



## THE MULTIPLIER

### THE BASICS

**Wellness Emphasis:** Physical Fitness

**Duration:** 4 weeks

**Tracking Mechanism:** Easy-to-Complete Daily Checklist

**Theme:** Find the formula to multiply the benefits of physical activity. This challenge focuses on one part cardiovascular exercise, one part resistance exercise and one part flexibility.

**Goal:** Keeping in line with the 2008 Physical Activity Guidelines for Americans, this fun challenge spreads the message that more exercise results in more health benefits. Participants are encouraged to develop a consistent and well-rounded fitness habit. They set The Multiplier in motion by moving from exercising sometimes to more times to many times each week.

**Incentive Prize Ideas:** Fitness center membership, exercise shoes, heart rate monitor, exercise bag or DVD, health magazine subscription.

### QUICK FACTS

Consider these facts when pitching this campaign idea:

- Despite the clear health benefits of regular physical activity levels, more than half of U.S. adults do not engage in physical activity at levels consistent with public health guidelines.
- In 2000, health care costs linked to inactivity topped \$76 billion.
- If 10% of adults began a regular walking program, \$5.6 billion in heart disease costs could be saved.
- A sustained 10% weight loss will reduce an overweight person's lifetime medical costs by \$2,200–\$5,300 by lowering costs associated with hypertension, type 2 diabetes, heart disease, stroke, and high cholesterol.

### THE WORD

"The Multiplier was easy and fun to launch. Anyone from sedentary employees to very active folks could be successful. It educated participants about how much exercise they should be doing and then provided motivation to raise the bar and do more than usual."

## Convenient and Affordable Purchase Options

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](http://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](http://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](http://tavihealth.com). To see samples of any campaigns, email [twist@tavihealth.com](mailto:twist@tavihealth.com) or call **888.491.1625**.

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