HEALTHPLUS

BE ACTIVE. BE HEALTHY.
BE CHALLENGED.

Congratulations on joining the Lighten It Up Challenge!

This toolkit was designed to help you implement this challenge with ease.

Challenge Overview

The Lighten It Up Challenge focuses on ways to help you manage your stress. It is important you identify your stressors and take actions to minimize their effect on you. Unmanaged stress can lead to type 2 diabetes, anxiety, high blood pressure and many other conditions. By practicing a few healthy behaviors each day, you will lighten up your stress and the impact it has on your body and life.

The challenge is open to all HealthPlus members over the age of 18.

- **Challenge Dates**
  - November 1- 30, 2014
  - Participants have until November 30, 2014 to enter in their points at healthplus.org/healthieru

- **Challenge Goals**
  - Earn up to three points daily by participating in the following activities:
    - ✓ Laugh at least once a day
    - ✓ Write down 3 things you are grateful for
    - ✓ Take a 60 minute screen time-out

  - Reach 70 points total within the designated time period (Points must be entered online by November 30). You will earn 5 wellness credits if complete.

The three challenge goals were chosen to help reduce your stressors. Laughing improves your mood, reduces stress and relaxes your muscles. Being grateful each day will boost positive emotions. Taking a 60 minute screen timeout will help re-energize yourself, no phone, computer or TV.

- **Incentive for Completing Challenge**
    - If the HealthPlus member completes the required 70 points and enters the points into the website by November 30, their name will be entered into a drawing for prizes from HealthPlus. That member will also receive 5 wellness credits.

- **Promotional Materials**

This section provides you with the quick and easy promotional materials for the challenge. These materials will help you bring awareness to the challenge. Use the timeline to help you with your success with increasing participation among employees and spouses.

    - Timeline
    - Flyer
    - Mya app instructions

- **Tools of the Trade**

This section provides examples of how to keep your company motivated throughout this month long challenge.

- ***Weekly emails***
  During the challenge send a weekly email, each Tuesday. It could give tips on each of the challenge goals and be a great reminder to log their points.

- ***Engage your Organizational Leader***
  Work with your leadership to mention the challenge in emails, announcements and other communication tools to note its importance on the overall health of the employee.

- ***Social Networking***
  Consider utilizing some social network tools such as Facebook, twitter or your company blog to motivate your employees. Keep up to date by "Liking" the HealthPlus Facebook page. Even share our post each week that promotes the challenge in your social media.

- ***Recognize Employees***
  Find simple ways to recognize those participating employees. Mention those that completed the challenge in an all staff meeting. You could provide your own small incentive for those that completed as well.

Frequently Asked Questions

- **When does the challenge start?**
  The challenge begins Saturday, November 1 and runs through November 30.

- **How long is the challenge?**
  This challenge is four weeks long (30 days).

- **When is the last day to enter my points?**
  Points must be entered online by Sunday, November 30, 2014.

- **What is the goal of the challenge?**
  The goal of the challenge is to accumulate a total 70 points within the month of November to earn 5 wellness credits. One point can be earned for each of the following activities: Laugh at least once per day, Write down 3 things you are grateful for each day, Take a 60 minute screen time-out.

- **How do I enter my points?**
  Points are entered by logging into www.healthplus.org/healthieru. After logged in the Lighten It Up Challenge will show up on the website the first day of the month not before.

- **What type of screen time out counts?**
  Take a break from your computer, your TV or your cell phone for 60 minutes a day. You can even break it up into two 30 minute sessions

Contacts

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