

The National Association for Health & Fitness and ACTIVE Life invite you to participate in the 2013 GLOBAL EMPLOYEE HEALTH & FITNESS MONTH!

ABOUT GLOBAL EMPLOYEE HEALTH & FITNESS MONTH

What is Global Employee Health & Fitness Month?

Created by the National Association for Health & Fitness (NAHF) and ACTIVE Life, Global Employee Health & Fitness Month (GEHFM) is a national and international invitation to workplace wellness. The goal of GEHFM is to promote the benefits of a healthy lifestyle to employers and their employees through worksite health promotion activities and environments. GEHFM is held during the month of May every year. Throughout GEHFM employers will challenge their employees to create Healthy Moments, form Healthy Groups, and develop a Culminating Project. Participants will be able to log these activities on the GEHFM website throughout the month, allowing employers and employees to track, share, and promote their individual and group activities.

- **Healthy Moments** Inspire short-term changes in eating, physical activity, or personal and environmental health that add up over time. *[Learn more on page 3]*
- **Healthy Groups** Create a sustainable activity intended to last beyond EHF. *[Learn more on pages 4, 5–6]*

- The Culminating Project Motivate active planners to create an event involving all employees and/or community members. [Learn more on pages 4, 5–7]

Why has Global Employee Health & Fitness Day Changed to a Month?

From 1989-2010, tens of thousands of employees engaged in Global Employee Health & Fitness Day. However, it is clear that healthy behavior changes take time to develop into lifestyle habits. Recognizing the potential for making healthy habits, NAHF and ACTIVE Life decided that in 2011 a full month – and an international focus – would lead to healthier lifestyles and sustainable behavior change worldwide.

According to research published in the European Journal of Social Psychology, on average it takes people 66 days to develop an easy habit (e.g. drinking an extra glass of water or taking a 10 minute walk at lunch). Since daily repetition over a two-month period offers people the greatest boost in automaticity, GEHFM's Healthy Moments and Groups can set your employees on the path to lifelong healthy habits.

Why celebrate Global Employee Health & Fitness Month?

Worksite health and wellness programs improve the overall health and productivity of a workforce. GEHFM participants will quickly learn that when worksites are healthy entire communities can benefit. It is time for healthy to become the norm in our world. It will require individuals and their families, organizations, and entire communities to invest in healthy actions. Joining the GEHFM movement this May is the best place to start or rededicate your organization's efforts to this imperative cause.

BENEFITS OF CELEBRATING GLOBAL EMPLOYEE HEALTH & FITNESS MONTH

Health Promotion Benefits Organizations

GEHFM can breathe new life into an existing wellness program or ignite interest in starting a new program at your workplace. According to Dr. Ron Z. Goetzel, VP of consulting and Applied Research at Thomson Reuters, a large proportion of diseases and disorders from which people suffer are preventable. Modifiable health risk factors lead to many diseases, disorders and premature death. Many modifiable health risks influence health care costs and diminish productivity. Understanding that modifiable health risks can be improved through effective health promotion and disease

prevention programs, well-designed and well-implemented programs can be cost beneficial to employers worldwide.

Worksite wellness programs have been shown to:

- Improve health care cost management
- Enhance employee productivity
- Decrease rates of illness and injuries
- Reduced employee absenteeism

Health Promotion Benefits Employees

GEHFM provides fun, innovative, and interactive ways to incorporate wellness in your workplace! Oftentimes employees are ready to change but do not have the resources or information on where to begin. By offering a workplace wellness program such as GEHFM, employers can provide a structured approach to physical activity, nutrition, wellness, and personal and environmental health improvement.

Worksite wellness programs have been shown to:

- Lower levels of stress
- Increase well-being, self-image, and self-esteem
- Improve physical fitness
- Reduce weight
- Raise health awareness

Healthy Organizations Benefit Communities

Involving the community in your organization's wellness efforts is not just about doing the right thing. It represents responsibility and encourages employee responsibility as well. It also offers direct business benefits because as a conscious organization you are set apart from other organizations.

It goes both ways: Money, time, and energy can be saved by tapping into your community's existing resources. There may be expert therapists, coaches, teachers, and professionals anxious to participate in your organization's wellness efforts. Rather than recreate the wheel in your organization, look to members of your community for expertise on wellness topics.

GEHFM Benefits Everyone Because It Provides:

- This free tool kit helps guide activities and events
- Promotional items advertising GEHFM to employees
- Capability for logging and tracking Healthy Moments, Groups, and Projects

- Options for implementing friendly competitions and challenges to increase motivation and teamwork
- Adaptability to any wellness program currently in place
- A basis for creating sustainable healthy programs, environments, and policies

HOW TO PARTICIPATE

Register & Log Activity Online

Visit www.healthandfitnessmonth.org to register for GEHFM. Employers should register their worksite and then invite employees to register as individual members of their worksite. Healthy, Moments, Groups, and Projects will be logged on the GEHFM website throughout the month, allowing employers and employees to track, share, and promote their individual and group activities.

Moments, Groups, & Projects

Moments, Groups and Projects are the heart of GEHFM. From individual activities to corporate events, employees can log their progress and employers can track participation at www.healthandfitnessmonth.org.

Healthy Moments

Focused on the individual, Healthy Moments are occasions of healthy eating, physical activity, or personal/environmental health.

Examples of Healthy Moments include:

- Walking to work
- Trying a new healthy recipe
- Cooking dinner at home instead of eating out
- Learning healthy baking substitutions for common ingredients
- Planting an extra row in a backyard garden to harvest and share with a local food pantry
- Signing up for an exercise class
- Doing stretches while watching TV or wall sits while brushing teeth
- Scheduling a physical exam

***GEHFM tip:** Send your employees a weekly Healthy Moments Monday email message throughout May. Offer them one tangible example of something they can do that week to improve their health.

Healthy Groups

Healthy Groups are small groups of employees who gather to participate in an activity intended to last beyond EHFM.

Examples of Healthy Groups include:

- Creating lunchtime exercise groups who meet during mealtimes to walk, run, or bike.
- Forming commuter groups who bike or walk to and from work together.
- Establishing healthy meal clubs that share lunch recipes, cook for one another once a week, and distribute healthy snacks to each other throughout the day.
- Starting intramural athletic teams or joining community athletic leagues including soccer, softball, or kickball.

*** GEHFM tip:** Encourage employees to organize around shared schedules or challenge departments to choose a group and compete against one another for recognition. Whether distributed for group name, team success, or most aromatic lunchroom meal, award groups who form in May and develop over time.

A Culminating Project

The Culminating Project is an event or series of events that promote health through the whole company or community.

Examples include:

- Planning a company 3K or 5K race
- Planting a community garden
- Adopting a company-wide physical activity or tobacco cessation policy
- Facilitating “brown bag lunches” open to the community during which a program emphasizing health and fitness is presented

*** GEHFM Tip:** An outstanding example of a family fitness event comes from a high school class in Effingham, Illinois [pop. 12,557]. As a group project, the class organized an event, which focused on the issue of childhood obesity. Local health-related groups including a running club, a local restaurant that grows its own produce, a local juice restaurant, Navy, a Health and Human Services organization, and a bicycle shop set up learning stations as vendors. A former NFL wide receiver and now personal trainer and university football coach worked with children on their football skills and led the corporate teams in a fitness workout. Children participated in a scavenger hunt. A chef provided an onstage demonstration of healthy cooking and various companies

had teams compete in fitness activities to be named “Most Fit Company”. A St. Louis-based corporation presented an onstage program integrating personality type and fitness into a game called “Are You Smarter than a Fit Grader”. The event closed with the Midwest premier of the movie *The Fat Boy Chronicles*, with the producer, the book’s authors, and the lead actor in attendance. More than 1000 community members attended this event.

GROUP & PROJECT IDEAS

Any activity that encourages movement, offers a health message, is fun, and that anyone – no matter what their current physical activity level is - can participate in is a great idea! Here is a list of ideas to choose from or brainstorm with your team to plan new and innovative activities.

Employer-based Group & Project Ideas:

(some of the following examples can be used for Healthy Groups or as a Culminating project)

- **Bike to Work Day:** Plan a bike-to-work event and reward employees who participate. This project can be modified to include a Bike Poker Run during lunch breaks. In a Bike Poker Run, employees sign up as teams to ride laps around the parking lot. Each lap earns a poker chip. Poker chips “cash in” as company donations to a local charity or toward an incentive for the employees.
- **Fitness Trail:** Set up a fitness trail within your office or building. Post signs at elevators encouraging the use of stairs, designate stretching areas, water stations, etc...
- **Wellness Route:** Map out a 30-minute walk route for employees. Map one route inside (for inclement weather) and one outside. These routes can be used after the event.
- **Dance Demos:** Invite a local dance group or dance teacher (from different ethnic backgrounds) to demonstrate fun ways to move more. Have a leader move the group through simple dance steps. Zumba or step aerobics are also popular exercise classes.
- **Chair Aerobics:** With a leader and music with a strong beat, do a routine that involves participants’ arms and legs. Incorporate fun props or resistance bands. Drills could include torso twists, chair dips, lateral raises, etc... Research different chair aerobics online and consider how they can be tailored to your workplace.

- **Giant Salad Bowl:** Employees each bring in a different item to put into a giant salad. Provide a variety of fat-free dressings.
- **Calorie Counters:** Provide calorie information regarding foods served in the employee cafeteria. Post nutrition education reminder posters comparing various food choices.
- **DEAL! (Do Exercise And Live) Moments:** Schedule DEALs where everyone, including executives, maintenance workers, cafeteria workers, etc... drops what they are doing and moves to the music (e.g. The Twist, The Hokey Pokey, The Chicken Dance, The Macarena or The YMCA) for 3 minutes.
- **In the Stretch:** Play gentle instrumental music over the intercom during which employees are to stand up and stretch for 3 minutes. Suggested moves: Reach to the sky, reach for your toes, arms out to form a "t" and then cross arms in front together, knee up, knee down, leg forward, then leg back.
- **Snack Attack:** Stage a competition for various teams to prepare and share healthy snacks with their teams/floor. Each participant brings recipes including nutrition counts. Recipes are published in a company healthy snack cookbook.
- **Fine Tasting Party:** Host a tasting party over lunch where participants can taste small samples of a variety of protein bars and healthy food sources (e.g. edamame, kale fruit smoothie, Greek yogurt, blueberries, veggies and fat-free dip, hummus, etc...). Include samples of a small variety of green, white and herbal teas and energy drinks. Each participant is given a rating sheet for each sample to keep as a shopping list reminder.
- **Wii™ Olympics:** Set up a few Wii Fit™ stations for "team competitions". Wii Fit Plus™ includes over 60 fitness activities, such as yoga, strength exercises, running, hula hooping, step aerobics, slalom skiing, snowboarding, balance activities, skateboarding, etc. Wii Sports™ offers tennis, baseball, bowling, golf, boxing, and exercises. Wii Sports Resort™ offers golf, swordplay, wakeboarding, archery, Frisbee, basketball, power cruising, cycling, table tennis, bowling, canoeing, and air sports. Individuals can compete on their breaks in various scheduled events to earn points for their team. Employees could "win" an imaginary trip to the locale to compete in those events. A "passport" could be issued on which they could record their

scores to earn points.

- **FIT Feet [10,000 Steps]:** Provide a pedometer and a calendar-type logbook for employees to track their steps. Each time an employee has logged 10,000 steps their achievement is recognized through an announcement. Employees can earn "FIT Feet" foot cutouts that are posted around the building. Each department can have a different color foot to encourage friendly competition.

- **FIT Fish [Hydration Activation]:** Provide water bottles to participants and encourage them to track water consumption. The goal is for each employee to drink at least 5-6 bottles of water daily. Participants log consumption each day and once they have consumed 25 bottles of water consumption for a week, they earn company-wide recognition.

- **Intramural Athletic Teams:** Employees will form intramural athletic teams and challenge each other in friendly games of soccer, softball, kickball, or basketball. If there are enough teams, host a "May Madness" tournament.

Community-Based Project Ideas:

- **Plant a Row:** Employees volunteer to plan an extra row of food in their gardens to donate to a local food pantry or day care center to provide a source of fresh produce. Invite employees to learn from the local extension office director, for example, how to can foods to preserve extra produce.

- **Community Garden:** Contact the local Boy Scout leaders to enlist the help of Eagle Scout candidates and other Scouts to tend a community garden. Have a "Bring a Seed or Start to Work" Day. Seeds and plant starts are provided to plant the garden. Employee teams who enjoy gardening volunteer to work with the Scouts to tend the garden. Produce can be donated or sold at a Farmers' Market. Work hours are logged and amount of produce shared is documented.

- **Fitness on Parade:** Hold a parade and include a variety of ways to move to encourage greater participation. You might consider a stroller division, wheelchair or motorized scooters, pet-walkers, skateboarders, wheeled toys, wagon pull, roller skaters, square dancers, bands, precision marchers, twirlers, pompons, and an open division (for example, a group of a local retail store might want to enter as a synchronized shopping basket team). Joggers could take off in front of the parade, run around town and try to catch up with the

end of the parade. Then everyone gathers and celebrates fitness with water and healthy snacks!

- **Shake and Bake-Off:** Invite employees to find and try healthy recipes for smoothies and baked goods. Have a community Shake and Bake-Off where judges taste the various entries and award ribbon prizes like at a County Fair. Winning recipes could be featured in local restaurants as “specials”. All entries’ recipes are collected and printed into a Community Cookbook that is sold at cost or for donations through the local Chamber of Commerce to prospective residents and visitors. Display it with a sign that says “Warning: This Community Cares About Its Health. Commit to Wellness!”

- **Race for Wellness:** Stage a 1 mi, 3k, 5k, 10k and/or marathon event. Employee Health & Fitness Month, 2011 Tool Kit 7

- **The Biggest Workout:** Pick a day, gather local trainers and maybe even some “drill sergeants” from the local recruiting office to volunteer to lead exercises, put on some moving music to blast over the loud speakers and stage an outdoor workout session on the local football field. Invite community teams and individuals to take part. Set a participation goal and celebrate a day of fitness.

- **Bicycle Races:** Encourage all bicyclists (and even tricyclists) to enter a relay-type race event.

- **Splash and Dash:** Hold a “Dual-athlon” with a running and swimming event. Teams compete with two runners and two swimmers for best time.

- **Ten Pin Party:** Schedule a team event at the local bowling alley. Winning teams win donated recycled bowling trophies.

- **Wacky Wimbledon:** Tennis teams of local businesses are invited to compete against local high school tennis teams in a rotation where each team plays mini-sets (total of 5 games) against the other teams, rotating each time, adding points as they go through the rotation.

The teams with highest number of points face off in a mini-tournament. Serve strawberry smoothies courtside.

PLANNING & IMPLEMENTING YOUR ACTIVITIES

Organize a Planning Team

Recruit volunteers from different departments within your organization. The team should begin by asking the following questions regarding your project:

- What is the purpose of engaging in this project?
- In what way(s) does it align with your company's vision and/or mission statement
- What outcomes do you envision for your employees and for your company as a result of hosting and/or participating in this project?
- How will your team define and measure success?
- Where are you now? Where do you want to be? How will you get there?
- How will you know you and your employees have met the intended outcomes?
- What data do you need to collect in order to evaluate the project's success?
- What methods will you use to evaluate the project (e.g. checklist, Survey Monkey, team reports, etc.)?
- Who is the target audience you're hoping to reach?
- What activities will you choose to support the purpose of the event?
- Are the activities diverse enough to generate interest from employees whose talents and interests vary?
- Are the activities "leveled" to attract various levels of expertise or skill?
- What work teams might you consider?
- *Promotional Team*: Responsible for all aspects of promotion of the project to target audience and outside media
- *Set-up Team*: Responsible for all aspects of location set-up for the project
- *Event Team*: Responsible for all logistics of running the project
- *Safety Team*: Responsible for ensuring safety of participants before, during and after the project
- *Breakdown Team*: Responsible for all aspects of break down and clean up after the project
- *Wrap Up Team*: Responsible for summarizing results and lessons learned from the project, completing evaluation, sending thank you notes to VIPs, and submitting completion forms
- What space, resources, or approvals do you need to start, continue and celebrate?
- How will you promote project activities and engage people in the project? (e.g. incentives, t-shirts, intergenerational participation, individual or group teams, parent-child teams, etc.)

- How will you effectively integrate the use of technology to promote the event and/or to communicate efficiently before, during and after the event?
- Will employees need special instruction to use the technology?
- Does your team have the technical skill to set up the technology?
- Where is the best and most easily accessed location to attract the largest participant audience possible?
- When is the best time to hold the event to ensure maximum participation?
- Are there other events being held simultaneously or immediately before or after that would diminish/enhance participation in your project?
- If it is a family event, is it scheduled at a convenient time for children to be included?
- Do you have a contingency plan for inclement weather or other situations?
- Do you have a cancellation notification process ready? For example, a phone tree, notification chain of command, media contacts, etc.
- How many people will be needed to coordinate the project's activities?
- If your project is a community event, are there other organizations with which you might co-op or share marketing media?
- Are special permits or accommodations (e.g. food stands, water stations, porta-potties, timers, first aid stations, ambulance onsite, police traffic control, roads blocked off, etc.) needed?
- Who will be the key person(s) responsible for coordinating the promotion and project activities?
- What additional teams will be necessary to ensure safety, efficiency of operation and comfort for participants?
- What assets do you already have in place?
- What resources are needed (e.g. financial, in-kind, and human)?
- How will you ensure that your team leaders and employees can access prompt assistance and answers to their questions as needs arise?
- How will you ensure that your team leaders and employees can access ongoing information as the project launches and updates occur?
- How, who, and what will you celebrate when all the activities of your EHFM project have been completed?

Design Your Project

Review the Project Activity Ideas in this Tool Kit [pp. 5–7] with your team.

- Decide which idea(s) might work for your organization and/or brainstorm additional ways to shape your project.

Use a similar template to create your plan. You can find a template for this in

Appendix A1.

- Select activities and assign responsibilities to team leaders.
- Determine resources you need.
- Develop your budget.
- Identify potential sponsors.
- o Prepare contact letters, phone scripts, etc. for sponsorship committee to use.
- Develop an evaluation instrument to be used to assess the success of your project.

1. Set your timeline

- Create a master calendar for the project and be sure all team leaders have a copy.
- Have team leaders copy minutes of their special meetings to the project chair(s).
- Schedule regular planning team meetings for various project team leaders.
- Expect team leaders to report their team's progress at each meeting either in-person or by a designee.
- Determine an advance notification system for the meetings. If possible, have a person check by email or phone on progress with the team leaders.
- Have team leaders create and send to the Event Chair(s) a mini-master calendar for their own team's work.

2. Manage the logistics of the project. This is an exciting day!

Remember to stay flexible and be ready to adjust. Be sure to stay hydrated and trust your team leaders to deliver.

- Have you scheduled a walk-through meeting prior to the actual event to troubleshoot any potential glitches in the "flow" of the project? Remember safety first!
 - o How many volunteers will be at each station?
 - o Is there adequate signage for registration? For parking? For restrooms? For first aid?
 - o Will the registration process flow?
 - o Do you have copies of the day's events (agenda) available and posted?
 - o Are loud speakers required and are they working so that participants can hear?
 - o If the event is outside, are there provisions for sun protection for volunteers? Are tables and chairs needed?
 - o Do you have first aid kits, personnel and stations set up?
 - o Do you have people "running routes" to offer assistance?
 - o Are there special "props" required (e.g. a starting gun, timing chips,

numbers,

safety pins for the numbers, water, etc.)?

o Have the media been notified and has space been reserved for them? Are press

releases, event flyers/brochures available when the media arrive? Is someone assigned to greet them and show them where they will be seated?

o Do VIPs have an agenda and talking points outlining their roles/responsibilities at

the event? Do they know what time they are to arrive and how long they are to stay? Do they know whom to call if they need a substitute?

o Have you double-checked with local authorities as necessary regarding their roles in the event?

- Have you prepared and distributed a cell phone number directory to team leaders and checked to be sure there is at least one charged cell phone available at each checkpoint?

- Do you have adequate supplies for the volunteers (e.g. water, chairs, clipboards, etc.)?

- Do you have photographers at the event to catch some candid photos for your future press releases? If the event is a race, are there finish line photos?

- Have you arranged ahead of time parking for volunteers ahead of time? Are parking attendants, if necessary, provided to make the best use of the parking space available and ensure safe entrance and exit routes for traffic?

- Have you arranged with local authorities for any police traffic control or roads to be closed off for the event?

- Is there special or reserved seating? How is it reserved?

- Has consideration been given to special needs participants and/or observers who will be attending?

- Do you have a breakdown team and trash pickup plan to ensure that everything is left clean after the event?

- Have you scheduled a final summary meeting to review the event?

o While the project is still fresh in their minds, have team leaders submitted their reports about what went well and what should be changed if the project is repeated.

o Has the evaluation instrument been analyzed and has a summary report been written to discuss? Could the results be used to plan future projects?

o Has a list of recipients for thank you notes been made and have the notes been written and sent?

o Have some of the experienced team leaders been encouraged to volunteer for next year's project planning team?

A Project Planning Checklist can be found in Appendix A2.

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PROMOTING GLOBAL EMPLOYEE HEALTH & FITNESS MONTH

Promotion Ideas & Examples

Promotion of your project is the key step in planning for GEHFM. A successful event is directly proportionate to the amount of participation by stakeholders in planning and the time spent promoting it! Involving the stakeholders in planning creates ownership and accountability for success. Your team knows the best, most effective communication channels to use to reach your target audience.

Here are some tips:

Write out your promotion plan. Work backwards from your event date and put in writing your action plan to promote your celebration.

Download the promotional material from the GEHFM website.

- Color Posters
- Color Flyers
- Global Employee Health & Fitness Month logo
- Sample Press Release
- Proclamation

Distribute promotional material in strategic locations.

- Hang posters in heavy traffic areas (e.g. bathrooms, near elevators, cafeteria/lunch room, near time clock, break rooms, etc.)
- Leave flyers on employees' desks, in mailboxes, or as paycheck stuffers
- Place table tents in the cafeteria and break rooms

Other tips

- Publish event information in newsletters, on bulletin boards, or post on websites.
- Hyperlink the Employee Health & Fitness Month logo to your organization's intranet.
- Send interoffice emails.
- Set up a pre-event promotional activity; set up a drop-by booth where

promotional

flyers can be distributed to employees.

- Send the press releases to local media.
- Purchase event t-shirts in advance for employees in each department to wear as a reminder. If it is acceptable with company policy, those employees can dress casual one or two days a week, wearing the t-shirt to promote the EHFM project. Have a drawing in each department to determine who will wear the t-shirts as a casual reminder.
- Create an event countdown graphic where each day the number is changed to indicate the date is getting closer. Post it in an area where most of the employees will see it as they arrive or leave work.
- Have a senior executive officer(s) send an e-invitation to employees, inviting them to participate, and stating that s/he will also be there to take part. Then be sure the person(s) attend and are seen participating.
- Have the Mayor issue a proclamation to create awareness for the month.
- Word of mouth is always the best form of promotion!

Incentive Ideas

There are many creative ways worksite wellness programs can be enhanced by the use of incentives. We encourage you to check out WELCOA's free report section that offers several reports on workplace incentive structures:

<http://www.welcoa.org/freeresources/index.php?category=8>.

The process of designing an incentive structure is even more beneficial when you align possible incentives with your program goals.

Use the provided project and activity examples or your own ideas and create challenges and competitions to raise motivation, participation, enthusiasm, and employee camaraderie. Competitions and challenges can be at all levels - individual, team, division, worksite, and company. Incentives or company-wide recognition can be used to reward the winners.

Award Examples

- Greatest number of moments completed
- Participation in greatest number of GEHFM activities
- Most creative moment, group, or project
- Most fun moment, group, or project
- Moment, group, or project that attracts highest number of participants
- GEHFM ambassador (leader, encourages GEHFM participation, supports a healthy worksite policies, etc)

- For tournament and game-type events: Most spirited, best teamwork, tournament winner

EVALUATION OF GLOBAL EMPLOYEE HEALTH & FITNESS MONTH ACTIVITIES

Why Should You Evaluate EHFM?

Evaluation of a project is critical and often overlooked! Following your GEHFM activities, including the culminating celebration project, employees should be asked to complete an evaluation form to provide valuable information and feedback to help you as you plan future events.

You will want to capture high-level feedback of the overall experience in addition to specific feedback in order to be accountable to sponsors and to improve next year's event. The participants' perspectives, overall responses, and indications of personal lifestyle change or a re-emphasized focus on health and fitness at the end of the month will be significant factors in their desire to participate again next year. Value what participants and those who chose not to participate have to say. People are at different levels in the change process. At the lowest level, they don't know and they simply are not ready to listen, let alone participate positively, in any lifestyle change activities at this time. This does not mean they won't change or move up the change process ladder next year as they learn and hear more about this year's event. Consider and value what each person has to say, stay positive, reflect together and modify what is possible. If a person is known to be negative about the event, following up individually with that person to seek their constructive criticism may build a bridge so the negativism doesn't diminish future event participation.

The following are some general questions you might consider for your evaluations:

- Overall, what about the GEHFM project did you like the most?
- What would you suggest would improve the Global Employee Health & Fitness Month Project specifically?
- What was your motivation to participate?
- Did this project meet your expectations?
- As a result of your participation in this event, do you plan to increase your weekly physical activity?
- As a result of your participation in this event, do you plan to improve your healthy eating habits?

For more precise input, consider using a Likert Scale in which participants are

asked to rate the specific events in which they participate. Participants award the activity a score with 1 being best and 4 being "Please not again". Provide blank space for a brief comment.

[See sample in Appendix A3]

What do you do with the feedback you gather?

Evaluation/Debriefing Questions for Your Project Planning Team:

- After analyzing the participants' and non-participants' evaluations, are there items to discuss of immediate importance?
- Did we meet our targets for holding the event?
- Were we successful, based on our original definition of success?
- To what extent did we reach our target audience?
- Which promotion strategies worked the best?
- How extensive and effective was the media coverage?
- Was the location of the event accessible?
- Was the number of participants what we expected?
- How might we attract more participants next year?
- Which events went really well? What made those successful?
- o Did the time selected work?
- o Was the time of year good?
- o Was the time of day good?
- If we used incentives, were comments positive about what was selected/received?
- Did we have enough volunteers to coordinate all aspects of the project?
- Have our sponsors been thanked and have we sought their evaluative input?
- Would we do this again next year? If so, what changes should we consider?

PLEASE GIVE US YOUR FEEDBACK!

NAHF and ACTIVE Life would love to hear from you! At the conclusion of GEHFM, NAHF will e-mail all participants a survey. This feedback is greatly appreciated. It will be used to improve GEHFM in the future.

ADDITIONAL INFORMATION

GEHFM is presented by the National Association for Health & Fitness (NAHF) and ACTIVE Life. For more information, visit www.healthandfitnessmonth.org or contact:

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CO-SPONSORS

National Association for Health & Fitness (NAHF) is a non-profit organization that improves the quality of life for individuals in the United States through the promotion of physical fitness, sports and healthy lifestyles. NAHF accomplishes this work by fostering and supporting Governors' and State Councils and coalitions that promote and encourage regular physical activity.

For more information, visit: <http://www.physicalfitness.org/>

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ACTIVE Life

The staggering rates of obesity and overweight in Texas represent our cultural canary in the coal mine—a clear indication that our society is not well. Traditional approaches have had little impact because they have not created sufficient societal demand for change. To create meaningful change, it is necessary to build a community of committed people, places and organizations sufficient in number to shift Texas' culture by making healthy the norm. The mission of ACTIVE Life, an Austin-based, 501 (c) (3) non-profit organization, is to make healthy the norm by enlisting and equipping people and places to build and sustain healthy communities.

This year, ACTIVE Life (AL) will serve approximately 2 million people with its wide array of healthand- fitness programs, technology, events and initiatives.

For more information, visit: <http://www.activelifehq.org/>

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APPENDIX A1

ACTIVITY/ACCOUNTABILITY PLANNING GRID

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APPENDIX A2

PLANNING CHECKLIST

PRE-EVENT

- q Management Approval/Buy In
- q Team recruited
- q Goals established
- q Timeline created and shared
- q Event activity chosen and organized
- q Budget Determined
- q Team members assigned tasks, additional volunteers recruited and assigned tasks
- q Location secured, permits approved, safety plan created
- q Incentives determined
- q Incentives ordered/purchased
- q Community/businesses/media contacted
- q Food/Beverages determined/ordered/purchased or donated
- q Promotion plan created/materials distributed
 - Posters/Flyers
 - Payroll Stuffers
 - Emails
 - Newsletters/Website/Social Media
 - Press Release sent to media
 - Agenda and talking points created and given to VIP's who will be speaking at the event
 - Photographer recruited

DAY OF EVENT

- q Volunteers organized and given updated event information

(preferably day before event)

- q Safety plan shared (cell phones, first aid kit, etc)
- q Release forms/sign up sheets/registration forms prepared and ready
- q Location secured, back up plan in place in need be (i.e., - weather)
- q Tables/chairs/AV set up
- q Decorations up/signage posted
- q Food and beverages set up
- q Photographer given assignment
- q Clean up crew organized
- q Media kits prepared (Who, What, Where, Why) and Media contacted (early AM)
- q Incentives distributed
- q Evaluations available

POST EVENT

- q Participant evaluations summarized
- q Team debriefed on successes, lessons learned, recommendations for planning ideas for next year shared with stakeholders and report outcomes to management
- q Thank You notes sent
- q Evaluation submitted to National Association for Health & Fitness Healthy Meetings Guidelines (downloadable pdf)

APPENDIX A3

SPECIFIC ACTIVITIES' EVALUATION GRID

[1 = gold medal; 2 = silver medal; 3 = bronze medal ; 4 = gong!]

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APPENDIX A4

EMPLOYER WELLNESS RESOURCES

ACTIVE Life www.activelifehq.org

Active Living www.activelivingleadership.org

America Cancer Society www.cancer.org

American College of Sports Medicine www.acsm.org

America Heart Association www.americanheart.org

BeActiveNew York State www.BeactiveNYS

Centers for Disease Control and Prevention www.cdc.gov

Corporate Fitness Works www.corporatefitnessworks.com

Families and Work Institute www.familiesandwork.org

Hart to Heart Fitness www.harttoheartfitness.org

Healthfinder.gov www.healthfinder.gov

Healthy People 2020 www.healthpeople.gov
Health Resources and Services Administration www.hrsa.gov
Health Resource Online www.healthresourceonline.com
Health Enhancement Research Organization (HERO) www.the-hero.org
HPCareer.Net
Institute of Health and Productivity Management www.ihpm.org
International Association for Worksite Health Promotion www.acsm-iawhp.org
Jim Coleman Ltd. (GEHFM Promotional Products)
www.jimcolemanltd.com/gehf
National Association for Health and Fitness www.physicalfitness.org
National Foundation on Fitness, sports & Nutrition
National Institute for Occupational Safety and Health
www.cdc.gov/niosh/homepage.html
National Institute on Aging www.nia.nih.gov
National Physical Activity Plan www.physicalactivityplan.org
National Wellness Institute, Inc. www.nationalwellness.org
Occupational Safety and Health Administration www.osha.gov
Office of Disease Prevention and Health Promotion
<http://odphp.osophs.dhhs.gov>
Office of Minority Health www.omhrc.gov
Partnership for Prevention www.prevent.org
President's Council on Fitness, Sports and Nutrition www.fitness.gov
Shape Up America www.shapeup.org
The Trust for America's Health
The Cooper Institute www.cooperinst.org
United States Chambers of Commerce
Wellness Council of America www.welcoa.org
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Promotion%20and%20Disease%20Prevention%20Programs%20-%20What%