



**Independence
Blue Cross**

WALKING TOWARDS WELLNESS



Incentive Program (Optional)

Offering incentives for the **Walking Towards Wellness** program is a decision to be made by your company. However, it is a known fact that incentives for this type of program are valuable to demonstrate support by the company and offer motivation for the participants. If a decision is made to have incentives, it is suggested to do this 3 months prior to the start of the program. This will allow time to determine the criteria, select and purchase the prizes, communicate the incentive program and advertise it on a continuous basis. Qualification criteria are determined by your company. Please remember to make the goals achievable!

Criteria

Once you determine the criteria, communicate the criteria to employees at the orientation program, via e-mail, Intranet, posters, payroll stuffers, etc.

An example for criteria is as follows:

- Total of X minutes = bronze award
- Total of X minutes = silver award
- Total of X minutes = gold award

Determine the very minimum for the employees to walk over 12 weeks. For example, 3 days a week at 20 minutes for a total of 60 minutes/week x 12 wks = 720 minutes. Set 720 minutes as the bronze level.

Continue to calculate for the silver.

It is suggested that you cap at 60 minutes/day. This is so the employee can start off at bronze and set a target to achieve silver or gold by the end of the program. Company incentives should be announced by leadership or the Program Coordinator at the orientation meeting. The criteria for the incentives should be explained to help provide motivation to set goals for the program.

Employees will be divided into the following categories:

- Gold = 30 minutes a day for 5 days or 600 or more minutes at the end of 4 weeks
- Silver = 30 minutes a day for 3 days or 360 – 599 minutes at the end of 4 weeks
- Bronze = 30 minutes a day for 2 days or 240 – 359 minutes at the end of 4 weeks

Incentives can be awarded at 4, 8 and 12-week intervals to provide continuous motivation. Also, consider individual, team or department incentives to make it more competitive! For example, the criteria may be the team who walked the most minutes for the program.

Incentive Ideas

- ***Walking Towards Wellness*** company T-shirts
- Membership to a gym
- Personal pedometer
- Water bottles—i.e. a water bottle with company logo
- Gift certificate to a health food store
- Gift certificate for a day at the spa
- Gift certificate for a massage
- CD/Tape walkman
- CD that promotes walking or relaxation
- Gift certificate for a clothing store
- Gift certificate for a sporting goods store
- Recognition breakfast and/or luncheon
- Pictures of team and/or individual placed within a prominent area
- An article in the company newsletter and/or Intranet
- Subscription to a walking magazine

And many, many more! Once again, be creative—it does not have to be expensive!

Additional suggested program activities

- Create team or divisional challenges within the company.
- Conduct a healthy cooking demonstration.
- Invite guest speakers for a “Brown Bag” lunch on weight management, fitness, healthy cooking, smart shopping, etc.
- Work with your food services department to offer “Heart Healthy” fare.
- Offer Weight Watchers at Work in conjunction with this program.

