With your help, your workplace and your employees can be on the way to better health. There’s no better benefit to offer your employees than helping them have healthier, longer lives.

Since the Fit-Friendly program began in 2007, more than 4,200 worksites representing more than 10 million employees have participated.
The American Heart Association's goal by the year 2020 is to not only reduce the rate of death from cardiovascular diseases and stroke by 20 percent, but also to improve the heart health of all Americans by 20 percent.

More than two-thirds of American adults are overweight or obese, putting them at risk for heart disease and stroke as well as many other chronic illnesses and conditions. Making healthy changes in the workplace, where many adults spend much of their day, is an important way to help people be healthier.

That's why the American Heart Association places such an importance on creating a healthy work environment, and why we encourage employers to become recognized as Fit-Friendly Worksites.

Studies suggest that by encouraging physical activity and healthy eating and promoting an overall culture of health, employers can:

• Increase productivity
• Reduce absenteeism
• Lower turnover
• Reduce healthcare costs

And the American Heart Association wants to help.

How do worksites earn Fit-Friendly recognition?

• Work with your local American Heart Association to determine your eligibility.
• Submit your application online (by April 1 or November 1).
• Renew your recognition status annually.

What do recognized worksites receive?

• Recognition on the American Heart Association’s Fit-Friendly program website
• Recognition by the American Heart Association at local events and in recognition program communication materials, including the Annual Honor Roll published on the website
• The right to use the program’s annual recognition seal for internal communications to employees and external communications related specifically to employment recruitment
• An official recognition letter and recognition plaque sent by the American Heart Association
• A quarterly worksite wellness e-newsletter with resources you can use in your own newsletters and programs

Where do I start?
Apply (or renew) online at heart.org/fitfriendly

Award Levels and Criteria
Here are the different levels your worksite can qualify for each year:

Gold Level
For worksites that fulfill criteria such as offering employees physical activity support, increasing healthy eating options at work, promoting a wellness culture, and adhering to a strict tobacco policy; as well as implement at least six of the physical activities, two of the nutrition activities and one of the culture activities listed in the application form.

Platinum Level
For worksites that fulfill all the gold-level criteria, are 100% tobacco-free campuses, and achieve at least one behavior change, specified cost savings outcome, or positive return on investment (as documented by supporting data).

Worksite Innovation Award
Given to a worksite that achieves all criteria for gold-level recognition and leads the development and implementation of a notably innovative and effective program in the workplace.

Community Innovation Award
Given to a worksite that achieves all criteria for gold-level recognition and leads the development and implementation of a notably innovative and effective program not only in the workplace, but also in the community.