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# **Corporate Wellness:** ***“Igniting Shift to Solution!”***





TO WIN,  
WE HAVE TO **LOSE.**

# THE **WEIGHT** OF THE **NATION**

PREMIERING MAY 14TH & 15TH

CONFRONTING AMERICA'S OBESITY EPIDEMIC

<http://theweightofthenation.hbo.com/trailer>



# Objectives

1. Injury Prevention!
2. Weight/Disease Management
3. Mental Health



# ***Creative ACTION!***

- Joint Mobility
- Core Strength
- Functional Fitness
- Hiking
- Education
- Self Defense!
- Organic Farm Tours
- Hydrostatic Weighing
- Movement Screens
- Raw Food Classes
- Metabolic Circuits
- FUN!







# **“Wellness Councils of America”**

**(March 2011)**

- The US spends more on health care than any other industrialized country—***4X what we spend on defense.***
- Starbucks spends 200 million per year on insurance—***more than it spends on coffee***



# Women @ Work

## 1. WEIGHT

- *Focus on Lean Muscle*

## 2. TIME

- *Metabolic Training*

# **Body Composition & Weight?**

## **Lean Mass:**

- Muscle**
- Bones**
- Organs**
- Fluids**

## **Fat:**

- Reserves & Insulation**



# Body Composition & Weight?

1500

← Resting Metabolic Calories

+300

← Activities of Daily Living

1800

← “Pre-Exercise” Calories to  
PRESERVE lean mass!!!

<1800 Calories/Day = ↓ Muscle & ↑ Fat



# Winning the “Weight” War!

1. Redefine “Weight”
2. Stop Starving!
3. Balance Carbs, Protein, & Fat
4. Maintain (& Gain) Muscle
5. REDEFINE WEIGHT!!!



This is the first generation of American children predicted to NOT outlive the ages of their parents due to obesity-related diseases...







**Give them a chance for a  
HEALTHY AMERICA!**





# ***Shift Happens!***

