

2010 Planning Guide

LiveHealthy AMERICA

100 DAY

WELLNESS

CHALLENGE



OUR MISSION

At Live Healthy America, we empower people to change the way they view health and wellness through team-centric education, motivation and celebration. We provide the practical tools and information people need to create a lifestyle of healthy habits, physical activity, improved nutrition and weight loss.

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How Live Healthy America Works:

With an online tool at its heart, (www.livehealthyamerica.org) Live Healthy America makes it easy for friends, families, businesses and communities to form teams and encourage one another toward healthier lifestyles.

***The power, accessibility and efficiency of the Internet...
Combined with the spirit of teamwork...
And small doses of competition...***

Make Live Healthy America a motivating, fun, easy and cost effective way to help Americans become healthier.

Registration fee: \$20 per participant

Live Healthy America participants will receive the following:

- Live Healthy America Training T-shirt
- Access to accredited health resources including:
 - Workouts
 - Video exercise demonstrations
 - Community message center
 - Nutrition tips
 - Healthy Recipes
- 100 days FREE access to Training Peaks elite nutrition and physical activity software
- Weekly e-mails from LHA containing tips on nutrition, fitness, and healthy living
- Chances to win random monthly prizes and incentives
- A one-year subscription to one of the lifestyle magazines listed below. As a paid registrant, you can sign up for the subscription of your choice upon logging into your personal dashboard.*



* Magazine subscription is valid at \$7.00, visit livehealthyamerica.org/userdocs/subscriptionjump2010.pdf for subscription and rebate details!



Getting Started

1. GET THE WORD OUT

Use the promotional materials provided by Live Healthy America to spread the word amongst your employees and/or community (next section). If you need additional materials, contact Live Healthy America and we will be more than happy to send you materials.

2. WORK WITH COMPANY AND COMMUNITY LEADERS (See Appendix 1)

Seek the support of your company/community's leadership. Contact your community's chamber president for support. Have your CEO or President write a letter of support to your employees. Engage human resources and wellness coordinators to determine the administrative structure of implementing Live Healthy America in your company.

3. PLAN AHEAD (See Appendix 2)

Live Healthy America starts in January and runs for 100 days. Start working with your company and community leadership in September to allow for ample time to get the support needed. Make announcements to employees/community and display promotional materials starting in November and continue to promote the program until February. Registration is \$20 per person. Many companies/communities establish a payment plan that covers the cost of participation for their participants or reimburses them upon completion of the program. Others put the cost of registration on their participants but provide other types of support such as exercise classes at work, or providing incentives for those who register. Know your budget and have a payment plan in mind.

4. REGISTER TEAMS

Once you have committed to participating in the Live Healthy America Challenge and promoted the program, your employees/community members are ready to register online. Direct them to the Live Healthy America website, www.livehealthyamerica.org to register their team under your company/community's Group ID (assigned to you by your Live Healthy representative).

- A Live Healthy America team consists of 2-10 people who are positive and motivated to change their lifestyle. Make sure to choose a team name.
- Each team must select a captain who:
 - Has consistent access to the Internet and a valid e-mail address
 - Acts as a motivational leader
 - Reports information for those without computer access
 - Receives support from Live Healthy America staff when needed
- Teams compete in one or both divisions
 - Weight Loss Division
 - Minutes of Activity Division



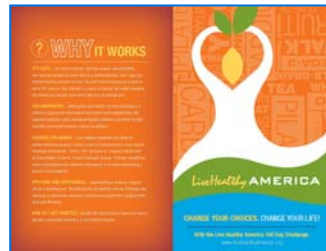
How to Build a Successful Live Healthy Challenge

How you promote and implement your Live Healthy America program is up to you. There are many ways to inspire your participants to move more and eat healthier. Live Healthy America is a fun way for everyone to experience the ease of making these small, positive changes in a team based environment. The following list offers ideas for promoting a successful challenge.

1. DOWNLOAD PROMOTIONAL TOOLS

By October, a tool kit with a wide variety of promotional materials will be available for you to download and use to promote your Live Healthy program. The Tool Kit includes:

- Live Healthy America icon/logo
- Promotional posters
- Informational brochure
- Promotional fliers
- Captain's handbook
- Paycheck Stuffers
- Press release template
- Participant completion certificate template



2. HAND OUT DETAILS

Throughout October & November, pass out fliers at high traffic areas throughout your company or community –entryways, break rooms, lunchrooms or restroom facilities. To inspire individuals to sign up for Live Healthy America. Encourage them to invite friends and family members to participate and join the fun.

3. SPREAD THE WORD WITH INCENTIVES

Promote the prizes and incentives which will be offered to gain attention. Show participants what the program has to offer and what your company/community is offering those who participate in Live Healthy America. Let them know what they can win by moving more and eating healthier.

4. USE PASSIVE PROMOTIONS

- Hang posters/templates provided by LHA in hallways, break/lunchrooms, and employee lounges and around the community.
- Use the LHA flier as a desk drop mailer to each member of your team.
- Place Live Healthy America fliers in employee's mailboxes.
- Announce your company's participation during staff meetings.
- Have your CEO speak about their support of the program at a company wide meeting or kick off event.
- Direct employees to the Live Healthy America website to register!

5. ADD TO YOUR CORRESPONDENCE

Take advantage of existing mailings by inserting a LHA flier with paychecks, attaching a PDF of the flier to emails, or including the information within newsletters or other existing communication tools. Use your company's e-mail system to send them messages providing information about the program.



6. CONDUCT LUNCH AND LEARNS/HEALTH SEMINARS

Hold free health seminars or lunch and learns throughout the program. Ask local experts such as physicians, nutritionists, personal trainers, or dieticians to speak at the sessions. Give Live Healthy America fliers to each participant that attends. Share details about what's happening in your company/community and how participants can stay motivated.

7. USE MAPS

Create maps that show local walking routes in your area. Examples: from your site to a local coffee shop and back, from one facility entrance to another, paths in a local park, or the parking lot perimeter. Post the maps in a central location for your company or distribute them to all participants via e-mail with a LHA flier.

8. WALK AND TALK

Promote walking meetings at your location throughout the program. Have a member of the meeting keep track of minutes or use a stop watch to calculate minutes of activity. Give each meeting member a LHA flier with more details about the program.

9. INVITATIONS

Personal Invites are the best way to engage participants. Ask everyone involved to extend a call and invite a friend, family member or co-worker to join Live Healthy America. Welcome participants with a flier or poster as they attend meetings during the program at your company/community.

10. ON THE WEB

Place the Live Healthy America icon/logo on your organization's home page. Clicking on the icon will bring participants directly to the Live Healthy America home page. They will be able to join the fun, find local events, and have the chance to win incentives from our program.

You Can Help

We need your help to promote **Live Healthy America** to your friends, family, co-workers and community. We hope you will spread the word by placing the Live Healthy America icon/logo on your web site with an invitation to participate. This planning guide will prepare you to bring Live Healthy America to life in 2010.





Event Planning Ideas

To kick start your Live Healthy program plan an event that will get all of your participants engaged in the program. Whether you're coordinating your own Live Healthy America kickoff, midway, or final event for a large corporation, small business, nonprofit organization, membership facility, or community, this guide will help. The following steps will get you started in planning events.

1. ORGANIZE A PLANNING COMMITTEE.

Try to represent all groups. Focus committee discussions on answering these questions:

Who is the target audience you're hoping to reach for participants?

Who will be the key administrator of the program?

Who will be the key person responsible for coordinating the promotion and event activities?

How many people will be needed to help coordinate event activities?

How will you promote event activities and engage people in the program?

What activities will you choose to support the purpose of the program and what space, resources, or approvals do you need?

Where is the best event location (with easy access) to attract the largest participant audience possible for your event?

When is the best time to hold the event to assure maximum participation?

2. DESIGN YOUR EVENT.

Review Event Activity Ideas in this guide with your committee; decide which ideas will work with your program and brainstorm additional ways to shape your Live Healthy America event plans.

3. DEVELOP A PROMOTION PLAN.

Promote your event by including fun, effective activities. Select those that will work best at your location and assign a few more committee members the task of creating even more promotional ideas.

4. REMEMBER: LOCATION IS KEY.

Boost participation potential by choosing a convenient location that will accommodate your event for your target audience. Think about having a group walk at a local park.

5. SPREAD THE WORD.

Recruit as many groups as possible to help promote the event. Whether you're involving a whole community or a worksite, create a list of those who can help spread the word. Use promotional materials provided by LHA to help!

6. FROM TOP DOWN.

The mayor, your CEO, or a local celebrity can lend status and reach out to more participants. Ask them to personally invite citizens/employees/fans to join Live Healthy America and help their community/company contribute to a healthier, more vital America. Consider having your mayor, CEO, or local celebrity write a letter of support to send to all your participants. (See example – Appendix 1)

7. STICK TO IT.

Define roles and stay on schedule. Consider developing a timeline or to-do list. Assign tasks and review highlights along the way. Make sure you obtain everything you need including supplies, the location, and recruit enough help to coordinate your events.

8. REWARD PARTICIPATION.

Though Live Healthy America will offer incentives to those that participate regularly throughout the program and record each week, you can create interest by planning to offer prizes at your own local event. Consider organizing a drawing of prizes for everyone who takes part in the event.



9. WALK THE TALK.

Have each member of your planning committee join Live Healthy America staff in a presentation/conference call and web demonstration before the program begins. This will help committee members understand the process and what information is available as they implement promotions. Don't forget to sign up your committee to participate!

10. REPORT YOUR SUCCESS.

After you have held your events, share your ideas and successes with Live Healthy America. E-mail info@livehealthyamerica.org with any feedback you may have regarding your Live Healthy America event and successes.

Event Activity Ideas

Activities that help participants make small changes to their every day lifestyle are great ideas to use at your event. Although all types of movement help build an active lifestyle and burn calories, the simplest activity for an event is a group walk. Starting the event with a speaker is a good way to kick off the event. You can conclude your event with a prize drawing.

Here are some additional ideas to add more element to your kickoff, midway or final celebration or event:

- **MOVE TO THE MUSIC.** Ask a local group to play upbeat music for your event or use a speaker system to provide the tunes. Invite local dance groups to demonstrate fun ways to move more; any form that can be enjoyed by a group.
- **PERSONAL TRAINER.** Invite a personal trainer to demonstrate certain activities/exercises with the entire group. Have them go through a "mini" work out session with demos.
- **RECIPE EXCHANGE.** Let participants bring a healthy dish for tasting at a company or community pot luck. Have participants bring their recipe to exchange at the event.
- **HEALTH FAIR.** Ask local health experts to attend your event by setting up different exhibits or booths. Have participants visit the different booths to find out more about their health and learn new ways to motivate them to change their lifestyle.
- **SCAVENGER HUNT.** Give teams a list of items to collect (toothbrush, shoe lace, yesterday's newspaper, etc.) or to locate and photograph with a digital camera (slide at the park, yellow car, someone walking a dog). Have everyone meet at a designated time to see which team has found the most items.
- **HEALTHY HELPINGS.** Add a recipe makeover (showing proper proportions) demo booth. Invite a local chef or registered dietitian to display the recipe makeovers and pass out samples during your event. Be sure to include any dishes well-known in your area.
- **BE ACTIVE FOR A CAUSE.** Organize volunteer projects that encourage participants to move more while they are doing something positive for the community. Organize a clean up project in the local parks or on local trails or highways. Provide services to older adults by doing yard work or errands.
- **LUNCH AND LEARNS.** Hold a Lunch and Learn or Health Seminar once a month. Ask local experts such as physicians, personal trainers, or dieticians to speak at the sessions. Hand out healthy tips or fliers to all that attend during the lunch hour. You could have this be a healthy breakfast or dinner instead of lunch.
- **MEETINGS ON THE GO.** Conduct staff meetings while taking a walk as a group. Plan an event that kicks off with a one mile walk using walking trails or your schools track.



Utilizing Incentives

Although participants will have the chance to win incentives from Live Healthy America during the program, you can help fuel participant enthusiasm by offering additional prizes and/or incentives. You can motivate participants to accomplish their goals, reach specified milestones or finish the program! Encourage individuals to participate by offering incentives at the end of the program for those who had the most minutes of activity or weight loss. Give away prizes to those who finish the program. You can also have a random drawing of prizes at one of your events. Live Healthy America has an online store where you can order in bulk for incentives. (See Flyer – Appendix 3)

Here are some ideas for offering incentives to your participants:

- Reimbursement of the registration fee or portion of the fee if they complete the program
- Gift certificates for a new wardrobe/day spa
- One day of vacation or “Well Day”
- A four month membership or discounts to a local gym or fitness center
- Door prizes: water bottles, exercise bands, bags, etc.
- Prizes for finishing the program!

Thank You!

Live Healthy America would like to thank you for your participation and your commitment to improving the health and wellness of your company and/or community. You are helping to make a difference across America!

Contact Information:

Trista Humpal
Live Healthy America Coordinator
trista@livehealthyamerica.org
888-282-0822 ext. 117

livehealthyamerica.org

— *Change your choices. Change your life!*

Sample Letter

Dear Employee,

At [Insert company name] we know that people really want to make a difference and lead a healthy lifestyle. Every day, people give their time, resources and energy to causes that matter.

[Insert company name] is proud to participate in Live Healthy America to provide solutions to our company's most important issue, health. Live Healthy America focuses on our most serious health related concerns and gives you the tools to help make the changes needed in your own life. By participating in Live Healthy America, you become a partner in supporting health initiatives throughout the nation, and right here in our own backyard.

I give my full support to the efforts of the Live Healthy America campaign. Now, I encourage you to support these efforts as well by attending a group meeting to learn about the program, participating for 2009, and deciding to change your choices. Please join me in making positive, lasting changes to help improve the health of our company through Live Healthy America.

Sincerely,
Signed by CEO

2010 Timeline and Checklist

Thank you for your commitment to participate in the 2009 Live Healthy America program! We look forward to working with you to create a healthy workplace/community!

Below is a general timeline for Live Healthy America activities and key dates. Please contact Trista Humpal trista@livehealthyamerica.org, if you have any questions or comments.

December 2009

- Web-site demonstration with LH Representative
- Send JPEG of logo and department list to trista@livehealthyamerica.org
- Determine budget and pricing structure
- Determine program administrator
- Complete Administrator Form and return to LH Representative
- LHA staff will complete your company web-site programming
- If you have multiple sites gather leaders for an introduction to LHA
- Begin promoting LHA at your worksite and start to organize teams
- Send employees a letter from the CEO in support of the program (if possible)
- You will receive your start code and promotional materials from LHA staff
- On-line program registration begins on December 15th
- Contact IT department to allow LHA emails through company filter software

January 2010

- LHA program begins on January 14! Consider hosting a kick-off event such as healthy breakfast or a noon activity.
- Continue promotion
- Touch base with LHA staff with questions or comments

February 2010

- T-shirts will begin shipping to team captains February 2nd.

March 2010

- Halfway point! Host a Mid-way Celebration!
- Touch base with LHA staff with questions or comments

April 2010

- Program concludes on April 23, have an end of program healthy Pot-Luck!
- Obtain final results and other reports needed from LHA staff

May 2010

- Conference call/meeting with LHA staff to evaluate program

Share your *SUCCESS*

Apparel, awards and more @ lha.compet.com

The image displays a variety of Live Healthy America merchandise. At the top left is a screenshot of the 'MERCHANDISE STORE' website. Below it is a black zip-up jacket with the Live Healthy America logo. To the left of the jacket is a white baseball cap with the logo. In front of the jacket is a white pedometer showing a time of 10:10 and a distance of 267. To the right of the pedometer is a silver medal with the logo. Further right is a framed photo of a man in a white shirt holding a medal. To the right of the photo is a white water bottle with an orange cap and the logo. Above the photo is a framed plaque that reads 'Presented to Sally Johnson 2009' and 'First Place Josh Taylor 2009'. The Live Healthy America logo is prominently displayed in the center of the collage.

Celebrate your healthy new lifestyle!

lha.compet.com

Celebrate your success or the success of others with Live Healthy America apparel, awards and merchandise at lha.compet.com.

- *Recognize participants with a customized crystal award or plaque*
- *Find the perfect gift to thank teammates and friends who motivated you*
- *Get all the gear you need to maintain your new healthy lifestyle*

From polos to pedometers, plaques to picture frames, you'll find everything you need to stay motivated on your journey to better health.