



# DELTA SIGMA THETA SORORITY, INCORPORATED

*A Service Sorority Founded in 1913*

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## **DELTA SIGMA THETA SORORITY, INCORPORATED PARTNERS WITH WW TO FUEL HEALTH AND WELLNESS PROGRAM FOR MEMBERS**

WASHINGTON - Delta Sigma Theta Sorority, Incorporated (DST) has partnered with WW, formerly Weight Watchers, to create an innovative wellness program aimed at improving the overall health and wellbeing of the Sorority's membership. This is WW's first partnership with a black Greek letter organization and will complement the Sorority's **DeltaCare** program. **DeltaCare** operates as a call to action for members to practice self-care through three components: physical wellness; emotional wellness and awareness; and advocacy. The program will also aim to empower all people to take charge of their health by promoting relevant content related to daily activity, weight loss, and other holistic health topics specific to the African American community. The partnership launched on January 15, with a national webinar exclusive to DST's members.

African American women are disproportionately plagued with health disparities like heart disease, diabetes, and more. Recognizing that such ailments are often the result of a myriad of causes, the Sorority has concentrated its programming on improving both the physical and mental health of its members and the communities in which they serve. This effort is led by DST's Physical and Mental Health Subcommittee of the National Program Planning and Development Committee.

"Delta Sigma Theta is excited to join forces with WW to power our DeltaCare program. We know that their leadership in the health and wellness industry will help to support the personal health changes many of our members want to make," said Beverly E. Smith, National President & CEO, Delta Sigma Theta. "For years, we've implemented programs that promote better health for our communities. While this work will never cease, we must also pay attention to our members' individual journeys, and there's no brand better than WW to lead this challenge."

Focusing on the theme of *Stop-Start-Continue*, **DeltaCare** encourages each member to stop a bad habit, start a healthy new habit, and continue this practice through each month. WW will boost this program by providing incentives, tips, and recipes to support the new habits being adopted by the members.

"WW aims to make wellness accessible to all, and over the last year, we made a conscious effort to help the African American community lead healthier and more well-balanced lives," said Sherry Thompson, SVP, Community Engagement & Activation, WW. "With our deep expertise in behavioral science and more than five decades of experience in building communities, we are confident WW will be a powerful wellness partner for the Delta Sigma Theta sisterhood and community at large."

For additional information, please visit [ww.com/dst](http://ww.com/dst).

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### **ABOUT DELTA SIGMA THETA**

Delta Sigma Theta Sorority, Incorporated was founded in 1913 on the campus of Howard University to promote academic excellence; to provide scholarships; to provide support to the underserved; educate and stimulate participation in the establishment of positive public policy; and to highlight issues and provide solutions for problems in their communities. Today Delta Sigma Theta Sorority has over 300,000 initiated members and more than 900 chapters worldwide. The Sorority uses its Five-Point Programmatic Thrust of economic development, educational development, international awareness and involvement, physical and mental health, and political awareness and involvement to create its national programs.

### **ABOUT WW**

WW – Weight Watchers reimagined – is a global wellness company powered by the world's leading commercial weight management program. We inspire millions of people to adopt healthy habits for real life. Through our engaging tech-enabled experience and face-to-face group workshops, members follow our livable and sustainable program of healthy eating, physical activity, and a helpful mindset. Leveraging more than five decades of experience in building inspired communities and our deep expertise in behavioral science, we aim to democratize wellness and to deliver wellness for all. To learn more about the WW approach to healthy living, please visit [ww.com](http://ww.com). For more information about our global business, visit our corporate website at [corporate.ww.com](http://corporate.ww.com).