

20th
Anniversary
Update!

HEALTH TRIP

INCLUDES RESOURCES
FOR IMPLEMENTATION
AS A 1-MONTH, 3-MONTH,
6-MONTH OR YEAR-LONG
CHALLENGE!

MAKE THE TRIP
OF A LIFETIME!

A Wellness Incentive Challenge Brought to You by WELCOA and TAVI Health



HEALTH TRIP

**MAKE THE TRIP
OF A LIFETIME!**

About WELCOA

The Wellness Council of America (WELCOA) was established as a national not-for-profit organization in the mid 1980's through the efforts of a number of forward-thinking business and health leaders.

Today, WELCOA has become one of the most respected resources for workplace wellness in America. With a membership in excess of 5,000 organizations, WELCOA is dedicated to improving the health and well-being of all working Americans. Located in America's heartland, WELCOA makes its national headquarters in one of America's healthiest business communities Omaha, Nebraska.

Our Beliefs

Predicated on improving the health and well-being of working Americans throughout the United States, WELCOA adheres to a steadfast set of beliefs. Indeed, we believe:

- Health care costs are an issue of significant concern.
- A healthy workforce is essential to America's continued growth and prosperity.
- Much of the illness in the U.S. is directly preventable.
- The workplace is an ideal setting to address health and well-being.
- That workplace wellness programs can transform corporate culture and change



HEALTH TRIP

**MAKE THE TRIP
OF A LIFETIME!**

TAVi Health is your partner in wellness and health promotion. Combining the resources of an exercise physiologist and registered dietitian, a therapeutic recreation specialist, and a quirky creative director, we develop unique and innovative wellness incentive campaigns.

As wellness professionals ourselves, we know that your time is at a premium. Our competitively priced wellness incentive campaigns take care of the creative work, leaving you time to implement a program that inspires health behavior change and increases awareness about health behaviors.

The twist is what makes us different. The twist represents our creativity and commitment to developing the most innovative wellness campaigns you've ever implemented. In addition, the twist includes:

- **Programs that focus on more than just exercise - we emphasize total wellness from fitness to dental health and environmental wellness.**
- **Off-the-shelf implementation with high-quality, copy-ready materials and all files provided in Word or PDF format on disk.**
- **New, different and oftentimes wild approaches to wellness programming.**

But that's just a sampling of the twist. Our out-of-the-box thinking is sure to provide a fun venue in which you can promote meaningful health behavior change.





HEALTH TRIP

MAKE THE TRIP
OF A LIFETIME!

AN INTRODUCTION

HealthTrip is a fictitious journey to 12 locations. In each of the HealthTrip stops — which last one month — participants will track their aerobic activity and earn one Frequent Mover Mile for each minute of activity completed. They will also be provided a location-specific challenge activity that will enable them to gain one bonus mile per day. Each participant has a goal of earning 600 total miles in each location.

The challenge is divided into 12 unique categories, falling under four general wellness emphases: Physical, Nutrition, Health Management and Life Balance. Because of its innovative structure, you have the option of implementing HealthTrip as everything from a 1-month to a 1-year challenge. You must begin with the Aeriobiquerque section, but from there it is totally up to you!

This Coordinator Guide will provide input on how to successfully implement the challenge, provide history on how the challenge was developed, and lead you through each section (or “location”) of the challenge. We are happy that you have chosen HealthTrip and wish you well in your travels!

COORDINATOR GUIDE MATERIALS

HEALTHTRIP HISTORY

Learn more about how HealthTrip came to be the first-ever worksite wellness challenge.

IMPLEMENTATION GUIDE & FAQ

This resource will assist you in planning for roll-out, implementation and evaluation of the challenge.

CITY FACTS FOR COORDINATORS

Learn more about the wellness emphasis and challenge activity in each city, and pick up a few ideas for wrap-around activities — we call them Side Trips & Excursions — that will keep participants engaged in the challenge.

LIST OF MATERIALS

This will provide a summary of what materials are provided to assist you with promotion, implementation and evaluation of HealthTrip.



HEALTH TRIP

MAKE THE TRIP
OF A LIFETIME!

A HISTORY OF HEALTHTRIP

The concept for the HealthTrip wellness incentive campaign was first developed in 1990 by the Wellness Council of the Midlands in Omaha, Nebraska. The idea emerged from a gathering in which 20+ companies came together to discuss their worksite health promotion programming needs and challenges.

The company profiles were quite diverse, however, they quickly identified that their health promotion needs were very similar. All were searching for a comprehensive health education campaign and flexible incentive program that could be easily administered. Some had a substantial budget while others lacked significant financial resources for worksite health promotion. A few companies had full-time staff designated to coordinate health promotion activities; others relied on employees with many responsibilities and little to no expertise in worksite health promotion. All were interested in a common wellness program that might be adaptable to their specific worksite needs, but no one had the time to create it.

Pooling the efforts, talents, and resources within the group, the HealthTrip wellness incentive campaign was created. The ultimate goal of the group was to develop an exercise-based mileage tracking and incentive system complete with health awareness and education activities focused on a variety of key wellness topics.

HealthTrip was fully developed with a generous grant from the National Center for Chronic

Disease Prevention and Health Promotion of the Public Health Service, Centers for Disease Control and Prevention under the National Physical Activity Program. Preliminary materials were developed by health professionals from select Wellness Council member companies. Wellness Council of America staff provided overall design, direction, and coordination for the original project.

In 1994, Pioneer Hi-Bred International, Inc. health promotion staff members, Jeri Engen and Jill Norris, further built out the educational materials for each city and launched HealthTrip with the 3,800 employees at Pioneer's 130 U.S. locations. Many of the creative touches and educational content were brought to life with this update.

Since this time, hundreds of companies across the United States have implemented the HealthTrip wellness incentive campaign with great success. And while there are many more wellness incentive campaign options available today than in 1990, worksite health promotion professionals continue to request this tried and true favorite often.

So in 2011, WELCOA and Iowa-based TAVi Health embarked on a mission to update and re-release HealthTrip. This 22nd Anniversary edition of the HealthTrip wellness incentive campaign includes new graphics, copy-ready materials, updated health and wellness information, as well as, electronic files of all materials. You will also find a few new twists added to this trip of a lifetime!

HEALTH TRIP

MAKE THE TRIP
OF A LIFETIME!

Welcome to HealthTrip!

Here are your step-by-step instructions for implementing the HealthTrip campaign. Designed to assist you in delivering a successful challenge, you can follow this or add your own twist — the choice is yours!

IMPLEMENTATION GUIDE

1: Review Materials | We have provided you with all the materials needed to implement a meaningful wellness incentive challenge. Now is the time to review and become familiar with the materials. **PLEASE NOTE: This challenge is designed to be implemented as a 1-month, 3-month, 6-month or 1-year long program. Regardless of how you choose to run it, you must begin with the Aerobiquerque module.**

2: Establish Timeline | Now that you have reviewed the materials, it is time to start planning when you will implement the program and how many months it will run. Take into account the time it takes to reproduce the items you reviewed in Step 1. Without appropriate promotion, you cannot expect to engage participants in the wellness challenge.

3: Customize Materials | All materials provided with this incentive campaign are yours. If you would like to modify them with your logo and contact information, now is the time to do that.

4: Promote, Promote, Promote | Now is the time to hit your internal newsletter, send an introductory letter and/or email, get registration materials to potential participants and put up promotional flyers everywhere you can.

5: Launch! | It is now 'go' time. Launch the program with great fanfare to ensure participants are motivated to make meaningful behavior change. Keep HealthTrip top of mind among participants by regularly communicating throughout the duration of the wellness challenge. Motivational messages are included and are intended to be distributed via e-mail weekly. Side trip and excursion activity ideas are included in the coordinator resources. These fun and creative activities will further engage participants in the wellness challenge and may even attract new participants to HealthTrip. Lastly, be sure to include regular information about HealthTrip activities and travel progress in your internal newsletter or the company intranet.

6: Reward and Recognize | To reinforce the new healthful habits of participants, be sure to reward and recognize those who meet their goals!

7: Gather Feedback | Use the included evaluation sheet to determine how well the program was received and how you can build on your success. Don't forget to share the findings with the senior leadership team!

COORDINATOR FAQ

WHO IS HEALTHTRIP DESIGNED FOR?

This fun, travel-themed wellness incentive campaign is designed for implementation with a workplace population.

WHAT IS HEALTHTRIP?

HealthTrip is...

- A wellness incentive campaign aimed at increasing awareness about personal health habits, providing education about key health and wellness issues, and inspiring participants to make healthy lifestyle choices.
- A complete, turnkey program, as it is packaged and explained in this guide. However, it can be much more depending on your level of involvement, creativity, imagination, and resources.

HealthTrip is not...

- A passive education campaign. Participants will be required to be actively involved in the wellness challenge.
- A comprehensive worksite wellness program. HealthTrip is a program that enhances, complements and builds upon other workplace wellness programs, activities and services that you currently offer.
- Carved in stone. The basic building blocks of the wellness incentive campaign are provided for you, but there are endless ways to put the blocks together to create a dynamic wellness challenge that will best meet the needs of the population that you serve.

WHERE DO PARTICIPANTS COMPLETE HEALTHTRIP?

Participants will complete most activities independently. They may choose to perform the activities at home, at work, or wherever it best suits them.

WHEN DOES HEALTHTRIP START AND END?

It is best to start each module at the beginning of the month and end at the conclusion of the month. It's up to you, however, to decide during which

month you begin and for how many months you will run the wellness challenge.

HOW DOES HEALTHTRIP WORK?

HealthTrip is a fictitious journey across the continent to some familiar sounding cities where travelers learn how to adopt health behaviors that enhance personal health and well-being. They will receive travel brochures for each city on the travel itinerary. (that's the education piece).

Travelers maintain a travel journal each month in which they log their frequent mover miles. (that's the awareness piece) These are earned by completing moderate-intensity aerobic activities. Bonus miles may be earned by completing the city wellness challenge each month. Travelers receive recognition and rewards (prizes and souvenirs) along the way.

HealthTrip is divided into twelve monthly modules. This allows maximum flexibility in use. You may utilize all twelve modules to create a yearlong campaign or pick and choose the combination of health topics and the challenge duration that best fits your organization.

Here are the HealthTrip destinations:

- **Aerobiquerque, New Mexico**
- **Strength Falls, South Dakota**
- **Stretch Louis, Missouri**
- **Sweetattle, Washington**
- **Las Veggies, Nevada**
- **Grain Cayman Island**
- **Pressureburgh, Pennsylvania**
- **Heartford, Connecticut**
- **LowBack, Texas**
- **Hahalulu, Hawaii**
- **New Balancewick, Canada**
- **Rest Palm Beach, Florida**

WHY HEALTHTRIP?

First and foremost, HealthTrip is flexible, fun, and simple to implement. As the travel guide, you decide when to start, the route you will take, which cities to visit, and which, if any, side trips and excursions you want to include. There is no "right" way to implement this program. Think of this Tour Guide information and the program materials as a travel guide – a resource to help you plan a vacation trip. Have fun and happy travels!

HEALTH TRIP

MAKE THE TRIP
OF A LIFETIME!

City Facts for Coordinators

The information below gives you an idea about what each section of the HealthTrip challenge offers. Remember, you can use this challenge for a single month, for a quarter or two, or for the whole year!

Wellness Emphasis: Physical



EMPHASIS

General: Physical
Specific: Aerobic Activity

CHALLENGE

Increase everyday activity.

NOTES

Must serve as the first challenge, whether HealthTrip is being used as a one-month, three-month or 12-month challenge.

SIDE TRIPS & EXCURSIONS

Sneak Into Work Day: Wear fitness shoes to work and earn 10 bonus miles.

Show Your Shirt Day: Wear or display a t-shirt earned by participating in a running, walking, biking, or swimming event and earn 10 bonus miles.



EMPHASIS

General: Physical
Specific: Strength Training

CHALLENGE

Complete two muscle-strengthening activities per day.

NOTES

Participants learn that you don't have to belong to a gym to work muscle-strengthening activities into your day.

SIDE TRIPS & EXCURSIONS

Personal Training 101: Invite a certified personal trainer to offer a presentation. Provide information about how to choose a trainer, what to expect during a session, and the benefits of training with a certified fitness professional.

Exercise Of The Day: Assign one muscle-strengthening exercise to each day of the work week. Set up stations and encourage employees to take micro breaks and complete one set of each daily exercise.



EMPHASIS

General: Physical
Specific: Flexibility

CHALLENGE

Stretch for at least 5 minutes each day.

NOTES

Regular stretching reduces injury risk and makes everyday activities easier to perform.

SIDE TRIPS & EXCURSIONS

Flexibility Screening: Offer several quick and easy flexibility assessments for employees to complete and learn more about how their flexibility results compare to others who are the same age and gender.

Stretchtacular Sessions: Offer a 20-minute gentle stretching program twice weekly and award employees 10 bonus miles each time they attend.

HEALTH TRIP

MAKE THE TRIP OF A LIFETIME!

City Facts for Coordinators

The information below gives you an idea about what each section of the HealthTrip challenge offers. Remember, you can use this challenge for a single month, for a quarter or two, or for the whole year!

Wellness Emphasis: Nutrition



EMPHASIS

General: Nutrition

Specific: Fruits and Veggies

CHALLENGE

Make half of your plate fruits and veggies.

NOTES

This challenge follows the ChooseMyPlate.gov recommendations.

SIDE TRIPS & EXCURSIONS

Take A Wok!: Work with a food service professional to teach employees how to "Take A Wok!" Introduce the simple and delicious method of cooking vegetables in a wok.

Super Salad Bar Day: Ask employees to bring a healthy salad bar item to share. Supply a variety of healthy dressings and gather the group for a salad bar lunch.



EMPHASIS

General: Nutrition

Specific: Added Sugars

CHALLENGE

Eliminate one serving of a food that contains added sugars each day.

NOTES

Added sugars lead to added (and unnecessary) calories!

SIDE TRIPS & EXCURSIONS

How Sweet It Is: Invite a registered dietitian to speak about artificial sweeteners. Explore how to spot them, the pros and cons of using them, and how to safely incorporate these products into a healthful diet.

Guess The Added Sugar Contest: Challenge employees to guess how many cubes of added sugar are in various food products.



EMPHASIS

General: Nutrition

Specific: Whole Grains

CHALLENGE

Make half of your grains whole grains.

NOTES

Whole grains play a key role in maintaining a healthy weight.

SIDE TRIPS & EXCURSIONS

Name The Grain: Display jars of different whole grains and challenge employees to identify each one.

Whole Grain Goodness: Invite a registered dietitian to speak about the many health benefits of consuming whole grains and how to identify whether a food is a whole grain food or not.

HEALTH TRIP

MAKE THE TRIP
OF A LIFETIME!

City Facts for Coordinators

The information below gives you an idea about what each section of the HealthTrip challenge offers. Remember, you can use this challenge for a single month, for a quarter or two, or for the whole year!

Wellness Emphasis: Health Management



EMPHASIS

General: Health Management
Specific: Heart Health

CHALLENGE

Do something that makes YOU and ANOTHER feel good.

NOTES

Diet and exercise play huge roles in ensuring optimum heart health.

SIDE TRIPS & EXCURSIONS

Heart Rock Café Meals:

Work with your food service personnel to offer a Heart Rock Café entrée selection each day. Offer 1 mile each time travelers order this entrée.

The Good, The Bad, and

The Ugly: Invite a registered dietitian to provide an overview of the different types of fats in our diet. Explore benefits, health consequences and sources of each.



EMPHASIS

General: Health Management
Specific: Blood Pressure

CHALLENGE

Educate yourself about the sodium content of favorite foods.

NOTES

Knowing your "numbers" in relation to blood pressure is key to keeping it in a healthy range.

SIDE TRIPS & EXCURSIONS

BP Screening: Offer confidential blood pressure screening for interested employees. Or consider placing automated blood pressure cuffs throughout the worksite and provide instructions for employees to take their own reading.

A Stroke of Luck: This informative program explores the signs and symptoms of heart disease and stroke. Key prevention information may also be included.



EMPHASIS

General: Health Management
Specific: Ergonomics

CHALLENGE

Stretch and straighten regularly during the work day.

NOTES

When ignored, poor posture can have a dramatic impact on total health and wellness.

SIDE TRIPS & EXCURSIONS

Posture Points: Catch employees in the act of using good body posture and mechanics at work. Award posture points to folks moving, lifting, or sitting correctly and recognize their efforts in the company newsletter.

Vision Screening: Computer work can be straining on visual health. Encourage employees to take good care of their eyes at work by offering a quick vision screening.

HEALTH TRIP

MAKE THE TRIP
OF A LIFETIME!

City Facts for Coordinators

The information below gives you an idea about what each section of the HealthTrip challenge offers. Remember, you can use this challenge for a single month, for a quarter or two, or for the whole year!

Wellness Emphasis: Life Balance



EMPHASIS

General: Life Balance
Specific: Humor

CHALLENGE

Find and/or share humor daily.

NOTES

Laughter is an incredible mood booster and stress reducer.

SIDE TRIPS & EXCURSIONS

Joke Of The Day: Post one joke per day throughout the workplace and let the laughing begin.

Healthy Laugh Program:

Stream comedies like Laurel & Hardy or Three Stooges movies, or Bill Cosby shows into the workplace. Pop popcorn and invite employees to gather for a good clean laugh.



EMPHASIS

General: Life Balance
Specific: Stress

CHALLENGE

Learn to experience Joie de Vivre (Love of Life).

NOTES

Manage stress levels by learning to change your response to stressors.

SIDE TRIPS & EXCURSIONS

Bio-Dot Day: Distribute bio-dots to employees with a quick-read flyer explaining how to use them to assess stress levels throughout the day. Also include quick tips for managing stress response.

On-site Chair Massage: Set up in a visible location and make sure that employees have privacy and quiet for their 10 to 15 minute neck, shoulder, and upper back massage.



EMPHASIS

General: Life Balance
Specific: Sleep

CHALLENGE

Get Your ZZZs.

NOTES

Adequate sleep leads to increased productivity and good feelings.

SIDE TRIPS & EXCURSIONS

Sleep Struggles: Invite a sleep disorder specialist to present up-to-date information about common sleep disorders.

Sleeping Like A Baby: This photo contest is sure to draw many smiles. Challenge employees to dig up their most precious picture of children sleeping. Display for all to enjoy!



HEALTH TRIP

**MAKE THE TRIP
OF A LIFETIME!**

LIST OF MATERIALS

There is a full complement of materials provided — in addition to participant materials for each HealthTrip location — provided to make this challenge a success. These materials are designed so they can easily be reproduced in-house or sent out in an email. Additionally, all forms are provided in form-fillable PDF format, meaning participants can record their activities on the PDF file without printing. This is an added convenience for organizations who prefer to administer the challenge with email distribution or by posting forms to an intranet.

Here is what is provided to assist you with promotion and implementation of the HealthTrip challenge:

REGISTRATION FORM

PROMOTIONAL BREAK ROOM FLYER

PAYROLL STUFFER

TABLE TENT

INTRODUCTORY LETTER (WORD FORMAT)

NEWSLETTER ARTICLES (WORD FORMAT)

PARTICIPANT PACKET LETTER (WORD FORMAT)

MOTIVATIONAL EMAILS (WORD FORMAT)

PARTICIPANT PACKETS

HEALTHTRIP LOGO FILES

(.EPS & .JPG FORMATS, OPTIMIZED FOR PRINT AND WEB)