



Everybody. Everyday.
It's Time to Get Moving!

A fresh new incentive challenge brought to you by **WELCOA** and **TAVI Health**





About WELCOA

The Wellness Council of America (WELCOA) was established as a national not-for-profit organization in the mid 1980's through the efforts of a number of forward-thinking business and health leaders.

Today, WELCOA has become one of the most respected resources for workplace wellness in America. With a membership in excess of 3,200 organizations, WELCOA is dedicated to improving the health and well-being of all working Americans. Located in America's heartland, WELCOA makes its national headquarters in one of America's healthiest business communities Omaha, Nebraska.

Our Beliefs

Predicated on improving the health and well-being of working Americans throughout the United States, WELCOA adheres to a steadfast set of beliefs. Indeed, we believe:

- **Healthcare costs are an issue of significant concern.**
- **A healthy workforce is essential to America's continued growth and prosperity.**
- **Much of the illness in the U.S. is directly preventable.**
- **The workplace is an ideal setting to address health and well-being.**
- **That workplace wellness programs can transform corporate culture and change lives.**





About TAVi Health

TAVi Health is your partner in wellness and health promotion. Combining the resources of an exercise physiologist and registered dietitian, a therapeutic recreation specialist, and a quirky creative director, we develop unique and innovative wellness incentive campaigns.

As wellness professionals ourselves, we know that your time is at a premium. Our competitively priced wellness incentive campaigns take care of the creative work, leaving you time to implement a program that inspires health behavior change and increases awareness about health behaviors.

The twist is what makes us different. The twist represents our creativity and commitment to developing the most innovative wellness campaigns you've ever implemented. In addition, the twist includes:

- **Programs that focus on more than just exercise - we emphasize total wellness from fitness to dental health and environmental wellness.**
- **Off-the-shelf implementation with high-quality, copy-ready materials and all files provided in Word or PDF format on disk.**
- **New, different and oftentimes wild approaches to wellness programming.**

But that's just a sampling of the twist. Our out-of-the-box thinking is sure to provide a fun venue in which you can promote meaningful health behavior change.





Program Particulars

Title: Everybody. Everyday.

Theme: Establishing a lifelong habit of physical activity doesn't just happen automatically. Making movement a part of everyday life is an intentional act. This campaign provides the tools and support necessary to begin making a conscious and deliberate choice to be active everyday.

Duration: 6 weeks

Tracking Mechanism: Activity Log

Wellness Emphasis: Physical activity

Goal(s): The goal is for participants to develop a habit of scheduling physical activity into their week and to adopt a habit of engaging in physical activity everyday.

Incentive Prize Ideas: T-shirt, water bottle, pedometer, athletic shoes, gift card, magazine subscription, bicycle, vacation package, or tickets to athletic or cultural arts event.



Implementation Guide

This implementation guide is offered to assist you in implementing a successful challenge. Follow it word-for-word or add your own twist — the choice is yours!

1: Review Materials | We have provided you with all the materials needed to implement a meaningful wellness incentive challenge. Now is the time to review and become familiar with the materials.

2: Establish Timeline | Now that you have reviewed materials, it is time to start planning when you will implement the program. Take into account the time it takes to reproduce the items you reviewed in Step 1. Without appropriate promotion, you cannot expect to engage participants in the wellness challenge.

3: Customize Materials | All materials provided with this incentive campaign are yours. If you would like to modify them with your logo or other information, now is the time to do that.

4: Promote, Promote, Promote | Now is the time to hit your internal newsletter, send the introductory letter and/or email, get registration materials to potential participants and put up promotional flyers everywhere you can.

5: Launch! | It is now 'go' time. Launch the program with great fanfare to ensure participants are motivated to make meaningful behavior change. Be sure you continue to communicate throughout the program with the included motivational messages, Twist idea activities and regular information in your internal newsletter.

6: Reward and Recognize | To reinforce the new healthful habits of participants, be sure to reward and recognize those who meet their goals!

7: Gather Feedback | Use the included evaluation sheet to determine how well the program was received and how you can build on your success. Don't forget to share the findings with the senior leadership team!



Know-and-Go Ideas

You don't have to do that same old program — check out these ideas to help participants Know-and-Go!

Happy Feet

An active lifestyle is no fun if your feet are sore and achy from misfit or worn out shoes. Find out what the experts recommend you look for when shopping for your next pair of fitness shoes. Learn more about the different types of stride patterns and how this impacts what shoe might be the best fit for you. **Suggested speakers:** podiatrist, expert from local athletic shoe store.

F.I.T.T.

Frequency. Intensity. Time. Type. Learn how to design a safe and effective exercise program for yourself in order to achieve the results you most want. How do I calculate what my heart rate should be during exercise? Is jogging better for me than walking? What if I don't have time for 40 minutes of exercise each day? These questions and more will be addressed in this informative and hands-on session. **Suggested speakers:** certified personal trainer, athletic trainer, certified group fitness instructor.

Sports Nutrition Know How

Brush up on your nutrition know how in this engaging session designed to provide you with the most up-to-date information on fueling for fitness activities. Discover what foods best fuel your body for activity and find out why what you eat before, during, and after exercise really does matter. **Suggested speakers:** registered dietitian, certified personal trainer, sports medicine physician.

Explore The Outdoors

Exercising outdoors does more than renew our physical wellness. Whether it's hiking in the woods or biking through an urban park, being out and active in nature facilitates our connection with nature and the environment around us. Learn more about outdoor recreational opportunities available in our area during this informative one-hour session. **Suggested speakers:** local parks and recreation professionals, department of natural resource professionals, expert from local outdoor recreation business.



Wrap-Around Ideas

We couldn't provide you this incentive challenge without also giving you a couple out of the box ideas to ensure participants are engaged!

Take the Stairs Campaign

This fun initiative inspires individuals to forgo the elevator at work and take the stairs. Designate one day a week to take the stairs or commit an entire week to this challenge. Post friendly reminders by the elevators reminding employees to opt for the stairs. Add interest to the stairwells with posters, signs, and inspirational quotes to encourage usage. For more ideas and downloadable materials, check out StairWELL to Health at www.cdc.gov.

Park & Walk

Designate a park and walk section in the company parking lot, preferably an area that is a bit of a distance from the entrance. Post signs to encourage employees to park in this area and enjoy a walk to work. Greet employees as they arrive to the worksite and offer pins, hats, or stickers to display that let everyone know they choose to Park & Walk today. Take snapshots and post them on a "Caught In The Act" fitness bulletin board to recognize those that added a bit more fitness to their day.

Relive the 80's Fitness Revolution

Remember Jane Fonda in her leotard and leg warmers? Or who could forget Richard Simmons in his shorts and tank top sweating to the oldies? The aerobics era was born in the 80's with these and other icons. Sponsor an 80's Fitness Day where employees don their favorite 80's workout gear. Or have employees pick just one of their favorite 80's workout apparel items to wear to work that day. Distribute an 80's fitness trivia challenge to get everyone in the spirit of the day and hold a "Best 80's Music Playlist" contest for all to enter.

Tickle Their Funny Bone with Fitness

Fitness doesn't need to be serious business. Lighten it up and hold a contest to see who can submit the funniest fitness cartoon. Post the funny strips for all to enjoy and encourage everyone to vote for their funniest. Award the winner with tickets to a comedy club, a comedy DVD, or a collection of joke books.



Banner Design

This bonus will help you go 'big' with your promotion. This banner design is included on your disk. The final size is 6 feet wide by 2 feet tall. If you want to go really big, have it printed 12 feet by 4 feet. A sure attention getter, you'll want to use this banner during the registration phase of the campaign and leave it up through the entire campaign. The .jpg file can be shipped to any commercial printer for production. The .psd file can be modified in Adobe Photoshop if you'd like to add a little customization. One other bonus... it is also saved as a .gif file for use on your intranet (see below)!



Make Today YOUR Day!

Engaging in physical activity everyday has a powerful and positive impact on an individual's health now and in the future. The benefits of leading an active life are unbelievable! Which of these benefits would you like to experience?

- Increase your chance of living longer.
- Sleep better at night.
- Get to or stay at a healthy weight.
- Have stronger muscles and bones.
- Be with friends and meet new people.
- Be in shape.
- Enjoy yourself and have fun.
- Reduce risk of becoming depressed.



Everybody. Everyday.

Establishing a lifelong habit of physical activity ensures that you can enjoy these benefits and many more. And with **Everybody. Everyday.** you will be inspired to be active every day!

Everybody. Everyday. Registration

Name: _____

Department: _____ Phone: _____ Email: _____

Registration Deadline:

Return Completed Registration To:

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Everybody. Everyday.



Tracking FORM

Making movement a part of your everyday life is an intentional act. During the Everybody. Everyday. challenge, you will plan your coming week of activity and track your progress day-by-day. Below is a short survey to help you assess your current activity level, along with a sample to assist you in filling out the tracking form. At the end of the challenge, return your tracking form to the challenge coordinator.

Assess Your Current Exercise Habits

Are you physically active every day? Yes No

What is important to you about becoming more active? _____

Ideally what would you like your exercise schedule to look like on most weeks? _____

SAMPLE WEEK

During Everybody. Everyday. planning your exercise is an intentional act. At the end of each week, record what you plan to do on each day of the following week in the "Activity" column. During the week, place an "X" in the corresponding box in the "Completed" column for each activity you perform as scheduled, and record the number of minutes you spent exercising in the "Minutes" column. The sample below shows you how a typical week may look.

	Activity	Time of Day	Completed	Minutes
Day 1	Take a walk with the family	6 p.m.	<input checked="" type="checkbox"/>	<input type="text" value="25"/>
Day 2	Aerobics class	5:30 p.m.	<input checked="" type="checkbox"/>	<input type="text" value="60"/>
Day 3	Walk at lunch	11:30 a.m.	<input type="checkbox"/>	<input type="text"/>
Day 4	Aerobics class	5:30 p.m.	<input checked="" type="checkbox"/>	<input type="text" value="60"/>
Day 5	Walk at lunch	11:30 a.m.	<input checked="" type="checkbox"/>	<input type="text" value="30"/>
Day 6	Bike ride to Centennial Park	8:00 a.m.	<input checked="" type="checkbox"/>	<input type="text" value="90"/>
Day 7	Jog with Pam	10:00 a.m.	<input type="checkbox"/>	<input type="text"/>
	I have completed planning for next week		<input checked="" type="checkbox"/>	



WEEK 1 PILLAR of SUCCESS

PLANNING FOR SUCCESS: Those who intentionally plan are most times successful, whether that be in business or life in general. By planning your exercise schedule, you become accountable to making healthy choices. Learn more about planning for success in your educational resources.

	Activity	Time of Day	Completed	Minutes
Day 1	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>
Day 2	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>
Day 3	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>
Day 4	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>
Day 5	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>
Day 6	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>
Day 7	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>
	I have completed planning for next week		<input type="checkbox"/>	



WEEK 2 PILLAR of SUCCESS

FOSTERING A SUPPORT SYSTEM: A good support system can provide the inspiration, guidance, and encouragement you need to stay on track with your exercise plan. Who is included in your support network? Tips for assembling a strong support team are included in your educational resources.

	Activity	Time of Day	Completed	Minutes
Day 1	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>
Day 2	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>
Day 3	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>
Day 4	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>
Day 5	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>
Day 6	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>
Day 7	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>
	I have completed planning for next week		<input type="checkbox"/>	





WEEK 3 PILLAR of SUCCESS

THE POWER OF REWARDS: Rewards can be a powerful motivator to stay on track with a new health behavior like exercise. An effective reward is something that is timely, desirable, and dependent on meeting a goal. Look for great reward ideas listed in your educational resources.

	Activity	Time of Day	Completed	Minutes
Day 1	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>
Day 2	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>
Day 3	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>
Day 4	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>
Day 5	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>
Day 6	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>
Day 7	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>
	I have completed planning for next week		<input type="checkbox"/>	



WEEK 4 PILLAR of SUCCESS

ENABLING SUCCESS: Identifying potential barriers and planning for them is one of the keys to ensure that you stick with your physical activity plan. Learn more about how to enable success so that you can enjoy the results that you want from an active lifestyle.

	Activity	Time of Day	Completed	Minutes
Day 1	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>
Day 2	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>
Day 3	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>
Day 4	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>
Day 5	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>
Day 6	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>
Day 7	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>
	I have completed planning for next week		<input type="checkbox"/>	





WEEK 5 PILLAR of SUCCESS

GO FOR YOUR GOAL: Once it is clear what you most want from exercise, it is time to explore the next steps. Short and long term goals serve as check points to allow you to determine if you are moving forward on the desired path. Find out how to set S.M.A.R.T. goals in your educational resources.

	Activity	Time of Day	Completed	Minutes
Day 1	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>
Day 2	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>
Day 3	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>
Day 4	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>
Day 5	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>
Day 6	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>
Day 7	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>
	I have completed planning for next week		<input type="checkbox"/>	



WEEK 6 PILLAR of SUCCESS

THE RIGHT MIX: Add more energy to your workouts by mixing it up! Try one of the three tips listed in your educational resources to add variety to your workouts.

	Activity	Time of Day	Completed	Minutes
Day 1	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>
Day 2	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>
Day 3	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>
Day 4	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>
Day 5	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>
Day 6	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>
Day 7	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>
	I have completed planning for next week		<input type="checkbox"/>	





YOU Did It!

Congratulations! You completed the Everybody. Everyday. challenge and have made great strides in making movement a part of your routine. There is just one more step — reflect on your experiences during the challenge and complete the short questionnaire below. Return the questionnaire, along with your tracking forms, to the challenge coordinator.

Post Challenge Assessment

Are you physically active every day? Yes No

Are you more physically active now than you were prior to participating in the Everybody. Everyday. challenge? Yes No

What is important to you about leading a physically active lifestyle? _____

What would you like a physically active lifestyle to look like for you? _____

Name: _____

Department: _____ Phone: _____

Email: _____

Return to :

Planning for Success

Saying that you are going to start exercising is simple.

Actually doing it, well, that's more challenging.

And that's where planning comes in to play. After all, can you imagine hosting a dinner party without planning the menu beforehand? Or taking a vacation without deciding upon a destination or route prior to leaving?

Those who intentionally plan are most times successful, whether that be in business or life in general. By planning your exercise routine, you become accountable to making healthy choices.

Consider these steps as you begin planning what your exercise schedule will look like:

- **In starting an exercise routine, what do you most want from it?** Is having more energy important? Do you want to lose weight? Would you like to be able to complete a 5K run/walk in the future?

Different exercise routines produce different results. If running a 5K race is important then your exercise sessions need to build up to running. If not, would biking or swimming be better alternatives to achieving your goals? Think about what you want to happen as a result of starting to exercise every day.

- **Where are you starting from?** If you have not been active lately, you will need to begin gently and progress gradually. This is important to prevent injury and minimize muscle soreness both of which can sideline even the most committed exerciser.
- **What does it look like to exercise every day?** Visualizing how and where exercise will fit into your daily schedule is important. You know yourself best – where will exercise best fit into your day?
- **Work it into your schedule!** Schedule it in your day just as you would a business meeting, carpool obligation, or dentist appointment. Block out the time on your calendar so you and others will not schedule other meetings and appointments that conflict with your exercise time.
- **What do you need to get started?** Even the most basic activity like walking requires comfortable fitting shoes. Be sure you gather all of the items (shoes, t-shirt, water bottle, etc) that you need to exercise and have them with you when you need them.

Fostering a Support System

WANTED: Individuals to provide support, guidance, and inspiration to ensure that I stick with my exercise program. Positive, can-do attitude required. Good listening skills and sense of humor preferred. No experience required.

Inevitably there will be days when you simply do not feel like exercising. This is usual and to be expected.

And this is when a good support system can come in handy to provide the inspiration, guidance, and encouragement you need to stay on track with your exercise schedule.

Who should be included in your network?

Family Members: Carving out time to exercise each day can be difficult. You may need to lean on family members to help with home duties like meal preparation and laundry in order to free up time to exercise.

Coworkers: A significant portion of our day is spent at work. Why not seek out colleagues who share your interest in wellness and inform them of your exercise plans? Ask for their support and encouragement as you embark on this plan.

Friends: Who better to nudge you when you have strayed from the path than a friend? Better yet ask a close pal to exercise with you.

Virtual Supporters: Never before has it been so easy to connect with other like-minded individuals – even ones living thousands of miles away! Type “exercise support groups” into your favorite search engine and watch the possibilities unfold.

Hire It: Certified personal trainers can not only help set you up on a safe and effective exercise program, these individuals also can be an important member of your support system. Feeling a sense of accountability can be a powerful motivator to keep you on schedule with your exercise plan.

Fellow Exercisers: Joining a fitness center, group exercise class, or walking club automatically puts you in contact with others actively engaged in an exercise program. A sense of belonging makes exercise enjoyable and something to look forward to each day.

Once your support system is formed, be sure to let the individuals know about your exercise goal(s) and share ideas about how they might be able to support your efforts. It might be a quick e-mail to see how you are doing or a few kind encouraging words that may be just the inspiration you need to stay motivated.

The POWER of Rewards

Rewards can be a powerful motivator to stay on track with a new health behavior like exercise. As you reach milestones in your journey to adopt a new health behavior (or eliminate a not-so-positive health behavior), consider rewarding yourself for a job well done.

An effective reward is something that is timely, desirable, and dependent on meeting a goal. Frequent small rewards are more effective at supporting behavior change than bigger rewards that require a longer, more challenging effort.

When building rewards into your activity plan, consider that there are a host of rewards to choose from. And not all require an outlay of cash.

Extrinsic or material rewards provide tangible items for achieving a goal. Receiving a t-shirt for completing a wellness incentive challenge is one example. Other examples of material rewards include buying a new pair of shoes, purchasing an MP3 player, and receiving a gift card to a local store.

You may also choose to reward yourself with an act of self-kindness. Taking an afternoon off from work, enjoying a massage, having lunch with a friend, or taking in a movie would fit into this category.

Social rewards are those that are provided by others. Members of your support network may offer these to you. Giving someone a hug for meeting a goal or congratulating an individual for their accomplishments are examples of social rewards. To whom could you offer a social reward for completing the Everybody. Everyday challenge?

Intrinsic rewards appear to be what motivates most individuals to sustain a new health behavior beyond the first few months. These powerful rewards are best described as the feel good responses that occur internally as a result of a health behavior.

Think joy, happiness, energy, and peacefulness. These are all feelings that can be elicited by exercise. These are also feelings that most enjoy so we are more likely to repeat the behavior in order to experience these feelings again and again.

Think about rewards that would help inspire you to exercise daily. Then build a few into your activity plan and see what happens.

Enabling Success

Along the way there may be times when sticking with your everyday exercise schedule is challenging. Enable your success so that minor setbacks don't derail your commitment to exercising everyday.

POTENTIAL STUMBLING BLOCKS

Anticipating rough patches ahead of time will help you better navigate through so that you can get back on track quickly. What stumbling blocks might interfere with your journey? What do you see yourself doing to overcome these barriers?

VISUALIZE YOURSELF EXERCISING

Imagine what it looks like for you to exercise daily. Each day spend a few moments mentally walking through your entire daily schedule being certain to visualize yourself exercising at the planned time. Visualizing yourself being active is a sure fire way to boost self-confidence and this mental rehearsal increases the likelihood of success.

KEEP YOUR EYES ON ROLE MODELS

Observing how others maintain an active life may provide ideas and inspiration for you. Select individuals who successfully integrate activity into their daily life. Note how they manage to work physical activity into their schedules. Are there strategies that you could utilize? If you see behaviors that work well try

modeling your approach after their proven one.

PRACTICE SHAPING

"An inch is a cinch and a yard is hard". Big behavior changes are hard to make. Instead experts recommend shaping or the process of making a series of small changes that ultimately add up to a big change.

JOURNALING

Maintaining a daily journal offers an opportunity to reflect on daily efforts, measure and assess progress, and note ideas for improving your approach.

LISTEN TO YOUR BODY

There is always a risk of injury when you exercise. Be sure to listen to your body and respond appropriately. If modifying your exercise routine doesn't improve the situation, consult with a health care provider.

Employing these proven strategies will enable you to succeed at maintaining an active life that includes exercise everyday.

Going for YOUR Goal

Sometimes the goal is simply to start exercising. It doesn't matter what you do or for how long you do it. The goal is just to start doing something.

And that may be just what is needed to jumpstart an exercise program. Eventually, however, it may become important to zoom in on what it is you really want from exercise.

- **Is weight loss important?**
- **Do I want to improve my stamina?**
- **Would I like to be able to walk up stairs without being winded?**
- **Am I most interested in completing a road race?**
- **Do I want to lower my blood pressure?**

Once it is clear what you most want from exercise, it is time to explore the next steps. What would your exercise program look like if it helped move you toward your desired outcome? If you get stuck here, consider consulting with a certified personal trainer to determine what type of exercise program would produce the results you want.

Setting S.M.A.R.T. goal(s) naturally follows as you begin to visualize what you want your exercise program to look like. Develop both short-term and long-term goals that will move you toward your desired results.

Goals that meet the S.M.A.R.T. criteria are more likely to be achieved than loosely-developed ones.

Specific: Clarify exactly what you plan to do. Examples include walk, run, bike, and swim.

Measurable: How often are you going to exercise? How long will a session be? An example would be 5 days per week for 20 minutes or everyday for 30 minutes.

Achievable and Action-Oriented: An example might be to run on the treadmill or swim at the fitness center.

Realistic: Too lofty of goals can deflate your motivation. Challenge yourself but remain realistic about what you can achieve.

Time-oriented: By when would you like to achieve this goal? By the end of June? After 12 weeks?

Short term goals serve as check points to allow you to determine if you are moving forward on the desired path. Setting S.M.A.R.T. goals requires effort but it will be well worth it when you achieve the results you most want.

Just the Right Mix!

Add more energy to your workouts by mixing it up! Try one of these three tips for adding variety to your workouts.

#1 CHANGE IT UP

Swapping out one activity for another will keep your workouts fresh and leave you feeling energized.

Consider these fun swaps for your next workout.

Instead of Walking

Try Water walking in a shallow pool

Biking

An elliptical exercise machine

Swimming

Rowing

#2 ADD MINUTES

Increasing your exercise time is an ideal way to spice up your workouts. It's also beneficial for your health and well-being.

Adding more time to your aerobic activities means you gain more health benefits.

Try tagging a few extra minutes on to the end of your workouts this week. Doesn't it feel different?

According to public health officials,

healthy adults should aim to accumulate 2 hours and 30 minutes of moderate intensity aerobic activity each week. Spread out over seven days this is approximately 22 minutes per day. If you already do this, consider doubling your workout time and aim for 5 hours per week or approximately 43 minutes per day. More time equals more health benefits for you!

#3 BOOST YOUR INTENSITY

Instead of doing just moderate-intensity activities like walking and biking, replace some with more vigorous activities like jogging or riding on hills or faster. Adding vigorous activities provides benefits in less exercise time which can be a plus if you have limited time available for activity.

Or mix it up and enjoy moderate-intensity activity alternating with some vigorous activity. It's a great way to add variety to your workouts and recharge your energy levels.



Challenge Evaluation

Our goal is always to provide you with fun and fresh wellness incentive campaigns to assist you in making meaningful lifestyle changes. To ensure we are meeting our goal, we need to hear from you. Please answer the questions below to help us understand how you felt about the just completed program.

1. **Did you successfully complete all 6 weeks of the Everybody. Everyday. challenge? (circle one)**
Yes No

2. **Was the challenge easy to understand (circle one)?**
Yes No

3. **I found Everybody. Everyday. to be (circle one):**
a. Not challenging enough for me.
b. The right level of challenge for me.
c. Too challenging for me.



4. **If the challenge was offered again would you recommend it to a coworker? (circle one)**
Yes No

5. **Are you more aware of your physical fitness activities now than you were before participating in Everybody. Everyday. challenge? (circle one)**
Yes No

6. **I received these benefits by participating in Everybody. Everyday. (circle all that apply)**
a. It was fun for me.
b. I learned new things about how to live a healthy lifestyle.
c. I'm thinking more about changing one or more of my health habits.
d. I am continuing a health behavior (walking, jogging, etc.) that I began during the challenge.
e. It reinforced that my health habits are good and I should continue them.
f. I enjoyed participating with coworkers.
g. Other: (please specify): _____

7. **Please rate your overall satisfaction with Everybody. Everyday. (circle one)**
Very satisfied Somewhat satisfied Somewhat dissatisfied Very dissatisfied

8. What did you like most about the Everybody. Everyday. challenge? _____

9. What did you like least about the Everybody. Everyday. challenge? _____

10. Please share any ideas and suggestions you have for future programs. _____

**Please
return to:**

Name (optional): _____

Department (optional): _____

Frequently Asked Questions

Want a quick overview of our latest wellness incentive challenge? All the information you'll need to be successful is included below.

WHO is the campaign designed for?

This challenge is designed for those just considering making meaningful lifestyle changes to those who are already practicing healthful habits. The real emphasis of this campaign is on including activity in your everyday routine.

WHAT is the campaign goal?

The goal of every wellness incentive challenge is to provide you with the tools to make meaningful and healthful lifestyle changes. This challenge focuses on intentionally planning to include activity in your daily routine. Your challenge is to begin each week with a specific plan of how you will include activity in your day, and then track your success.

WHEN and WHERE do I need to complete activities?

Beneficial fitness activities can be done just about anywhere, so some activities can be performed in the workplace, while others will be performed outside the workplace.

WHY is it important that I participate?

Developing a regular fitness routine is vital to total wellness. And to be successful in incorporating fitness activities into our daily routine, we must plan. This challenge will provide you with the tools to effectively plan, and as a result, reap the benefits of daily activity.

HOW will my progress be tracked?

You will be provided with a participant packet that includes a tracking sheet. At the beginning of each week, you will plan your fitness activities. During the week you will track whether or not you performed the planned activities. You will also complete a pre-assessment and post-assessment of your fitness goals.

For More Information:

