

CEO challenge spurs workers to adopt healthy practices

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(HealthDay)—The American Cancer Society's Chief Executive Officers (CEOs) Challenge can increase implementation of health promotion practices, according to a study published in the Dec. 17 issue of the U.S. Centers for Disease Control and Prevention's *Preventing Chronic Disease*.

Jeffrey R. Harris, M.D., M.P.H., from the Health Promotion Research Center in Seattle, and colleagues examined the first year of the American Cancer Society's CEO Challenge. They surveyed use of 17 evidence-based practices by 17 companies in the Washington State Chapter of the CEOs Against Cancer network. Companies received a written report of their baseline performance, and had at least quarterly consultations with American Cancer Society members to assist in implementation of practices.

The researchers found that the implementation scores were 54.8 for cancer screening, 46.5 for healthy eating, 59.8 for physical activity, and 68.2 for tobacco cessation at baseline. The scores increased by 19.6, 19.4, 16.0, and 9.4 points, respectively, at one-year follow-up.

"The CEOs Challenge is a promising approach to chronic disease prevention via the workplace," the authors write. "The program increased the adoption of these practices and was well accepted."

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