

Label Reading and Marketing Smarts

High Medical Costs & Lost Productivity

- 88% of adults lack the skills to manage their health and prevent disease
- Four of the 10 most costly health conditions for US employers— chest pain, high blood pressure, diabetes, and heart attack—can often be managed through diet and lifestyle
- A 1% annual reduction in four health risks—weight, blood pressure, glucose, and cholesterol—has been shown to save \$83 to \$103 annually in medical costs per person

The Solution

- Interactive, engaging, and activity-based workshop utilizing standard pantry items
- Learn the truth behind common marketing terms on food
- Understand how to read a nutrition label to make better choices
- Discuss three classifications of ingredients that harm our health
- Participate in a group discussion on healthier options

\$225.8B

Total annual productivity loss from illness, sick days, and absenteeism

450M

Additional missed days by overweight or obese with comorbid health conditions over healthy FTEs annually

\$1,685*

Annual productivity loss from illness, sick days, and absenteeism per employee*



"Jeanne created a very informative nutrition workshop for our company, and it was one of the highest rated presentations we have had. It is obvious that Jeanne is extremely knowledgeable on the materials she presents. She was very thorough in her materials as well as her responses to questions the participants had. She ended up presenting way more information than anyone anticipated, and everyone left feeling as though they had gained more knowledge to help themselves in their own health journeys. She even included several interactive activities in her workshop which all of the participants thoroughly enjoyed. I would highly recommend her workshops and look forward to her coming back to our office!"—Char R., Deputy Facility Security Officer, Apex Systems

