



# Read The Label

MAKE YOUR CALORIES COUNT.

## health matters

EDUCATE ENGAGE EMPOWER

CREATING A CULTURE OF WELLNESS



### Read The Label - June 2010

#### Program Guidelines

- Read the **Nutrition Facts** on the package of the food item you buy or eat
- Choose healthier foods by comparing food labels when buying food and planning meals



**TOTAL PARTICIPANTS:** 6,501

**ONLINE REPORTING:** 6,007 reporting, 5,661 compliant

**ONLINE SURVEYS COMPLETED:** 2,318, 36%

#### SURVEY RESPONSES

Did you complete program guidelines on at least 24 days during June?

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? **4,727 pounds** reported lost by 1,123 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 – Healthy Dinner Club?

93% YES      7% NO

#### 1-POOR, 2-FAIR, 3-GOOD, 4-VERY GOOD, 5-EXCELLENT

Emails	3.82
Recipes	3.64
Website & Tracking	4.00
Mailed Nutrition Facts Brochure	3.72
Overall Program	3.89

#### PERSONAL BEHAVIOR BEFORE PROGRAM

Reading food labels	3.25
Making healthier food choices based on food labels	3.28
Productivity work/home	3.42
Overall well-being	3.45

#### PERSONAL BEHAVIOR DURING AND AFTER PROGRAM

Reading food labels	3.91	17% ▲
Making healthier food choices based on food labels	3.87	18% ▲
Productivity work/home	3.71	8% ▲
Overall well-being	3.75	9% ▲

## COMMENTS FROM HEALTHIER WY PARTICIPANTS

I feel healthier!

One of the best things the State has ever done for its employees.

It is clear that lots of effort has been put into wellness program. Your efforts are appreciated. The recipes are especially appreciated.

I was able to find a healthier potato chip.

I've learned quite a bit through participation in this and past programs. This has been an excellent tool for me and my way of a more healthful approach to nutrition & activities.

I enjoy this program and commend the State of Wyoming for making it available to its employees.

Even though I did read the labels to a point before I started this program, I told myself that this was probably one of the easiest programs to participate in and be able to earn the credits needed. This has really opened my eyes and given me a lot of insight and help to make much better choices. It wasn't always easy when I found that some of my comfort foods were not so good for me, but I tried hard to make the best choices this month. It paid off. I really appreciate these programs. Thank you.

I love the programs you guys do! They are excellent! Thank you for all of the work to try to make state employees aware of the importance of good health!

Great learning experience! Love the whole Healthier WY concept!

I love these programs. Just this little challenge really helps with overall wellness because it stays in the forefront of my mind each day. And it's achievable!!! Thank you

Your reporting, tracking and emails are all excellently designed. It is easy to follow and complete the program.

I so enjoy these programs. They make you stop and think about your safety or health.

I thought I was reading labels. But, I was not understanding all the labels had to offer until I followed your brochure. It really helped. Thank you. This is a great program.

Excellent program. Very informative even to those of us who thought they were well informed. Thanks!

I had been reading food labels for several years. This program gave me a better understanding of what is on them. It really HELPS!

I thought that this program was the best one so far. It gave me a lot of information that I didn't know.

I have to say this has been the best program so far. I used to read the labels for ingredients but never knew what the rest of it was about or how to interpret it. I feel much more confident now, and much better informed.

I've read the labels but never was sure what the information meant. This program really helped me understand it much better.

I dropped my blood from avg 135 back to 115-122 in just 2 months by walking more reading the labels and reducing my salt and actually seeing what is in my packaged food. Thanks to this state program it is great every time you do them.

This has been such a great program and I am thankful for all these programs offered. Thank you!

A clear understanding of what's healthier for me versus what I've done for years. Thanks to all of you who took the time and effort in making our lives healthier and more productive. God Bless you all.

I passed the information and recipes that I received from this program to my daughter who is majoring in elementary education and nutrition. This was a very easy program for me as I have been watching labels for many years now. The information was still beneficial and the recipes were some of the best. Thank you for these great programs. I hope others benefit as much as I do from them. I am anxious for the August program with its portion size plate. That might be an eye opener for many including myself and my daughter!!!!

The daily tips were particularly good for this program. The chart to use for calculating content of recipes was quite helpful, so I downloaded it and will use it.

To the credit of Healthier WY we have started eating healthier; less processed food and more fresh fruits and vegetables. Therefore we read fewer labels than we would have 2 years ago.

I had been trying to pay more attention to food ingredients listed, this helped me be more diligent and it seems to be continuing into July.

All of the programs to improve our health have had a positive impact on me. Overall it's a great effort to help us all live better, reduce health insurance needs etc.

This program should remain yearly. It is excellent and keeps people informed.

I participate in your program simply because I enjoy it.

Great programs!!!

A lot of the information was things I (at least should of have) know but it was presented in an easy to understand format.

I found this program to be one of the most difficult for me to accomplish. It was a challenge to read most labels because it was something with which I had little experience. My wife also read the labels on some food products before processing them. I feel that it required a positive attitude to take the time to read certain labels, especially when one was in a hurry.

I learned a lot about what was in the items I buy and the ones I do not want to buy.

Great recipes and tips.

I've always watched labels but didn't pay a lot of attention to them. I did make some different choices this past month.

Thanks for the opportunity to focus on health. I do better when enrolled in a program.

This has made me more aware of where I need to lose and how to lose the weight.

Encouraging good health habits is well worth the effort. Thank you,

Reading the label DID make me more cognizant of labels & their content; not sure THIS segment impacted on my behavior; your program overall has impacted my behavior in a positive way. Thank you!

I am in the habit of reading nutrition labels and enjoyed the encouragement to continue this practice. I believe that I made better choices and followed up more consistently by participating in this program.

I was amazed at what I found out on the labels. Thank you.

Not much impact ...I constantly read labels and eat fresh vegetables every day, little processed foods.

I enjoyed trying some of the recipes.

Though I often read labels, the info you provided made me concentrate on more specifics. Thank you. Norma

I most appreciated the explanations for the information found on a label. I have read the labels for years, but the increased knowledge was very helpful.

Keep up the good work, we can all use this in our daily lives. Even though I already did this program it is beneficial to all.

Loved the recipes and used many of them. My whole family seemed to enjoy it.

This program kept me on my toes when it came to my food choices. I actually lost 5lbs which is awesome and I feel better about knowing I am feeding my body healthy foods.

Very nice to see the effort at creating awareness of what our food contains. This is not new to me or my wife as she has wheat and gluten allergies so we have read labels for numerous years.

I have been reading labels for 24 years or more. I think it is an excellent program, because everyone should be reading the labels of what they are eating.

Excellent

Great program!

I also applied what I learned here to meals bought on the road during vacation.

Glad you are doing these programs. You should keep a recipe list somewhere so that we can access them at later dates when we are thinking of dinners.

I was pretty good about reading labels but this program did stimulate me to be more conscious about checking stuff out and following up in the kitchen.

Started Weight Watchers the same month as this campaign. Weight Watchers calculates "allowable points" on calories, grams of fat and grams of fiber. Therefore, this campaign and WW complimented each other nicely for me.

The program was great, it is more just a personal bad month. I enjoyed the recipes and the information about labels.

Although I did not lose any weight I feel better come three o'clock. I still feel energized.

It was a great program. I did not realize all of the stuff I was eating that I should have been checking on before I ate it.

I was reading labels before June, but the helpful hints alerted me to some things to be careful and watch out for in shopping.

Bringing awareness by taking a moment to read what you might eat. Reading labels helps choosing more wisely.

Some of the labels are actually VERY scary.

Can't wait for the "Healthy Dinner Club"! I think the whole program is great.

I'm a vegetarian so I read the labels all the time anyway! But this informed me of other things to take a look at and it was good to know about the fats - I never knew which one was the bad kind.

Excellent resource for anyone looking to be healthier; physically & mentally!

This program assisted in reducing the sodium in my diet as well as the carbs, and sugars. Also identifying the fiber content.

Great program and can be an eye opener for some.

These programs have all been good but it is sometimes hard to work everything in daily. It takes real attention to the program to complete this.

This was an excellent program. I have always been a label reader, but the reminders and helpful hints really helped make me more consistent and informed. Thanks!

When you read the labels - you don't want to eat anything!! Sometimes hard to get past them.

I can now look at label and go right to the most significant information, like sugar content.

Interesting recipes.

I alternated my overall grocery list to better food choices and loving it all.

I'm gluten intolerant so reading labels is a fact of life for me.

Thank you

I really like having the recipes that I know are already healthy--makes it easier to prepare healthy meals!

I am looking forward to see what July has. Thank you!

Great program could not ever figure out labels.

Very informational.

I have been reading the labels on food for a long time. This program was a good reminder on how to incorporate this information.

I already read food labels, checking for calories, fat, sugar, etc. Nothing changed due to this program.

When I started this program, I thought I was already good at reading labels, but learned that I had been unaware of unhealthy ingredients in many of the foods I regularly use. For instance, I learned that fruit flavored yogurt has half the sugar of vanilla yogurt.

The program helped me be more aware of what I was eating. However, not ever having a weight problem my whole life I did not change my eating habits. I was just more aware of what I was eating.

I believe this program made my pay more attention to all the calories, carbs, proteins, vitamins that were in the foods that I was eating.

Being Diabetic I was reading "label" content etc., but with the June program I was even more diligent about "contents" etc.

This was such a good thing to do. One thing that was very good for me was to realize how much one serving is.

The \*direction\* I received from the program showed me how easy it is to live a healthier lifestyle. I am anxious to keep going!

I have a son who is a juvenile diabetic- reading labels is so very important in following controlled diets!

Thank you.

I know the nutrient information on everything I eat, I am almost obsessive at reading labels but for those who aren't I can see how this exercise could encourage awareness of the calorie and nutrient content of the foods we choose.

In working with students that have food allergies I have learned that reading labels is important to them and to me as well to learn how much sugar there is in so many products. I read labels now to check the salt and sugar content in products.

So far all the programs are good. I signed up for the weight loss thing and I just don't have time to update it like I should.

This made me aware of the ingredients of most items and to make healthy choices based on those ingredients. Making good choices with what I eat makes me feel good and confident.

I think this was the most informative of all the programs so far. It really opened my eyes to what is truly meant on the labels of foods.

Good nutritious recipes. Helped me understand food labels better. Buying healthy food is important.

My daughter, who is a vegan, enlightened me on how important it was for her to read the labels as "vegetarian" was not necessarily a safe "vegan" product.

Learned much more about how to read the labels and distinguish good versus bad choices.

Great program I learned a lot I did not know on this one! Thank you.

I am already very productive at work and home so feel my productivity probably remained the same.

This is a good program, but I already was consistent at reading labels, so it was an easy one.

I love the recipes. I also feel that I have benefited from reading the labels.

The Nutrition Facts Brochure increased my knowledge of how to read food nutrition labels. I was decent at doing this prior to the program but am much more knowledgeable about what specifics to check for now when comparing similar foods.

I've also been trying to purchase foods grown in the US and am pretty frustrated at how hard it is sometimes.

One of the days I read the label, I was amazed at the amount of fat. I chose something else. I paid closer attention while shopping.

The program reminded me to check the labels ALWAYS! Thank you.

I have been aware of reading labels for a long time; participating in this program enhanced my awareness and the importance of label content.

I never knew how to read the labels before...frightening.

Never realized how much information was on food labels before. Sometimes now it's just choosing the lesser of two evils, but I CAN make a choice, thanks!

It was beneficial to have the regular help concerning reading labels. The tips to understand them better really are useful & I will refer to them often in order to commit them to memory. Thanks for keeping them in the system in order for us to refer back to them.

Reading labels is a real eye-opener. I find that the fewer packaged/processed foods I can eat, the better.

I tend to be very healthy (my fitness score is 97 out of 100) - I attribute a lot of my healthiness to being vigilant about reading nutritional content levels and knowing what I put into my body. I absolutely believe that reading nutritional information is important to overall healthiness - so, good job and I hope that others have learned that too.

I have always been a reader of labels but this program helped me look for details that I did not do before.

Thank you.

Since I have food allergies, I always read the ingredients list. After this program, I also concentrate on the nutritional facts part of the label.

Even though I was a label reader before this program, this program helped to remind me to keep reading them. Any reminders are helpful in a society that has so much junk in its food. Thanks.

This is a very good program for educating about their selections when purchasing food items.

Lost 12 lbs. Also, I ride bike daily. I am glad that I found a way to lose those hard-to-lose fat pounds.

I lost pounds and inches, but not as a result of newly reading labels. I always check labels and lost weight through other efforts.

I have always been into reading labels, but picked up some valuable information and knowledge that I now use.

Good program. I had already read food labels, but this program made me more conscientious.

Reading labels was a real eye opener...one must really look at the labels to make healthy choices...the big bold print to entice you to buy is usually misleading.

Great program - keep up the good work!

Liked the idea of this topic for a series.

Reading labels became a habit for me and I have eliminated many carbs and sugars.

I have always been an avid label reader because of a food allergy and an aversion to corn sweeteners. I cook almost everything from scratch.

I don't eat anything with ingredients I cannot pronounce or recognize as a real food. I feel great.

I workout 6 days a week and feel great.

I couldn't believe how much fat & sodium content is in processed foods!!

Reading food labels is very interesting. Especially the amount of sodium in things as well as what can fool a person as to how many servings is in a package! I have been reading labels since the early 70's.

This has made me more aware to check all labels now.

Lots of good info, I actually have read labels for years, but it is excellent to make people aware.

I can now be a smarter shopper.

I became aware of more items on the label due to this program, calories were a big part of the choices I made.

If it has more than 3 or 4 ingredients I usually don't choose to eat it.

This is truly a very very good program.

Very informative.

Thank You. Multiple challenges going on at this time; your program is one more positive tool.

I have always read nutrition labels, but this program was a really good reminder to continue that practice.

For those with no knowledge, it was a good stepping stone to a broad spectrum base of knowledge.

Excellent ideas and program

Thank You for making these programs so interesting and fun!!

I enjoyed having to read all the labels. In the past, I just did if I thought it was a "bad" food.

The produce section of the supermarket has a notebook with nutritional value of the produce items. I took the time to read this notebook.

Love the recipes!

The program reinforces my current healthy choices & good health habits.

I've been reading labels and making healthier food choices since I joined Weight Watchers and lost 30 lbs. in 2002 so this wasn't a new concept to me.

I have a better understanding of what the labels are and how to read them.

Reading labels is a part of my family's life due to there being a diabetic in the family. It is surprising how deceptive product advertising can be when compared with the info on the nutrition label.

My family has been reading labels for quite a while. We are amazed at the junk that is put in our food. Thanks for helping others learn how to protect themselves.

Good program.

I enjoyed the program very much. We used many of the recipes given and they were all very good. It is nice to have the Nutritional Facts Information provided with the recipe.

I like this program--it reminds me often and I think about when I purchase and eat.

I enjoyed sharing this with my family - showing them things like the sodium content of their favorite foods.

I learned some new information regarding ingredients and nutrition.

I have pretty much read labels for certain things such as salt, carbs, & fats previously but I have learned to now pay more attention and read all the ingredients as there are other things that are not good for a person. I have learned much. Thanks!

I'm currently undergoing Chemotherapy. The chemo, the drugs to help with the effects of chemo and another result of chemo throwing me into menopause, has caused havoc on my weight. I have gained weight during the month of June, but not as much as I could have if I had not been as careful with my nutritional information than I was.

Have always needed to read labels or be sure that MSG, and food with shell fish like clams, lobsters, etc. are not in food or have not touched such food. I am very allergic to such food.

I look at labels more faithfully now.  
Have tried several of the recipes...lots of good ideas!!

These programs keep me on track!

I've have lost 25 pounds in this total program.

Thanks!

Did you ever read the labels on Pepsi or Coke? The contents are just chemicals off the shelf!! ( I have an MS in chemistry). PS look at the label on wieners. Note the amount of fat!

Enjoyed the program!

The program has made me much more conscious of salts, sugars, carbohydrates, etc. than before the program. Now I look at the ingredients and nutritional contents for health and to satisfy curiosity. Thanks for the program!

Did you ever read the labels on Pepsi or Coke? The contents are just chemicals off the shelf!! ( I have an MS in chemistry). PS look at the label on weiners. Note the amount of fat!

I've had food allergies for 16 years and reading labels is essential--and enlightening. Your info helped me modify.

Good practice to get into. I will continue to do this.

My husband & I have both starting reading the labels and buying based on them. Thank you!

This program helped me be more aware of what ingredients were in the foods I was consuming. Foods I thought were "healthy" were not! Thank you for the education.

Becoming more aware of food labels has long run benefits

Learned that a lot of the foods have a lot of sodium. Actually too much.

I'm diabetic and have to read the labels for carb calculations. This is a great program to get others to realize what they can avoid if they eat healthy now.

Vacation was during this time and I was being bad about choices. Vacation comes once a year and I was not ready to be good.

I have to watch for protein, to get enough per day; so I was a label-watcher, but I learned about so many other pieces on the label during this program--especially about sodium!

Too easy. We already read the labels and made choices based partly on them.

Thanks so much for this program. I am reading labels like crazy now.

I was reading food labels before the program and this was a good refresher.

I was already pretty much reading labels as I have to watch for sodium. This was a very nice program to help anyone. Thank you! - Sharon

Most of what I eat is organic, so while some products from Vitamin Cottage have labels, many natural products do not, and I shop a lot at the farmer's markets. During this program, I did discover that some "organic" shelf goods don't differ much for content from "conventional" items, so in some cases felt like I'd spent too much for little difference in nutritional value. I am on a weight gain plan...yard work, play with grandbabies has increased muscle mass.

It's fun to read the labels just to see what is in the product.

We read labels regularly anyway, but this program prompted us to have some conversations with our kids about what was in the foods they were eating.

Very helpful and informative.

Excellent program!

I have always been a reader of food labels but was pleasantly surprised to learn some things I didn't know before about the info on the labels and how it can be used.

I also like having the worksheet and website address to help determine nutritional values for food prepared at home.

So proud of my weight loss by making healthier food choices based on food labels. The overall program was very informative and I am so happy that I could participate in it. Thank you so very much.

It does make a person more aware of what nutritional products are and are not in different products.

This program has made me more aware of the amounts to take and how.

Food problems have always had me reading labels and looking up the chemicals that a lot of companies put on the labels...too bad they don't have to use simple names that are easier to recognize...some of those can cause a deadly reaction. This is a very good program as I don't think a lot of people realize the additives that are in everyday items that we use. The tips were good. And it is so easy to overlook what is a portion, thanks for the reminders.

It sure is a surprise as to what certain labels ingredients can contain high fat content, that I had really never paid attention to before in my younger years, amazing what you learn just by reading labels.

I read labels before I started this program however this program made me aware of how much I actually do read labels and I read them more completely during and hopefully after this program.

During the summer months I usually get out and exercise more. Just the fact of checking e-mail and reading facts and new recipes probably get me thinking more about what I need to do to maintain a better lifestyle. Thanks for that!

I truly gained knowledge on what the labels actually are telling us. Now knowing about the 2000 daily calorie, or how to check first for how many servings per unit was eye opening.

Good idea.

Thanks!

Reading labels with intent to make better choices is a long-time habit of mine, anyway, so this program simply reinforced that behavior.

Excellent awareness program. My favorite was the culprit and the cure. :-)

I was shocked at finding sugar in nearly every processed food.

This is excellent

Thank you for continuing this informative and helpful programs.

This was too easy. We have both been doing this for years, since we must avoid a number of foods.

I liked the focus of this program!

This is a good program, please continue.

I have always read labels - but I learned so much this month - thank you!

These programs keep me focused on being healthy. I hope you will continue to offer them. Thank you!

Some of info interesting, but really not much new. I generally have read labels.

I really like the idea of this program.

This program gave me more of an incentive to read food labels and to understand the information listed on the label in a more educated manner. Thanks! - Shane

I was already reading labels and evaluating foods but this program reminded me to be more diligent in reading and interpreting label information.

Excellent program.

I have been reading labels for many years and this program has reinforced the importance of this activity.

Reading the labels and eating right has given me a new outlook and more energy.

Even though I have been aware of and have read labels, with this program I made a more conscious effort to read labels daily and more often while shopping.

My wife was in the hospital & rehab program the last month. This resulted in more concern about other activities for both of us. I did enjoy the emails and other items mailed.

More aware of food content and values of eating a healthy diet.

I did learn from this program. Thank you!

The Read the Label program was very easy for me since I keep a diary of caloric intake and expenditure! (Much easier for me than the good night's rest was) :) Thanks for the encouragement you guys provide.

I can understand the labels now. Great info each day!

Since I read the book *The Culprit & The Cure* my eating habits have changed drastically. Excellent program. Thanks.

Although I was aware of labels and have checked for sugars, calories and trans fats for a long time, I really did not pay much attention to anything else. Now I do read everything on the label.

The e-mails are great and the recipes are usually well received by my family. Keep up the good work!

I have had gastric bypass this has help me be more efficient in better choices

Your recipes were very good.

Easy to read and fun to learn the new facts. I read labels already for my own personal health and family health, nice to have this reinforced. My daughter is 12 years old and wants to eat some of the "normal" foods that other families eat and I used some of this info to help teach her a little bit more about the importance of reading food labels and what they mean. Thanks, keep up the good work!

Thank you for your suggestions/ideas and recipes throughout the month. The serving size is one I've learned to pay more attention to---I was just plain eating TOO MUCH!

I believe that it is a good idea to read food labels before buying food products that may contain high concentrations of Sodium, Saturated Fat, Cholesterol, Sugar, and Calories per serving size.

Reading labels and being aware of fat and carbohydrate type (simple vs fiber/complex) was something that I was already doing. But I did make extra effort to read labels during the month of June with the current emphasis.

I like these programs. They force you to consider your health daily.

I am reading the level and more health conscious my BP is less

I have a hard time with Portion control.

Good explanation of food labels and encouraged me to read them more than before although I was pretty good at reading labels.

I have been following most of the guidelines for some time since I am both diabetic and have heart problem so program was a good reinforcement.

I started reading labels when I found out that I'm allergic to soybean. It's very hard to find foods that do not have soy. It has helped me with my sugar levels and how much salt is in each product.

Keep up the good programs, they are great. Thank you!

I have really gotten a lot from this program.

I was an avid label-reader before the program began, so it wasn't as helpful to me as it probably was to others.

I am much more aware of what is in the food I eat than I was before.

I usually read labels anyway, but this was a good reminder to be more consistent.

Feel that I've received valuable information with this program. Making it part of my every-day life.

Nice program, Will keep up and work further on this program.

Great program. Good reminders to let you know "You are what you eat."

It truly is amazing the things I have learned from reading the label. I eat wiser. Thank you.

We are already label readers but we learned some new facts and it is always good to have encouragement to keep it up!

Most of what I eat is organic, non GMO, and range-fed chicken and beef. Reading labels helped me choose healthier ingredients to add to recipes.

Best one yet...lots of good info that you only have to learn once, and you have it for good, like the order of ingredients, etc...Thanks!

Always feels good mentally and physically when I make a wise choice.

I recently began a diet plan to help lower my cholesterol without taking statins. The timing of this program was perfect!

It helps.

Encouragement to read nutritional info resulted in choosing healthier products for ingestion, both at home and in restaurants.

I am making sure to read all labels and buying more fruit and vegetables to eat. I have started working out more exercising and walking

Keep offering new ideas for us to try to be healthier.

This was an easy one. I've been a label reader forever.

Overall this program is great. I think you would be okay repeating some of the programs like walking, handwashing.

Love what you're doing with the overall program. I hear people talking about it, so I know it's making a positive impact. Keep it going!

Keep up the good work!! I know this program has been most beneficial to a great number of people!!

Keep up the good program--very helpful especially for older folks!

Keep running programs like this --you have done wonderful jobs.

Keep up the good work!

Each of the programs is very good, just not long enough. Run each for two months to give us a real chance of incorporating new ways into our lifestyle. Thank you.

I would welcome health tips and recipes on the weekend, too! Thank you for this great program.

Keep urging people to be healthy for their well-being!

Please keep these programs coming.