

## An Innovative Physical Activity Program, *Active for Life*, in the Worksite

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### Objective

To conduct a web-based worksite exercise program to increase physical activity among adults.

### Setting

In partnership with Northwest businesses, the American Cancer Society (ACS) Northwest Division implemented *Active for Life* in 20 businesses over the last two years. The businesses range in size from 30 to 44,000 employees, with an average of 200 employees. This analysis focuses on one large employer, Alaska Airlines (12,000 employees).

### Intervention

*Active for Life* is a 10 week worksite physical activity program based on the Stages of Change theory. It's a team and incentive-based system involving realistic goal setting. Motivated team captains provide information and support. Web technology is utilized for survey data collection, communication, participant feedback and information. Participants choose activities they enjoy, earn points for each minute of moderate activity, and attend education sessions. An *Active for Life* program manual guides businesses through implementation.

### Outcomes

*Active for Life* was targeted at all 12,000 Alaska Airlines employees in 80 sites. Eleven percent (1,300) of employees enrolled in the program and preliminary follow-up results from 87 participants revealed that 48% moved at least one stage of change step towards being more physically active.

### Conclusion

This motivational approach is a promising tool to increase physical activity and overall health among adults in the workforce.

### Learning Objective

Participants will be able to describe the *Active for Life* goal and program components.