



**King County**

**King County  
Weight Watchers At Work®  
Organizer's Toolkit**

## Table of Contents

King County Weight Watchers At Work Program Overview and Goals.....	3
Getting Started as a Meeting Organizer.....	4
Starting a meeting series: Step-by-step overview .....	5
What to do after meetings start .....	7
Frequently Asked Questions .....	8
King County Weight Watchers At Work Roles and Responsibilities.....	12
Weight Watchers of North America Roles and Responsibilities .....	13
Health Matters Team Roles and Responsibilities .....	14
Weight Watchers Leader Roles and Responsibilities .....	15
Organizer Roles and Responsibilities.....	16
Contact Information.....	17
Appendix A: Email Templates .....	18
Appendix B: Poster Templates .....	21

# **King County Weight Watchers At Work Program Overview and Goals**

## **Overview**

The King County Weight Watchers At Work® program is a weight management program that encourages healthy eating, increased physical activity, and healthy weight management behaviors. To make participation easier for King County employees, one-hour weekly meetings are held at King County worksites. Each meeting is facilitated by a Weight Watchers-trained leader.

## **Goals**

The goal of this program is to provide onsite weight management programs to King County employees as a part of the county's overall strategy to control increasing employee health care by helping employees build and improve healthy life habits.

This weight management program is part of the Health Reform Initiative efforts to encourage employees to eat smart and move more.

## Getting Started as a Meeting Organizer

Interested in organizing Weight Watchers At Work meetings at your worksite? There are five essential ingredients to getting a meeting series started at your worksite. The ingredients are:

- **Organizer.** The most important ingredient to getting a Weight Watchers meeting started is you, the organizer.
- **Members.** The next most important ingredient to getting a Weight Watchers group started is members. You need 15 members to start a meeting.
- **Location.** You need a designated room which can be reserved for at least 90 minutes.
- **Leader.** You need a trained and certified Weight Watchers At Work leader. For more information about getting a leader for your meetings, see step 4 in Starting a meeting series: Step-by-step overview on page 6.
- **Informational meeting.** The final ingredient is to hold an information meeting about the Weight Watchers meetings.

**Important** While the county has made it possible for employees to participate in a weight management program at King County worksites, all organization and participation in Weight Watchers At Work meetings must occur on the employee's own time.

>>>> Next page: Starting a meeting series step-by-step overview >>>>

## ***Starting a meeting series: Step-by-step overview***

Getting a Weight Watchers meeting series started is easy. The contents of this topic outline the step-by-step process of how to get a meeting series started at a King County work location.

1. **Identify a meeting organizer(s).** Because you are reading this toolkit, you are probably the meeting organizer. Feel free, however, to invite another co-worker to help you coordinate and champion the Weight Watchers meetings.

As the organizer, you serve as the point of contact for anyone interested in attending a Weight Watchers meeting at your worksite. For more information about your role and responsibilities as an organizer, see Organizer Roles and Responsibilities on page 16.

2. **Contact the Health Matters program.** After you decide you want to organize a meeting series, contact the Health Matters program. If appropriate, the Health Matters team can assist you with:
  - **Promotional materials.** While Appendix A (see page 18) contains email templates and Appendix B (see page 21) contains poster templates that you can use, the Health Matters team might have other resources should you need them.
  - **Promoting your program.** Once you've determined the date, time, and location for your informational meeting, the Health Matters team can update the Focus on Employees Web site to help spread the word. The same is true for your meeting series. Once you've determined the day and time, and location of your meeting series, the Health Matters team can include the information in their regular communications about the King County Weight Watchers At Work program to help you recruit new members.
  - **Logistical issues.** If you need assistance with logistical issues, such as reserving a conference room or getting in touch with Weight Watchers, the Health Matters team may be able to assist you.
  - **Questions you have about the program.** The Health Matters team can answer additional questions that you might have about starting a group or the Weight Watchers program.
3. **Recruit members.** One of the most important actions to take is to recruit members for your meetings. It takes 15 people to get a meeting started, so it's a good idea to spread the word far and wide so you can identify as many potential members as you can.

One of the easiest ways to recruit members is to send an email. You can use the email templates (found in Appendix A: Email Templates on page 18) or you can create your own email. Give people at least 2-3

weeks notice about an upcoming meeting and be sure to remind them a few times before the meeting starts.

**Note** While you can use county email to send a notice about your informational meeting, you must create and send the email on your own time, such as your lunch or break.

Another way to promote your meeting series is through posters. You can use the poster templates Appendix B: Poster Templates on page 21 or you can create your own.

**Note** if you create your own poster, the Health Matters team requests that you use the “blank” poster template. A sample is included on page 23 of this toolkit.

4. **Identify a Weight Watchers Leader.** Each meeting series needs a Leader from Weight Watchers. Not only does a Leader facilitate the weekly meeting series, they also collect the money from participants so you do not have to.

To get a Leader for your meeting series, contact Evie Chesnut at Weight Watchers of North America at 1-800-326-8450m ext. 2043 or 425-451-7397.

5. **Schedule an informational meeting.** Now you are ready to schedule your informational meeting. Reserve a conference room at a convenient time for potential participants, but at a time when they can attend on their “own” time, such as lunch or before or after work. Be sure that your Leader can attend the informational meeting.

6. **Reserve a conference room for the meeting series.** You can reserve a conference room after your informational meeting, or if you are sure you have 15 participants you can reserve it sooner.

Be sure to reserve the conference room for 13 weeks and for 90 minutes. While meetings are usually an hour or less, the extra 30 minutes allows the meeting Leader to set up before the meeting and put materials away when the meeting is over.

7. **Promote the meeting series.** Once at least 15 people have committed to attend your meetings, you are ready to begin. Remind participants about the first meeting and then ask them if they need to be reminded about additional meetings.

8. **Start your meetings!** Now that you’ve got your participants, the meeting room, dates, and time, you’re ready to meet.

>>>> Next page: What to do after meetings start >>>>

### ***What to do after meetings start***

Now that your meetings have started, you have a few extra responsibilities. Be sure to:

- Maintain a list of individuals who are currently enrolled in your Weight Watchers At Work meeting session. An email distribution list is recommended.
- Maintain a list of individuals who have expressed interest in Weight Watchers At Work, but who are not currently enrolled in your meeting session. An email distribution list is recommended.
- Ensure that the Health Matters program has accurate information about the day, time, and location of your meetings.

**Note** For a complete list of organizer responsibilities, see Organizer Roles and Responsibilities on page 16.

# Frequently Asked Questions

## **What is the Weight Watchers At Work program?**

The Weight Watchers At Work program is a weight management program that encourages healthy eating and physical activity. To make participation easier, sessions are offered at work.

## **How does the Weight Watchers At Work program at King County work?**

Weight Watchers At Work offers one-hour weekly meetings held at King County worksites that are conducted by group leaders. Group leaders teach you about good nutrition, physical activity, and healthy weight management behaviors. Additional information: the meeting is actually only 30 minutes; there's a half-hour weigh-in period before, but the actual weigh-in only takes a couple of minutes. Participants don't need to stay for the entire hour.

## **Is the Weight Watchers At Work program the same program that is delivered throughout the community?**

Yes, this is the same program to include all the same materials are provided as other programs throughout all of North America. The only difference is that meetings are held at your worksite.

## **Where and when are meetings offered?**

For more information about meeting dates, times, and locations, visit [www.metrokc.gov/employees](http://www.metrokc.gov/employees), send an email to [Health.Matters@metrokc.gov](mailto:Health.Matters@metrokc.gov), or call 206-684-1556.

## **How much does it cost?**

The program is purchased as a package of consecutive weekly meetings. The minimum purchase is for a 13 week series at a cost of \$11.95 per week for a total cost of \$155.35. Cash, checks, credit cards and debit cards are accepted.

## **Who pays for meetings?**

You are responsible for full payment of the program. King County does not subsidize any portion of the Weight Watchers At Work program.

## **Can I make payments?**

Yes, a three-part payment option is available when paying by check. Three checks, each in the amount of \$51.78 post-marked one month apart are accepted at the time of registration.

### **Can I use my Flexible Spending Account (FSA) for the costs of the program?**

If a physician recommends weight loss to treat an existing illness, Weight Watchers At Work qualifies as an allowable health reimbursement under the King County Flexible Spending Account (Health Care Spending Account) guidelines. You can use pre-tax dollars to pay for the program. For more information about the Flexible Spending Account for King County employees, visit [www.aai-pca.com/participants.html](http://www.aai-pca.com/participants.html).

### **How do I sign up?**

To sign up for a program, attend a free information meeting and register. Information meetings are held one-week before each 13-week session. For a list of information meetings, visit [www.metrokc.gov/employees](http://www.metrokc.gov/employees), send an email to [Health.Matters@metrokc.gov](mailto:Health.Matters@metrokc.gov), or call 206-684-1556.

### **What is my commitment when I sign up?**

Your commitment is to attend one-hour weekly meetings and to weigh-in at every meeting.

### **Can I join after a session has started?**

Yes, contact the site organizer for that meeting and get the details from them or the group leader of the meeting you want to join. Space may be a limitation so it is always wise to check and confirm. The free information meeting is held before each NEW series. For the ongoing series, employees are invited to attend the last meeting of a current series, called the open house meeting.

### **Who conducts the Weight Watchers At Work meetings?**

Weight Watchers leaders who have completed training program facilitate all Weight Watchers At Work meetings. All leaders are lifetime members at goal (weight) who have lost weight and maintained their weight loss on the Weight Watchers program. If you are interested in becoming either a leader or organizer send an email to [Health.Matters@metrokc.gov](mailto:Health.Matters@metrokc.gov), or call 206-684-1556.

### **I am interested in starting a meeting, how can I do it?**

If you want to start a meeting, contact the Health Matters program by sending an email to [Health.Matters@metrokc.gov](mailto:Health.Matters@metrokc.gov). Keep in mind that starting a meeting requires a minimum of 15 people and a designated meeting room which can be reserved for at least 90 minutes, and the availability of a leader.

### **Where can I find out more information about the program?**

For more information about the Weight Watchers program, visit [www.metrokc.gov/employees](http://www.metrokc.gov/employees) or [www.weightwatchers.com](http://www.weightwatchers.com).

**Will my enrollment, participation and weight loss remain confidential?**

Yes. Weight Watchers is bound by the Health Insurance Portability and Accountability Act (HIPAA) law, a federal law which requires that your information is kept private, secure, and confidential. Participation in the program is completely confidential. Your personal enrollment, participation, or weight loss will not be shared with anyone in King County, with your health care provider, your supervisor or anyone else in King County.

**Is the program part of the Health Reform Initiative?**

Yes, Weight Watchers At Work is part of the overall strategy to control increasing employee health care cost by supporting employee efforts to get healthy and stay healthy.

**Can this program count as participation in my individual action plan to earn the gold out-of-pocket expense level in the Healthy Incentives<sup>SM</sup> program?**

If weight loss, improving your nutrition habits or physical activity is part of your individual action plan, then the Weight Watchers program can assist in reaching your goals. However, you will still have to complete the log of your activities (low risk individuals) **or** accept phone calls from your health coach (moderate/high risk individuals) to earn the gold out-of-pocket expense level.

**Can I attend meetings during work time?**

No. You must attend all meetings on your own time, such as lunch or before or after work. Meetings are scheduled before work, during lunch time or immediately after work to support this requirement.

**What happens if I can't make the scheduled meeting at work?**

If you are absent or unable to get away from your desk, you may attend any other Weight Watchers meeting of your choice that week. Another benefit of the Weight Watchers is that you may also attend as many additional meetings as you'd like—just be sure to bring your Weight Watchers membership book.

**I am currently attending another Weight Watchers meeting. Can I transfer into the King County Weight Watchers At Work program?**

Yes. Please contact the leader of the meeting you would like to transfer to and please bring your current membership book to the first meeting so the group leader can record your membership # and weight loss progress. There is no registration fee.

**I bought prepayment coupons at a different Weight Watchers meeting. Can I use these in the King County Weight Watchers At Work meetings?**

Yes, you may apply your pre-payment coupons to the cost of the one series only and you must pay the rate difference. At the first meeting, you need to turn in one coupon for each week of the series and the payment for the difference. If you do not have enough coupons to cover the full series, you must pay the balance on week one using a check, cash, debit card or credit card. Paid participants may always transfer from one Weight Watchers At Work meetings to another.

**I am a Lifetime Member, may I join the King County Weight Watchers At Work meetings?**

Yes. Your series fee is determined as follows:

- If you are within 2 pounds of your goal, you weigh in for free, but do not count towards your group's membership minimum.
- If you are 3-7 pounds over your goal, you pay weekly until you are back to goal weight. You do not count towards your group's membership minimum.
- If you are more than 7 pounds over your goal, you pay for the entire series.
- If you reach your goal weight before the series is completed, you are entitled to a pro-rated refund for the remaining weeks in the series. You do not need to repeat the maintenance program and you will count towards your group's membership minimum.

**Can I organize meetings on county time?**

While King County supports onsite weight management meetings as King County worksites, you must organize and attend meetings on your own time. Organizing and/or attending meetings on county time is not permitted, unless previously arranged with management of your department, division, section, or unit.

**Can I make posters for meetings using county property?**

If permitted by your department, division, section, or unit, you can use county property to make posters for meetings.

**Can I use county email to send meeting notices and reminders?**

Yes, you can use county email to send meeting notices and reminders. However, you must create and send the notices on your own time, such as lunch, break, or before/after work.

**Do I collect money from participants?**

No, you do not collect money for meeting sessions from participants. The Weight Watchers Leader is responsible for collecting all payments related to meeting sessions, products, and services.

## **King County Weight Watchers At Work Roles and Responsibilities**

The topics in this section cover the roles and responsibilities for:

- [Weight Watchers of North America](#)
- [Health Matters team](#)
- [Weight Watchers meeting Leaders](#)
- [Organizers](#)

## ***Weight Watchers of North America Roles and Responsibilities***

### **Roles**

Weight Watchers of North America (WWNA) provides a series of weekly on-site meetings for King County's employees. The weekly meetings are one-hour, are held at King County worksites, and are conducted by group leaders trained and employed by WWNA. Group leaders teach about good nutrition, physical activity, and healthy weight management behaviors. Each Weight Watchers At Work meeting series continues for a minimum of thirteen (13) weeks.

### **Responsibilities**

WWNA abides by the terms of the contract agreement with King County, signed and dated 2/1/06. The responsibilities of WWNA are to:

- Provide Weight Watchers At Work meetings. This is the same program to include the same materials as other programs throughout all of North America.
- Provide trained group leaders capable of conducting professional, upbeat, and motivational meetings.
- Protecting participants' confidentiality. WWNA will observe all confidentiality requirements to include following the provisions of the Health Insurance Portability and Accountability Act (HIPAA) law.
- Follow the agreed upon pricing agreement for employee meeting participation.

## ***Health Matters Team Roles and Responsibilities***

### **Roles**

The Health Matters team provides program management, promotion material and communications support, policy guidance, and support for the Weight Watchers At Work® program. The Health Matters team also manages the program in accordance with the contract agreement between Weight Watchers of North America (WWNA) and King County, dated 2/1/06.

### **Responsibilities**

The Health Matters team responsibilities are to:

- Manage and answer questions about the contract agreement between WWNA and King County, signed and dated 2/1/06.
- Serve as the primary contact for the Weight Watchers At Work program
- Ensures that the terms and specifications of the contract are followed and enforced.
- Assist organizers in reserving conference rooms of sufficient size for the Weight Watchers At Work meetings, if appropriate.
- Assist (if possible) WWNA with a secured area for storage, if available, for supplies. No personal or confidential material to be stored.
- Provide promotional material and communications support, such as advertising and communicating the program to King County employees via all venues to include global emails, the Focus on Employees Web site and the Health Matters newsletter.

## ***Weight Watchers Leader Roles and Responsibilities***

### **Role**

The Weight Watchers At Work program leader acts as a liaison for the onsite Weight Watchers program. The leader is a paid employee of Weight Watchers.

### **Responsibilities**

The responsibilities of the leader are to:

- Facilitate Weight Watchers At Work meetings.
- Customize the meeting, as appropriate, for the group
- Provide Weight Watchers program materials.
- Make available optional products to support members in weight loss.
- Offer individual assistance to members as requested.
- Collect payment and record series attendance and statistics.

## ***Organizer Roles and Responsibilities***

### **Role**

As an organizer for a Weight Watchers At Work worksite, you attend meetings at that location and serve as an advocate and champion of the program by helping to recruit and retain participants. You are a volunteer and not a paid employee of Weight Watchers. You can share organizer duties with another person, if you like.

### **Responsibilities**

As an organizer, your responsibilities are to:

- Serve as a point of contact for the specific site where Weight Watchers At Work meetings are held. This includes responding to telephone calls and emails from county employees who are interested in joining your Weight Watchers meeting.
- Set up meetings and books conference rooms.
- Maintain an email list of people enrolled in the current session.
- Maintain an email list of former members and people who have expressed interest, but have either stopped attending or never started.
  - When a new sessions starts, email interested participants with the meeting details.
  - Ensure those that want to be removed from the list are removed.
- Ensure that the KC Web site has accurate and current information regarding the meeting site. Provide current information to Health Matters team.
- Post meeting notices announcing each session. Print color versions of some posters and provides to other members to distribute at their worksites.
- Keep track of interested participants and communicating that to the leader or Weight Watchers' coordinator.

## Contact Information

FOR QUESTIONS ABOUT...	CONTACT...
Advertising and promotions	Health Matters team at: <ul style="list-style-type: none"> <li>▪ <a href="mailto:Health.Matters@metrokc.gov">Health.Matters@metrokc.gov</a></li> <li>—Or—</li> <li>▪ 206-684-1556</li> </ul>
Implementation logistics	Health Matters team at: <ul style="list-style-type: none"> <li>▪ <a href="mailto:Health.Matters@metrokc.gov">Health.Matters@metrokc.gov</a></li> <li>—Or—</li> <li>▪ 206-684-1556</li> </ul>
Roles and responsibilities	Health Matters team at: <ul style="list-style-type: none"> <li>▪ <a href="mailto:Health.Matters@metrokc.gov">Health.Matters@metrokc.gov</a></li> <li>—Or—</li> <li>▪ 206-684-1556</li> </ul>
Getting a meeting leader	Evie Chestnut at 1-800-326-8450, ext. 2043 or 425-451-7397
Other Weight Watchers meetings in the area	Evie Chestnut at 1-800-326-8450, ext. 2043 or 425-451-7397

## **Appendix A: Email Templates**

This appendix contains email templates that you can use to promote your Weight Watchers At Work sessions.

### **Email template for recruiting attendees for new meetings**

You can use the following text to recruit members for new meeting sessions.

I'm emailing because you have either attended or inquired about our Weight Watchers at Work meetings at <<<insert location here>>>. As always, if you want me to take you off my distribution list, let me know.

We have a new series of meetings beginning <<<insert date/time>> at <<insert location>>. This Weight Watchers At Work meeting series lasts for thirteen (13) weeks and the fee is \$11.95 per week. Pre-payment is required for the 13 week series. Meetings are held in conference rooms at King County work locations.

Please let me know by <<date/time>> if you want to join us. The first meeting is free and gives you a chance to check it out.

Hope to see you there!

<<<organizer's name>>>

<<organizer's phone number>>

<<organizer's email>>

## **Email template for informational meeting reminder**

You can use the following text to remind people about your upcoming informational meeting.

Just a quick reminder about the upcoming Weight Watchers At Work informational meeting on <<insert date, time, and location>>.

We have a new series of meetings beginning <<<insert date/time>> at <<insert location>>. This Weight Watchers At Work meeting series lasts for thirteen (13) weeks and the fee is \$11.95 per week. Pre-payment is required for the 13 week series. Meetings are held in conference rooms at King County work locations.

Please let me know by <<date/time>> if you want to join us. The first meeting is free!

Hope to see you there!

<<<organizer's name>>

<<organizer's phone number>>

<<organizer's email>>

P.S. As always, if you want me to take you off my distribution list, let me know.

## **Email template for meeting reminder**

You can use the following text to remind people about an upcoming meeting.

Don't forget about our upcoming Weight Watchers at Work program meeting at <<insert date, time, and location>>. The topic for this meeting is <<insert topic>>.

Please let me know if you are going to be able to join us.

Hope to see you there!

<<organizer's name>>

<<organizer's phone number>>

<<organizer's email>>

If you no longer want to receive these email notices, let me know and I will remove you from the distribution list.

## Appendix B: Poster Templates

The following pages include sample poster templates that you can use to promote your informational meetings or meeting series.

To download a template for your meeting series, visit [www.metrokc.gov/employees/weight\\_watchers/posters.aspx](http://www.metrokc.gov/employees/weight_watchers/posters.aspx)

Template to be branded with Health Reform Initiative/Health Matters Branding

Narrative on Poster:

Please Join Us for a Free **Weight Watchers At Work®** program Informational Meeting

**Date**<<.....>>

**Time**<<.....>>

**Location**<<...>>

**For More Information Contact:**

<<<organizer's name>>

<<organizer's phone number>>

<<organizer's email>>

## **Basic Poster**

The following page is a basic poster template.

Template to be branded with Health Reform Initiative/Health Matters Branding

Narrative on Poster:

Please Join Us for a **Weight Watchers At Work® program Meeting**

**Date**<<.....>>

**Time**<<.....>>

**Location**<<...>>

**For More Information Contact:**

<<<organizer's name>>

<<organizer's phone number>>

<<organizer's email>>

## **Blank poster template**

The following page is a blank poster template.

Template to be branded with Health Reform Initiative/Health Matters Branding

Narrative on Poster to be filled in by Meeting Organizer:

### **For More Information Contact:**

<<<organizer's name>>

<<organizer's phone number>>

<<organizer's email>>