



THE BASICS

Wellness Emphasis: Sleep

Duration: 4 weeks

Tracking Mechanism: Snooze Card

Theme: Sleep is a key component of a healthy lifestyle. But sleep is often the first thing that gets sacrificed when life gets busy. This challenge introduces healthy sleep habits and encourages participants to identify the strategies that will aid them in getting the most quality sleep possible.

Goal: Each day of the challenge, participants will record how many Healthy Sleep Habits they employed, the range in hours of sleep they received along with a rating of the perceived quality of their sleep. The overarching goal is to inspire participants to adopt healthy sleep habits that lead to quality rest and enhanced productivity during their waking hours, as well as, better health and well-being.

Incentive Prize Ideas: Sleep music CD, alarm clock, pillow, sleepy time gift basket complete with aromatherapy products, sleep mask, and tea, overnight stay at hotel, spa gift certificate.

QUICK FACTS

Consider these facts when pitching this campaign idea:

- Data from a 2009 Centers for Disease Control and Prevention study on sleep determined that, among 74,571 adult respondents in 12 states, 35.3% reported getting less than 7 hours of sleep during a typical 24-hour period, 48.0% reported snoring, 37.9% reported unintentionally falling asleep during the day at least once in the preceding month, and 4.7% reported nodding off or falling asleep while driving at least once in the preceding month.

THE WORD

"I recently heard someone on the radio say, 'It's better to crash into a nap than to nap into a crash.' That one little sentence got me thinking about the important role quality sleep plays in a healthy lifestyle. It is awesome that TAVi Health has a challenge designed to provide my employees the tips and tools to improve sleep."

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More Information

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