

WW Kurbo Program (2020 Plan year)

September 17, 2019

Margaret Smith-Isa, Program Development
Coordinator

Ali Hassoun, PEBB/OEBB Director



Overview

The report summarizes the WW transition of PEBB participants 10-17 years old utilizing standard WW programs to the Kurbo weight management program, recent media on the Kurbo program, and possible options to consider.

Board action is requested.

WW/Kurbo and PEBB/OEBB Benefit

In July 2019, WW approached PEBB/OEBB staff about the program-wide transition to the Kurbo weight management program for children and adolescents that promotes healthy eating and physical activity. Kurbo would replace the existing ability of PEBB/OEBB members (ages 10-17) to participate in the standard WW program. Kurbo is an app-based weight management program designed to promote healthy eating among children and adolescents through the use of a traffic light system to promote healthy choices. WW offered to provide Kurbo free-of-charge to OEBB for the 2019-20 Plan Year and PEBB for the 2020 Plan Year with program pricing addressed in upcoming renewals. After reviewing Kurbo and supporting information, PEBB/OEBB staff agreed that Kurbo should be offered to PEBB/OEBB members to ensure that dependents 10-17 years old continue to have access to a weight management program through WW as approved by the Boards for the upcoming plan years.

Kurbo Media

In August, WW officially launched the Kurbo program for WW participants under age 18. A number of stories appeared in the national media that raised potential negative consequences of the Kurbo method for promoting healthy eating among children/teenagers. The main concern was that Kurbo's use of a stoplight approach to classify food could promote eating disorders among children/teenagers, especially with the negative cultural pressures around body image. Staff felt it was important to raise the issues to the Board and provide possible options.

Possible Options

- 1) Launch Kurbo January 1, 2020 – Allows PEBB members age 10-17 who seek support for weight management to continue to have access to the WW program.
 - 2) Cancel Kurbo for PEBB's 2020 Plan Year - WW eligibility will be limited to members 18 years-old and older.
-

- 3) Delay decision pending planned OEBB SEOW (Strategies on Evidence and Outcomes Workgroup) review of Kurbo at their October 1, 2019 meeting. SEOW is scheduled to further examine the Kurbo program at their October meeting and make a recommendation to the OEBB Board. PEBB could defer the decision about the Kurbo program pending SEOW's review and recommendation.

Action

Board action is requested.
