

**READ THE LABEL  
PROGRAM EVALUATION - AUGUST 2009**

**TOTAL PARTICIPANTS:** 2,711  
**ONLINE REPORTING:** 2,498 – 2,356 compliant  
**ONLINE SURVEYS COMPLETED:** 952

**SURVEY RESPONSES**

**Did you complete program guidelines on at least 25 days August?**

99% YES    1% NO

**Even though this program only required you to read nutrition labels, some participants lost weight. If you lost weight during this program, how much weight did you lose?**

**1,880 lbs** reported lost by 439 participants.

**Have you become more responsible for your overall health habits and lifestyle during the past month as a result of your participation in Read The Label?**

89% YES    11% NO

**Will you participate in the next program – Test Your Rest?**

90% YES    10% NO

**STATEMENT: 1- Poor, 2-Fair, 3-Good, 4-Very Good, 5-Excellent**

Emails	3.71
Recipes	3.51
Website & Tracking	3.82
Overall Program	3.76

**PERSONAL BEHAVIOR BEFORE PROGRAM**

Reading food labels	3.11
Making healthier food choices based on food labels	3.15
Productivity work/home	3.33
Overall well-being	3.37

**PERSONAL BEHAVIOR DURING AND AFTER PROGRAM**

Reading food labels	3.72	20% increase
Making healthier food choices based on food labels	3.68	17% increase
Productivity work/home	3.61	8% increase
Overall well-being	3.64	8% increase



## **READ THE LABEL - EMPLOYEE COMMENTS**

I wanted to say that the Read The Label program is one of the best programs we have had to date. The information in the daily tips is GREAT! I feel like I am able to make better decisions already. Knowing what numbers are reasonable/high/low is really helpful in picking between products. Thanks!

Enjoyed the idea, liked the hunt for better not always the best price though.

Very well put together!

I am underweight, but try to eat more healthy foods. I am reading the labels for trans fat for me and my husband prior to buying.

There is a benefit in learning to read food labels. This program make it easier to regularly my healthy diet thank you .

Very helpful. Thanks!

I enjoyed this program. I now spend more time reading labels when I shop & shopping for healthier foods.

I would always read labels, but buy the food anyway. Now I'm making better choices.

This has answered some questions I had about what information I should be looking for and how to find it.

By the end of the month my husband had even gotten into reading the labels. He admitted he never did before.

To be honest, I've been reading labels for years so really nothing new for me. I'm glad that you've added this for some of those who don't or haven't read the labels prior to this program.

I have been reading labels since my husband developed cardiovascular disease resulting in a double bypass and aortic valve replacement. This program made me more conscious of reading labels as over time my tendency to read them diminished.

Being diabetic your program helped me look more closely at the labels and see what will make the difference in blood sugars. Thank you!

It was fun!

I have always read the labels as I am very conscientious about what goes in my body. Great program.

Lost 5 lb. looking for more baggage to come off in the future.

I have relatives who are extremely allergic to artificial coloring, and my youngest daughter is very sensitive to them. As a family, we have always paid very close attention to what is inside the food we purchase. It is a sad state of affairs when the economy of the United States is allowed to put things in food purely to boost profits, while knowing that in many cases these things aren't healthy. Example- Orange Tic-Tacs. Compare the ingredients list between a box from the USA, and one from Canada. The first thing you will notice is that the Canadian ones are in an orange tinted box. There is no coloring. There is no high Fructose corn syrup.

This program was a really good idea. I hope it helped people to make better choices with their foods.

Thanks!

Eating healthy is a choice. This program makes those choices easier and more beneficial to my health.

I found myself taking smaller portions, sometime even half of a serving when I found out the calorie counts per serving. I stopped eating the whole snack bag when I found out there were multiple serving in a bag. I also brought more fruit for a snack from home.

I'm already a health nut so I've been reading the labels for years but I still appreciated this program and learned a few new things along the way.

Learned several key indicators printed on the labels to watch for.

Really started paying attention to the amount of sodium in the food I eat (also the amount of fat and sugar).

Last visit to grocery store, read labels to make better choices. Purchased more fruits and vegetables.

One suggestions was very helpful - now I partition a new product into servings in ziplock bags. Very helpful. Wish there were more helpful hints like that.

I appreciated knowing what was considered low fat and high fiber for labeling.

This program helped me become aware of what I was eating and the amount of calories I am eating.

I've read labels for years and feel others should as well.

Just made me more aware and I made better choices.

I used to read labels only for sugar content; now I read, and understand, more of the other items on the label and make wiser choices in my food purchases.

Really enjoy the recipes. I share them with the people here that do not have access to program. They look forward to the new recipe daily.

A very informative program. I hope a lot of people continue to monitor their food contents and make wise choices.

I make it a habit to look at calories and fat numbers. I get surprised sometimes. More when I travel and don't have access to my normal supplies.

Keep up the good work!

Even though I started reading and making better choices several years back I still enjoy participating in a group effort. Thanks, Al

I have been reading labels the last couple years but this is a good reminder to check them out.

Makes you think twice before purchasing a food product in the grocery store.

This program raised an awareness of what is in our foods and how what we are taking into our bodies. Thank you.

I have currently lost 7 pounds of the 40 that I want to lose just by watching what I eat! Wait till I start exercising!

This program got me focused on the labels that I just kind of took for granted.

I really appreciated some of the tips the program provided on the mechanics of reading food labels. They can be deceiving at times.

This was great! Thank you.

Helping a great deal with blood sugar due to this class. Thank you!

I love to cook meals from around the world which require many different fresh ingredients as well as cooking oils. I've discovered that the healthiest oils to cook with besides olive oil, which I knew and use often, follow in healthiness in this order: grape seed, chili, sesame seed, and finally peanut oil - all of which I have at home and, of course, all of these oils must be used in moderation.

This is great to get you thinking!

Very good to make you think about what kind of junk you are consuming.

Thank you for explaining the details of reading labels

I normally read labels since I have a low tolerance for artificial sweeteners, preservatives, colors, etc. It's hard to find things that are not artificial or processed.

I really like the recipes that are put in here. I like to take these recipes and substitute ingredients to make them even lower in calories and sugars.

Good job!

Trying real hard to drink less beer! Hard to do with football season coming-up.