**Title of Intervention and Website:** Live for Life

**Intervention Strategies:** Individual Education, Group Education, Campaigns and Promotions, Environments and Policies

**Purpose of the Intervention:** To increase regular vigorous exercise among employees

**Population:** Employees of seven companies

**Setting:** Two sets of manufacturing plants located within a 50-mile radius of each other in Central New Jersey and Northern Pennsylvania with comparable demographic and job-class distribution; worksite-based

**Partners:** Johnson & Johnson

**Intervention Description:** Company sites were assigned to either the health screen only control or the health screen and complete Live for Life program intervention.

- **Individual Education:** Annual health screen with medical encouragement given to initiate or maintain a regular exercise regimen (nurse consultation)
- **Group Education:** three-hour lifestyle seminar, regularly scheduled programs (smoking cessation, etc.)
- **Campaigns and Promotions:** newsletters, health fairs, contests and informational displays in cafeterias, hallways and restrooms
- **Environments and Policies:** All companies made some provision for exercise space; several companies designated specific non-smoking areas

**Theory:** Not mentioned

**Resources Required:**
- Staff/Volunteers: not mentioned
- Training: not mentioned
- Technology: not mentioned
- Space: room to perform Health Profile, workout facility, room for lecture and programs
- Budget: not mentioned
- Intervention: nurse, incentives (e.g. clothing, sports equipment), program leaders, space in newsletters, health fair, informational displays
- Evaluation: Health Profile measurement tools

**Evaluation:**
- Design: quasi-experimental
- Methods and Measures:
  - Health Profile: behavioral, attitudinal and biometric measures (blood pressure, blood lipids, body fat, height, weight, bicycle ergometry)

**Outcomes:**
- **Short term Impact:**
  - Total daily energy expenditure in vigorous activity increased 104% among employees at health promotion program companies and 33% among employees exposed to an annual health screen
  - \( VO_2 \text{max} \) increased 10.4% in health promotion program companies
  - Changes in exercise habits and physical fitness were well distributed throughout the work force
  - 22.6% of all smokers in intervention companies quit smoking during the 2-year period compared to the comparison companies where 17.4% quit. Approximately 4-5% of smokers in the general population quit annually.
  - At intervention companies, 32% of all employees at high risk for heart disease quit smoking vs. 12.9% of high-risk employees at the health-screen-only companies.
  - At companies where a seatbelt intervention was emphasized, there was a 61% increase of seatbelt use at a 6-month follow-up.
Exercise habits were maintained over two year period

- Long Term Impact: not mentioned

Maintenance: Not mentioned

Lessons Learned: The results of this investigation demonstrate that a company-wide exercise initiative can produce a wide-spread and clinically significant increase in the number of employees who exercise regularly.

Citation(s):