

Wellness and Prevention Programs



The Alive! Diet and Physical Activity Intervention Program

NEWS (June 4, 2009): The Alive! program is featured in a new TIME magazine article written by Dr. Sanjay Gupta. The Alive! program is available to individuals, and to worksites and other large organizations.

Individual users: Please [click here](#) to sign up for Alive!

Worksites and other large organizations: Please [contact us](#) for group pricing.

Alive! (A Lifestyle Intervention Via Email)* is an effective behavior-change intervention to improve participants' physical activity, 'bad' fats and carbs, and fruits and vegetables. These are all factors that are proven to be related to heart disease, blood pressure, even stress. It has been proven effective. In a randomized controlled trial, Alive! produced statistically significant increases in physical activity and fruit and vegetable intake, and significant decreases in saturated and trans fats!

Alive! can reach 100s or 1000s, inexpensively, many more than typically participate in a wellness program. It is delivered actively, directly to participants' email inbox, rather than being a passive website necessitating participant initiative. Alive! is a turn-key system designed for serving large groups such as employees or members of an organization. It requires almost no administrative support, personnel time or expertise on the part of the employer or organization. Assessment, tailoring and delivery of messages are fully automated.

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Alive! begins with a baseline questionnaire, a Health Risk Assessment focused on diet and physical activity. This provides immediate feedback about the individual's diet and physical activity levels. So whether or not they participate in the full intervention, everyone receives information about their own health behaviors. This can be a motivation to change, all by itself!

If they sign up, Alive! gives them a weekly email program tailored to their own lifestyle and preferences. A key component is weekly goal-setting. Alive! suggests small weekly achievable goals to choose. These goals, and tips for achieving them, are tailored to the individual's eating habits and physical activity level and preferences. Each message also provides information on the relationship between diet, physical activity and health, and interactive tools.

Alive! participants can choose among three alternative paths to healthier behavior:

- Increase physical activity
- Increase fruit and vegetable consumption
- Decrease saturated and trans fats, decrease added sugars, increase good fats and whole grains

Each 12-week program focuses on one of these three paths. Participants may choose to participate in only one 12-week segment, or may choose to continue, covering two or even all three topics over the course of a year.

In addition to the primary intervention effects on diet and physical activity, Alive! was also shown in the randomized trial to produce significant improvements in health-related quality of life and in presenteeism.

To view examples of Alive! program materials:

http://www.nutritionquest.com/products/Alive_program_samples.html

What makes Alive! unique?

Alive! Is proven effective in a randomized controlled trial.

Alive! brings messages directly to the individual – no active information seeking is required.

Alive! Is based on solid behavioral theory.

Alive! is interactive. Participants provide input on their own diet and physical activity patterns. Then, based on their own perceived needs and readiness for change, participants engage in a process of weekly goal setting and tracking.

Alive! is tailored. Participants receive only the information and small steps relevant to their needs and lifestyle.