



A TotalWellness Turnkey Wellness Challenge
to enhance employee health.



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INTRO

Many employees don't invest in themselves as much as they should. And we get it – work takes over, their schedule is jam-packed, and it seems like there just isn't enough time in the day to focus on their wellness. However, getting your employees to invest in their health is one of the best returns on investment there is.

You can help your employees invest in themselves by providing them tools for building healthy habits. An easy way to do this is by hosting challenges. We developed this challenge to help your employees become the healthiest and happiest version of themselves by investing in themselves. The Invest in Yourself Challenge includes five important aspects of health and wellbeing, including:

- Nutrition
- Exercise
- Self-care
- Stress Management
- Mental Wellbeing

The goals of the challenge are:

- Create a culture of well-being within the workplace
- Get your employees to engage in healthy behaviors each day
- Drive greater wellness program participation.
- Create better employee well-being.

This challenge is designed to be held over 30 days. A participant educational guide is included to provide educational information and tips for how employees can take a more active role in their health.

A challenge log is provided to record accumulated points. The participants are on the honor system and if they log their healthy activities 20 times, 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 20 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 or create your own!
- Encourage and highlight executive/manager participation.
- Provide incentives or other prizes for participating.
- Hold a kick-off event to generate excitement for 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 Invest in Yourself 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 your office building.
1 Week Out	Continue to promote	Encourage managers to get their employees to join in.
Week 1	Post/Share Week 1 Flyer	Share participant guide - either through email or post on Intranet site. 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.
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 Invest in Yourself 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 Invest in Yourself 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 Invest in Yourself 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
- Massages
- Employee happy hour
- Entry for a raffle prize
- Discounted gym membership
- Employer contribution to employee's FSA
- Kitchen appliance to make smoothies
- Exercise equipment

Utilize social media. Social media is a great way to promote any type of wellness challenge. Encourage employees to document the Invest in Yourself Challenge on Instagram, Twitter or Facebook. Create a fun hashtag (like #investinyoself) for employees to use on their social media posts so that they can easily be seen by their colleagues and anyone else participating in the challenge. You can also start a private Facebook group. Giving your challenge a social component will make it easy for participants to see how others in the challenge overcome obstacles, try new things, and find success.

Get senior management involved. Senior managers and top executives can be powerful advocates for your Invest in Yourself 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. Remember, you are challenging your participants to adopt new habits. And adopting new habits is, well, challenging. They need you to be their cheerleader, their advocate, their problem-solver, their guide. Send out weekly email blasts to promote the challenge and provide tips on participating in the challenge. Post eye-catching fliers in break rooms and popular areas of the company to promote the challenge. We included a promotional poster and handouts to display in conferences rooms, break rooms, and the office kitchen.

EMPLOYEE EVALUATION

You recently participated in the Invest in Yourself Challenge. Please complete this evaluation form in order to help us create the best possible wellness programs/activities. Thank you!

Please indicate your level of agreement on the following scale:

1= Strongly Disagree 2= Somewhat Disagree 3= Agree 4= Strongly Agree

- | | | | | |
|---|---|---|---|---|
| 1. Participation in this activity provided me with new knowledge about healthy lifestyle behaviors. | 1 | 2 | 3 | 4 |
| 2. This activity has influenced me to make healthier lifestyle choices. | 1 | 2 | 3 | 4 |
| 3. I would like to participate in similar activities in the future. | 1 | 2 | 3 | 4 |
| 4. I would recommend this activity to my co-workers. | 1 | 2 | 3 | 4 |

5. The best/most helpful part of this activity was _____

6. This activity could be improved by _____

7. I heard about this wellness challenge from: (check all that apply)

- Posters/ Fliers
- Co-worker
- E-mail Announcement
- Website
- Staff newsletter
- Other