

Sticktoitiveness

Hit YOUR Healthy Target

THE BASICS

Wellness Emphasis: Physical | **Duration:** 6 weeks (Holiday launch)

Tracking Mechanism: Activity Log

Theme: During the holiday season, healthy behaviors are often sacrificed to ensure that we can get to every party, purchase each gift on our list, and visit every last relative. In order to manage healthy living right along with our busy holiday schedule, we could all use some Sticktoitiveness. You know that good old fashioned resolve to not give up and throw healthy habits to the wind just because it is the holiday season.

Goal: This campaign aims to support efforts to maintain healthy habits right along with a busy holiday schedule by providing the tools and motivation needed to keep one healthy habit going throughout the holiday season. The individual will choose one area to focus on during the holiday season. This may include maintaining regular exercise, eliminating sugar-sweetened beverages, or getting adequate sleep.

Incentive Prize Ideas: Water purification system, therapeutic pillow, fitness shoes, subscription to health magazine, Sticktoitiveness t-shirt or sweatshirt, weekend getaway package, tickets to local sporting/cultural event, or gift card to area shopping outlet.

QUICK FACTS

Consider these facts when pitching this campaign idea:

- According to public health data, sugar-sweetened beverages account for 7% of daily caloric intake for U.S. adults. Researchers documented that overall daily calorie intake from beverages increased by 222 kcal per person from 1965 to 2002; this increase resulted largely from drinking sweetened beverages. This is the equivalent of 81,030 extra calories per year – enough to promote a 23-pound weight gain.
- Insufficient sleep is associated with a number of chronic diseases and conditions—such as diabetes, cardiovascular disease, obesity, and depression—which threaten our nation's health. Sufficient sleep is increasingly being recognized as an essential aspect of chronic disease prevention and health promotion

THE WORD

"Our employees really liked being able to choose one out of three health behaviors to focus on during the busy holiday time. It wasn't overwhelming but provided a gentle nudge to make individuals more mindful of their choices during a time when often little thought is given to taking care of ourselves."

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More Information

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