

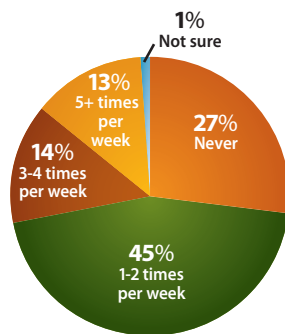
# Nationwide Better Health<sup>SM</sup>

Source or solution? The workplace's role in an unhealthy lifestyle

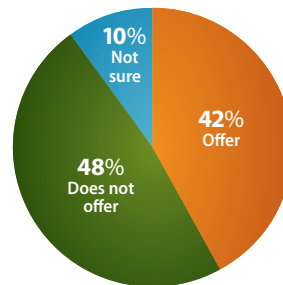
A survey of American workers on workplace eating habits and physical activity reveals a disconnect between employees believing they are making healthy decisions and evidence of a national obesity epidemic.

While results show that employees think they're making healthy choices at work, the growing occurrence of obesity in our country proves this may not be the case, as 75 percent of Americans are expected to fall into the "overweight" category by 2015 (School of Public Health, Johns Hopkins).

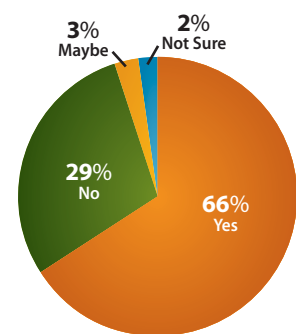
**I Eat an Unhealthy Snack at Work**



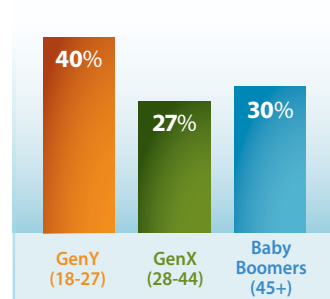
**My Company Offers Healthy Food Options**



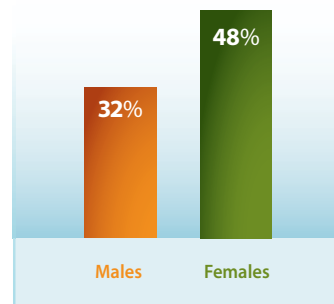
**I Would Participate in Workplace Wellness and Fitness Programs**



**My Job Requires Me to Sit at a Desk the Majority of the Day**



**My Work Stress Leads to Poor Eating Habits**



Sometimes small changes can yield large health benefits. Promoting healthy snacks and physical exercise during the day can transform your office culture into a culture of health.

## Steps Employees Can Take Toward Better Health

- > Try healthy snacks with less than 100 calories and no more than 2 grams of fat – some suggestions include: a small piece of fruit, whole wheat crackers or low-fat yogurt.
- > Stay active – take the stairs instead of the elevator, wear a pedometer to track the daily number of steps or stand up when talking on the phone. Even small activities can burn calories.
- > Take a break – by doing so you're better able to put things in perspective and avoid overeating while sitting at your desk. Turn the BlackBerry and phone off at night (if you can) and enjoy time with your family or doing something you love.
- > Find resources in your community, such as a walking club or recreational league sports teams, and give sponsorship ideas to your manager or human resource representative.

### Steps Employers Can Take to Create a Healthier Workplace

- > Provide healthy vending machine selections – if there's an on-site cafeteria, work with the vendor to offer healthier options. Subsidize any increased costs by charging more for unhealthy options and less for healthy options.
- > Create stairwells that are inviting for employees to use (use colorful paint, hang inspiring pictures, pipe in music), set-up walking paths (with distance tracking markers), provide free or discounted gym memberships and encourage participation in group walks.
- > Foster a culture that encourages a balance between work/life activities – provide free yoga classes or offer lifestyle stress management courses.
- > Offer free, confidential health and wellness programs to your employees such as health risk assessments, dedicated lifestyle health coaching and online and self-management tools.

### About Obesity Management

Nationwide Better Health recently introduced a 52-week obesity management program designed to help employees with severe weight concerns. Typically, these employees have tried to lose weight many times and have a body mass index of 30 or more. The program helps identify the causes of an individual's obesity before implementing behavior changes to reduce weight and improve health. Health coaches work with participants during telephonic coaching sessions to design a personal action plan, which includes correct nutrition, aerobic exercise, stress management and other preventive or corrective strategies, unique to the individual's situation.

#### Survey Methodology:

The survey results are based upon telephone interviews conducted among a national probability sample of 2,063 adults, comprised of 1,018 men and 1,045 women, 18 years of age and older and employed full-time. Interviews were conducted by Opinion Research Corporation between July 19-23, 2007. The margin of error is approximately plus or minus 5 percent. A copy of the survey questionnaire and results is available upon request.

#### About Nationwide Better Health:

Nationwide Better Health,<sup>SM</sup> a subsidiary of Nationwide,<sup>®</sup> is a leading provider of health and productivity management solutions aimed at lowering health care costs, increasing productivity and improving the quality of life for employers and their employees. Nationwide Better Health is the first company to truly integrate the best collection of health and productivity services available today, including health and wellness, and disease, disability, absence, medical and maternity management, while utilizing health assessments, work-site screenings, lifestyle health coaching services, online tools and customized communications strategies to obtain best-in-class results for improving health and productivity in the workplace. The company's offerings work together and independently to address both sides of the cost equation: increased efficiency of health and productivity programs and better employee health and well-being to reduce health care-related costs.

