

5 TIPS FOR SUCCESSFUL WELLNESS CHALLENGES

Score a win for your wellness program with friendly on-site competitions.

Wellness challenges are a great way to engage employees and support a culture of health. Challenges offer a fun way to encourage people to make healthy, long-term behavior changes while providing a social component that strengthens ties among employees and builds a healthier workplace culture.

These five tips for innovative wellness programs from ActiveHealth Management are best practices for holding a successful onsite challenge.

1. CHOOSE THE RIGHT CHALLENGE:

Each culture is unique, from the population demographics to the worksite locations across the country. With so many great challenge options, it's important to choose one that fits the needs of your population, or adapt the challenges to meet the needs of each worksite.

2. MAKE IT EASY:

Don't overcomplicate the rules, and communicate clearly and often to encourage participation. Have a clear timeline for participants to get involved, and plan for the challenge to last long enough for people to meet a big goal without losing interest.

ACTIVE TIP

Host a Walking Power Challenge.

Challenge your employees to go on a group walk each day for 10 days. Employees receive a poker card after each walk, and the three individuals with the highest poker hands – based on five card draw rules – at the end of the challenge win. Rule: Employees must walk at least seven days of the challenge to win.



“ The Biggest Loser Competition has played a big part of my continued attempt to get healthy and stay healthy. The competition is not just for weight loss but tallying points for eating smart and exercising. I was already a part of an exercise program, but with the assistance of ActiveHealth®, I became aware of how important watching what I ate and drank along with exercise is to help meet my goals.

I don't think of the program as a competition, but as something I can use to support my effort to feel better about myself. This program has been an important part of my plan because it helps me be accountable daily and identifies areas that I can improve. ”

- Bob, an ActiveHealth Management member



3. FIND WELLNESS CHAMPIONS:

Establish a role for wellness champions as part of the on-site challenge. Wellness champions can serve as advocates for their colleagues, encouraging participation and enthusiasm as well as providing a human connection for employees.

4. INTEGRATE OPPORTUNITIES TO EDUCATE:

Provide educational resources and support during a challenge, such as lunch-and-learns, to help participants understand the importance of healthy living. Additionally, communicate resources available to participants in need of personalized support, including health coaching and online tools, such as MyActiveHealth.com. If a challenge consists of reaching specific goals, such as getting the recommended 7-9 hours of sleep each night, walking 5,000–10,000 steps per day and drinking at least six glasses of water per day, an informative poster or flyer can be created with these recommendations.

5. REWARD PARTICIPATION:

Incentives are a great tool to boost participation. Offer fun prizes for the challenge winners to get employees excited, and consider smaller incentives to keep members engaged throughout the challenge. Even small rewards such as door prizes for onsite events can be useful tools. This is also an opportunity to tie in the overall goal of healthy living, by providing a FitBit or Wii Fit as a prize.

“ Wellness champions are essential to the success of wellness programs, specifically wellness challenges. Social influence plays a large role in our ability to make positive behavior change. Having a wellness champion promote, empower and motivate others will have a positive impact on engaging your population in wellness. ”

- Melissa Luisi, Onsite Wellness
Coordinator, ActiveHealth Management

ACTIVE TIP

Host a 100 Days
of Fitness Challenge.

100 days span from Memorial Day to Labor Day. Use this challenge to announce the wellness championships from this year's event as captains for the following year's contest.

Interested in learning how ActiveHealth can support
on-site wellness programs such as wellness challenges?
Contact us at info@activehealth.net to learn more.
