



THE BASICS

Wellness Emphasis: Emotional Wellness

Duration: 3 weeks

Tracking Mechanism: Humor Journal

Theme: Laugh and the world laughs with you. And when the world is laughing, the stressors in our busy lives take a backseat.

Goal: Finding and sharing the funny things in life is a great way to connect with others, relieve stress, and stimulate your muscles, heart, and lungs. Participants spend three weeks actively seeking out humor in their lives. By employing a journal to record things they have either found or shared, they are reinforcing the importance of adding regular laughter and humor to their lifestyle.

Incentive Prize Ideas: Whoopie cushion, tickets to a comedy club, joke book, classic comedies on DVD, t-shirt, board game, or juggling kit.

QUICK FACTS

Consider these facts when pitching this campaign idea:

- "Comedy is just a funny way of being serious" -Peter Ustinov
- Dr. Lee Burk, a researcher at Loma Linda University Medical Center, found that laughter lowered the levels of cortisol in the body. Cortisol suppresses the immune system. Lowering these levels enhances the work of the immune system and may prevent disease.
- According to study by Dr. Michael Titze, a German psychologist, in the 50's people use to laugh an average of 18 minutes a day. Today, that's down to 4 - 6 minutes a day.

THE WORD

"This was a great choice to slip between two longer wellness challenges that focused on the traditional exercise and nutrition topics. Our employees loved the change of pace and had a good time injecting more humor into their lives and the lives of their coworkers."

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More Information

To learn more about the comprehensive challenges offered by TAVi Health, visit tavihealth.com. To see samples of any campaigns, email twist@tavihealth.com or call **888.491.1625**.

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