



A TotalWellness Turnkey Wellness Challenge
to enhance employee health.



INTRO

Your employees are most productive at work when they feel their best. That's why we created the ***Water You Waiting For? Challenge***. It's a fun wellness campaign designed to motivate your employees to drink more water. We provide you with all the tools and resources you need to get started and roll it out.

Water makes up a significant portion of the human body—about 60 percent. As dehydration sets in, so do headaches, fatigue, irritability and poor concentration, according to The Water in You. Everyone can benefit from upping their water intake. Increasing water consumption at work can lead to healthier, more productive and energetic employees, says research published by the British Heart Foundation. Encouraging employees to drink more water is a simple way to encourage healthy habits and motivate change.

The goals of the challenge are:

- Create a culture of well-being within the workplace.
- Get your employees choosing healthy drinks.
- Drive greater wellness program participation.
- Create better employee well-being.

During the ***Water You Waiting For? Challenge*** the goal is to consume eight glasses of water per day. Although other beverages such as soda, coffee, and juice contribute toward daily liquid intake, the challenge is geared solely toward increased consumption of water in place of sugary and caffeine-containing beverages.

This challenge is designed to be held over a six-week period. We have provided you with weekly educational handouts to help you educate employees about the benefits of drinking more water. These weekly tips help keep participants interested and motivated throughout the challenge.

A challenge log is provided to record water consumption. The participants are on the honor system and if they log their water at least 275 times or 25 full days, we consider them an active member of the challenge. We recommend that you award active members with a certificate (one is provided for you) at the end of the challenge. If budget allows, provide prize drawings for those who earn 275 or more points.

Tips for a Successful Challenge:

- Complete planning worksheet on the following page to set-up details of your challenge.
- Promote challenge internally using the communication materials provided.
- Encourage and highlight executive/manager participation.
- Provide incentives or other prizes for participating (a branded water bottle makes a great giveaway!)
- Hold a kick-off event to generate excitement for the challenge.
- Make a donation to one of several nonprofits dedicated to providing safe drinking water in developing countries for each employee that completes the challenge.

Planning Worksheet for HR/Wellness Team

Challenge Goals:

Challenge Time Frame:



Sign up start date | _____

Typically two weeks prior to the challenge start date.

Sign up end date | _____

We recommend that sign up period close one week after challenge begins.



Challenge start date | _____

Challenge end date | _____

Challenge Prizes or Awards

If budget allows, consider offering prize drawing for everyone who participates.

Challenge Champions:

Write down the names of employees who will help you spread the message and encourage others to participate.

SAMPLE TIME LINE

Successful implementation of the *Water You Waiting For? Challenge* requires a solid plan. Here is a sample time line:

Timing	Action	Comments
One Month +	Finalize Details	Determine challenge goals, time frame, prizes and communication plan.
3 Weeks Out	Communication Materials	Review templates and update with company specific details including dates/prizes.
3 Weeks Out	Recruit Champions	Target potential champions, team captains or ambassadors throughout your organization and invite them to join in.
2 Weeks Out	Start communicating challenge	Send out intro email and post fliers around office building.
1 Week Out	Continue to promote	Encourage managers to get their employees to join in.
Week 1	Post/Share Week 1 Flyer	Provide tips and encouragement for employees with flyer and email.
Week 2	Post/Share Week 2 Flyer	Provide tips and encouragement for employees with flyer and email.
Week 3	Post/Share Week 3 Flyer	Provide tips and encouragement for employees with flyer and email.
Week 4	Post/Share Week 4 Flyer	Provide tips and encouragement for employees with flyer and email.
Week 5	Post/Share Week 5 Flyer	Provide tips and encouragement for employees with flyer and email.
Week 6	Post/Share Week 6 Flyer	Provide tips and encouragement for employees with flyer and email.
1-3 Days After	Post Challenge Follow-Up Email	Thank everyone for participating. Award certificates and any prizes.

PROMOTING THE CHALLENGE

Getting employees to participate in a wellness challenge can be a bit tricky sometimes. The key is to promote the challenge with some excitement. Here are a few tips and ideas to help get employees excited about the *Water You Waiting For? Challenge*:

Make a company-wide announcement. This may seem a bit obvious, but it's so important that an announcement is made about the challenge. While it's good to advertise the challenge in an email or newsletter, not every employee reads the whole thing – and the note about the water challenge might be overlooked! Be sure to make a company-wide announcement and ask middle managers to communicate the challenge to their teams.

Provide an incentive. Incentives are a powerful way to increase employee participation. Offer some type of reward or incentive for employees who complete the *Water You Waiting For? Challenge*. Some incentive ideas for participating employees include:

- A free, healthy lunch or dinner outing
- Gift cards
- Jeans day
- Free day of PTO
- Half-day Friday
- A free session with a dietitian
- A free massage
- Employee happy hour
- Entry for a raffle prize
- Reversed parking space
- Discounted gym membership
- A cool water bottle
- Wearable devices

Utilize social media. Social media is a great way to promote any wellness challenge. Encourage employees to document their *Water You Waiting For? Challenge* on Instagram, Twitter, LinkedIn, or Facebook. Create a fun hashtag for employees to use on their social media posts so that they can easily be seen by their colleagues and anyone else participating in challenge.

Get senior management involved. Senior managers and top executives can be powerful advocates for your wellness challenge. Ask upper management to promote the challenge and participate in it as well. This will help inspire employees of all levels of your organization to get involved.

Utilize marketing materials. The challenge needs to be communicated in multiple ways and at multiple times to get maximum participation. We encourage you to send out weekly email blasts to promote the *Water You Waiting For? Challenge* and provide tips on participating in the challenge. Post eye-catching fliers in break rooms and popular areas gathering areas of your building to promote the challenge. We have created promotional fliers and handouts that you can display in conferences rooms, break rooms, and near the office water cooler.