



THE BASICS

Wellness Emphasis: Behavior Modification | **Duration:** 2 weeks

Tracking Mechanism: Journal

Theme: What could you do with just a few more hours in the day? How about enjoying an extra day each week? Think of the possibilities! YLW-TV — Your Life Without Television — provides individuals with those extra hours. By simply switching off the set, they can take stock of their healthy living habits and focus on wellness.

Goal: The goal is for participants to turn off their televisions for two weeks and focus on healthy living activities, ranging from physical fitness to improving relationships

Incentive Prize Ideas: Fitness center membership, tickets to a local zoo, botanical gardens, or museum, magazine subscription, bicycle, board game.

QUICK FACTS

Consider these facts when pitching this campaign idea:

- The Three Screen Report by The Nielsen Company reports that the average American currently watches 153 hours of television each month which is a 1.2% increase from 2008. And while a significant percent of Americans regularly engage in television viewing the same is not true for leisure-time physical activity. In 2007, nearly 24% of Americans reported no regular leisure-time physical activity.
- A 2004 study conducted by University of California at Berkeley researchers found that for every one minute of time Americans spend engaging in leisure-time physical activities they spend nine minutes watching television and movies.

THE WORD

"This campaign naturally lends itself to a family-oriented activity. Offer two registration categories: single and family. Try setting up a community blog allowing all participants to post and share their success stories, challenges, and inspirational ideas during and after the challenge."

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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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