



Fit NOLA Business Toolkit



CITY OF NEW ORLEANS
Mitchell J. Landrieu, Mayor

A PRODUCT OF THE FIT NOLA BUSINESS AND MEDIA SECTOR

WHY FIT NOLA BUSINESSES?

LOUISIANA'S POOR HEALTH

- ▶ In 2012, Louisiana tied for 49th place with Mississippi in the annual United Health Foundation's Health Rankings.

HIGH EMPLOYER EXPENSES

- ▶ Nationwide, the country experiences \$73.1 billion in productivity losses, medical expenses and absenteeism from obesity.
- ▶ On average, employers save \$3.50 for every \$1.00 spent on worksite wellness.

HEALTH CARE REFORM

- ▶ The Patient Protection and Affordable Care Act (PPACA) contains specific measures to support active worksite wellness programs.

The **Business and Media Sector** of Mayor Mitch Landrieu's **Fit NOLA** initiative is proud to launch the **Fit NOLA Business Certification Program** that promotes being healthy and fit at work. This program will recognize businesses in our region that meet certain standards for worksite wellness such as:

- ▶ **Being physically active**
- ▶ **Eating fresh fruits and vegetables**
- ▶ **Providing lactation rooms in the office**
- ▶ **Having a tobacco-free workplace**

The **Fit NOLA** Partnership developed a set of standards for what it takes to be a fit business. Businesses that meet or surpass these standards will receive a platinum, gold, silver or bronze award and public recognition from Mayor Landrieu.

FIT NOLA BUSINESS ASSESSMENT

- ▶ All businesses with more than 50 employees are eligible to apply.
- ▶ Applications should be submitted by one of the two annual deadlines: **December 1st** or **June 1st**.
- ▶ To access the assessment, visit <http://goo.gl/uh0FLS> or scan the barcode below
- ▶ Awarded businesses will receive several incentives, including an official Fit NOLA Business certificate from Mayor Landrieu and the Fit NOLA Partnership, as well as recognition on the Fit NOLA Facebook page, the New Orleans Health Department website and at Fit NOLA events.

ABOUT FIT NOLA

Fit NOLA is Mayor Mitch Landrieu's initiative to make New Orleans a top ten fittest city by 2018

New Orleans is a Let's Move! City, part of First Lady Michelle Obama's childhood obesity reduction initiative. Since 2012, the City of New Orleans Health Department has led an effort designed to promote physical and nutritional fitness.

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