



100 DAY CHALLENGE



Planning Guide



Live Healthy Greenville 2009

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What Is Live Healthy Greenville?

Live Healthy Greenville (LHG) is a fun, team-based, health and fitness challenge that will jump start healthy habits to help adults feel better, look better and live longer, healthier lives. Live Healthy America and the Greenville-Pitt County Chamber of Commerce have teamed up to promote the *Live Healthy Greenville 100 Day Challenge*.

Families, communities, and worksites can join teams to participate in www.livehealthygreenville.org to track their weight loss, activity time or both.

A fun, interactive website will help families, communities, and worksites who join the 100 Day Challenge stay motivated each day with weekly nutrition and fitness information emails, a training t-shirt and give them the opportunity to win great prizes and incentives. Each participant will benefit from the use of their own personal tracking page, where individuals can track their weight loss or total weekly activity time. Your individual data is private and is accumulated for your team's total. Participants can also utilize the on-line journal to track their progress and visit the news center to get local health information.

Live Healthy Greenville participants will also have access to the LHW resource site powered by Fitness Magazine. Here participants can obtain customized workouts, video exercise demonstrations, and music play list downloads that have helped thousands of people achieve positive, lasting results.

Live Healthy Greenville needs your help and encourages you to work together at home, at work, and in your community. We hope this guide will help you as you plan ahead to a successful and healthier lifestyle!

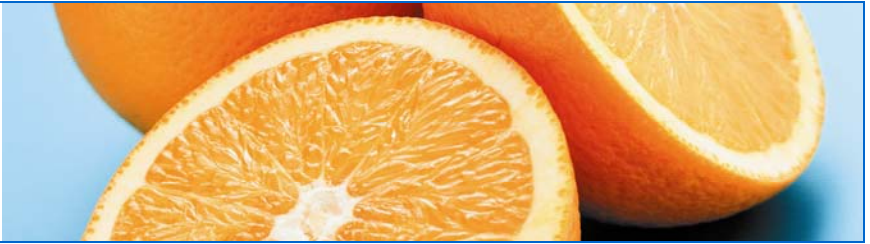


When?

100 DAY CHALLENGE

January 14, 2009 - April 23, 2009

Registration begins December 19, 2008



Why?

Team up against obesity! Team up to make Greenville a Well City!

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 great 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, and some cancers.

The prevalence of overweight/obesity has increased dramatically across the nation and is now an epidemic. More than 60% of U.S. adults are overweight; 30% of these are obese. Obesity is rapidly gaining on tobacco use as the number-one preventable cause of death in the United States.

Obesity is a major contributor to health conditions including:

- Diabetes
- Hypertension
- Stroke
- Heart attack
- Cardiovascular disease
- Gallstones
- Arthritis
- Osteoarthritis
- Hypothyroidism
- Sleep apnea
- Urinary incontinence
- Fertility problems/pregnancy complications
- Psychological disorders
- Cancers
 - Prostate
 - Colon
 - Rectum
 - Kidney
 - Breast
 - Endometrium
 - Esophagus
 - Gallbladder

-site: Centers for Disease Control and Prevention

The goal of Live Healthy Greenville is to reduce the prevalence of overweight, obesity, and associated health problems by educating participants on how to incorporate health into everyday life and create a culture of wellness. Live Healthy Greenville will allow everyone to experience how small changes and teamwork can add up to a healthier lifestyle. By participating in this year's campaign, you'll help prevent and reverse the effects of obesity that are threatening our nation.

Change your choices. Change your life.



How Does Live Healthy Greenville Work?

With an online tool at its heart (www.livehealthygreenville.org) Live Healthy Greenville makes it easy for friends, family members and businesses to form teams, encourage one another and track individual and group weight loss and minutes of activity.

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

Make Live Healthy Greenville a motivating, fun, easy and cost effective way to help get the people of Greenville healthier.

Registration fee: \$18 per participant
Shipping & Handling fee: Free!!



All Live Healthy Greenville participants will receive the following:

- Live Healthy Training T-shirt
- Access to accredited health resources powered by Fitness Magazine
 - Customized workouts
 - Video exercise demonstrations
 - Community discussion board
 - Music play list downloads
- Nutrition Tracker
- New in 2009 – LHG Elite Tracker
- Weekly e-mails from LHG containing tips about nutrition, fitness, and healthy living
- Chances to win monthly prizes and incentives through a random drawing
- A leaderboard where your participants can see where they rank not only among their community/company but throughout America
- 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 onto your personal dashboard.

mind, body + spirit
fitness
MAGAZINE

heart·healthy
LIVING™

Better
Homes
and Gardens.

diabetic
LIVING

SIEMPRE
mujer

FamilyCircle®
Where **Family** Comes First™

LADIES'
HomeJournal

Men's Journal

MOTOR TREND

Parents®

Midwest Living®
Life's Richer Here



Team Up For Health!

Strategic Partner



Live Healthy America has teamed up with Fitness Magazine to provide the best resources online for the 2009 program. Participants will have the ability to access online resources and health tools offered by Fitness and Live Healthy Greenville throughout the program.

fitnessmagazine.com





How Do I Set Up a Program For My Company?

1. GO ONLINE

- Visit www.livehealthygreenville.org
- Select “learn more” under the Companies and Organizations section.
- Click “Get Started” to fill out a corporate request form.
- After submitting this information form you will be contacted by a Live Healthy Greenville representative to start the process.

2. WORK WITH COMPANY LEADERS (See Appendix 1)

Seek the support of your company’s CEO or President. 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 Greenville in your company’s offices.

3. GET THE WORD OUT

Use the promotional materials provided by Live Healthy Greenville to spread the word amongst your employees (next section). If you need additional materials, contact the Live Healthy Greenville staff and they would be more than happy to send you more materials.

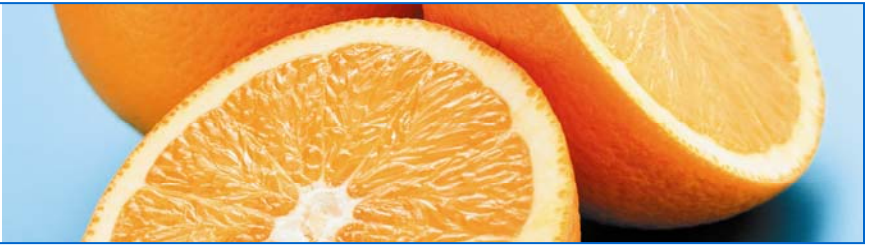
4. PLAN AHEAD (See Appendix 2)

Live Healthy Greenville starts January 14 and runs for 100 days. Start working with your company’s management in September to allow for ample time to get the support needed. Make announcements to employees and display promotional materials starting in December and continue to promote the program until February. Registration is \$18 per person. Many companies establish a payment plan that covers the cost of participation for their employees or reimburses them upon completion of the program. Other businesses put the cost of registration on their employees but provide other types of support. Know your budget and have a payment plan in mind.

5. REGISTER TEAMS

Now that you have gotten the word out and set up your company with Live Healthy Greenville your employees are ready to register online. Direct them to the Live Healthy Greenville website (www.livehealthygreenville.org) to register their team under your company’s registration code.

- A Live Healthy Greenville team consists of 2-10 people who are positive and motivated to change their lifestyle. Make sure to choose a team name and captain.
- 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 Greenville staff
- Teams compete in one or both divisions
 - Weight Loss Division
 - Minutes of Activity Division
- For only \$18 per person, each member on your team will receive:
 - A Live Healthy training T-shirt
 - Weekly e-mails from LHG containing tips about living a healthy lifestyle
 - Access to online health tools including customized workouts, video exercise demonstrations, music play list downloads
 - Nutrition and fitness resources
 - Random prizes and incentives
 - A leaderboard where your employees can see where they rank not only among your company but throughout America
 - 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 onto your personal dashboard.



Promoting Your Live Healthy Greenville Program

How you promote and implement your Live Healthy Greenville program is up to you. There is no single right way to inspire your participants to move more and eat healthier. Live Healthy Greenville is a fun way for everyone to experience the ease of making these small, positive changes in a team based environment. The following checklist offers ideas for promoting a successful campaign.

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 Greenville program. The Tool Kit includes:

- Live Healthy Greenville icon/logo
- Promotional posters
- Informational brochure
- E-mail templates
- Promotional fliers
- Captain's handbook



2. HAND OUT DETAILS

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

3. USE PASSIVE PROMOTIONS

- Hang posters/templates provided by LHG in hallways, break/lunchrooms, and employee lounges.
- Use the LHG flier as a desk drop mailer to each member of your team.
- Place Live Healthy Greenville fliers in our 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 Greenville website to register!

4. ADD TO YOUR CORRESPONDENCE

Take advantage of existing mailings by inserting a LHG 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. If your company has a newsletter, create a press release announcing your company's participation.

5. SPREAD THE WORD WITH INCENTIVES

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

6. CONDUCT LUNCH N' 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 Greenville fliers to each participant that attends. Share details about what's happening at your company and how employees 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 LHG 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 LHG flier with more details about the program.

9. INVITATIONS

Invites are the best ways to engage participants. Ask everyone involved to personally extend a call to invite a friend, family member or co-worker to join Live Healthy Greenville. 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 Greenville icon/logo on your organization's home page. Clicking on the icon will bring participants directly to the Live Healthy Greenville 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 Greenville** to your friends, family, community and co-workers. We hope you will spread the word by placing the Live Healthy Greenville icon/logo on your web site with an invitation to participate. A complete promotional kit with the icon and a full array of promotional materials will be available for you to download from the Live Healthy Greenville website by mid-November. The ideas in this kit will help you get ready to bring Live Healthy Greenville to life at your location in January.





Have Fun! Event Planning

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 Greenville 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 Greenville 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 LHG 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 Greenville 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.

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 Greenville will offer incentives to those that participate regularly throughout the program, 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 Greenville 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 Greenville. E-mail info@livehealthygreenville.org with any feedback you may have regarding your Live Healthy Greenville 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.
- **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.
- **DANCE DEMOS.** Invite local dance groups (from different ethnic backgrounds) to demonstrate fun ways to move more; any form that can be enjoyed by a group. Have a leader move the group through a sample dance.
- **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. Be sure to include any dishes well-known in your area. Invite a local chef or registered dietitian to display the recipe makeovers and pass out samples during your event.
- **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 N' LEARNS.** Hold a Lunch N' 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 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 around your walking trails or your schools track. You could also take a walk during your lunch hour or on breaks with your team to get them moving.



Incentives Work!

Although participants will have the chance to win incentives through Live Healthy Greenville during the program, you can help make it a positive by offering incentives on your own. You can create interest in the program by offering incentives to your participants who not only accomplish their goals, but for those that finish the program!

Make it a positive! 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 does have an online store on the website which you can order in bulk for incentives.

Here are some ideas for offering incentives to your participants:

- Reimbursement of the registration fee if they complete the program
- Gift certificates for a new wardrobe/day spa
- One day of vacation
- 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 Greenville would like to thank you for your participation and your commitment to changing your lifestyle. Because of your participation in Live Healthy Greenville, you have made the choice to live a healthier way of life. By being a part of Live Healthy Greenville, you are helping to make a difference across America!

Contact Information:

Traci Kepley
Live Healthy Coordinator
traci@livehealthyamerica.org
888-282-0822 ext. 111

livehealthygreenville.org

— where a healthy lifestyle **finally** clicks.

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 Greenville to provide solutions to our company's most important issue, health. Live Healthy Greenville 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 Greenville, you become a partner in improving the lives and supporting health initiatives not only throughout the nation, but right here in our own backyard.

I give my full support to the efforts of the Live Healthy Greenville a 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 the health of our company through Live Healthy Greenville.

Sincerely,
Signed by CEO

2009 Company Timeline and Checklist

Thank you for your commitment to participate in the 2008 Live Healthy Greenville program! We look forward to working with you to create a healthy workplace!

Below is a general timeline for Live Healthy Greenville activities and key dates. Please contact Traci Kepley traci@livehealthyamerica.org, 1-888-282-0822 x111 if you have any questions or comments.

November

- Web-site demonstration with LHG staff
- Send JPEG of logo and department list to traci@livehealthyamerica.org
- Determine budget and pricing structure
- Determine program administrator

December

- LHG staff will complete your company web-site programming
- If you have multiple sites try to gather store managers for an introduction to LHG
- Begin promoting LHG 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 LHG staff
- Online program registration begins on December 19
- Contact IT department to allow LHG emails through company filter software

January

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

February

- All t-shirts shipped February 1, 2009

March

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

April

- Program concludes on April 23, Have an End of Program Healthy Pot-Luck!
- Obtain final results and other reports needed from LHG staff

May

- Conference call with LHG staff to evaluate program