

Do your part to...



**Live Healthy America
2009
Captain's Handbook**

change your choices,
change your life!

livehealthyamerica.org

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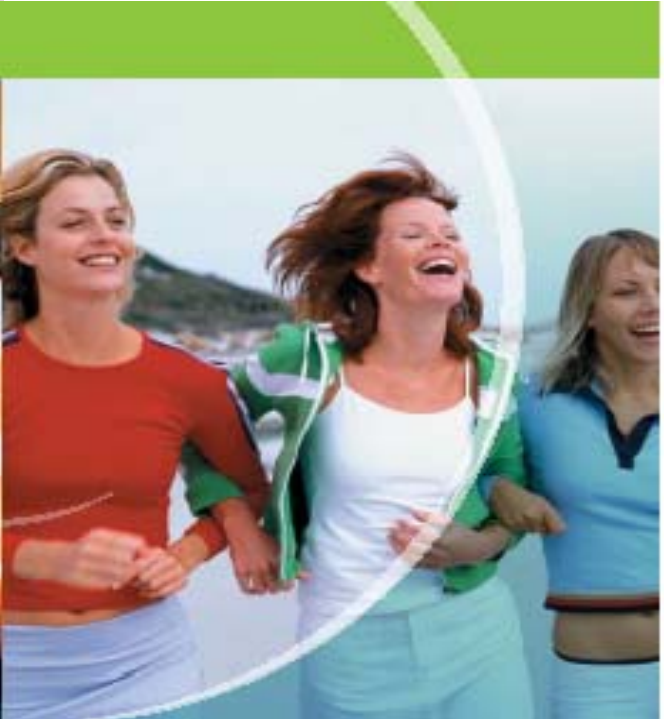
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100 DAY CHALLENGE

Dear Live Healthy America 2009 Participant,

Welcome to the Live Healthy America (LHA) program! Thank you for leading a Live Healthy America team in developing healthy habits that will help you feel better, look better and live healthier, longer lives.

Becoming a healthier person may seem like a mountain to climb but Live Healthy America makes it as simple as changing your choices to incorporate health into your daily routine. By accepting the Captain's role, you've undertaken the important job of leading team members through the 100 Day Challenge to move more, eat better and weigh less. Your role and Live Healthy America's team structure are designed to provide participants with the support they need to get involved, stay motivated and make gradual, realistic and lasting changes to improve their health.

This handbook includes information to help you get started and answer any questions you may have about the LHA program. We hope this team program will have a life-changing impact on you, your family, and your community. We wish you the best of luck!

Troy W. Vincent
Director, Live Healthy America
troy@livehealthyamerica.org

Trista Humpal
Assistant Coordinator
trista@livehealthyamerica.org

Traci Kepley
Assistant Coordinator
traci@livehealthyamerica.org

Choose to be motivated and celebrated.

Choose to prioritize and energize.

Choose to be inspired and admired.

Choose to Live Healthy America.

About Live Healthy America

What is it?

Live Healthy America (LHA) is a weight loss and physical activity 100 Day team challenge that encourages team members to make gradual, realistic and permanent changes in their dietary and exercise habits. The support of teammates combined with ideas and tips provided by the LHA staff make healthy living and success inevitable.

Weight Loss Division

Each member of the team submits their weight to either their captain or individually online. The total team weight will be reported as a percentage and this process will be repeated weekly to track progress and update the leader board.

Accumulated Activity Minutes Division

Teams track minutes based on activities they have performed. Each team member submits their minutes to either their captain or individually online. The total team minutes will be reported and this process will be repeated weekly to track progress and update the leader board.

Why is it important?

Obesity is a serious public health issue, claiming an estimated 300,000 deaths per year and costing the United States about \$117 billion in 2000. With 65% of American's being obese or overweight, it is time to change the health of our country. Minimal adjustments in your diet and daily exercise routine can result in weight loss. This weight loss has been shown to reduce the risk factors for diseases stemming from obesity, such as cardiovascular disease, type 2 diabetes, sleep apnea, some cancers and others.

How are we going to help you succeed?

We will help you reach your health goals by providing the following: weekly exercise and nutrition tips; current health news; and online tools such as a daily journal, exercise video demonstrations, personalized meal plans, calorie charts, community discussion board and more.

Change your choices.
Change your life.

Important Details About Live Healthy America

The following provides the information you need to explain Live Healthy America to your team members. The purpose of the handbook is to help you to lead a successful team and to take full advantage of the ideas and incentives that Live Healthy America offers. If you have additional questions after reading this handbook, feel free to e-mail trista@livehealthyamerica.org or traci@livehealthyamerica.org

Dates: January 14 - April 23, 2009

Reporting: Upon registration, you chose to participate in the Weight Loss Division and/or Minutes of Activity Division. Each week, you will receive an e-mail prompting you to submit a weekly report. In the Weight Loss Division, your team members will update their new weight or you can report your team members' weight upon their request. In the Minutes of Activity Division, your team members will report their weekly total of physical activity or you can report their minutes upon request. In both cases, the Web site will calculate new totals for your team.

Web site Details: When you initially registered your team online, you created your e-mail login and password for the **Captain's Dashboard**, which is your team's "spot" on the Live Healthy America Web site. On the dashboard, you can edit your individual profile and the profiles of your team members. You can also post team photos on your dashboard and see how your team compares to others. You can send messages to your team mates or make daily recordings in your journal, and take advantage of many tools and resources powered by Fitness Magazine. When you registered your team members by entering their name and e-mail address, those team members received an e-mail from Live Healthy America containing their own username and password that can be used to log on to their **Participant's Dashboard** where they can post and receive messages, journal daily, and record personal data.

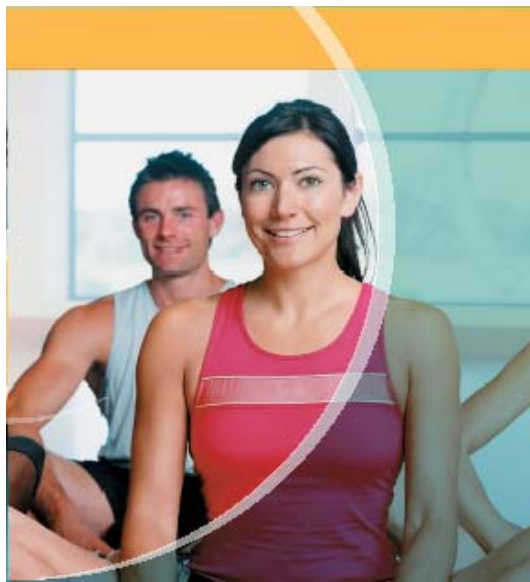
Captain Communications: Each week, participants will receive an e-mail from Live Healthy America. These e-mails will include recipes, physical activity ideas, nutrition information and general tips for healthy living. As team captain, you are responsible for sharing this information with your team members who do not have a valid e-mail address or internet access.



Your Role as Team Captain

Know your username and password and log into the website regularly

You created your username and password when you first registered your team. When you log in, you can access your Captain's Dashboard where you can communicate with your team members, keep track of your weight and activity, and take advantage of the information provided by Live Healthy America.



Update your team's online profile, or prompt team members to do so

When you initially registered your team, you entered the name and e-mail address (if available) of each team member, including yourself. This step generated e-mails to your team members, providing them with access to their Participant Dashboard. When they login to their dashboard for the first time, they will be prompted to add their initial weight (for those in the Weight Loss Division), age, race, and zip code of residence. They will also be prompted to enter their address and phone number; however, these are optional and do not need to be included if team members would prefer not to share them. If a team member does not have

computer or e-mail access you can update this information on your Captain's Dashboard for them.

Share Live Healthy America information with team members

Each week, participants will receive an e-mail from Live Healthy America. These e-mails will provide healthy living tips, recipes and other ideas for adopting a healthy lifestyle. These e-mails will be sent to all participants with a valid e-mail address. Your job is to share the information with your team members that do not have internet access or a valid e-mail address. For teammates who aren't regular Internet users, you can photocopy the information and share it at team gatherings or send it in the mail. If you're participating on a worksite team, you could post weekly information on a bulletin board dedicated for Live Healthy America participants. You can also use the website to communicate information or organize healthy activities amongst your team by posting and receiving messages to one another.

Support your team members

Most likely, you became a team captain because you care about the other members of your team and want to help them succeed. This handbook provides ideas for building successful teams that will keep participants motivated and help them to reach their fitness goals.

Choose to be inspired and admired.

How to Report Progress

Report your team members' weekly results

All team members can post their weight or minutes of activity on their personal dashboard. Recording periods will be every Friday. You'll receive reminder e-mails encouraging you to complete your weekly reporting—that is, submit your team members' weight and/or minutes of physical activity (or make sure they submitted it themselves).

There are two options for sending your weekly reports:

1) Take responsibility for submitting the results of all teammates: Gather the results (weight or minutes of activity) from each team member and then log in online to your Captain's Dashboard to update each member's profile. Go to **Record Team Data** and update individual team members' data. Remember though that once a team member logs into their Participant Dashboard on the website the captain will no longer have the ability to record that team member's data: the captain will be locked out of that team member's profile in order to ensure privacy.

2) Prompt team members to update their individual profiles: If team members are reluctant to share their results with you (some might be sensitive about their weight) they can update their own member profile by going to their Participant Dashboard and clicking on **Record Data**. You will see if they have reported or not on your captain's dashboard and can send reminders to them if needed.

In order to see how your team compares with others, you must report weekly data for all team members. If one team member does not report their weight or minutes that week you may not rank as high on the leader board. Each team that submits their weekly results—regardless of their standings—will be eligible for team prizes for all team members. All teams that complete the challenge will be eligible for completion prizes—regardless of their standings. Team members can view their team's overall progress on the leader board on their dashboard. This is updated nightly.



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Tips for Building Successful Teams

Live Healthy America's team structure is designed to provide participants with the social support that can help them get involved and stay motivated to make important and lasting changes to their eating and exercise routines. The key to keeping your teammates motivated for the entire four months is to make things FUN! Here are some ideas for building a successful team.

Worksite teams can:

- *Walk together during lunch (mark safe, accessible walking routes around your building).
- *Have "walking" meetings
- *Agree to serve healthy snacks and water at meetings.
- *Challenge each other to avoid using elevators.
- *Adopt a food policy for your department or area.
- *If you are an employer you could offer a prize to the winner. This could be anything, such as an extra day of vacation or a gift certificate to the mall to buy new clothes.

- *Avoid guilt or embarrassing team members who aren't making as much progress as others: Changing one's eating and exercising can be challenging and some people simply lose weight faster than others. By encouraging and supporting their effort, people are more likely to stay motivated and eventually get the results they seek.

- *Notice if some of your team members are getting discouraged or losing their motivation. Invite them to go for a walk or create a healthy meal with you.

- *Generate a little healthy competition among team members. For example, each team member could contribute \$5 per month. At the end of each month, the teammate who loses the most weight or logs the most minutes of physical activity wins the money.

- *Create weekly team challenges such as cut out soda for the week or take at least two 20-minute walks.

- *Host a potluck where each team member brings a healthy dish.

- *Assign each team member to share a weekly health tip – something they find on the Internet, their favorite healthy recipe or something they've done to integrate more physical activity into their daily routine.

- *Nominate a different team member each week to come up with a group activity or new idea.

- *Celebrate your efforts, your progress and each other! Reward yourself with a day at the spa or a new pair of pants. Try to avoid celebrating with food.

- *Set team goals and encourage team members to set and share their individual goals and motivations for adopting healthy habits.

- *Be physically active together such as a Saturday morning walk.

- *Try new activities together such as badminton, bowling, or ice skating.

- *Sign up as a team for an upcoming walk, 5k or 10k (there will be many of them in the Spring and Summer). Train together.

Frequently Asked Questions

Q: What counts as physical activity?

A: Pretty much anything that you deem to be intentional physical activity. For example, walking from your desk to the elevator doesn't count but intentionally taking the stairs instead of the elevator does. Taking walks, dancing, shoveling snow, swimming and other activities can be logged. The idea is to track how much daily time you spend doing activity and then try to increase it.

Q: Can I add, delete or replace a team member after initial registration?

A: Yes. In your team administration left navigation box you can remove a team member by clicking on "Edit Team Members". You can also add a new member on this page. To substitute team members call a Live Healthy America representative to have them assist you with this process. It is useful to have your team assembled and verified at the time of registration.

Q: What if I don't have e-mail or use my computer much?

A: A team captain is required to have an e-mail account that they can access on a regular basis. It is up to you and your team members to decide how involved with the program you want to be. If you access your e-mail once per week you will receive all of the benefits of participating in the program. In order to complete the program you must login at least once per month to record your data. A team member has the option to let the captain record their data but remember that once a team member logs in using their username and password, the captain is locked out of that team member's information and it is then up to that team member to record their information for the duration of the program.

Q: How will the data I submit for myself and my team members be used?

A: Individual names and data are confidential and will never be used except to send you Live Healthy America information during the challenge. Captains can view and update team members' profiles. Individual team members can update their own profile but cannot access the profiles of other team members. Live Healthy America will only report team names and aggregate team data (i.e., total pounds lost by the team or total minutes).

Q: Can I be the captain of multiple teams? How do I register another team?

A: Yes, you can be the captain of multiple teams but only participate on one team. To register another team, login to your Captain's Dashboard and then go to the Programs tab at the top. Click on "Single Teams" on the left navigation. You will then be back at the original registration page. When you click on "Register Here" it will populate the information fields with the information you provided during your initial registration.

Choose to be motivated and celebrated.

Helpful Resources

Small Step (www.smallstep.gov): Learn about small, achievable steps to improve the health of your family.

Calculate Your BMI (www.nhlbisupport.com/bmi/): Calculate your BMI, learn about what BMI is and how to achieve or maintain a healthy weight.

Physical Activity for Everyone (www.cdc.gov/nccdphp/dnpa/physical/index.htm): Learn about physical activity recommendations, getting started and making physical activity part of your lifestyle.

Healthfinder (www.healthfinder.gov): Find reliable health information, sponsored by the U.S. Department of Health and Human Services.

Portion Distortion (hin.nhlbi.nih.gov/portion/): Test your food IQ! See how portions have increased drastically over the past 20 years.

USDA My Pyramid (www.mypyramid.gov): Develop a personal plan for healthy eating with resources for all ages.

National Cancer Institute, 5 A Day (www.5aday.gov): Protect your health by eating more fruits and vegetables.



Thank You and Good Luck!

The Live Healthy America staff is available to answer any questions you may have during the program or provide you with additional information. Thank you for choosing to lead a healthier life with Live Healthy America. Good luck!

Live Healthy America
1-888-282-0822
www.livehealthyamerica.org
info@livehealthyamerica.org

