by increasing your resting metabolic rate. This extra energy output is especially valuable when you're on a diet.

Evidence suggests that low-calorie diets cause the metabolism to slow down - with the result that dieters burn fewer calories than nondieters, making it harder to lose weight. Exercise, on the other hand, raises the metabolic levels of dieters and also helps prevent loss of lean tissue in the course of the diet, allowing them to burn even more fat.



The Weigh To Wellness

Where To Begin?

The Federal Trade Commission (FTC) suggests consumers ask five questions of any diet program? (American Health Magazine, July/August 1991)

Question

WTW's Answer

1. What does the program require you to do?
 - a. Identify what you eat.
 - b. Identify areas of deficiencies in diet/nutrition.
 - c. Implement corrections to diet/nutrition.
 - d. Monitor your program compliance.
 - e. Identify current exercise program.
 - f. Identify areas of deficiencies in exercise program.
 - g. Implement corrections to exercise program.
 - h. Monitor your program compliance.

2. How much does it cost, and how do you pay for it?
 - a. To Wellness Program members, it's *free!*
 - b. To non-Wellness Program members a non-reimbursable enrollment fee of \$37.50, *which can be applied to a Wellness Program membership, is required.*

3. What are your health risks?

Losing too much weight can be a problem also. We recommend that you consult your personal physician prior to participation in this or any weight reduction program.

4. What kind of professional supervision is provided?

There are no staff physicians associated with this program. You are responsible for the development and maintenance of your own health and fitness level. WTW will provide guidance and communicate current weight reduction concepts which are openly available to any inquiring consumer.

5. What kind of maintenance program is provided, and at what cost?

WTW has worked with you in designing a personal diet and exercise program to achieve your weight reduction goals, and even though the entire long-term success of *your* program is all up to *you*, we're here to help!

On-going counseling is provided at no cost to all employees. WTW requires no maintenance fees for Wellness Program members.

For non-members, a maintenance fee of \$37.50 (which includes a Wellness Program membership) is required *if paid any time during the six week course*. Otherwise, a maintenance fee of \$75.00 is required, which includes Wellness program membership.



The Weigh To Wellness

Do We Need To "Hold Your Hand"?

No. We don't!

Instead, beginning right now, WTW is teaching you a healthy, common sense approach to *achieve your own* optimum health.



The Weigh To Wellness (WTW)

Weekly Program Schedule

Week 1

- I. Communicate WTW Program Goals
 1. Mind (attitude)
 2. Body (exercise)
 3. Diet (nutrition)

- II. Determine the Weight-Loss Needs of Each Participant
 1. Distribute *WTW Dietary, Exercise and Motivational Needs Questionnaire* to determine the needs of each participant.
 2. Start file for each participant
 - a. take measurements
 - b. record weight
 - c. record percent body fat (%BF)
 - d. record height
 - e. Schedule for fitness assessment

- III. Communicate information on various weight reduction programs
- IV. Re-emphasize WTW program goals.

Week 2

- I. Set daily and weekly participant goals based on the *WTW Dietary, Exercise and Motivational Needs Questionnaire*.
 - a. Weight loss and percent body fat
 - b. Exercise
 - c. Dietary/nutritional
 - d. Motivational/attitudinal
 - e. Buddy system

- II. Establish individual participant meal plans.
- III. Assign essays on diet/nutrition, health/fitness and motivation.
- IV. Orientation on Wellness Program facilities and equipment.

Week 3

- I. Review WTW Week 2 status reports, number "I, a. through e." above.
- II. Discuss tips for reshaping eating habits.
- III. Discuss tips for reshaping exercise habits.
- IV. Discuss behavior modification and motivational techniques.
- V. Share participant testimonies.
- VI. Review essays on diet/nutrition: "If I really ate properly I would...?".

Week 4

- I. Review WTW Week 3 status reports, number "I, a. through e." above.
- II. Discuss tips for reshaping eating habits.
- III. Discuss tips for reshaping exercise habits.
- IV. Discuss behavior modification and motivational techniques.
- V. Share participant testimonies.
- VI. Review essays on health/fitness: "If I was really healthy/fit I would...?".

Week 5

- I. Review WTW Week 4 status reports, number "I, a. through e." above.
- II. Discuss tips for reshaping eating habits.
- III. Discuss tips for reshaping exercise habits.
- IV. Discuss behavior modification and motivational techniques.
- V. Share participant testimonies.
- VI. Review essays on motivation: "If I was really motivated I would...?".

Week 6

- I. Review WTW Week 5 status reports, number "I, a. through e." above.
- II. Discuss tips for reshaping eating habits.
- III. Discuss tips for reshaping exercise habits.
- IV. Discuss behavior modification and motivational techniques.
- V. Share participant testimonies.
- VI. Review essays on the success or failure of participants in weight reduction programs.
- VI. Award certificates: *Certificate of Completion* and/or *Certificate of Weight Reduction Success*



The Weight To Wellness
Enrollment Form

Notes

Authorization for Payroll Deductions

Name _____ Sex: Male _____ Female _____
Social Security Number _____ Department _____
Business Phone Number _____ Home Phone Number _____

I hereby apply for participation in The Weight To Wellness program administered by Employee Benefits. I understand that the full fee for enrollment must be paid whether or not I participate for the entire 6 week program. I further understand, if I terminate or retire, the fees are still due and will be deducted from my final paycheck.

Recognizing that participation in The Weight To Wellness involves risks, I hereby agree to assume the risks attendant to such participation and hereby release the City of Dallas, its agents, and employees in both their public and private capacities, from any and all liability, claims, suits, demands, or causes of action which may arise from my participation in The Weight To Wellness program. Provided, however, this release shall not affect any Worker Compensation and Employee Benefits to which an employee is otherwise entitled.

EMPLOYEE
(Choose One)

I authorize payroll deductions for The Weight To Wellness program:

- _____ One time \$37.50 deduction
- _____ \$37.50 deducted over three months (\$8.25 per pay period)
- _____ Enclosed is my one-time payment of \$37.50, check or money order.

Date _____ Employee Signature _____

The Weigh To Wellness
Enrollment Form



Authorization for Payroll Deduction

Name _____ Sex: Male ___ Female ___
Social Security Number ___ - ___ - ___ Department _____
Business Phone Number _____ Home Phone Number _____

I hereby apply for participation in *The Weight to Wellness* program administered by Employee Benefits. I understand that the full fee for enrollment must be paid whether or not I participate for the entire 6 week program. I further understand, if I terminate or retire, the fees are still due and will be deducted from my final paycheck.

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EMPLOYEE

(Choose One)

I authorize payroll deductions for: *The Weight To Wellness* program:

- One time \$37.50 deduction.
- \$37.50 deducted over three months (\$6.25 per pay period)
- Enclosed is my one-time payment of \$37.50, check or money order.

Employee Signature

Date