



THE BASICS

Wellness Emphasis: Intellectual

Duration: 4 weeks

Tracking Mechanism: Activity Tracking Form

Theme: Lifelong learning and regular intellectual activity has been shown repeatedly to provide benefits including reduced stress levels, better thought processing, and a general feeling of well being. This enlightening challenge focuses on exercising the brain with activities ranging from Sudoku to crossword puzzles to dancing.

Goal: Participants are encouraged to think beyond nutrition and exercise when considering total wellness. Individuals complete activities emphasizing social connectedness, memory, problem solving, and creativity to boost their intellectual wellness capacity.

Incentive Prize Ideas: Book store gift card, light bulb shaped stress balls, puzzles, board games, tickets to a museum, science center, or art center, iTouch, magazine subscription, t-shirt.

QUICK FACTS

Consider these facts when pitching this campaign idea:

- A study in the New England Journal of Medicine reported that among leisure activities, reading, playing board games, playing musical instruments, and dancing were associated with a reduced risk of dementia.
- Some researchers believe that lifelong mental exercise and learning may promote the growth of additional synapses, the connections between neurons, and delay the onset of dementia.

THE WORD

"Top of Mind was just what we had been looking for to promote the importance of intellectual wellness. The variety of materials that came with the program was awesome so that we could pick and choose what would work best in our work environment. I'll definitely use other TAVi Health wellness incentive campaigns in the future."

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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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