



THE BASICS

Wellness Emphasis: Physical Wellness | **Duration:** 8 weeks

Tracking Mechanism: Scorecard and Playbook

Theme: Get in the game and make the connection between healthy eating, regular physical activity, and good sleep habits. This winning combo provides a big boost to overall health and well-being.

Goal: Each quarter of the game focuses on a lifestyle habit. Participants actively manage their intake of whole grains, cardiovascular activity, and sleep in an effort to earn yards and score a touchdown. In the final quarter, participants choose one lifestyle habit to refocus upon and work to further improve their wellness in that area. The playbook provides all of the information needed to win this game!

Incentive Prize Ideas: Tickets to a sporting event, mini football, t-shirt, subscription to a sports magazine, water bottle, athletic apparel.

QUICK FACTS

Consider these facts when pitching this campaign idea:

- According to a 2001 study conducted by the National Sleep Foundation, nearly three-quarters of adults in America (71%) drive a car to and from work. More than one-fourth of these drivers (27%) report they have driven drowsy to or from work at least a few days a month, 12 percent report driving drowsy a few days a week, and four percent say they drive drowsy every day or almost every day.
- While the U.S. Dietary Guidelines recommend American adults consume 3 servings of whole grains daily, few heed this advice. A report from the USDA indicates that the average American consumes only one serving of whole grain daily.
- Despite the clear health benefits of regular physical activity, over half of US adults do not engage in physical activity at levels consistent with public health recommendations.

THE WORD

"It was a fun challenge that focused on more than just nutrition and exercise! Our employee population is predominantly male and it can be challenging to engage them in these types of wellness activities. This was a big hit with male and female employees alike."

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!

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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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