WHO HAS SIGNED THE CEO PLEDGE?

The roster of CEO Pledge signers includes leaders of Fortune 100 and Fortune 500 companies, major non-profits, national universities, world-class hospitals, manufacturers, service organizations, and innovative small businesses. A complete list of CEO Pledge signers may be found at http://www.ncppa.org/ceo-Pledge-0.

SIGN THE PLEDGE NOW!

You can join this esteemed roster of Pledge signers by going to http://www.ncppa.org/ceo-Pledge-0 or by filling out the form below and sending to tgr@ihrsa.org. If you have questions, feel free to contact Tom Richards, NCPPA Chair, CEO Pledge Committe at 800.228.4772 x165.

Name of CEO ____________________________
Organization _____________________________
Organization Website _______________________
CEO Contact Information (email and/or phone) _______
_______________________________________
Contact for Corporate Wellness (email and/or phone) _______
_______________________________________
May we contact you regarding best practices? _______
Names of other CEOS that believe in providing a supportive work environment _______
_______________________________________
_______________________________________
_______________________________________

WHY SHOULD A CEO SIGN THE CEO PLEDGE?

* Employees will be healthier
* Employees will be happier and more engaged
* The organization will increase productivity
* The organization will be better positioned to recruit and retain top talent
* The organization will be publicly recognized as a forward-thinking employer and thought leader
* The organization will positively impact the health of the community

Studies demonstrate that physically active employees are healthier, more productive and higher performing. In our own research, we have discovered that active employees have more energy, and are more focused, engaged, and intrinsically motivated.

—Jack Groppel, PhD, Co-Founder, Johnson & Johnson Human Performance Institute; National Spokesperson for The CEO Pledge for Physical Activity

For the betterment of my company, our employees, their families, and our country, I pledge to improve employee health and wellness by providing opportunities and resources for physical activity before, during or after the workday, and to enhance my own health and wellness by engaging in regular physical activity.
WHAT IS NCPPA?

NCPPA is the leading force in the country promoting physical activity and fitness initiatives. We are a diverse blend of associations, health organizations, and private corporations, advocating for policies that encourage Americans of all ages to become more physically active.

WHAT IS THE CEO PLEDGE?

The CEO Pledge is a national campaign promoted by the National Coalition for Promoting Physical Activity (NCPPA).

The CEO Pledge campaign strives for three outcomes:

1. Align America’s decision-making leaders—CEOs, executive directors, deans, presidents, etc.—around the importance of physical activity as a driver of employee health, employee morale, and business performance

2. Create a cultural norm of supportive work environments for physical activity

3. Increase the number of Americans whose level of physical activity is positively influenced by worksite policies

WHY IS THE CEO PLEDGE IMPORTANT?

The CEO Pledge is an evidence-based strategy for promoting a culture of physical activity within an organization. Studies of employee wellness programs consistently find that executive leadership is critical to employee engagement. If employees believe that creating a culture of physical activity is an executive priority, then employees are more likely to be physically active.

WHAT DO I NEED TO DO TO FULLFILL THE CEO PLEDGE?

We ask that you implement at least 6 strategies for creating a supportive work environment for physical activity. A menu of 20 strategies to choose from may be found at http://www.ncppa.org. We encourage a mix of strategies from each category—behavioral, educational and environmental/policy.

We also ask that you, as a role model to your organization and your community, strive to engage in regular physical activity.

There must be clear, strong, and ongoing support, beginning with the CEO, for workplace health and wellness programs to take root.

—Scott Goudeseune, President, NCPPA Board of Directors; President & CEO, American Council on Exercise