



COUNTYWIDE FITNESS CHALLENGE

The Journey to Wellness

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COUNTYWIDE FITNESS CHALLENGE

- Each year, statistics gathered from County medical plans revealed that County employee health was deteriorating.
- In 2010:
 - 76.2% of EEs were overweight/obese
 - 7.7% were diabetic
 - 12.7% had hypertension
 - 38.2% had borderline/high cholesterol
- Each year our medical premiums increased due to surges in trend and utilization that were primarily the result of EE poor lifestyle choices.
- This was unsustainable from a long-term fiscal standpoint.





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According to the Center for Disease Control, we are eating ourselves into a diabetes epidemic.

The International Diabetes Foundation (IDF) says that, “Diabetes and obesity are the biggest public health challenge of the 21st century.” The supporting statistics they cite are staggering:

- As of 1999, diabetes affected 16 million (six percent) of Americans – an increase of 40 percent in just ten years.





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Obesity has become epidemic

- During the same period, the obesity rate climbed from 12% to almost 20%.
- Last year the diabetes and obesity rates increased 6% and 57%.
- Every three seconds, someone is diagnosed with diabetes.
- Of the children born in 2000, one in three will eventually develop diabetes.
- This is the first generation whose life expectancy will be shorter than their parents.





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Overweight/obese is a comorbidity of diabetes

Begin to reduce weight, other trends would follow.

Initial goal for employees:

- Increase physical activities
- Manage weight by:
 - Make healthier food choices
 - Decrease portion size





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In 2010, the County initiated a new wellness program –
The Countywide Fitness Challenge

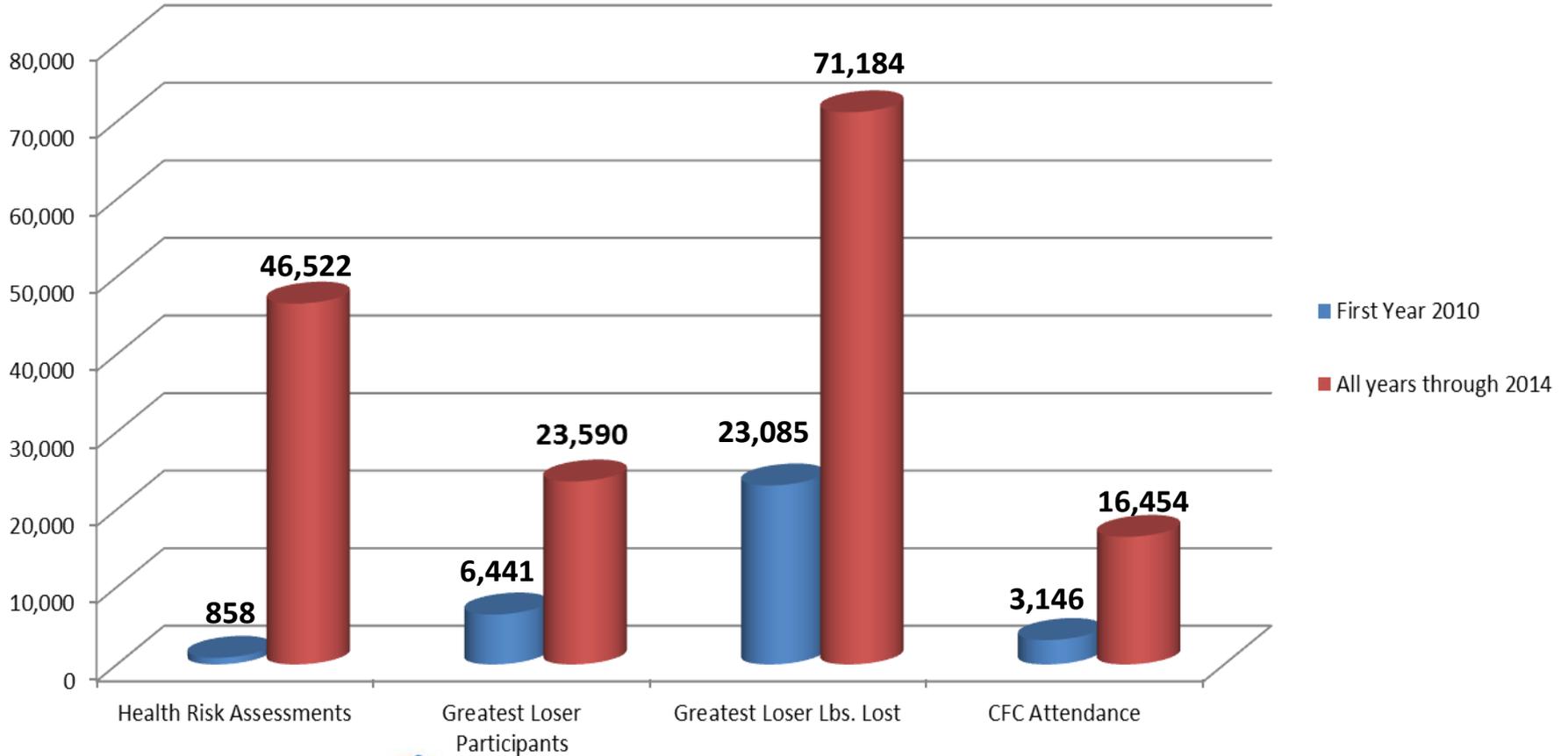
Three Principle components:

- Get EEs to take an annual health risk assessment
 - Uncover potential risks
 - Receive lifestyle change recommendations
- Host an annual “Greatest Loser” contest to promote healthy eating and portion control
- Host **FREE weekend** fitness events for the whole family at local park venues
 - Hikes, kayak/paddle board lessons, master dance class, 5K runs, etc.





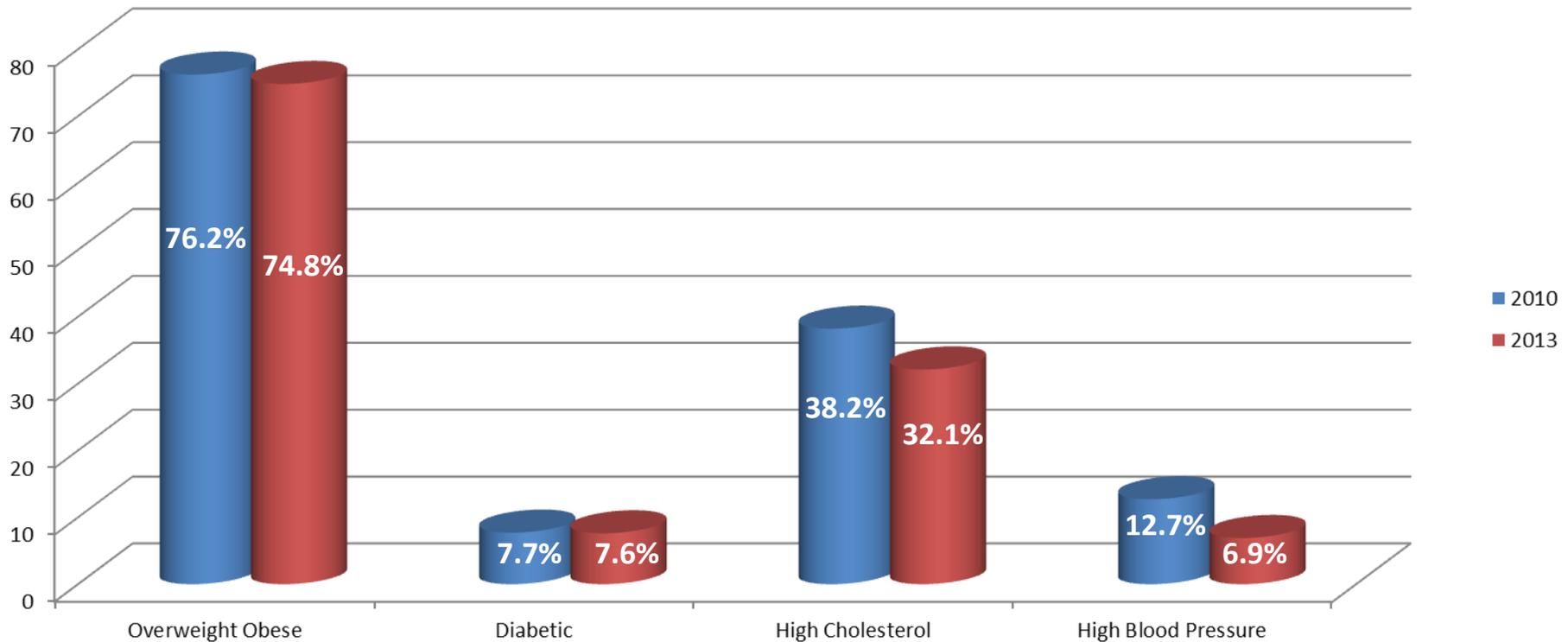
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Results





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Questions?

