



Virginia Statistics

The obesity epidemic continues to be one of the most urgent health problems facing Virginia today. The prevalence of overweight and obesity in the Commonwealth has increased steadily over the past two decades. Center for Disease Control (CDC) 2007 Behavioral Risk Factor Surveillance System (BRFSS) data reveals that 61.9 percent of adult Virginians are overweight or obese. Specifically, BRFSS data indicates that 36.6 percent of Virginians are overweight and 25.3 percent of Virginians are obese. In addition, the percentage of adult Virginians who reported not participating in any physical activity in the past month is 21.6 compared the national average of 23 percent. Virginia mirrors the national average when it comes to adults getting enough physical activity; more than 50 percent of adult Virginians do not meet the recommended amount for moderate physical activity.

About the PEP

The Personal Empowerment Plan (PEP) can help you plan, promote, implement, and evaluate a health promotion program at your worksite. PEP addresses two behaviors: healthy eating and physical activity, and it based on the transtheoretical (stages of change) model which recognizes that people are at varying stages of readiness for changing their health behaviors.

Training Requirements

The program requires training provided through VDH and technical assistance by VDH.

Program Implementation Specifications.

Worksite intervention must last 3 months

PEP Trainer Responsibilities

- Become familiar with research and all components of PEP Guide and CD-ROM
- Participate in VDH training and technical assistance
- Confirm management support of the comprehensive worksite wellness program
- Convene or establish an employee health promotion committee. This committee will ultimately determine the program focus and components.
- The responsibilities of your employee health promotion committee might include the following:
 - Evaluating the current programs, services and policies that are available at your workplace
 - Assessing employee needs and preferences
 - Developing a health promotion operating plan, including a vision statement, goals, and objectives
 - Assisting in implementing, monitoring, and evaluating PEP activities

Budget Checklist: PEP

Program material needs will vary for each group implementing PEP. Below are suggested materials and considerations for implementing PEP and a chart to use in preparing the budget.

Topic	Budget Considerations	Cost
Employee Health Promotion Committee Meeting	<ul style="list-style-type: none"> Meeting Materials including: Nametags, Member responsibilities, Communications on implementation of PEP, Tools to begin planning PEP program, Computer set up, Flip Chart for ideas, Examples from PEP CD-ROM, handouts, promotional materials Space for meeting 	
Incentives	<ul style="list-style-type: none"> Incentives can be used to increase the number of participants engaged in a worksite wellness program. They can be as small as free fruit and pedometers or as large as exercise equipment and gift certificates. (Estimate 12-14 week program with 1-2 incentives per week for participation = \$120-\$280) 	
Equipment Fees	<ul style="list-style-type: none"> Sample budget items could include: pedometers, free-weights, yoga mats, resistance bands, video equipment or exercise DVDs. 	
Communication Needs	<ul style="list-style-type: none"> Including: web site maintenance, mail inserts, program announcement emails, bi-weekly newsletters, posters/signs for classes offered or brochure printing costs, Kick-Off Event promotion (Promotional materials included in PEP CD-ROM, consider costs for reproducing materials) 	
Kick-Off Event	<ul style="list-style-type: none"> Including: Advertising with posters/fliers/emails, Kick Off activities (guest speaker, workshop, food demonstration, 5K Walk), Kick-Off questionnaire to enroll participants, PEP timeline for activities 	
Program Components:	<ul style="list-style-type: none"> <u>Seminars.</u> Contact your local hospital, university, American Heart Association, American Cancer Society, American Dietetic Association for the availability of speakers. (Free- \$150 per speaker) <u>Competitions/Challenges.</u> Develop individual or interdepartmental challenges to encourage people to meet the public health recommendations for healthy eating and physical activity. Reward the winning team or those who meet the challenge goal with a prize. (Examples include using pedometers to track department steps and then use a chart to display successes of each department. (Pedometers, \$4/person) <u>Environmental and Policy Changes.</u> Create a supportive environment that provides opportunities for healthy eating and physical activity. Review the results of the worksite audit for areas for improvement; then, visit the CHAMPION Plan for ways to promote policy and environmental changes in your worksite. <u>Campaigns.</u> Conduct and promote campaigns such as, "Take a 10-minute walk instead of a 10-minute coffee break" or "Pack a Healthy Brown-bag lunch". <u>Learning experiences.</u> This includes seminars, videos, and classes. 	
	Total for PEP Implementation	

PEP Program Evaluation

- Participant's completion of the Pre-Test and Post-Test
- Participant's completion of the PEP evaluation