

Active for LIFESM

A Workplace Physical Activity Program

What is Active for Life Online?

Active for Life Online is a flexible, 10-week, team-based physical activity program that has demonstrated success in increasing the physical activity of its participants. The program is designed to promote regular and sustainable physical activity, health awareness, and the maintenance of healthy behavior, which can lead to improved individual job performance and company morale, as well as lower absenteeism, turnover, disability days, and medical costs. Active for Life is successful because it can easily be adapted to each employee. Participants set their own personal goals based on how active they already are or would like to be. Plus, participants benefit from the social support of belonging to a team.

The American Cancer Society in the Fight against Cancer

According to Healthy People 2010, adults spend more than half of their waking hours in the workplace, making work an important environment for influencing healthy lifestyle behaviors. For individuals who do not use tobacco products, research shows that increasing physical activity, improving diet, and maintaining a healthy weight are the most important ways to improve health and reduce the risk of chronic diseases, including cancer, heart disease, and diabetes. The American Cancer Society Active for Life Online program stimulates the improvement of employee health.

Your Company's Role

- Register for Active for Life Online through your American Cancer Society relationship manager.
- Promote Active for Life Online as an integrated part of FightCancer.org, an American Cancer Society health and wellness resource, or as a free-standing program.
- Identify leaders in your organization to manage the planning and implementation of Active for Life Online.
- Work with your American Cancer Society relationship manager to encourage employees to participate and motivate them toward achieving their physical activity goals.

1.800.ACS.2345
www.cancer.org

Hope.Progress.Answers.®



Benefits to Your Company

Enhance your brand image. The American Cancer Society is the largest voluntary health organization in the world, with 96 percent brand name recognition. Leveraging the American Cancer Society brand with your own provides significant opportunities to influence employee behavior.

Boost employee morale. Offering Active for Life to your employees demonstrates your company's commitment to their well-being. Employees who recognize your company's commitment to their health, happiness, and achievements will in return work harder to ensure your company's success.

Help in the fight against cancer. Although individuals ultimately make decisions about how active they are and what food choices they make, those decisions are greatly influenced by the environments in which they live, work, and play. As an employer, you can shape your employees' work environments to promote employee wellness by offering physical activity programs and making healthy food choices available on-site.

Fast Facts

- According to the Centers for Disease Control and Prevention, 65 percent of US adults are overweight or obese.
- One-third of all cancer deaths are related to overweight or obesity, physical inactivity, and nutrition – all of which could be prevented through healthy lifestyle choices.

For more information, visit www.acsworkplacesolutions.com, or call 1-800-ACS-2345.

"The Active for Life challenge has a huge impact on employee morale, not to mention the health benefits from getting active. You can really see a change in everyone's attitude during the campaign. The challenge puts everyone in the organization on an even playing field, which is not something you see every day! In addition, even after the challenge concludes, teams continue to interact with each other."

– Corporate Executive