



THE BASICS

Wellness Emphasis: Physical fitness with secondary emphasis on an array of healthy living activities

Duration: 9 weeks = 9 innings

Tracking Mechanism: Weekly Scorecard

Theme: Drawing on your team for motivation, this campaign is focused on developing a solid foundation of healthy living activities, with an emphasis on physical fitness.

Goal: Teams of up to ten members compete to accumulate cardiovascular exercise minutes and score runs. Along the way teams have an opportunity during each inning to steal bases by participating in a variety of wellness activities. Team managers report weekly progress while the league commissioner keeps score.

Incentive Prize Ideas: Tickets to a sporting event, ball cap, insulated lunch bag, t-shirt, Frisbee, barbeque grill, and bleacher seat cushion.

QUICK FACTS

Consider these facts when pitching this campaign idea:

- Despite the proven benefits of physical activity, less than half of American adults in 2007 engaged in enough physical activity to provide health benefits.
- According to the Centers for Disease Control and Prevention website, if 10% of adults began a regular walking program, \$5.6 billion in heart disease costs could be saved.

THE WORD

"Step-Up to the Plate promoted physical activity and sparked friendly competition among departments. It instilled in each team member the value of cohesiveness and team work. It was very easy to implement as it came with easy to follow instructions and all the necessary marketing tools that netted high participation rates. TAVI was able to provide us with an effective, efficient, and result driven physical activity initiative that touched upon the six dimensions of wellness. TAVI's professionally designed products and unparalleled customer service makes them a vendor of choice."

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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