

# Take Steps Program Description and Background

Take Steps is a free health initiative developed by Univera Healthcare in 2004 to combat obesity and the associated rise in health care costs. The program **provided employers a simple way to create a healthier workforce** by motivating employees to improve their health through physical activity and healthy eating.

Take Steps featured an interactive web site that allows users to track steps and servings of fruits and vegetables. Program support materials -- Welcome Letters, Posters, Healthy Competition Guidebook and Interactive CD-ROM, Balance Books, and more -- helped organizations implement healthy competitions.

In 2008, Take Steps was one of several programs integrated with our newly launched ActiveRewards products that allow members to earn rewards for completing Fitness & Nutrition related programs.

## **Program Metrics prior to discontinuance, January 1, 2015:**

- **10,948** accounts created
- **75%** of participants were our **members**, **25%** were **not**
- **71%** of participants were **women** and **29%** **men**
- **Over 12 Billion steps** have been reported (12,000,085,044)
- **Over 4 Million servings of fruits and vegetables** have been reported (4,554,591)
- **27 (8-week) Healthy Competitions**, with a total of **1,070** participants, have been completed
- Over **3 thousand** members have used it to earn ActiveRewards.
- Members completed **4,754 (8-week)** programs and **58,304 (2-week)** programs, earning over **\$1.2 million** dollars for healthy activities