

Partnership Overview

weightwatchers





Agenda

- Introduction to Weight Watchers & the City of New York Partnership
- Weight Watchers 2016 Innovation and Program Overview
- Membership Options & Monthly Costs
- How to register through Weight Watchers City of New York Portal
- Weight Watchers Site Coordinator Role
- At Work meeting set-up Process Review
- Communication Tool Kit content Review
- Questions?



Introduction to Weight Watchers & NYC Partnership

- The City of New York and its unions have partnered with Weight Watchers to offer an Agency wide weight loss and health improvement program.
- Beginning on June 1, 2016, NYC will be covering half of the cost of Weight Watchers programs for **employees eligible for health benefits**.
 - Employee Spouses, Domestic Partners, and Dependents over the age of 18 are also eligible for Weight Watchers at a discounted price, as well as Retirees
- At Work meetings will be available at locations that meet minimum participation requirements on a roll out schedule.
- Community Weight Watchers meetings are also included in this program.



Introduction to Weight Watchers!









Digital Tools

Inspiring Meetings

Vibrant Community

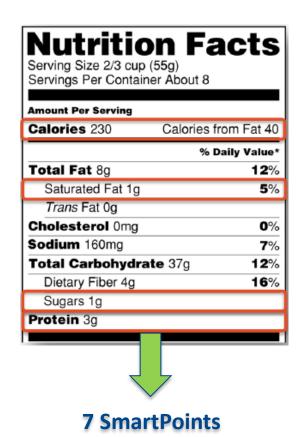


Making Healthy Eating Simple: The New SmartPoints

Formula focuses on the most important nutrients that consumers look for and current science backs

We make healthy eating simple by putting complex nutritional information into one simple number.

- Calories establish the baseline of how many SmartPoints the food will be worth.
- Sugar and Saturated Fat increase the SmartPoints.
- Protein decreases the SmartPoints.
- Fruits and vegetables remain zero points because they contribute healthful nutrients like fiber, vitamins and minerals.





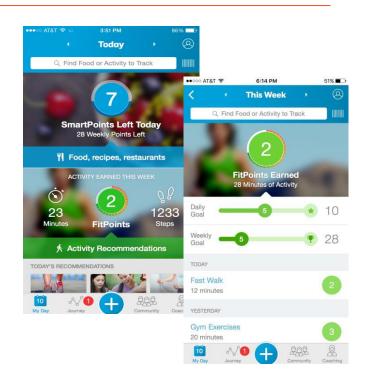
Personalized FitPoints

Food is the foundation. Fitness is fun.

- Fitness is where Members want to invest more of their time because it is fun and constructive.
- It's the time that gives them so much more than burning calories.

Launching all new FitPoints! More personalized than ever before.

- Fitness goals, achievement and plans will be specific to the member
- Goals determined through an assessment and member's personal preferences





Fueling Inner Strength

New curriculum starts and maintains the success loop

To make significant and lasting change, we – and our members – recognize that they have to work from the inside out.

The new program helps members:

- Learn non-food coping skills to manage the ups and downs
- Bring balance and joy to life
- Feel more confident, connected, and hopeful
- Feel better independent of the scale
- Help members become their best selves







The minute you get up for a little "me" time - read a book, make a phone call - your family, your office, your parents are all at your heels like newborn pups. Here's how to teach the people in your life a new trick: how to let you be you for a bit.







5 Instant (Easy!) Health Boosts



Exciting Partnership!

Oprah Winfrey and WW have joined together in a groundbreaking partnership to inspire people around the world to lead a healthier and more fulfilling life.

Oprah's roles at Weight Watchers will include:

- Member Oprah will candidly share her experiences and perspective along the way.
- Board Member and Adviser Oprah will bring insight and strategy that reflects her own experiences as a member and her unique ability to inspire and connect people to live their best lives.
- Owner Oprah now owns a 10% stake in WW.



"Weight Watchers has given me the tools to begin to make the lasting shift that I, and so many of us who are struggling with weight, have longed for. I believe in the program so much I decided to invest in the company and partner in its evolution."



Weight Watchers – Program Options

Option 1

Meetings (Includes Online Plus)



Option 2 Online*Plus*







Weight Watchers Meetings (Includes Online Plus)

Program Features Include:

- Access to attend weekly meetings
- In-person guidance for the SmartPoints™ program with an experienced Weight Watchers Leader
- Access to OnlinePlus to help members stay on track between meetings
- Confidential weigh-ins
- Weekly topics covered in the meeting room
- Group support with co-workers and peers

There are two different ways to attend a weekly meeting:

- 1. At Work Meetings- Weight Watchers will bring a weekly meeting to your worksite if there are 15 or more employees interested in attending*
 - Products will not be sold at City of NY At Work meetings. Employees will need to purchase any items they would like online or at a WW store
- 2. Community Meetings- Meeting locations and schedules can be found at: https://www.weightwatchers.com/us/find-a-meeting

^{*}Circumstances may apply, contact the OLR team for more details.



Weight Watchers Online Plus

Members can follow the program step-by-step entirely online from a computer and with WW mobile app.

Program Features Include:

- Personalized tools for tracking food, activity, weight and overall nutrition
- A database of over 100,000 foods to choose from and thousands of recipes plus recipe guides
- 24/7 Expert Chat support with the Weight Watchers coaching team
- Plan guides, fitness and wellbeing tips, master the plan videos
- Interact with peers through the Connect social platform that brings the community closer together for mutual support





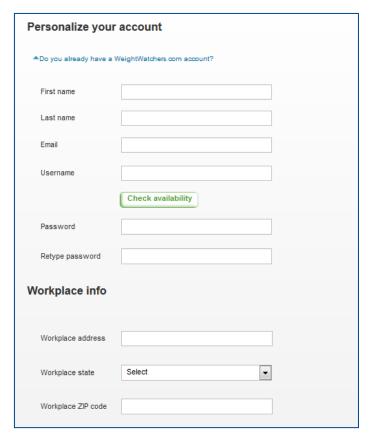
Weight Watchers - Monthly Costs

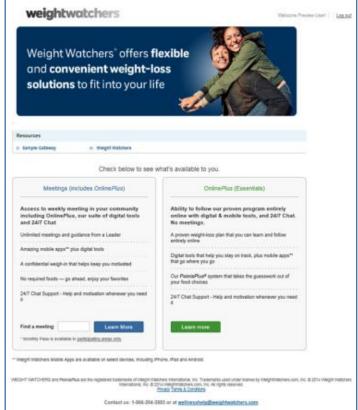
Weight Watchers Offerings	WW Standard Price	Discounted NYC Price	NYC/Union Contribution	Employee Pays
Meetings (Includes Online <i>Plus</i>)	\$44.95/mo.	\$30.00/mo.	\$15.00/mo.	\$15.00/mo.
Online <i>Plus</i>	\$19.95/mo.	\$14.00/mo.	\$7.00/mo.	\$7.00/mo.

- Employees will pay for their monthly contribution with a credit card or PayPal when they register via an online portal specific to the City
- Participation in the program automatically renews each month until members cancel or following a number of unsuccessful payment attempts
- An employee who is already a Weight Watchers member will be able to link their current account by enrolling in the Weight Watchers City of New York portal
- All participants can sign up (or cancel) any time



Weight Watchers City of New York Registration Portal







Weight Watchers Site Coordinator Role

City of New York Site Coordinator will be responsible for:

- Utilizing the Communication Tool Kit materials to announce the new partnership and special pricing
- The Site Coordinator will serve as the "meetings champion" by partnering with the OLR Team and the Weight Watchers Regional Account Manager to get an At Work meeting started.
- If there is not enough employee interest to get an At Work meeting started at your location, the Site Coordinator will need to promote Online Plus or Community Meetings once a month at their location using: Emails, Posters, Flyers, Flatscreens, ect.
 - An At Work meeting can begin at any time once there are 15+ employees who are interested in attending the meeting on the same day and time



At Work Meeting Setup Process

	 Site Coordinator will be responsible for completing the Check List below: ✓ Promote the idea of Weight Watchers At Work meetings at your location by utilizing the Communication Tool Kit materials ✓ Gather a list of 15-20+ employee names and email addresses of those who would like to attend the At Work meeting
Step 1	 ✓ Identify the best time of day for the meeting IE: morning, lunch time, afternoon ✓ Ensure that a meeting room is available for a minimum of 16 weeks during the same day/time ✓ Arrange storage for the Leader's supplies (A shelf in a standard storage cabinet) ✓ Once the above steps have been completed reach out to the Office of Labor Relations (OLR) at workwell@olr.nyc.gov or 212.306.5264 to request a Weight Watchers Information Session
Step 2	After OLR has approved the Information Session they will put the Site Coordinator in touch with the Weight Watchers Regional Account Manager
Step 3	The Regional Account Manager will work with the Site Coordinator to schedule an Information Session



At Work Meeting Setup Process

Step 4	Site Coordinator will utilize the Communication Tool Kit materials to promote the Information Session to all employees at location
Step 5	The Weight Watchers Leader will come onsite for the Information Session to provide an overview of At Work meetings, and support employees with their sign-up in the registration portal Site Coordinator to provide a computer or laptop with internet access that employees can utilize to register through the registration portal where applicable
Step 6	Once 15+ employees have registered through the portal for Meetings, the Site Coordinator will be notified by the Weight Watchers Regional Account Manager and the At Work program begins Note: Once the At Work meeting is established it remains at the same day and time each week
Step 7	The Site Coordinator will utilize the Communication Tool Kit to promote the first At Work meeting to all employees at location Note: 12 weeks of At Work meetings are guaranteed, after 12 weeks, 12+ employees are required to attend on average to maintain the meeting



Communications Tool Kit

Reference Documents – Informative pieces intended for your knowledge, not employee communications

- WW-NYC Partnership Overview Presentation Created for: Site Coordinator
- At Work Meeting Setup Document

Distributable Program Information Documents - Informative pieces used to provide the details of the offering and program options to employees.

- Gateway
- Portal Registration Guide
- Weight Watchers FAQs

Communication Pieces - Graphical customizable pieces intended to grab employee's attention and encourage them to seek out additional program information, enroll or attend the At Work Meeting

- General Communication about the Program: Offering Summary Flyer, Beyond the Scale Flyer, Oprah Flyer
- Gauging Interest in At Work Meetings: Join Anytime Flyers & Email
- <u>Information Session Promotion</u>: Info Session Flyer & Email
- First At Work Meeting Promotion: First Meeting Flyer



City of New York's Weight Watchers Gateway

The customized Gateway includes:

- Weight Watchers offering descriptions
- NYC portal credentials
- Special Pricing
- NYC Logo

Generate interest using the one-page Gateway by:

- Using document during Launch
- Posting as PDF to Agency intranet where applicable
- Printing and including in new hire packets
- Posted around the office as a flyer
- Distributing at benefit/wellness events

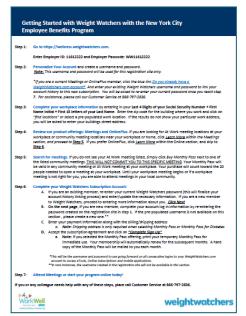


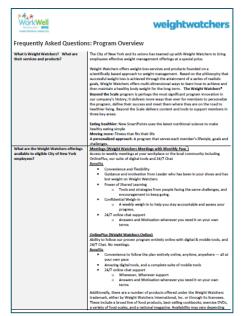


Portal Registration Guide and FAQs

The Portal Registration Guide and FAQs include:

- Step by step registration instructions
- NYC Portal information + Special Pricing
- Most frequently asked questions and answers to help members every step of the way



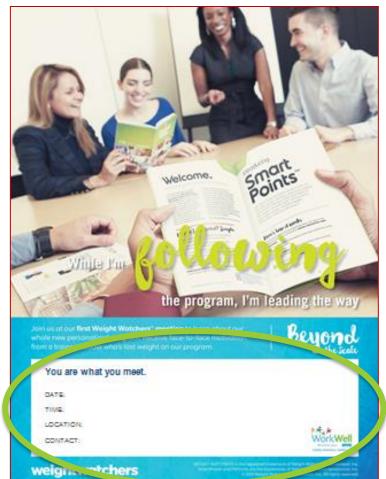




Customizing Materials

Editable Space







Important Dates

Emblem/Empire Benefits Change Letter	Week of April 18, 2016
Launch announcement email to all employees from the OLR team	June 1, 2016
Second launch announcement email to all employees from the OLR team	June 15, 2016



Questions?

If you have questions or are interested in more information please reach out to:

- www.nyc.join.weightwatchers.com
- workwell@olr.nyc.gov or 212.306.5264



weightwatchers



Weight Watchers Portal – Log in Screen

weightwatchers





Weight Watchers Portal – Registration

weightwatchers

A little more about you

Please fill in the information below to register and learn how you can start following the Weight Watchers program with offerings made available to you through your employer. Providing this information does not commit you to purchase - it just verifies which offers are available to you.

Name of employer: FIELD OPS TEST CLIENT

All fields are required	
Personalize yo	ur account
▶ Do you already have a	WeightWatchers.com account?
First name	
Last name	
Email	
Username	
	Check availability
Password	
Retype password	

	enter the ZIP coo as your compa		lding where you wo ers.	ork. This may or m	nay not be the s	same
Workpla	ice ZIP code	10018				
Find	Locations					
Please	select the buildir	ng where you	work, or select "ot	ner" and enter the	address.	
NY	CUNY Graduate ournalism, 10018 Other	School of	Stella and Ch. College, NY 10018	arles Guttman Co	ommunity	
here i	s true and accur lished by my Em	ate and that I	e that the informati meet all the eligibi rticipating in the We	lity criteria		
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Contact us: 1-866-204-2885 or at wellnesshelp@weightwatchers.com



Weight Watchers Portal – Offer Page



^{**} Weight Watchers Mobile Apps are available on select devices, including IPhone, IPad and Android.



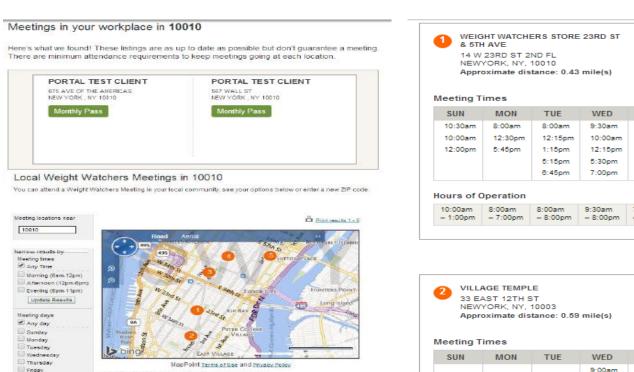
Weight Watchers Portal – Meetings

Note: Please arrive 1/2 hour before the Meeting time to register

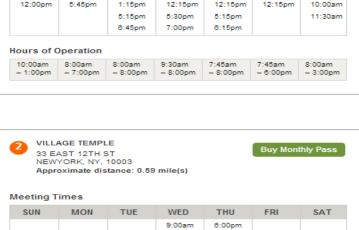
Meetings usually last 45 minutes.

Saturday

Update Results Start new search



Results 1 - 5 of 98 More results >>



12:15pm

THU

7:45am

8:15am

Buy Monthly Pass

SAT

8:30am

8:00am

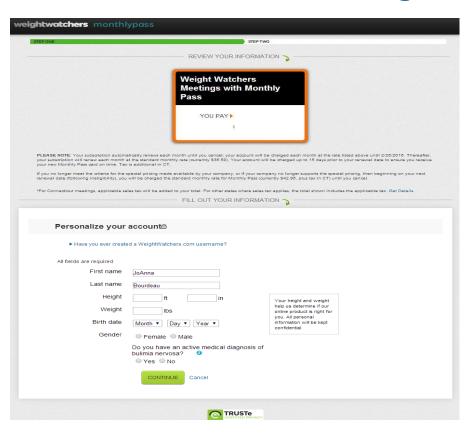
FRI

7:45am

8:15am

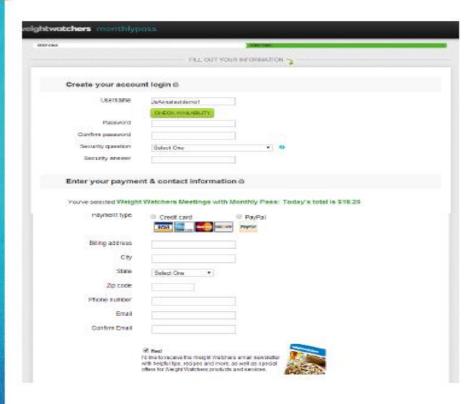


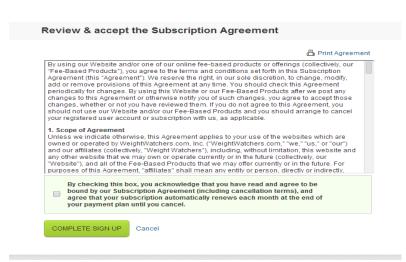
Weight Watchers Portal – Meetings





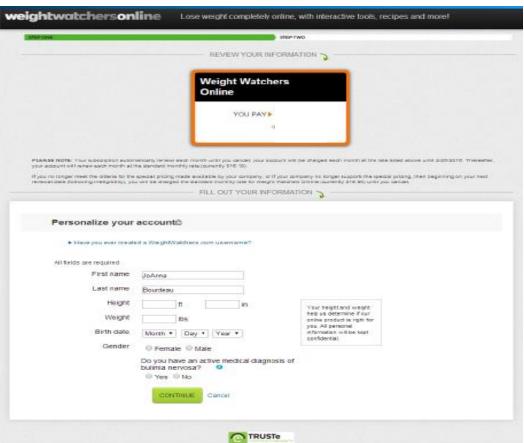
Weight Watchers Portal – Meetings





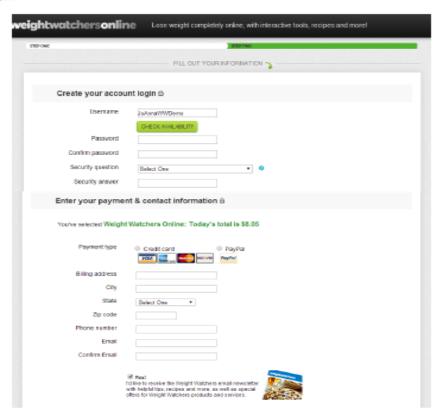


Weight Watchers Portal – Online Plus





Weight Watchers Portal – Online Plus



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