

# *Maintain, Don't Gain!*

## Health Improvement Challenge

### *Commit, control, maintain*

Dear Program Coordinator:

Thank you for your interest and participation in Independence Blue Cross's Maintain, DON'T GAIN! Health Improvement Challenge. This is a turnkey program that any coordinator can implement at the worksite. The program includes tools and resources for participants and the information you need to get started!

Your Responsibilities:

- Communicate information to employees regarding the challenge with promotional posters.
- Administer a "weigh-in," distribute folders, conduct sign-in, and instruct participants to track their weight on the health record form included in their folders.
- Conduct the "weigh-out" six weeks later. Participants will again record their weight and notify you of their status. Did they maintain their weight (within 2 pounds) or lose weight?
- Distribute prizes and certificates to those who met the challenge. Or, collect names of those who reached their goal to be entered into a raffle for a larger prize.

Optional ideas:

- Create team, floor, or divisional challenges to see who can collectively meet the challenge.
- Conduct a healthy cooking demonstration during the six-week challenge.
- Invite guest speakers in for a "brown-bag" lunch seminar on weight management, fitness, healthy cooking, or smart food shopping.
- Work with your food services department to offer "heart healthy" fare.

Optional prizes:

- personal pedometer
- CD player or mp3 player
- gift certificate to a sporting goods store

Please feel free to contact Population Health & Wellness at 610-225-9561 with any questions. Good luck, and thank you for your participation!

With healthy regards,

Population Health & Wellness

