

# Activate Memphis

Seeks to “Activate” Employee Health

## What is Activate Memphis?

A few years ago, Y-USA launched Activate America, a national initiative rallying YMCAs across the country to help kids, adults and families lead healthier lifestyles. After attending national training sessions on evidence-based strategies to reduce obesity and other chronic diseases, YMCA of Memphis and the Mid-South launched Activate Memphis, in conjunction with other community partners, such as Healthy Memphis Common Table, Memphis City Schools, FedEx, University of Memphis and The Sutherland Cardiology Clinic.

Through Activate Memphis, we've launched several programs aimed at getting all our citizens active:

- Corporate Membership Programs – allows employers to promote healthier lifestyles for their employees.
- SilverSneakers® Fitness Program – provides active older adults with the tools they need to take control of their health.
- Body Works – a program to help parents of young adolescent girls (ages 9 to 13) improve family eating and activity habits.
- Play Every Day project – aimed at keeping kids active at least 60 minutes a day in after-school care.

## Why do we need to “activate”?

Memphis has been categorized as #1 for all the wrong reasons:

- #1 in level of obesity
- #1 in sedentary lifestyle
- 1 in 10 Memphians has diabetes
- More than 3.8 million Tennesseans have one or more chronic diseases

But the scariest statistic is this...the children of today represent the first generation with a projected life expectancy that is less than their parents.

## What impact does that have on you and me as business people?

- Productivity losses related to health problems cost U.S. employers an estimated \$225B annually. That's more than the GNP of some countries.



- Of those health problems, preventable illnesses make up almost 70% of the entire burden of illness and associated costs in the United States.
- Eliminating preventable illnesses would lower productivity losses from \$225B to \$70B.

## What can you do as an employer and business leader?

We can help you develop your own Corporate Wellness Program. If you want help changing your company's culture to become more health conscious, contact Susan Cranford, YMCA Corporate Relationship Director, at (901) 766-7677, ext. 236, or [scanford@ymcamemphis.org](mailto:scanford@ymcamemphis.org).

Other things you can do as an employer include:

- Give employees opportunity to exercise at work and subsidize YMCA memberships.
- Require a full health checkup during the year.
- Offer quarterly incentives as encouragement.
- Give lots of recognition to your success stories.
- Offer an end-of-year reward for completion.

**The mission of the YMCA is to put Christian principles into practice through programs that build healthy spirit, mind and body for all.**

[www.ymcamemphis.org](http://www.ymcamemphis.org)



YMCA  
We build strong kids,  
strong families, strong communities.

