

“In It To Lose It” Corporate Wellness Program.



“Biggest Loser (In it to lose it)” Corporate Wellness Program Concept Note 2024

Overview

The Just-Fitness "Biggest Loser (In it to Lose it)" Corporate Wellness Program 2024 is a 90-day wellness initiative aimed at fostering a healthier and more sustainable workforce. This program offers corporate organizations a significant opportunity to advance their wellness objectives, enhance employee well-being, and cultivate a positive and cohesive work environment.

By participating, organizations can make significant progress towards their wellness goals, contributing to the overall health and productivity of their employees. This initiative not only promotes physical health but also encourages a supportive and collaborative workplace culture.

Join us on this transformative journey towards a healthier, happier, and more productive workforce.



Introduction:

In today's fast-paced corporate landscape, prioritizing employee well-being is essential for fostering a thriving workplace. In response to the pressing need for a healthier workforce, Just-Fitness Pty Ltd is excited to introduce the "Biggest Loser (In It to Lose It)" Corporate Wellness Program 2024. This initiative aims to promote a culture of health and wellness within organizations across Eswatini by focusing on physical fitness, mental well-being, and overall productivity.

Through research, Just-Fitness has found that by 2030, non-communicable diseases (NCDs) are estimated to cause more deaths in Eswatini than HIV, tuberculosis, malaria, and maternal complications combined. Moreover over 90 percent of adults in Eswatini are currently at risk of developing an NCD, which is concerning. In response to this pressing public health issue, Just-Fitness has previously partnered with the Ministry of Health and the Clinton Health Access Initiative to launch the "In It To Lose It" campaign. The purpose of this initiative was to assist the people of Eswatini in losing excess weight, eliminating unhealthy eating habits, and adopting healthier lifestyles, all while raising awareness about the importance of healthy living. Ultimately, this initiative remains relevant because it contributes to the prevention and management of non-communicable diseases within our communities.

Aims/ Objectives:

- To Promote Healthy Lifestyles and Prevent Non-Communicable Diseases (NCDs)** by encouraging employees and the community to adopt healthier eating habits and engage in regular physical activity, while raising awareness about the importance of nutrition and its role in preventing non-communicable

diseases.

2. **To Enhance Mental Well-being** by providing comprehensive resources and support for mental health, including stress management techniques and mindfulness practices, fostering a holistic approach to health.

3. **To Foster Team Engagement and Community Cohesion** by creating a sense of community and teamwork through group activities, challenges, and screening exercises that encourage collaboration and engagement among employees and the broader public.

4. **To Improve Workplace Productivity** by reducing absenteeism through team-building initiatives that promote healthy living and encompass mental, physical, and social well-being, thereby increasing overall workplace productivity and morale.

5. **To Increase Health and Nutritional literacy** by providing accessible information and resources, empowering individuals to make informed choices about their health and well-being, and encouraging the public to participate in regular exercise through community events and initiatives.

Program Structure

The “Biggest Loser (In it to lose it)” Corporate Wellness Program will run for 12 weeks and consist of the following components:

Initial Health Assessments:

- Comprehensive health screenings to establish baseline metrics such as weight, BMI, blood pressure, etc.
- Personalized fitness and nutrition plans based on individual assessments.

Weekly Challenges:

- Physical activity challenges, including the Amazing race challenge.
- Nutrition challenges, such as the MasterChef Cook-off challenge and meal planning workshops.

Workshops and Seminars:

- Mental Health sessions covering topics such as anxiety, stress management, mental resilience and mindfulness.

Support and Resources:

- Access to fitness facilities and equipment.
- Regular check-ins with wellness coaches for personalized support.

Incentives and Rewards:

- Weekly prizes for challenge winners.
- Grand prize for the overall "Biggest Loser" based on the percentage of weight lost and overall improvement in health metrics.



Previous NCD Campaign

In 2023, Just-Fitness successfully launched the 'In It to Lose It' campaign, focusing on Non-Communicable Diseases (NCDs). The goal of the campaign was to educate, raise awareness and reduce the prevalence of NCDs such as diabetes, hypertension, and cardiovascular diseases. The campaign consisted of the following components:

1. **Health screenings and check-ups** for early detection of NCDs.
2. **Educational workshops** to inform individuals about healthy eating, physical activity, and lifestyle modifications to prevent NCDs.
3. **Community engagement and collaborations** with local health organizations to expand the campaign's reach.

Mental Wellness

Recognizing the significance and increasing focus of mental health in Eswatini, Just-Fitness has incorporated mental wellness into its corporate wellness programs. Key initiatives include:

1. **Mental Health Workshops** that focus on mental health education, stress management, mindfulness, and the development of mental resilience.
2. **Counselling Services** that offer employees access to professional counselling services to assist them in managing stress, anxiety, and other mental health issues.
3. **Establishment of Support Groups** to create a secure environment for employees to share their experiences and provide mutual support.

Implementation Plan

Pre-Program Phase:

- Create awareness and encourage participation through marketing and promotion.
- Register participants and conduct initial health assessments.

Program Phase:

- Select trainers to assist participants on this journey.
- Form teams of 25 participants per team .
- Provide participants with an orientation and lecture on a healthy weight loss through proper diet guidelines by Retha Harding, a registered Dietician.
- Prohibit participants from consuming diet pills, supplements and other weight loss aids.
- Conduct weekly challenges, workshops, and check-ins.
- Provide continuous monitoring and support .

Post-Program Phase:

- Conduct final health assessments to measure progress.
- Award participants for their participation and engagement in the program
- Collect feedback from participants to improve future programs.

Rules

1. Participants should refrain from skipping meals.
2. The organizers reserve the right to disqualify any participants who fail to follow the rules and guidelines.
3. The aim of this initiative is to help participants achieve a healthy body transformation through proper diet and exercise. The organizers and partners cannot be held liable or responsible for incidents resulting from improper practices related to this contest.

Expected Outcomes/ Key Performance Indicators

The following are the expected outcomes of the "Biggest Loser (In It to Lose It)" Corporate Wellness Program 2024 :

1. Improved physical health and fitness levels among employees.
2. Enhanced mental well-being and reduced stress levels.
3. Increased employee engagement and morale.
4. Higher productivity and reduced absenteeism.

Conclusion

Just-Fitness' "Biggest Loser (In it to lose it)" Corporate Wellness Program 2024 is an all-encompassing initiative meticulously crafted to foster a healthier, more content, and highly efficient workforce. By engaging in this program, companies in Eswatini contribute their unwavering dedication to the well-being of their employees and cultivate a constructive and nurturing work environment.

