



Image courtesy of [Gerd Altmann](#) from Pixabay

## Make Healthy the Simple Choice

Every day you are tasked with making difficult decisions, deciding what to eat and when to be active should not be one of them



By providing healthy or optimal defaults, these decisions become much easier<sup>1,2</sup>



When the decision is easy, it is likely to produce a desired behavior change<sup>1,2</sup>



This behavior change can lead to:<sup>1-3</sup>

- Increased consumption of healthy foods and beverages
  - Reduced caloric intake
- Increased physical activity
- Decreased sitting time

## Policy Plays A Role

To maximize the success, policy should be adopted to support healthy defaults

This includes:<sup>3,6</sup>

- Health insurance benefits/reduced cost of insurance premiums
- Reimbursement for health related activities (gym memberships, activity trackers)
- Paid time allotted for physical activity during the workday
- Implementation of wellness practices as part of the roles and responsibilities of the work force

## REFERENCES

1. Peters et al., 2016
2. Radnitz et al., 2013
3. Hopkins et al., 2012
4. Mishra et al., 2013
5. Soler et al., 2010
6. Anderson et al., 2009
7. U.S. Department of Health and Human Services, 2018
8. Goetzel et al., 2014



# MAXIMIZING ROI ON EXECUTIVE HEALTH

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## Healthy Defaults For Improving Nutrition Quality

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Provide healthy food and refreshment options for meetings and congregation areas<sup>3</sup>



Partner with caterers and restaurants to provide healthy meals for conferences and corporate events<sup>3</sup>

Present healthy options first in cafeteria setting and promote them by placing visible calorie information<sup>1,3</sup>



Ensure at least half of all food offerings in cafeteria and vending machines are healthy and competitively priced (plant-based, low-fat & low-glycemic options)<sup>3,4</sup>

## Expected Health Benefits For The Individual

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Reduced Body Weight<sup>4,6-7</sup>

Lowered risk of all-cause mortality<sup>7</sup>

Lowered risk of many chronic diseases (heart disease, diabetes, alzheimer's & some cancers)<sup>7</sup>

Improvements in blood lipid profiles and blood sugar<sup>4,7</sup>

Reduced anxiety and depression<sup>7</sup>

Improved self-confidence and quality of life<sup>6,7</sup>

Better sleep<sup>7</sup>

## Expected Benefits For The Organization

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Increased employee productivity<sup>6,8</sup>

Increased profits<sup>6,8</sup>

Reduced medical care and disability costs<sup>6,8</sup>

Less work days missed<sup>8</sup>

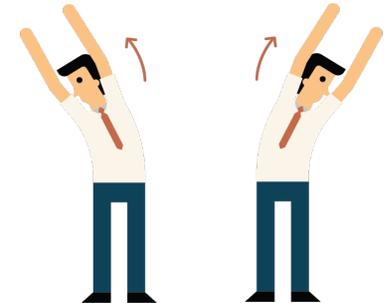
Improved relationships between employees<sup>6</sup>

## Healthy Defaults For Increasing Physical Activity

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Make activity part of the work day by creating opportunities to move:<sup>3</sup>

- 10-minute exercise breaks during lengthy meetings or throughout day
  - Walking meetings
- Wireless headsets for walking calls
  - Use of stairs
- Stretching at the work station



Encourage casual attire that is appropriate for integrating physical activity<sup>3</sup>

Implement signage at elevators and escalators to discourage their use<sup>5</sup>

Encourage and incentivize use of onsite exercise facilities<sup>6</sup>