



**A worksite wellness incentive campaign**

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### **Fit Fore Life** ***An Self-Care Incentive Campaign***

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## Preface

For over a decade, the Wellness Councils of America (WELCOA) has been dedicated to building and sustaining world-class corporate wellness programs. Our staff, directors, medical advisors, and local councils have assisted hundreds of organizations in transforming their corporate cultures into health conscious, wellness-oriented environments. With over 3,000 member organizations throughout North America and 11 locally affiliated community “Wellness Councils,” we are recognized as the premier resource for worksite wellness.

In our continuing efforts to promote wellness in the workplace, we are proud to introduce **Fit Fore Life**, a worksite wellness incentive campaign. This campaign has been designed to help your employees take greater responsibility for their health through self-care in their daily lives.

With this incentive campaign, you’ll discover that implementing a wellness initiative is easier than you think. With **Fit Fore Life**, we have provided an easy-to-follow guide that will help you through each step of this nine week campaign. Moreover, we have included some additional materials you can use to help increase participation in your organization’s worksite wellness incentive campaign.

Ultimately, through the improved health and well-being of your employee population, this incentive campaign seeks to help your worksite health promotion program lower organizational healthcare costs, increase productivity, and improve employee morale.



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# What Incentive Campaigns Are All About

Why should you use incentive programs as a part of your employee wellness program? As you probably know, health behavior is very hard to change. Many factors affect our behavior choices. Using incentives to encourage behavior change is intended to act as an additional inducement to help people initiate and maintain health related behaviors. While incentive campaigns are a great way to get employees excited about behavior change, they should be viewed as ONE aspect of a comprehensive approach to health behavior change in the workplace. Incentives can be used to accomplish many different things in the context of a wellness program. Some of the major uses for incentives in wellness programs are listed below.

## **Uses for Wellness Incentives**

- ✦ To promote learning
- ✦ To encourage participation in programs
- ✦ To encourage improvement in fitness test scores
- ✦ To encourage improvement in other test scores
- ✦ To encourage changes in health service use behavior
- ✦ To encourage compliance with professional health advice
- ✦ To encourage initiation and maintenance of specific health behaviors
- ✦ To encourage accomplishment of personal health enhancement objectives

*From: Using Wellness Incentives by Larry S. Chapman, MPH*

## **Secure Senior Management Support—Ask 3 questions...**

Before implementing an incentive program at your organization you'll need to obtain management support for the program and collect some organizational and employee data to determine if the program will be effective for your worksite.

### **1) What are my organization's short-term and long-term strategic priorities?**

By knowing what needs to be accomplished organizationally, you will be able to better position your health promotion activities so that they fit within the context of the core business units. In order to avoid being on the outside looking in, health promotion practitioners should dedicate themselves to better understanding the organization's business operations. This includes having a complete working knowledge of the company's vision, mission, financial position, and both the short and long-term strategic priorities.

### **2) What benefits can be expected from your wellness initiative and what's the potential value of health promotion to the organization?**

Conceptualize how the health promotion initiative can impact the organization in

## Overview continued...

a meaningful manner. Senior level people are ultimately responsible for making sure that the organization meets its objectives. With this in mind, the health promotion initiative must be seen as a vehicle necessary for increasing the organization's competitive advantage. And, until you can confidently discuss the value of your program and list the tangible benefits that can be expected, you're not ready to approach your senior-level people.

### 3) **What are the leadership styles, pressures, strengths and weaknesses of your senior level executives?**

How do your senior-level people deal with information? Are they sticklers for details and love to see reports and analyses filled with charts and graphs? If they do, you'll need to structure your presentation to accommodate that. On the other hand, if your senior-level people aren't readers, you shouldn't present them with a "War and Peace" health promotion plan.

When it comes to leadership styles, consider whether your boss likes to make decisions independently or by committee. Moreover, you'll need to think about their personal motivations and aspirations. For example, how might a successful health promotion initiative help them to achieve their own professional agenda.

By having a firm grasp on this type of information you will be sure to get a fair hearing for your health promotion plan.

*Well Informed, Volume 1, No. 2,  
WELCOA Health Information You Can Use*

### **Assess—Conduct an Employee Health Assessment**

Before implementing an incentive program you should conduct a needs assessment to learn information about your employees' health needs, interests, and preferred scheduling. The assessment will help you determine what the current health practices and needs of the employee population are.

A health assessment will provide a picture of the health practices of the population and indicate program priority need. By following the health assessment process, you increase the probability of your program being successful.

Health risk appraisals (HRAs) are instruments or questionnaires that have been designed to help employees determine their health risks. HRAs assume the user is free from chronic illness such as heart disease or cancer.

HRAs also assist organizations in analyzing the health risk of the group. This analysis will provide a distribution of risk factors which can help identify health promotion areas of greatest potential gain for the organization.

HRAs are important for the following reasons:

- 1) They are relatively inexpensive and generally easy to use.
- 2) They can be used to educate people individually and encourage them to take greater responsibility for their health.

- 3) They help people make healthy lifestyle decisions and make appropriate use of medical services.
- 4) They provide a systematic approach to assessment of an organization's overall health risks.
- 5) The information gained can be used to design appropriate intervention programs emphasizing modifiable risk factors.

There are a variety of HRAs on the market, so it is important to pick one that fits your budget, informational and evaluative needs, and management's expectations. To learn more about Health Risk Appraisal providers and expert opinion on how to get the most out of your HRA, visit [www.welcoa.org](http://www.welcoa.org).

### **Guidelines for Administering a Health Risk Appraisal:**

- 1) Target small employee groups within a large workforce to increase voluntary participation in HRAs. Aim for departments, divisions, or plants.
- 2) Get management support (and medical staff if you have them) for the HRA process. A cover letter from senior management or medical director can help assure confidentiality of the results and give purpose to the process.
- 3) Conduct group workshops to explain the reports, once they have been returned. During these workshops, give employees the opportunity to sign up for future health education classes.
- 4) Many companies use the HRA process as a "health report card" for the organization and individual employee.

Summarize the information collected from your HRA and use it to target the areas of highest risk. Use the summary data to design health promotion programs to address high risk areas.

*Healthy, Wealthy & Wise  
"Assess Your Employees' Needs" by William B. Baun*

### **Other forms of Needs Data**

**Medical Claims:** How much is your business paying for employee medical care? Are there trends in the claims data? Are injuries increasing? If you're self-insured, your benefits manager can analyze claims and tell you where the dollars are going. If you're under a managed care plan, check with your provider.

**Disability:** What causes employees to become disabled? Are your claims related to injuries from heavy lifting, repetitive motion, or perhaps stress due to extensive travel? Disabled employees can be very expensive; the more you can learn about this area, the better.

**Facility Assessment:** This is an objective look at the health and safety of your building. It includes looking at work stations, ergonomics, eating facilities, temperature, lighting, security, hygiene, crowding, isolation, fire safety, slippery floors—any factors which affect the potential health of your workers.

## Overview continued...

**Screening Data:** This data, often collected at health fairs, is a great supplement to HRAs. Blood pressure, height/weight ratios, cholesterol levels, hearing, and other variables can be directly measured. Your employee populations should determine which tests are appropriate, since age and gender are factors in many health conditions. It may be too expensive to screen for everything—you may want to gather this information every two years.

**Culture Audit:** A culture audit, often a questionnaire, assesses the organizational culture and whether it promotes health. It looks at the unwritten rules and assumptions which pervade the company—the stuff that may not be in the policy and procedures manual, but which everyone goes by. For example, are employees who are coming down with colds (when they're the most contagious) expected to come to work anyway? If you have a flex time policy, are those who take advantage of it penalized, or is use truly allowed? It's great that the CEO says that "Our number one concern is the health and well-being of our employees." With a culture audit, you can find out whether the message has gotten across, by asking the employees if they feel the company's concern.

**Absenteeism:** Your absenteeism rates are a good indicator of the health and morale of your employees.

### **Employee Interest Data**

Once you've collected information that helps you identify the status and needs of your organization, it's time to find out what the employees want. This is a matter of getting in touch, of asking questions and really listening to the responses. It can be done through focus groups, individual interviews, simple surveys, open-ended e-mail questions, or in meetings.

Insightful health promotion professionals will balance corporate needs and individual interests—not an easy task. But unless you keep employees interested, you won't get the participation you need to make a difference. Your goal is a marriage of the best interests of the business and the employees.

*Well Informed Volume 1, No., 4,  
WELCOA Health Information You Can Use*

### **Tips For Successful Data Collection And Analysis**

- ✓ **Commit to honesty in analyzing your data.** The goal is not to judge or blame the company, but neither is it to cover up the facts. Let your report reflect your true findings.
- ✓ **Remember that this is sensitive information.** Be very careful not to say things like "We have a sick building." That kind of statement invites hysteria, not improvement.
- ✓ **Garbage in, garbage out.** If you know that some of your data is poorly gathered, don't use them.
- ✓ **Protect individual's privacy.** In a small company, one person's poor health can really stand out in the data. Do what it takes to preserve every employee's privacy.

- ✓ **Beware of data overload.** Too much information creates confusion. Use only what is useful.
- ✓ **Data collection is not health promotion**—it is only one step to successful health promotion—you're still building the foundation.
- ✓ **Take a new perspective at your company.** Do a walkthrough, noticing things you normally don't. Do employees look comfortable at their stations? How is the lighting, air, temperature? What do you hear when you close your eyes? How do employees look when they walk in to work? At the end of the day?
- ✓ **Listen with a new attitude.** When your co-workers complain about their credit card bills or childcare costs or how exhausted they are, consider what the wellness team could do about those problems.
- ✓ **Use multiple data sources.** You'll get a more accurate picture if you integrate the information from different places.
- ✓ **Keep data confidential** and share it only through established channels.
- ✓ **Keep your database.** You'll want to compare it to future data.
- ✓ **Be creative with the information you've gathered.** Allow yourself to reflect on the data in creative ways.

*Well Informed, Volume 1, No. 4,  
WELCOA Health Information You Can Use*

### ***Choosing Appropriate Interventions***

By the time you're choosing interventions, you've got your wellness team together, and you've collected data on the wellness needs and interests of your population. You have taken the time to envision your goal and identify objectives. You've got a budget and plans for evaluation and promoting your program. Your interventions should flow naturally from your data, goals and objectives. You take an objective, like reducing the number of smokers, and research the options in smoking cessation programs, and choose one you can afford.

Base your choices on:

#### **1. What risk factors are prevalent in your population?**

Health promotion plans are increasing tailored to reduce the health risk factors that cost the most in medical claims and productivity. If you do HRA's, your aggregate report should identify prevalent risk factors, and claims analysis from your health care provider can add to your information. Look at group data collected from screenings, too. And look at your demographics—an employee group including many young women may benefit from prenatal care education, while an aging workforce may need heart health intervention.

#### **2. What does senior management want the wellness program to achieve?**

Look at the results of surveys and meetings with management. If their goal is short-term cost savings, you may need to focus on programs like self-care to decrease utilization, and disease management to help expensive high-risk individuals cope

## Overview continued...

more effectively with health conditions. If they are more concerned about employee retention, corporate culture and image, improving morale and the long-term health of the employees, you may consider a broader range of programming, including stress management on an individual and cultural level, child care initiatives, fitness activities, wellness team competitions, and much more.

### 3. What do your employees want?

You'll want to provide some programming that matches employee interests as indicated in surveys or focus groups you've conducted. And you'll want to promote them aggressively. Visible programs that appeal to many employees establish goodwill and a caring image for your program and organization.

### 4. How much money and time do you have?

Your resources will determine what interventions you consider. If you have little money, work on bringing community, nonprofit and government resources in to your worksite, and educate workers about what's available "out-there"—from the local Y to health information and support groups in cyberspace.

### 5. What does the latest research indicate?

Keeping up with health promotion research can save you years of ineffective, trial and error programming. Log on to [www.welcoa.org](http://www.welcoa.org) and visit the Free Resources section of the home page for in-depth analysis and Case Studies regarding outcomes-based programming.

*Well Informed, Volume 1, No. 6,  
WELCOA Health Information You Can Use*

## Offer A Variety Of Programs

**Awareness level:** The awareness level program results in the individual becoming conscious of the benefits of lifestyle change. Methods of creating awareness include these strategies:

### *Samples of awareness programs:*

- ✓ posters
- ✓ fact sheets
- ✓ paycheck stuffers
- ✓ articles in the company newsletter
- ✓ special wellness newsletter for each employee
- ✓ videos
- ✓ educational bulletin board
- ✓ health risk appraisal with follow-up health fair
- ✓ pamphlets/brochures

**Education level:** This program level is designed to involve individuals in more structured learning activities. These activities should lead to attitude changes about healthier lifestyles:

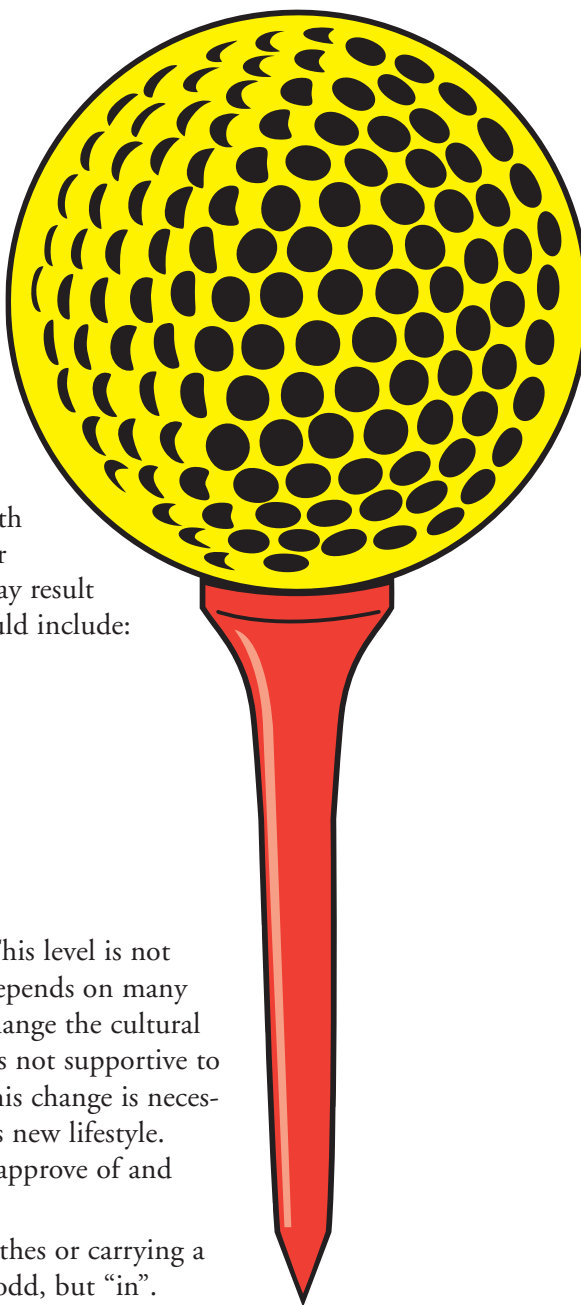
- ✓ screenings
- ✓ speakers who use structured activities for employee participation
- ✓ health risk appraisal with individual or group interpretation
- ✓ safety meetings
- ✓ staff meetings
- ✓ self-help guides
- ✓ interactive computer software programs
- ✓ health fair

**Behavior change level:** The objective of this program level is for participants to become actively involved in long-term behavior modification with measurable results. They learn skills for adopting a healthier lifestyle, which may result in health status changes. Activities would include:

- ✓ behavior education courses
- ✓ lifestyle maintenance courses
- ✓ individual counseling sessions
- ✓ support group activity
- ✓ incentives

**Environmental or cultural change:** This level is not tied to any one program but, rather, depends on many forces. Activities at this level seek to change the cultural norm of a given group from one that is not supportive to one that supports healthy activities. This change is necessary to help the target group sustain its new lifestyle. Group members must feel that others approve of and support their new behaviors.

For example, being seen in exercise clothes or carrying a gym bag should not make people feel odd, but “in”.



## Overview continued...

Some program activities aimed at changing the environment from hostile to friendly might include these:

- ✓ Train volunteer instructors from the target group (employee base) to lead classes.
- ✓ Form activity clubs or committees or support groups.
- ✓ Provide incentives (rewards, rebates, recognition).
- ✓ Give access to on-site equipment or showers (if available).
- ✓ Write supportive policies.
- ✓ Make equipment or facility modifications

### ***Making Incentives Work***

#### **What are incentives?**

Incentives are things that make you want to do—or not do—something. They are motivators designed to encourage desired behavior. They come in several flavors:

*1. Extrinsic Incentives are external rewards (or deterrents) for behavior.* If you do X, you will...win a prize, earn time off, get your photo on the intranet, pay more or less for your insurance, help your team win the contest, win \$100...the possibilities are endless. The key is that they are imposed from outside.

*2. Intrinsic Incentives are natural consequences of the behavior itself.* The “high” that exercising produces makes you want to do it again, especially after a few weeks. Your body is hooked in a positive addiction. The attention and looks you get when you lose weight are naturally rewarding. Sleeping better, needing less medication, and having more energy are other intrinsic incentives that can come from healthier lifestyles.

Intrinsic incentives can be negative, too—if you feel sick every time you eat fried food, you have an incentive to stop. If you’re approaching the age when your parent had a heart attack, you have an incentive to try and avoid the same fate.

*3. “Carrots” are positive incentives people strive to get.* Getting time off for completing a wellness class is an extrinsic carrot. The good feeling you share with your winning teammates in a wellness contest is an intrinsic carrot.



4. *“Sticks” are negative incentives we want to avoid.* We pay our taxes in part because we fear the IRS. Getting kicked off the team for not showing up for an event is an extrinsic stick. Feeling self-conscious because you gained weight is an intrinsic stick.

As you can imagine, all the possible combinations of positive, negative, intrinsic and extrinsic incentives can be used to encourage employees toward wellness goals. In fact, the best programs do use a combination. Ideally you get people going with extrinsic incentives like prizes, and then reinforce the intrinsic ones (feelings of accomplishment pride and well being). That way the healthier behavior becomes self-perpetuating.

*Well Informed, Volume 1, No. 11,  
WELCOA Health Information You Can Use*

### **Who Pays for Incentive Programs?**

Will the employees share the cost of the program? If so, which programs will be company paid, cost shared, or employee paid? Be clear from the onset what the fees are, if any, for each program. If fees are not stated in all communications, including interest surveys, the assumption will be made that the company is paying. Specific fees are not as important as the fact that there will be a fee.

Experience has shown that employees are willing to share the cost of programs such as membership in an onsite or offsite fitness center, aerobics classes, smoking cessation, weight management, medical screenings, and recreational leagues. On the other hand, they generally are reluctant to pay for health education seminars, stress management classes, and health risk assessments.

It is recommended that employees cost share in some programs. By doing so, they have demonstrated an investment and a commitment. They also then have some ownership in that program. The revenues from these fees can dramatically offset the expenses of your wellness program.

*From Idea Box, WELCOA*

### **Evaluation**

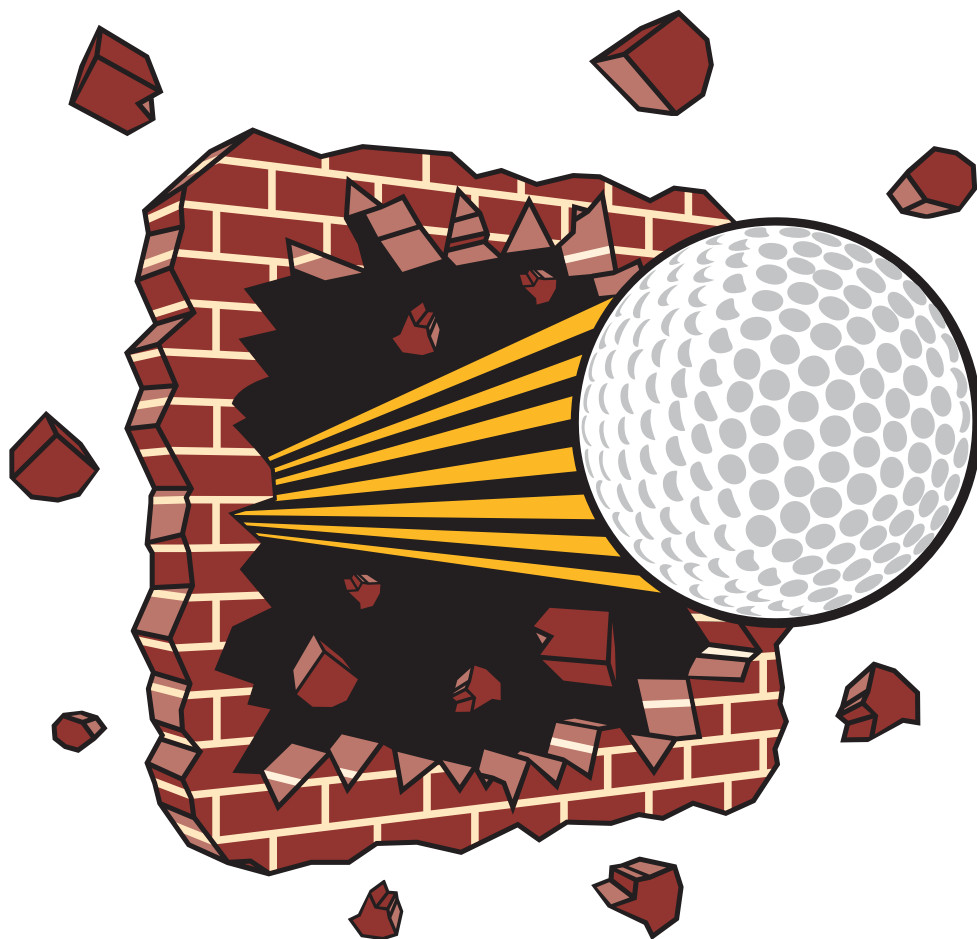
The dictionary defines evaluation as a process of “examining carefully” or “determining the value” of something. In essence, the goal of this evaluation effort is simply to determine the value of the incentive program. In other words, did the program produce the intended results?

#### **Reasons to evaluate:**

1. *To demonstrate the worth of the program.*  
Did the incentive campaign produce any positive changes in employees health behavior?
2. *To meet requirements of the funding source.*  
Without evaluating the outcomes, it would be very difficult for you to justify your expenditures.

## Overview continued...

3. *To compare different types of programs.*  
Evaluation allows you to make comparisons between different approaches to promoting exercise activity.
4. *To provide information about the program.*  
As a result of your evaluation efforts, a variety of important data will be gathered.
5. *To help individuals move forward in their quest for healthier behaviors.*  
The results from your survey will help people to press on toward successfully modifying their behaviors.



**Overview**

# Coordinators Timeline

## *Four Simple Steps to Getting Started*

### Step 1:

- ✓ Review the contents of the campaign to make sure you have everything.
- ✓ Conduct a needs assessment to determine if the program is appropriate to meet the needs of your workforce.
- ✓ Obtain management support for the program.

### Step 2:

- ✓ Determine your registration procedures.  
Will participants pay a fee for the program? How will you handle registration: online, registration forms, phone registration. Set a registration deadline so you have ample time to get materials ready by the start of the program.
- ✓ To promote the program, use the promotional material included in this kit. Start to promote the program 2-3 weeks prior to the start of the campaign. Send announcement flyers to each department, place an article in your company newsletter, organize a booth in a high traffic area where people can register.
- ✓ Consider offering a small registration incentive to attract participants or provide refreshments at the registration table.
- ✓ Set a registration deadline and post it on all promotional material.

### Step 3:

- ✓ Implement the program.
- ✓ Popular incentive prizes and their prevalence include:
 

★ Incentive Bonuses (cash)	56%
★ Formal awards ceremony	37%
★ A letter or visit from CEO	32%
★ Gifts (material goods)	22%
★ Time off	17%
★ Company sponsored trip	12%

*Using Wellness Incentives,  
Larry S. Chapman, MPH*

### Step 4:

- ✓ Ask participants to complete an evaluation of the program to provide you with feedback on the program. Find out what additional programs your employees would like.
- ✓ Distribute incentive prizes.
- ✓ Publicize company results—the number of employees that participated, and the number that successfully completed the program. Include special feature stories in newsletters of employees that made significant changes.
- ✓ Complete the coordinator's evaluation.

# Fit Fore Life

## Here's How It Works

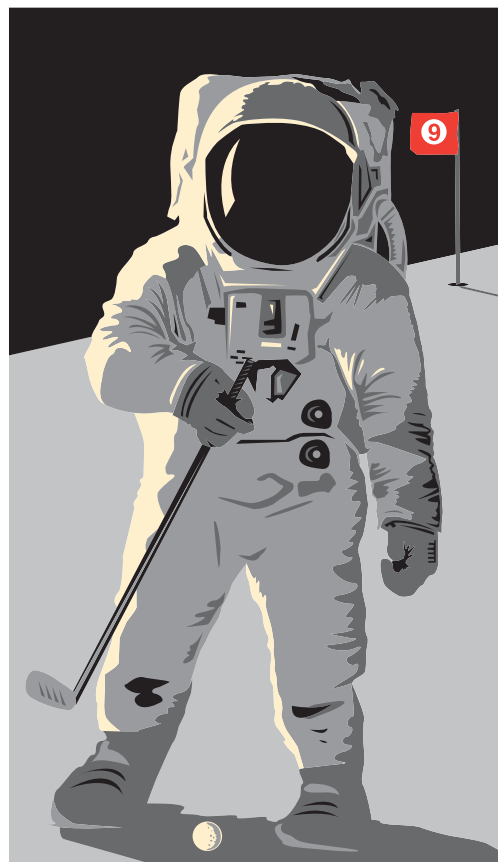
- 🚩 Nine week campaign
- 🚩 To begin, each participant will receive one educational handout for each of the nine areas of life balance: sleep, volunteering/community involvement, organization, nutrition, physical activity, social/relationships, intellectual, emotional and spiritual. These handouts are designed to help employees achieve their goals by giving them specific skills and tips in a variety of life areas. Additional materials can be provided to participants.
- 🚩 Participants will set goals for each of the nine areas of life balance according to whatever "Par" is for that area. i.e. sleep is a par 3 so the participant would select 1 goal for that week and complete that goal 3 or more times that week.
- 🚩 Participants will monitor goal progress on their scorecard. The scorecard is broken down into nine holes, each hole representing one week.
- 🚩 Completion prizes can be awarded to all employees who return their scorecard to the worksite coordinator with goals completed.

### Each participant will receive:

- 🚩 One score sheet (covers the nine week program)
- 🚩 Educational handouts in booklet form for the nine areas: sleep, volunteering/community involvement, organization, nutrition, physical activity, social/relationships, intellectual, emotional and spiritual.
- 🚩 Optional participation/completion prize
- 🚩 Evaluation
- 🚩 Optional weekly email – motivational quote or tip

## Implementing The Program

1. Conduct a needs assessment of your worksite to determine if the program is appropriate to meet the needs of your workforce.
2. Obtain management commitment and support for the program.
3. Send an announcement flyer to employees, post around the organization (sample enclosed).
4. Place an article in your wellness newsletter or company publication (sample enclosed).
5. Organize a table in a high traffic area with handouts and brochures on stress and balancing life (resource ideas included).
6. Distribute materials to participants.
7. Optional weekly email with motivational quote/tip to participants (samples enclosed).
8. Offer educational or awareness programs throughout the nine weeks.
9. Participants return scorecards to the coordinator at the end of the program. If they have met their goals (completed the number of Par for each hole) they are eligible for the prize.
10. Ask participants to complete an evaluation of the program to provide you with feedback on the program. Find out what additional programs your employees would like. (Sample evaluation provided in this packet.)



## Ideas For Company-Sponsored Activities

### Sleep

- ✓ Have a sleep expert come in and do a lunch-n-learn on the effects of sleep deprivation in the workplace.
- ✓ Offer a class on sleep.
- ✓ Slipper day – contest for most creative slippers
- ✓ Pajama Day at the workplace

### Volunteering/ Community Involvement

- ✓ Sponsor and participate in a blood drive
- ✓ Adopt a nursing home: send cards, flowers, visit the elderly
- ✓ Lunch-n-learn on volunteering (invite a United Way representative to speak)
- ✓ Adopt a highway
- ✓ Create a community bulletin board (post notices on upcoming events, fund-raisers, volunteer opportunities etc.)
- ✓ Sponsor a recycling project

### Organization

- ✓ Hold an annual “Dejunking your desk day”. All employees will be allowed to take a half hour that day to “dejunk” and organize themselves.
- ✓ Hold a class or lunch-n-learn session on dejunking.

### Nutrition

- ✓ Taste test different fruit and vegetable and/or recipes that include fruits and vegetables.
- ✓ Challenge workers to meet the 5 a day goal for 1 week. Reward prizes for those that meet the goal. Ideas: fruit and vegetable writing pens, selecting and storing fruit and vegetable booklets from the American Cancer Society, Post-it pad in the shape of an apple, apple stress ball
- ✓ Set up a farmer’s market in your cafeteria. Allow employees to purchase seasonal fruits and vegetables at your cost.
- ✓ Invite someone that coordinates the local farmer’s market to talk at a lunch and learn.
- ✓ Hold a cooking demo for fruit and vegetable recipes.
- ✓ Have children of employees color pictures of fruits and vegetables, turn them in and receive a prize. Display at a worksite function.
- ✓ Healthy recipe exchange/with a food day to taste the food
- ✓ Quick and healthy family meals

### Physical Activity

- ✓ Company wide bike ride
- ✓ Activity day
- ✓ Walk with an Executive outside.

## Ideas (continued)

### **Social/Relationships**

- ✓ Company sponsored leagues
- ✓ Team Lunches
- ✓ Team building exercises
- ✓ Have a comedian come in to the company-“Laugh over Lunch”
- ✓ Volunteer Time Off (VTO)- Volunteer somewhere with a co-worker
- ✓ Group Fitness Classes
- ✓ Workshops
- ✓ Craft day (employees share hobbies and how-to's with each other)

### **Intellectual**

- ✓ Form book club
- ✓ Form a library for employees to use and check out books.
- ✓ Offer an educational class (language, knitting, cooking, etc)
- ✓ Sponsor a “Reading is Relaxing” group—everyone read x amount of minutes before bed.
- ✓ Offer a book share or book trade

### **Emotional**

- ✓ Invite a Massage Therapist to talk about the benefits of massage, offer chair massages to follow the session
- ✓ Offer a depression education session with screening
- ✓ Identify a safe and scenic walking route close to the worksite
- ✓ Offer a gardening class
- ✓ Invite alternative therapy professionals to speak/demonstrate; acupuncture, aromatherapy meditation, etc.
- ✓ Sponsor a No-T.V. week, provide ideas for alternative activities
- ✓ Offer relaxation opportunities – Yoga, meditation etc.
- ✓ Provide personal finance classes

### **Spiritual**

- ✓ Yoga Classes
- ✓ Guided Relaxation/Meditation Classes
- ✓ Speakers on Spiritual Wellness
- ✓ Small prayer groups/meetings
- ✓ Tai Chi Classes
- ✓ Workshops

## Incentive Prize Ideas

- 🚩 Waist pack water bottles
- 🚩 Pedometer
- 🚩 Walking tapes
- 🚩 Hand weights
- 🚩 Water bottle in a golf theme
- 🚩 Golf ball stress balls
- 🚩 Massage gift certificates
- 🚩 Gratitude Journals
- 🚩 Relaxing music CD's
- 🚩 Gift certificates to bookstores, home and garden stores, yoga classes, restaurants
- 🚩 Personal finance software/books
- 🚩 Yoga Mat
- 🚩 Meaningful quotations
- 🚩 Books on Guided Relaxation
- 🚩 Books on Meditation
- 🚩 Calling cards
- 🚩 Books on relationships
- 🚩 Alarm clock
- 🚩 Nature's remedy fountain
- 🚩 Sleep CD
- 🚩 Slippers
- 🚩 Mini Planner
- 🚩 Calendar



## Fit Fore Life - Resource List

### *Publications And Training*

#### **Wellness Councils of America**

9802 Nicholas Street, Suite 315

Omaha, NE 68114

(402) 827-3590

#### **Local Resources:**

- ✓ Public Library
- ✓ Company EAP program
- ✓ Child Development or Guidance Counselor
- ✓ Pastor/Minister
- ✓ The United Way
- ✓ Youth Organizations (scouts, big brothers/sisters, YM-YW)
- ✓ Hospital wellness programs
- ✓ Schools
- ✓ Animal Rescue League
- ✓ Parks and Recreation/Community Education

#### **Sleep – Resources**

- ✓ National Sleep Foundation
- ✓ Kailo To-Go sleep kit

#### **Volunteering/Community**

- ✓ The Bureau of Labor Statistics of the U.S. Department of Labor. (2003). Volunteering in the United States, 2003 News Release. [Online]. Available: [www.bls.gov/news.release/volun.nr0.html](http://www.bls.gov/news.release/volun.nr0.html) [2003, September].

- ✓ Random Acts of Kindness Foundation – [www.actsofkindness.org](http://www.actsofkindness.org)

- ✓ United Way
- ✓ Habitat for Humanity
- ✓ Animal Rescue League

#### **Organization - Resources**

- ✓ Franklin Covey Seven Habits of Highly Effective People
- ✓ Franklin Covey Seven Habits of Organized Families.
- ✓ [www.creativehomemaking.com](http://www.creativehomemaking.com)

#### **Nutrition**

Websites/Resources:

- ✓ [www.dole5aday.com](http://www.dole5aday.com)
- ✓ [www.cdc.gov/nccdphp/dnpa/5aday/index.htm](http://www.cdc.gov/nccdphp/dnpa/5aday/index.htm)
- ✓ [www.5aday.gov](http://www.5aday.gov)
- ✓ [www.5aday.org](http://www.5aday.org)
- ✓ [www.aboutproduce.com](http://www.aboutproduce.com)

#### **Physical Activity**

- ✓ National Coalition for Promoting Physical Activity – [www.ncppa.org](http://www.ncppa.org)
- ✓ Center for Disease Control – Physical Activity – [www.cdc.gov/nccdphp/dnpa/physical/index.html](http://www.cdc.gov/nccdphp/dnpa/physical/index.html)
- ✓ American Heart Association Fitness Center – [www.justmove.org](http://www.justmove.org)
- ✓ National Association for Health and Fitness – [www.physicalfitness.org](http://www.physicalfitness.org)

# Fit Fore Life - Resource List

## Publications And Training

- ✓ Walking Info/Links – [www.walking.about.com](http://www.walking.about.com)
- ✓ Walking Magazine
- ✓ YMCA

### **Social/Relationships – Resources**

- ✓ Local Parks & Recreation Departments
- ✓ YMCA / YWCA
- ✓ [www.evite.com](http://www.evite.com)
- ✓ Dating Services
- ✓ Principal Health News: [www.principalhealthnews.com](http://www.principalhealthnews.com)
- ✓ Social Wellness: [www.globalserve.net/~megensr/wellness/social/social.htm](http://www.globalserve.net/~megensr/wellness/social/social.htm)

### **Intellectual - Resources**

- ✓ Community Education
- ✓ Public Library
- ✓ All Iowa Reads – [www.iowacenterforthebook.org](http://www.iowacenterforthebook.org)
- ✓ Book club
  - Oprah – [www2.oprah.com](http://www2.oprah.com)
  - Today Show – <http://msnbc.msn.com/id/3041344/>

#### **Book clubs**

- [www.barnesandnoble.com](http://www.barnesandnoble.com)
- [www.bordersstores.com/index/jsp](http://www.bordersstores.com/index/jsp)
- [www.amazon.com](http://www.amazon.com)

#### **Resources:**

National Wellness Institute, Six Dimensions of Wellness Model

*Tatler*, Sir Richard Steele (at website article [www.thetimes.co.uk/article/0,,4-2001312268,00.html](http://www.thetimes.co.uk/article/0,,4-2001312268,00.html))

### **Emotional – Resources**

- ✓ [Webmd.com](http://Webmd.com) – quality health information
- ✓ [Mayoclinic.com](http://Mayoclinic.com) – quality health information
- ✓ [DrWeil.com](http://DrWeil.com) – holistic health information
- ✓ [Familydoctor.org](http://Familydoctor.org) – Health information for the whole family
- ✓ [Ivillage.com](http://Ivillage.com) – self assessments and other health information
- ✓ [imt.net/~randolfi/StressQuotes.html](http://imt.net/~randolfi/StressQuotes.html) – stress and health related quotes
- ✓ [Kiplinger.com](http://Kiplinger.com) – Trusted Financial Advice
- ✓ [Quicken.com](http://Quicken.com) – Personal Finance
- ✓ [Smartmoney.com](http://Smartmoney.com) – Investing, Saving, Personal Finance
- ✓ [Newdream.org](http://Newdream.org) – Simplifying Your Life
- ✓ [Simplifylife.com](http://Simplifylife.com) - Simplifying Your Life

#### **Books:**

*The Art of Happiness*—A Handbook for Living by Dalai Lama

*Can Stress Heal?* By Dr. Dean Ornish

*How to Stop Worrying and Start Living* by Dale Carnegie

*Depression Free Naturally: 7 Weeks to Eliminating Anxiety, Despair, Fatigue and Anger From Your Life*—

by Joan Mathews Larson

*Ageing Well: The Complete Guide to Physical and Emotional Health*

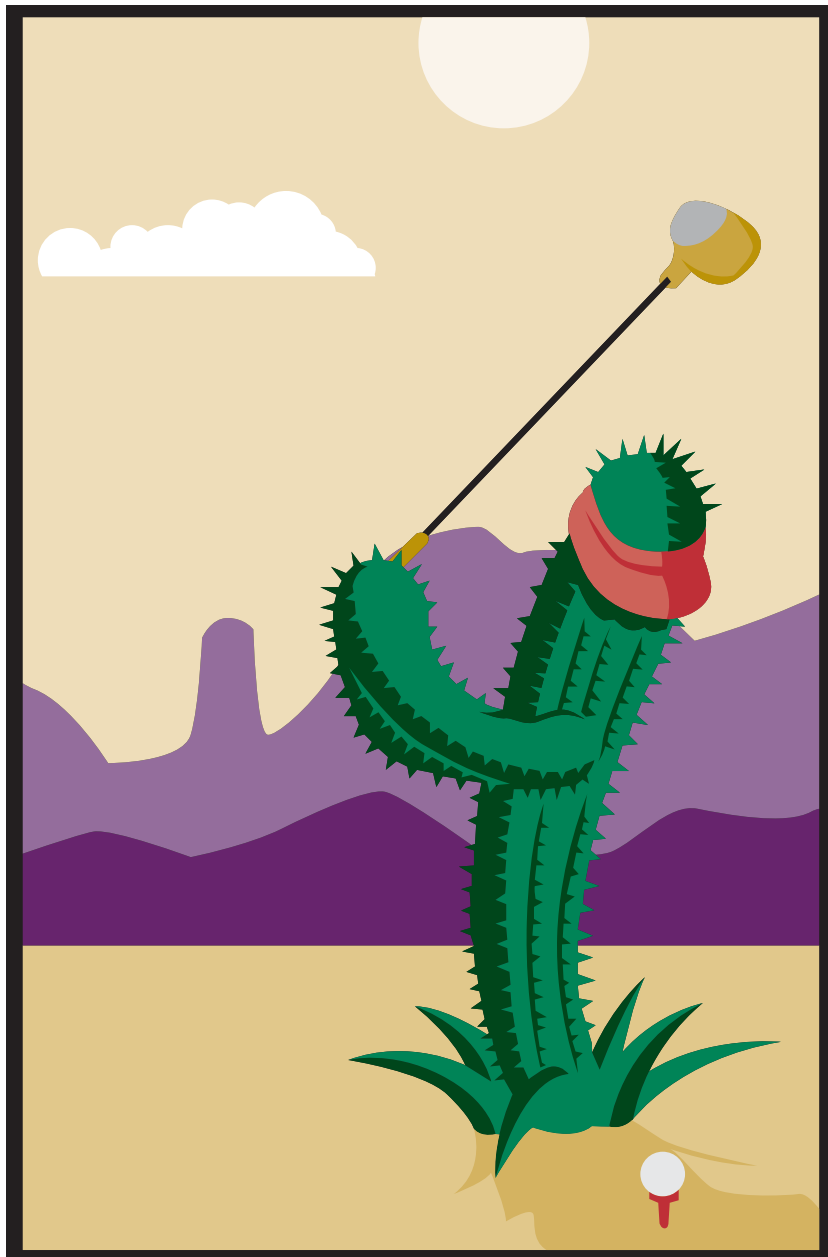
by Jeanne Wei

## Fit Fore Life - Resource List

### *Publications And Training*

#### **Spiritual – Resources**

- ✓ Religious Centers
- ✓ Employee Assistance Programs
- ✓ Meditation Centers
- ✓ [www.for.gov.bc.ca/hrb/hw/spiritual/facts.htm](http://www.for.gov.bc.ca/hrb/hw/spiritual/facts.htm)
- ✓ Principal Health News: [www.principalhealthnews.com](http://www.principalhealthnews.com)



## Fit Fore Life - Resource List

### Motivational Quotes/Tips

“The first wealth is health.”

—*Ralph Waldo Emerson*

“Do it, move it, make it happen.

No one ever say their way to success.”

— *Unknown*

“Imagine a physically active company – employees moving about, celebrating physical activity, walking together in peer groups, developing friendships... reaping benefits of good health.”

—*Wellness Councils of America*

“You can’t change where you came from. You can change where you are going.”

—*Anonymous*

“A kind heart is a foundation of gladness, making everything in its vicinity freshen into smiles.”

—*Washington Irving*

“The best way to cheer yourself up is to try to cheer somebody else up.”

—*Mark Twain*

“It’s never too late to start.”

“There are 1440 minutes in every day... Schedule 30 of them for physical activity.”

More good news is that it’s never too late to start an active lifestyle. No matter how old you are, how unfit you feel, or how long you’ve been inactive, research shows that starting a more active lifestyle now through regular, moderate-intensity activity can make you healthier and improve your quality of life.

(*CDC, 2003*)

**Stress:** Everybody knows what it is; no one knows what it is.

—*Uncommon Wisdom*

The greatest hazard in life is to risk nothing.

—*Anonymous*

Just remember, 100% of the shots you don’t take, don’t go in.

—*Wayne Gretzky*

Some of the world’s greatest feats were accomplished by people not smart enough to know they were impossible.

—*Doug Larson*

You’re good enough, you’re smart enough and gosh darn it people like you.

—*Stuart Smalley*

People are as happy as they make up their minds to be.

—*Abe Lincoln*

I’ve have had many troubles in my life but the worst of them never came.

—*James A. Garfield*

The Constitution of America only guarantees the pursuit of happiness—you have to catch up with it yourself. Fortunately, happiness is something that depends not on position but on disposition, and life is what you make it.

—*Gill Robb Wilson*

## Fit Fore Life - Resource List

### Motivational Quotes/Tips

#### LEMONS/LEMONADE

Cripple him, and you have a Sir Walter Scott. Lock him in a prison cell, and you have a John Bunyan. Bury him in the snows of Valley Forge, and you have a George Washington. Raise him in abject poverty and you have an Abraham Lincoln. Strike him down with infantile paralysis, and he becomes Franklin Roosevelt. Burn him so severely that the doctors say he'll never walk again, and you have a Glenn Cunningham — who set the world's one-mile record in 1934. Deafen him and you have a Ludwig van Beethoven. Have him or her born black in a society filled with racial discrimination, and you have a Booker T. Washington, a Marian Anderson, a George Washington Carver. Call him a slow learner, "retarded," and write him off as uneducable, and you have an Albert Einstein. As one man summed it up: Life is about 20% in what happens to us and 80% in the way we respond to the events.

—*Ted Engstrom*

It takes a real storm in the average person's life to make him realize how much worrying he has done over the squalls.

—*Unknown*

A pessimist is one who makes difficulties of his opportunities, and an optimist is one who makes opportunities of his difficulties.

—*Harry Truman*

Holding on to anger is like holding on to a hot coal with the intent of throwing it at someone else; you are the one who gets burned.

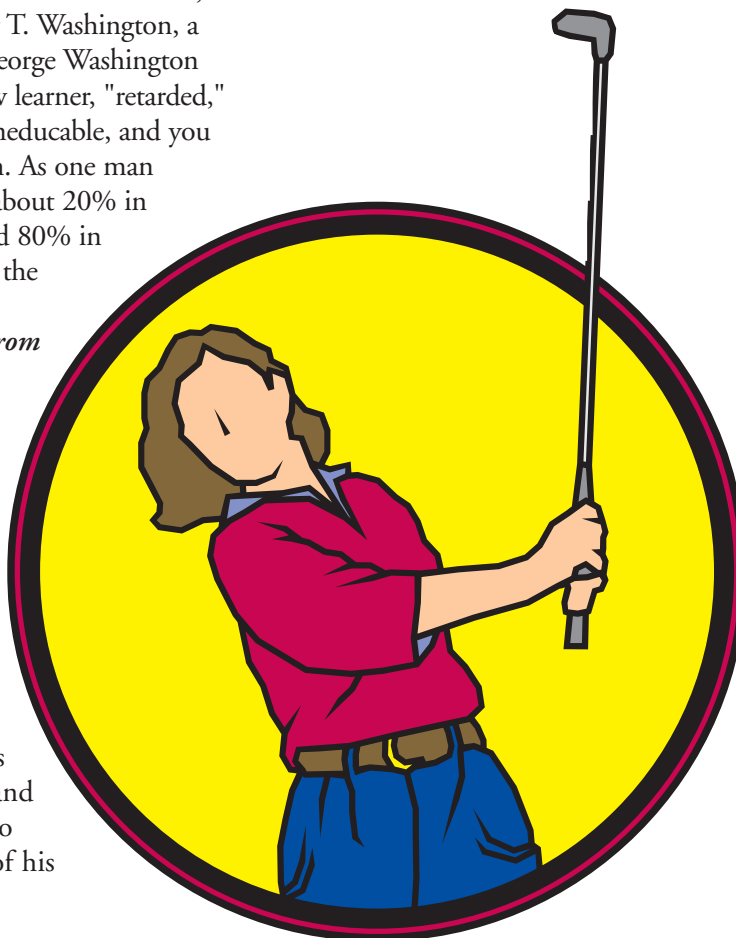
—*Buddha*

Its not stress that kills us, it is our reaction to it.

—*Hans Selye*

When it rains, I let it.

—*113-year-old man in response to a question about the secret of his longevity*



## Fit Fore Life - Resource List

### *Sample Newsletter/Promotional Article*

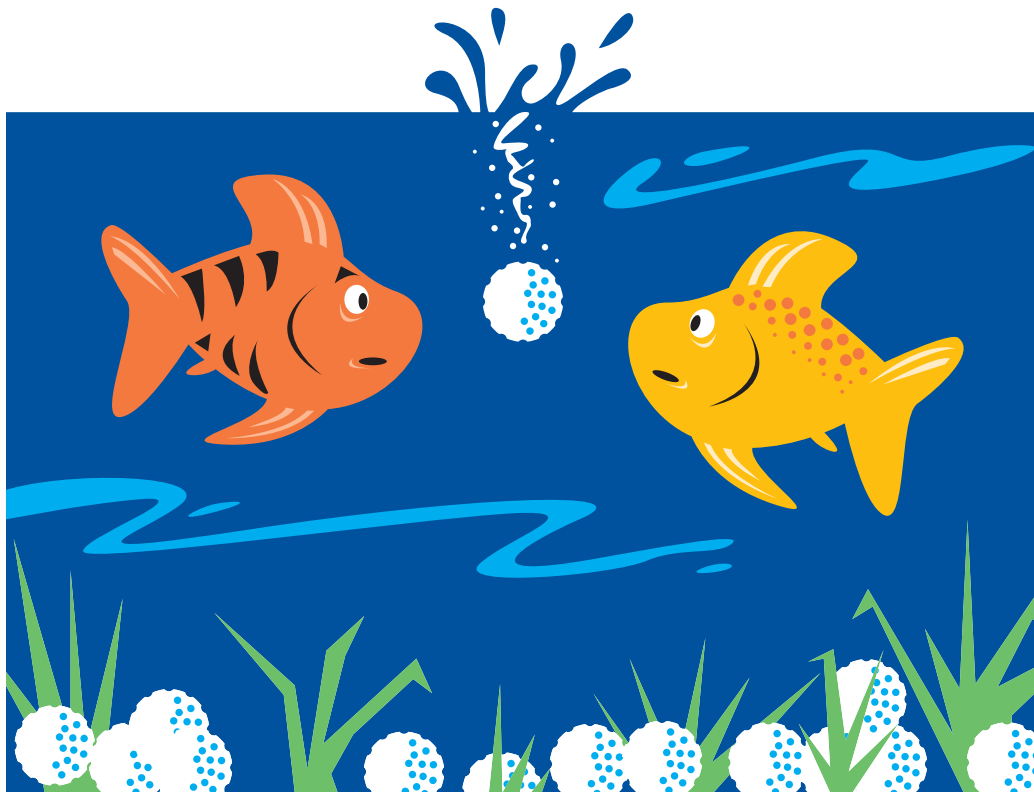
Didn't follow through with your plans to get fit and eat healthy this year?

Join the Pro-Tour and get Fit "Fore" Life!

Any way you slice it, regular aerobic exercise and good nutrition are not only great for improving your overall health and managing weight, but you also get that extra energy you need to enjoy outdoor activities...like golfing! You'll have such a ball with this program that you'll be hooked for life on a healthy lifestyle. This life balance based incentive program will keep you swinging through life healthy and fit!

Fit "Fore" Life is a 9 week (9 holes) campaign, teeing off on \_\_\_\_\_ and ending on \_\_\_\_\_. [insert details of program] Prizes will be distributed from the Pro-Shop (A.K.A. Wellness Team) at the completion of your game.

The "green-fees" are \$5.00/person, make check payable to: \_\_\_\_\_ and send in your fee with the coupon below [make coupon]. Don't delay...the registration deadline is near! Join the club and get FIT "FORE" LIFE- you'll feel Tee-riffic!





## Fit Fore Life

***Are you Fit Fore Life?***



Most of us aren't. How can you be up to par when you are sleep deprived, stressed to the max, vitamin depleted, out-of-shape, out-of-breath, fatigued and on a caffeine buzz?

The incentive campaign "Fit Fore Life" is designed to help you bring "balance" to your life. Fit Fore Life will challenge you and educate you to make the necessary changes to be Fit Fore Life.

***You deserve it!***  
***Register for Fit Fore Life!***

Don't wait! Sign -up \_\_\_\_\_

**FIT FORE LIFE INCENTIVE CAMPAIGN**



# Participant's Guide

## **FIT FORE LIFE INCENTIVE CAMPAIGN**

Dear Participant:

Welcome to Fit Fore Life. This 9-week program is designed to remind you to live your life with balance. We've divided the program into nine components. Focus on each topic for one week by reading the educational handout and completing the activities.

You will receive a Fit Fore Life packet containing handouts on topics related to keeping balance in your life, a scorecard and an evaluation form. The nine topics include:

**Week 1** – Sleep

**Week 2** – Volunteering/Community Involvement

**Week 3** – Organization

**Week 4** – Nutrition

**Week 5** – Physical Activity

**Week 6** – Social/Relationships

**Week 7** – Intellectual

**Week 8** – Emotional

**Week 9** – Spiritual

Each week, read the educational handout and complete a minimum of the number of parts recommended for the topic that week. Each topic has recommended activities to assist you, but feel free to choose something not listed.

On your scorecard, use a highlighter to mark the squares for the number of activities you complete each week.

At the end of the program, return your scorecard and evaluation form to the coordinator.

Have fun.

## Week 1: Par 3

### Sleep

**T**he national debt isn't the only thing that is on the rise. So is our sleep debt. If your sleep debt is large enough you can fall asleep anytime and anywhere.

According to the National Sleep Foundation, 86% of adults in the U.S. have no idea how much sleep is necessary and the effects of sleep deprivation.

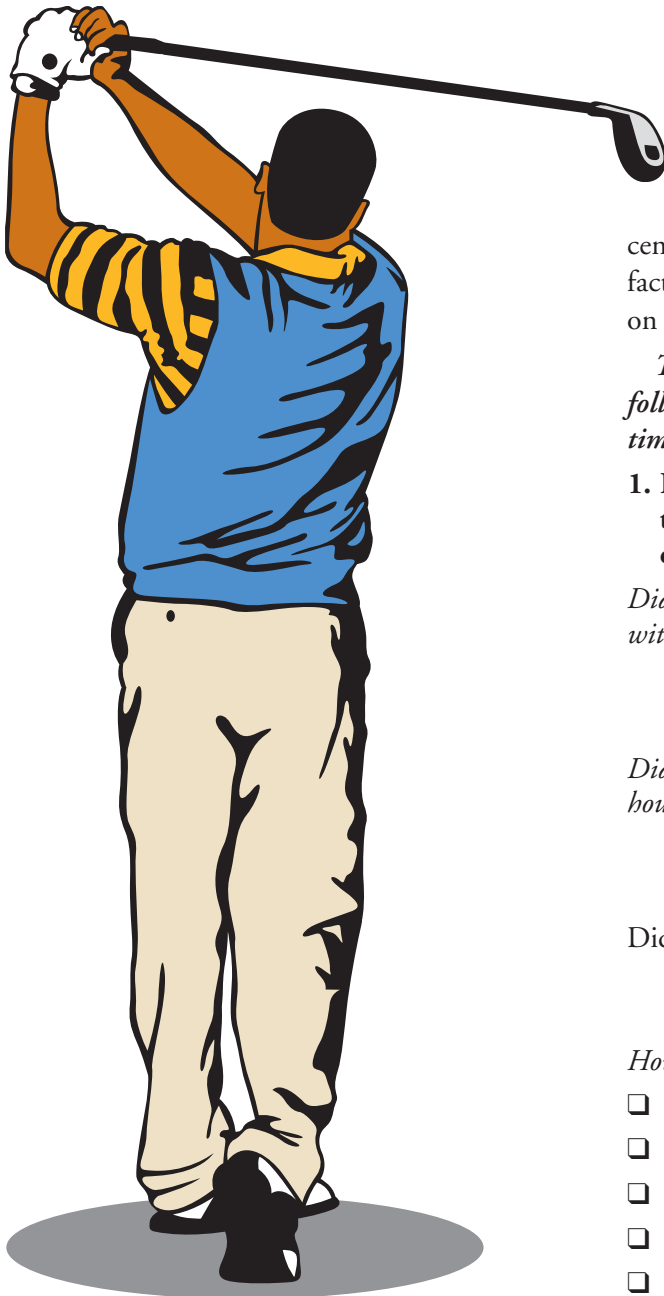
Sleep is a basic necessity of life just like eating and breathing. We don't deprive our bodies of oxygen, yet we deprive our bodies of sleep. While sleep needs vary depending on the person, it is estimated that to be well rested the average adult should get eight hours of sleep a night. Most of us don't. How do you know if you are getting enough sleep? If you have trouble staying awake while watching TV, in a meeting, driving a car, or in more boring or monotonous situations, or have difficulty concentrating or are irritable, chances are you are sleep deprived.

We need to develop good sleep habits to deal with our busy lifestyles. Consider these suggestions:

1. **Develop regular sleep habits.** Each individual must determine how much sleep he or she requires at night to be fully alert and energetic throughout the day.
2. **Slow down and unwind before bedtime.** Try reading for pleasure, drinking a warm glass of milk or relaxing in the tub.
3. **Get up at the same time seven days a week, no matter how long you have slept.** This maintains your biological clock and will result in establishing a fairly regular bedtime.
4. **Your bedroom should be a comfortable resort for sleeping.**
5. **Breathe deeply to induce drowsiness.** Take a series of three very slow, deep breaths, exhaling fully each time. This helps break tension.



## Week 1: Sleep (continued)



**6. Exercise daily to promote good sleep.**

This releases energy and mental tension. Late evening exercise will disturb peaceful sleep.

**7. Accept occasional nights with less sleep.**

They're a part of life. Although uncomfortable, all of us experience a few nights when sleep is more difficult.

**8. If your sleep is consistently disturbed, ask for help.**

Contacting a sleep specialist in a sleep center will help determine possible physical factors involved. They can also give you tips on specific sleep habits you can apply.

*To score Par this week pick one of the following activities and complete it three times this week.*

**1. Keep a sleep journal three times this week by answering the following questions:**

*Did you consume alcohol, caffeine or tobacco within 4 hours of bedtime?*

- No
- Yes, specify what type and quantity

*Did you use any other medications within 4 hours of bedtime?*

- No
- Yes, specify what type and quantity

*Did you take any naps during the day?*

- No
- Yes    number\_\_\_    duration\_\_\_

*How many minutes did it take you to fall asleep?*

- Less than 15
- 15-29
- 30-44
- 45-59
- 60 or more

## Week 1: Sleep (continued)

*How many times did you awaken during the night?*

- None
- 1-2 times
- 3-5 times
- 6 or more

*How many hours (total) of sleep did you get through the night?*

- Less than 4
- 4-5
- 5-6
- 6-7
- More than 7

*How well did you sleep?*

- Very well
- Well

- Average
- Poorly
- Very poorly

*How did you feel upon awakening in the morning?*

- Very good
- Good
- Average
- Bad
- Very bad

2. Try to get eight hours of sleep three nights this week.
3. Try increasing your amount of sleep by one hour three nights this week. (For example, if you normally only get six hours of sleep a night, try getting seven hours three nights this week.)





## Week 2: Par 5

### Volunteering/Community Involvement

**T**here is something special about giving to others, volunteering your time or your services. What is so special? Knowing you are making a difference and feeling good about it. Volunteers are defined as persons who did unpaid work (except for expenses) through or for an organization. Statistics show both the number of volunteers and the volunteer rate rose over the year ended in September 2003, the Bureau of Labor Statistics of the U.S. Department of Labor reported about 63.8 million people did volunteer work at some point from September 2002 to September 2003, up from 59.8 million for the similar period ended in September 2002. The volunteer rate grew to 28.8 percent, up from 27.4 percent (Bureau of Labor Statistics, 2003). Volunteering can range from a random act of kindness to a commitment of time for a local charity. YOU decide what is best for you! First you need to think about your interest and passion. If you have a hidden talent or interest that is not being satisfied in your life, explore and find something to make the connection. Or maybe you want to try something new, something you never thought you would volunteer for or be involved with. It never hurts to try new things.

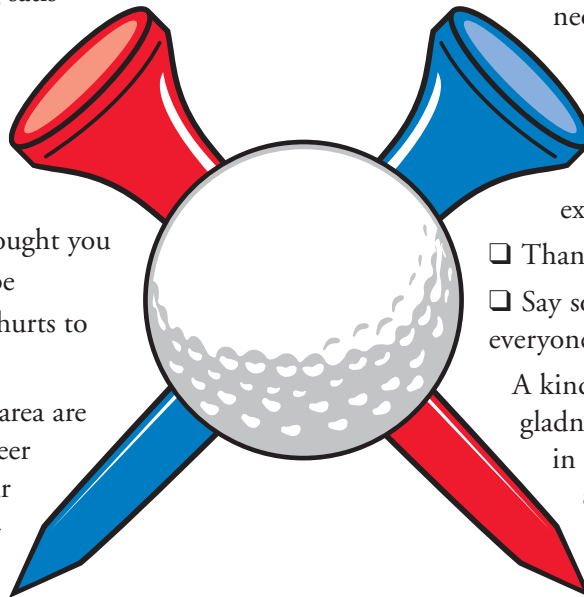
Opportunities in this area are endless. You can volunteer or get involved with your community without sacrificing much time.

**To score Par this week choose any of the following ideas and complete at least one, five times this week.**

- Collect goods for a food bank or shelter.
- Volunteer to be a tutor in a school.
- Extend a hand to someone in need.
- Give your full attention and simply listen.
- Have a charity day at work, with employees bringing nonperishable food items to donate.
- Be a good neighbor. Take over a baked treat or stop by to say "Hello."
- Mow a neighbor's lawn.
- Volunteer at an organization that needs help.
- Adopt a homeless pet at the humane society.
- Give the gift of blood.
- Pay for a meal of the person behind you in the drive-through.
- For one week, act on every single thought of generosity that arises spontaneously in your heart, and notice what happens as a consequence.
- Willingly give help to others with no expectation of return.
- Thank five people every day.
- Say something nice to everyone you meet today.

A kind heart is a foundation of gladness, making everything in its vicinity freshen into smiles."

— *Washington Irving*





## Week 3: Par 4 Organization

**A** lack of organization can definitely be a cause for stress. If you spend half of your day trying to find what you need to do your job at work or at home, spend hours doing a task that should have taken you minutes, or don't feel like there is enough time in the day to get your work done, you need to organize and dejunk your life.

### Organize Yourself

Getting organized is not difficult, but it does take time and concentration. Here's how you can get started.

*1. Analyze how you spend your time.*

*2. Identify and set priorities.* Rather than doing the first task that presents itself, ask yourself if it is a must be done, should be done, or can be done. The must be done tasks should take precedent over the should be and can be done tasks.

*3. Reallocate your time.*

*4. Make and follow a daily "to do" list.*

Whether you make your day's "to do" list the evening before or in the morning is up to you. It all depends on how many distractions you have and how well you think at the end of the day versus in the morning.

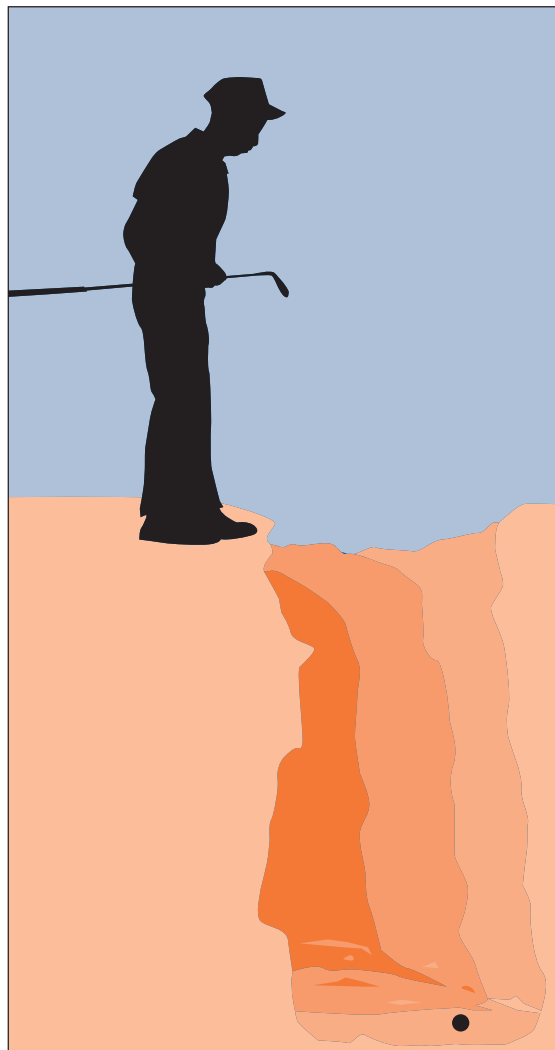
*5. Don't procrastinate.*

### Dejunk Your Life

Why am I keeping this? Before you say, "just because"—ask yourself:

- Why do I need or want it?
- Why is it significant?
- How will it be used now or in the future?
- Is it information that I already have in another file?

- Is it quality information?
- Is the information accurate and reliable?
- Is it timely?
- What is the life span of this item? Long term or short term?
- Can I obtain the information from another source?
- Will others come to me for this item?
- What is the worst thing that could happen to me if I get rid of this item?



## **Week 3: Par 4 Organization (continued)**

### **How long to keep important home documentation?**

#### **What can you throw away monthly...**

- ATM and deposit receipts after you've recorded the transaction.
- Credit card receipts. Keep most recent statements in case of dispute or taxable items.
- Receipts for small ticket purchases.

#### **What can you throw away annually...**

- Monthly statements, after you've received annual statements from bank, mortgage

company, brokerage or mutual fund company; and in some cases, credit card company. However, if you itemize, keep monthly bank and credit card statements with tax information.

- Paycheck stubs, after you've received your W-2 or 1099 forms from employer and double checked it.

#### **What you should save indefinitely...**

- Income tax forms and backup (keep for 7 years).
- Insurance policies: more important to have name and phone number of agents than actual policies.



## Week 3: Par 4 Organization (continued)

- Home purchase and mortgage.
- Keep wills, trusts, living wills, power of attorney for health care, organ donor wishes, life insurance. Communicate wishes with loved ones before emergencies arise.
- Loan papers should be kept until paid off.
- Keep purchase documents if still under warranty. However, keep receipts for major purchases such as appliances, if the purchase price/replacement cost exceeds your homeowners' or renters' insurance deductible. You may need to present copies of these receipts in order to get reimbursed from your insurance company in the event of loss or theft.
- Keep titles of vehicles while they are in your possession.
- Keep contracts, partnerships, job related agreements.
- Keep personal life cycle certificates: birth, adoption, marriage, divorce, passport, military discharge, death certificates of close relatives.

*To score Par this week pick one of the following activities and perform four times this week:*

1. Create a "to do" list for two days either for your home or office or both.
2. Dejunk yourself by getting rid of any items at home or at work that you never use and don't need. Pick one room or drawer—start small!
3. Throw out unnecessary receipts, records.
4. Organize your workspace.
5. Clean out a closet.





## Week 4: Par 5 Nutrition

**W**hile many messages have changed over the years, there is one message that has remained constant...eating fruits and vegetables are good for you! Fruits and vegetables are truly super foods when it comes to your health.

- ✦ Helping maintain a healthy weight
- ✦ Increasing energy

—The National Institute of Cancer

The Food Guide Pyramid recommends 3-5 servings from the vegetable group and 2-4 servings from the fruit group each day. If you eat the minimum number in each group, you will get a total of 5 fruit and/or vegetable servings each day. Experts agree that eating 5 a day can impact your health in many ways. The phytochemicals, vitamins and minerals found in fruits and vegetables have been linked to...

- ✦ Reducing your risk for many types of cancers
- ✦ Providing heart benefits by lowering your cholesterol
- ✦ Reducing your risk for type II diabetes
- ✦ Improving your eyesight



## Week 4: Par 5 Nutrition (continued)

Getting your 5 a day is not as hard as it may seem.

*To score Par this week choose five of the following activities to do this week.*

- ✦ Increase your portions. Aim for the majority of your plate to be fruits and vegetables.

### Vegetables

- 1 cup raw, leafy vegetables
- 1/2 cup raw, chopped or cooked vegetables
- 3/4 cup vegetable juice



### Fruit

- 1 piece
  - 1/2 cup chopped, cooked or canned fruit
  - 3/4 cup juice
  - 1/4 cup dried fruit
- ✦ Add veggies to your pizza, casseroles, omelets, pastas and other entrees.
  - ✦ Order fruits and vegetables when eating out. They always taste better when someone else prepares them!
  - ✦ Make a vegetable salad by chopping up fresh veggies and topping with non-fat Italian dressing.
  - ✦ Make sauces and spreads with fruits and vegetables. For example: try a tomato salsa or a pineapple, mango or peach version.
  - ✦ Try hummus, which is made with mashed chickpeas. This can typically be found in your refrigerated meat and cheese section in various flavors.
  - ✦ Load your sandwiches up with fresh veggies.
  - ✦ Clean and chop fruits and vegetables immediately after purchasing. Store these in a highly visible spot. Grab and eat for a quick snack.
  - ✦ Use fruit juices for a tasty marinade.
  - ✦ Make a fruit salad by combining some of your favorites.
  - ✦ Wake up to fruit by topping your cereal, pancakes, or yogurt with fruit.
  - ✦ Purchase individual fruit and vegetable cups for on the go eating. Choose water or juice packed.

## Week 4: Par 5 Nutrition (continued)

- ✦ Try dried fruit for a healthy change.
- ✦ Visit the nearest farmer's market for fresh inspiration. Spring and summer are a wonderful time of year to enjoy the seasonal fruits and vegetables that fill local farmer's markets.
- ✦ Go for variety; try one new fruit and vegetable this season. Trying new or different fruits and vegetables can open up the doors to many things, including increasing your nutrition and satisfaction with your healthy eating plan. (New is defined by anything you haven't eaten before or in the past year.)
- ✦ Eat from the rainbow of colors. The more colorful fruits and vegetables you eat each day, the more natural healing health properties you are getting from your fruits and vegetables.

Eat foods from each color of the rainbow.

- › **Red:** Apples, Beets, Red Cabbage, Red Onions, Red Peppers, Raspberries, Strawberries, Watermelon

- › **Orange:** Oranges, Nectarines, Peaches, Sweet Potatoes, Squash, Cantaloupe, Carrots
- › **Yellow:** Pineapple, Lemon, Apricots, Yellow Peppers, Yellow apples
- › **Green:** Apples, Asparagus, Artichokes, Cucumbers, Grapes, Leafy greens, Honeydew Melon, Peas, Green Peppers, Celery, Kiwi
- › **Blue/Purple:** Blueberries, Plums, Raisins, Figs, Eggplant, Blackberries

- ✦ **Snack right.** If you are like most of us, that is when we reach for a cup of coffee, a bottle of pop, or a king-size candy bar for an energy boost. Quick fix solutions like sugar and caffeine actually drain your energy rather than giving you more. Choose fruits and/or vegetables for at least one snack per day. You will not only increase the nutrition in your healthy eating plan but you will also be more energized.





## Week 5: Par 4 Physical Activity

**W**ho ever said physical activity is all work and no play? In fact, it can be just the opposite! There is no need to think of strenuous workouts that are painful and boring. Instead, imagine doing fun physical activities you enjoy and look forward to. Do physical activity for enjoyment and watch the health benefits follow!

The evidence is growing and is more convincing than ever! People of all ages who are generally inactive can improve their health and well-being by becoming active at a moderate-intensity on a regular basis.

### Benefits of Physical Activity:

- + Reduces the risk of developing CHD
- + Reduces the risk of stroke
- + Reduces the risk for colon cancer
- + Reduces the risk for diabetes
- + Reduces the risk for high blood pressure
- + Contributes to healthy bones, muscles, and joints
- + Reduces falls among older adults
- + Reduces symptoms of anxiety and depression
- + Helps to relieve the pain of arthritis
- + Lowers both total blood cholesterol and triglycerides and increases high-density lipoproteins (HDL or the “good” cholesterol)
- + Helps reduce blood pressure in people who already have hypertension
- + Helps people achieve and maintain a healthy body weight
- + Reduces feelings of depression and anxiety
- + Promotes psychological well-being and reduces feelings of stress

Moreover, physical activity need not be strenuous to be beneficial; people of all ages benefit from participating in regular, moderate-intensity physical activity, such as 30 minutes of brisk walking five or more times a week. (CDC)

There are 1440 minutes in every day... schedule 30 of them for physical activity.

*To score Par for this week get 30 minutes of activity 4 days this week..*

### Suggestions for Physical Activity

- Join or form a walking, running, or biking group
- Take the stairs instead of the elevator or escalator
- Park at the back of the parking lot
- Join a fitness/aerobic class
- Rake the leaves
- Mow the lawn (walking)
- Play a game of softball, baseball, volleyball, basketball, racquetball or tennis
- Play 9 or 18 holes of golf (no cart)
- Put on your roller-skates or rollerblades and head outside
- Water skiing
- Swimming
- Lift weights
- Gardening
- Dancing
- Get on or off the bus blocks away from your destination



## Week 6: Par 5 Social/Relationships

**F**amilies, friends, co-workers, and pets all play a vital role in our health and well-being. Studies now show that having close relationships with family and friends may help you live two years longer than those who tend to be more isolated. Having some sort of social support in your life will help you to maintain that healthy and happy lifestyle.

The following is a list of facts and tips regarding individuals who have healthy relationships:

- ✦ Socially isolated individuals are more susceptible to illness and have a death rate 2-3 times higher than those who are not socially isolated
- ✦ People who maintain their social network and support systems do better under stress
- ✦ Cholesterol levels go up when human companionship is lacking
- ✦ Warm, close friendships cause higher levels of immunoglobulin A (an antibody that helps keep away respiratory infections and cavities)
- ✦ A strong social network can create a good mood and enhance self-esteem

*To score Par this week, choose one or more of the following options. Perform this option at least five times this week.*

- Learn new things about five co-workers, friends, or neighbors
- Meet new people-join a club or organization that interests you
- Have lunch/dinner with friends or family members

- Volunteer with a friend or co-worker for five hours
- Meet a friend or neighbor for a 30-minute walk/jog five days this week
- Call long distance relatives/friends to say "Hi"
- Share five things about your day with your family at dinner
- Have your family/friends share five things about their day
- Smile or say "Hi" to five people outside, passing by, at the mall, etc...

### Resources:

- Principal Health News:  
[www.principalhealthnews.com](http://www.principalhealthnews.com)
- Social Wellness:  
<http://www.globalserve.net/~megenst/wellness/social/social.htm>





## Week 7: Par 3 Intellectual Health

**T**he intellectual dimension of wellness measures the degree to which one engages their own mind in creative, stimulating mental activities. An intellectually well person understands and actively uses the resources available to expand their knowledge, creativity and problem solving skills, along with expanding potential for sharing with others (National Wellness Institute, 6 Dimensions of Wellness). According to Sir Richard Steele in Tatler, “Reading is to the mind what exercise is to the body.”

*To Score Par this week choose 1 or more of the following and perform at least 3 times this week.*

- Choose a book to read for pleasure and learning this week. Read from that book of choice at least three times this week.
- Share your new knowledge with someone else (pay it forward). Take this week to help others grow and share with them what you learned. Tell a family member, a co-worker, a friend, etc...
- Learn something new this week. Learn how to cook, juggle, operate an electronic

device, etc.... If there is something that you have wanted to learn, take this week to learn and grow.

- Commit to reading one article three days from that pile on your desk.

### Suggested Book List:

- Who Moved My Cheese by Spencer Johnson
- The Present by Spencer Johnson
- The Ultimate Weight Solution: The 7 Keys to Weight Loss Freedom by Dr. Phil McGraw
- The 7 Habits of Highly Effective People by Stephen Covey
- Optimal Thinking by Rosalene Glickman
- Fitness books
- Walking: The Complete Guide to Walking by Mark Fenton
- Running: Non-Runners Marathon Trainer by David Whitsett
- Peace Like A River by Leif Enger
- Niagara Falls All Over Again by Elizabeth McCracken



**FIT FORE LIFE INCENTIVE CAMPAIGN**

## Week 8: Par 4 Emotional Health

**P**eople with good emotional health are in control of their thoughts, feelings and behaviors. They feel good about themselves and have good relationships. They can keep problems in perspective. According to Dr. Andrew Weil the three major challenges to our emotional health are stress, anxiety and depression. In our fast-paced society we may not be able to control many of the things that can cause us stress, make us anxious or lead us to depression. Fortunately we can control how we react to stressful events.

### According to the American Institute of Stress, stress can contribute to:

- + Cardiovascular disease
- + Neurologic disorders
- + Psychiatric diagnoses
- + Cancers
- + Digestive problems
- + Skin issues

### The most common types of stressors can be prevented by:

- ✓ Making decisions, avoiding them causes worry and stress.
- ✓ Avoid putting things off, so things do not catch up and overwhelm you
- ✓ Sharing the load, get others to help with tasks they can handle, don't try to do everything yourself

### Keys To Attaining Well Being – from the Canadian Mental Health Association

- ✓ Know what your real needs are and how to get them met
- ✓ Express emotions in ways that communicate to others what you are experiencing

- ✓ Act assertively, not passively or aggressively;
- ✓ Respond to challenges in life as opportunities to grow in strength and maturity
- ✓ Create the life you really want, rather than just reacting to what "seems to happen"
- ✓ Trust that your own personal resources are your greatest strength for living and growing

*To score par this week choose 1 or more of the following and complete 4 times this week.*

### Suggestions for Improving/Maintaining your Emotional Health:

- + Take a news fast – odds are you can't control the events of the world, so if you don't hear about them you'll be less likely to worry about them
- + Keep a gratitude journal
- + Read a book just because you want to, not because you should
- + Find a park and go for a swing, or down a slide
- + Get a massage
- + Take a walk outside; listen to the sounds, enjoy the smells
- + Get some friends or family together for a game night; bring your favorite board or card games
- + Take control of your finances – money worries can be very draining
- + Balance your checkbook
- + Simplify your life – say no to things that aren't positive for you, reduce clutter
- + Have some fun! Go bowling, sing karaoke, see a comedian or funny movie



## Week 9: Par 3 Spiritual Health

**S**piritual wellness refers to integrating our beliefs and values with our actions. It also deals with how we find meaning, purpose, and connectedness in our lives. By having these components as part of our daily lives, and by abiding by them on a daily basis, we will be on our way to leading a more healthy, happy lifestyle.

There are many different ways you can enhance your spiritual awareness. Consider some of the following options in order to enhance your spiritual awareness:

- + **Yoga and Meditation**—tap into the riches of the mind-body connection
- + **Music and poetry**—to enhance your self awareness
- + **Soul Awareness**—find out who you are and why you are here
- + **Mind Calming**—obtain inner peace and harmony
- + **Philosophy**—as a way of life
- + **Nurturing**—your will is always within your power
- + **Spiritual Journal**—as a tool of self-development

In order to have spiritual wellness, you also need to have physical, emotional, environmental, social, and intellectual wellness too!

*To score par this week, choose one or more of the following and complete it at least three times this week.*

- Get a journal and write in it at least three days
- Attend a Yoga class, and learn great ways to relax your mind & body
- Enjoy the nature around you; take a walk outdoors, watch birds, etc...
- Take time alone to reflect on your day/week/month
- Find your sense of purpose in life and reflect on it
- Devote time for daily prayer/reflection
- Reflect on your personal values/morals
- Take time to explore your inner peace
- Meditate three days this week



# Fit Fore Life

## Scorecard

### Fit Fore Life Scorecard

	Par	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Your Score
Hole 1 - Sleep	3								
Hole 2 - Community/Volunteer	5								
Hole 3 - Organization	5								
Hole 4 - Nutrition	5								
Hole 5 - Physical Activity	4								
Hole 6 - Social/Relationships	5								
Hole 7 - Intellectual Health	3								
Hole 8 - Emotional Health	4								
Hole 9 - Spiritual Health	3								

Name: \_\_\_\_\_

Dept. / Office: \_\_\_\_\_

Office No. / Location: \_\_\_\_\_

Phone: \_\_\_\_\_

**Course Rules**

- The goal is to shoot Par! Unlike the real game of golf shooting under Par in not good & shooting over Par is great!
- Each hole represents 1 week
- Players must turn in their scorecard and evaluation form to the coordinator at the end of the program to be eligible for prizes! This, of course, is the only "fairway" to do it!

# Fit Fore Life

## Participant Evaluation Form

Please rate the program on a scale of 1-5 by answering the following questions (1 being highest and 5 being lowest). Please make additional comments as needed.

1. The campaign—Fit Fore Life—was motivating.  
1            2            3            4            5
  
2. The program brought about positive changes in my life.  
1            2            3            4            5
  
3. The program was self explanatory and easy to understand.  
1            2            3            4            5
  
4. The topics addressed were appropriate.  
1            2            3            4            5
  
5. The campaign—Fit Fore Life—helped me bring balance to my life.  
1            2            3            4            5

What did you like about the program?

What did you dislike about the program?

Additional comments:

Please return to \_\_\_\_\_ by \_\_\_\_\_



### **ABOUT THE WELLNESS COUNCILS OF AMERICA**

The Wellness Councils of America is one of North America's most trusted voices on the topic of worksite wellness. With over a decade of experience, WELCOA is widely recognized and highly regarded for its innovative approach to worksite wellness. Indeed, through their internationally recognized "Well Workplace" awards initiative, WELCOA has helped hundreds of companies transform their corporate cultures and improve the health and well-being of their most valuable asset—their employees.

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