



Take Action! Presentation Tips

Making a presentation in front of your senior management can be intimidating, but as long as you are prepared and confident in what you'll be sharing, you will be just fine. *Take Action!* is a program that empowers employees to take control of their own health. Past participants have proudly lost significant weight, improved their cholesterol, and lowered their blood pressure. This is a strong program and it's up to you to ensure that your management understands the benefits of implementing a worksite health promotion program.

Use this outline to make a presentation to your CEO/top management about the benefits and process of *Take Action!*.

WHAT IS TAKE ACTION!

- 10-week program to promote a healthy lifestyle
- Eating fruits and vegetables and/or doing physical activity on a daily basis

WHY PROMOTE OUR EMPLOYEES HEALTH?

- Overweight, obesity, and medical care cost California \$28 billion in 2005, and these costs are expected to rise.
- A majority of these costs are being shouldered by both private and public employers in the form of lost productivity and health insurance.
- Thus, a healthy workforce can improve the bottom line of a business.

WHY ARE UNHEALTHY EMPLOYEES EXPENSIVE?

- Insurance costs and workers' compensation premiums increase
- Absenteeism increases
- Productivity decreases

WHY IS TAKE ACTION! THE RIGHT PROGRAM FOR US?

- Free
- Good business practice
- Research-based
- Complete
- User-friendly
- Flexible
- Inclusive
- Finite commitment
- Fun
- It works!