

Prevo Health Solutions Represents the Private Club Industry in New Membership with the National Coalition for Promoting Physical Activity (NCPA)

‘CEO Pledge’, a coalition-created wellness campaign, will serve as the backbone of Prevo’s drive to reform private club health care through wellness and prevention initiatives.

San Juan Capistrano, California ([PRWEB](#)) August 20, 2013 -- [Prevo Health Solutions](#) is proud to announce its membership in the National Coalition for Promoting Physical Activity ([NCPA](#)); joining the ranks of the American Heart Association, American Cancer Society, the American College of Sports Medicine and several organizations committed to preventing and managing chronic diseases through increased levels of physical activity. As the only member representing the private club industry, Prevo plans to spark the flame of health care reform and wellness in the industry by joining the NCPA in promoting the existing [CEO Pledge](#) to club leaders.

The CEO Pledge is just as it sounds; a pledge created by the NCPA that encourages every CEO in the United States, and in this case the Private Club Industry, to recognize physical activity as an important driver of employee health and business performance. But Prevo Health is taking the CEO Pledge one step further.

“We decided to enhance the CEO Pledge by adding a handful of useful elements to help private Clubs to ceremoniously and formally launch a Workplace Wellness strategy. In addition to contributing to a greater cause, by taking the CEO Pledge, the Club should expect to see a reduction in health care costs, reduction in training and hiring costs, reduced absenteeism and an improvement in productivity and morale,” said Rick Ladendorf, President and Founder of Prevo Health Solutions.

With the enhancements, a CEO pledge member will receive a wellness playbook that provides step-by-step instructions on how to integrate activity and nutrition into the workplace, a plaque, press release, ready-to-use programs, promotional material, email templates and access to best-practices located on the CEO Pledge website.

By signing the CEO pledge, top executives are sending a message to their staff that they are committed to their health & wellbeing. “Leadership is critical,” says Scott Goudeseune, the CEO of the American Council of Exercise (ACE), and president of the NCPA’s board. “There must be clear, strong, and ongoing support, beginning with the CEO, for workplace health and wellness programs to take root.”

In fact, studies of employee wellness programs consistently find if employees believe that creating a culture of physical activity is an executive priority, employees are more likely to be physically active and eat healthier.

As Prevo supports the CEO Pledge, it is eager to inspire and empower physical activity in the club industry with an end goal of reforming healthcare and impacting every club’s bottom line in terms of health care dollars. With 20% of the population accounting for 80% of health costs, prevention of chronic diseases, in this case through physical activity, is critical to reform efforts. The World Health Organization reported that in the U.S. an investment of \$1 in physical activity leads to \$3.20 in medical costs savings.

Prevo Health is a proud member of the NCPA and has a vision of representing a minimum of 1,000 Private Clubs and hundreds and thousands of employees and their families who work in the industry.



About Prevo Health Solutions

Prevo Health Solutions Inc. is the club industry's premier wellness experts with expertise in workplace wellness and member retention. Our mission is to improve the overall health of the Private Club Industry through education and sharing of best practices. Our team consists of health professionals, certified nutrition & fitness experts, workplace wellness gurus and engagement specialists. We know what works in the workplace and we know the club industry. Prevo Health Solutions works with employers of all sizes to develop and execute custom wellness strategies which maximize engagement and participation. For more information, call 888-321-1804 or visit www.prevohealth.com.

About the NCPPA

The National Coalition for Promoting Physical Activity (NCPA) is the leading coalition in the country for promoting physical activity and fitness initiatives through national policy. It consists of a diverse blend of health organizations, associations, and private corporations, advocating for policies that inspire and empower all Americans to lead more physically active lifestyles. We maintain a strong and necessary voice for physical activity in Washington, DC through NCPA staff and members working together to actively encourage federal legislators to make policy changes that promote regular activity in all facets of life. We speak directly to lawmakers and support national programs that meet our objectives, as well as host congressional briefings for members and their staff on a variety of physical activity topics including most recently, the economic benefits of physical activity. www.ncppa.org



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