

Sample Package of Proactive Approach's Customized Wellness Clubs

Perfect for companies with shift workers; organizations who want specific and customized programming; or groups for which smoking cessation is a priority

Three Wellness Clubs:

- Wellness Clubs 1 and 2 are the same, but meet at different times to accommodate schedules
- Wellness Club 3 is for those who want to quit smoking

Note: this is a nine-month program

Club 1	Nine meetings with nutritionist Nine meetings with personal trainer Body composition testing every other month Food journals for each participant Small incentives as club members achieve milestones Monthly follow-up calls / e-mails Activity outlines for club leaders (and support as needed)
Club 2	Nine meetings with nutritionist Nine meetings with personal trainer Body composition testing every other month Small incentives as club members achieve milestones Food journals for each participant Monthly follow-up calls / e-mails Activity outlines for club leaders (and support as needed)
Club 3	Nine meetings with nutritionist 12 re-useable SmokeSignals® devices Monthly follow-up calls / e-mails Food journals for each participant Small incentives as club members achieve milestones
All	Initial kick-off meeting with stakeholders, club leaders and consultants Binder for club leaders that includes activity outlines and resources Monthly company-specific e-newsletter and/or flyer for announcing activities

Note: this package was developed for a potential client after employees took an assessment that measured interest in participating, current levels of physical activity, perceived levels of on-the-job stress, etc.

Program Details

Clubs 1 and 2:

- Each club has two “co-leaders” who are employees of [REDACTED] and are able to lead and motivate the group
- Meet once per week and concentrate on activities suggested by Proactive Approach’s consultants
- Proactive Approach’s consultants meet with the clubs once per month to measure results, offer guidance and education on different hot “issues” for club members
- Co-leaders receive at least one follow-up session from Proactive Approach’s consultants in between their on-site visits

Suggested Club Activities for the First Three Months:

- **October: *Getting Started: Fat Loss vs. Weight Loss***
 - Introduce the club’s “team of experts”
 - Proactive Approach consultants, employee co-leaders
 - Body composition testing
 - Homework:
 - Two walks together (before / after work or at lunch) for at least 30-minutes
 - Personal trainer on-site for the first walk
 - Each club member starts a food journal
- **November: *Good Nutrition for Managing Stress***
 - Food journal follow-up and group discussion
 - Continue walks twice per month and food journaling
 - One walk the group gets a visit from a personal trainer
- **December: *Holiday Eating***
 - Food journal follow-up and group discussion
 - Body composition testing: who has made the most progress?
 - Challenge of the month: increase group walks to once per week
 - Personal trainer on-site for one walk

Club 3:

- Focused on smoking cessation and nutrition
- Education about managing stress and exercise included as part of meetings with nutritionist
- Uses SmokeSignals® device and is more targeted to achieve very specific results
- Has a group leader who is an employee of [REDACTED] and can coordinate logistics
- Meets once / month with Proactive Approach’s nutritionist
- Club members receive follow-up phone call or e-mail in between nutritionist’s visits for support

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