

# The Old Switcheroo

## THE BASICS

**Wellness Emphasis:** All Six Dimensions of Wellness

**Duration:** 6 weeks

**Tracking Mechanism:** Checklist

**Theme:** Making big lifestyle changes can be tough. Whether it is trying to exercise thirty minutes per day or aiming to reduce fat intake, changing lifestyle habits that have been in place for year is daunting. But making a series of small changes can lead to big health benefits.

**Goal:** A Switcheroo is a small lifestyle change. Participants are encouraged to make three Switcheroo's during the course of the challenge. Along the way, individuals record the Switcheroo and track success in maintaining the change throughout the campaign.

**Incentive Prize Ideas:** Picnic basket, reusable shopping bag, umbrella, t-shirt, company apparel, book store gift card, fruit basket, or movie passes.

## QUICK FACTS

Consider these facts when pitching this campaign idea:

- 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.
- The U.S. Railroad Study conducted in 1988 found that walking briskly for as few as 15 minutes per day led to a 16% reduction in heart disease mortality.

## THE WORD

"TAVi Health wellness challenges make my job much easier. The promotional materials are creative and fun. The Old Switcheroo was a shift from our traditional program because it let the employee decide what they wanted to focus on rather than the campaign telling the employee what they needed to improve."

## 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**.

TAVi Health Incorporated  
2730 Kellogg Avenue  
Ames, IA 50010  
888.491.1625  
[www.tavihealth.com](http://www.tavihealth.com)