



Convenient and Affordable Purchase Options

THE BASICS

Wellness Emphasis: Physical wellness/weight loss or maintenance

Duration: 12 weeks

Tracking Mechanism: Activity log (Team or Individual)

Theme: You've surely thought about it, you've probably even talked about it. And when it comes to making healthy lifestyle changes that result in weight loss, you simply need to Go. Go exercise, Go eat right, and Go forward feeling better.

Goal(s): The participant is challenged to complete 30 minutes of moderate to vigorous exercise daily and eliminate at least one source of discretionary calories (empty calories) daily. There are no public weigh ins or reporting of body weight in this unique challenge. The participant simply records whether he/she gained, maintained, or lost weight each week. Ultimately, the goal is to either maintain a healthy weight or lose weight to move toward a healthier body weight.

Incentive Prize Ideas: Water bottle, t-shirt, gym membership, gift certificate to an area farmers market, subscription to a health magazine, weekend getaway, tickets to a sporting event, or athletic shoes or bag.

QUICK FACTS

Consider these facts when pitching this campaign idea:

- According to the Centers For Disease Control and Prevention, one in every three American adults is obese.
- Public health officials have long recognized that individuals often make health behavior decisions based on their environment or community. For example, a person may choose not to walk to the store or to work because of a lack of sidewalks. Communities, homes, and workplaces can all influence people's health decisions. Because of this influence, it is important to create environments in these locations that make it easier to engage in physical activity and to eat a healthy diet. The Go challenge supports and encourages individuals in a worksite setting to eat more healthfully and exercise regularly in an effort to move closer to a healthy body weight.

THE WORD

"This was a simple program to follow and finally got me pointed in the right direction. I lost five pounds and feel better than I have in years because I am eating healthy and exercising almost daily. I guess I just needed this nudge to get started on something I have been wanting to do for a long time."

TAVi Health prides itself on providing innovative and easy-to-implement incentive challenges to move your wellness programming forward without taking your budget backward. Any challenge is just \$219 with a discount for non-profit and government organizations!

There are three ways to place your order:

Online: Visit www.tavihealth.com to place your order online with a credit card.

By Phone: Call us at 888.491.1625 to place your order by phone.

By Fax: Download our order form at www.tavihealth.com, fill it out and fax it to 515.232.3005.

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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