



March 15th - May 24th

[10poundthrowdown.com](http://10poundthrowdown.com)



## 10 Pound Throwdown Employer Toolkit

The goal of the *10 Pound Throwdown Challenge* is to help rally co-workers and friends around a common cause - adding healthy choices to your daily life. Changing eating habits and being active can make a big difference in losing weight or staying at a healthy weight. Adults living in southcentral Pennsylvania are encouraged to participate, either as an individual or in a team. Teams may be formed by community organizations, employers, faith-based groups, families, neighborhoods, and other entities. Registration begins on the *10 Pound Throwdown* website March 1<sup>st</sup> 2021, but individuals cannot start the *Challenge* until it officially begins on Monday, March 15, 2021.

We ask that you, as a local employer or employee, encourage your colleagues, co-workers and friends to participate. By encouraging participation, you are demonstrating a commitment to the health of your co-workers, employees and friends... and you might find that you are boosting morale at the same time! We often hear from participants that the comradery of co-workers, a team captain who encourages a healthy workplace, and some healthy competition, leads to success!

### **What are the features of the *10 Pound Throwdown Challenge*?**

Participation in the *Challenge* requires individuals to register on the *10 Pound Throwdown* website – [10poundthrowdown.com](http://10poundthrowdown.com). Participants will have access to weekly healthy living tips, tracking tools (see below), progress charts, a list of local community resources, and a weekly "mini-challenge" opportunity. Employer groups will find the Employer Toolkit (in the Resource section) useful in forming teams for the *Challenge*. Team captains will also have access to the Captain's Corner, which provides a variety of tips and tools for keeping team members engaged throughout the 10 week *Challenge*.

Participants are encouraged to visit these tracking tools on a weekly basis:

1. Badge Tracker - take the weekly mini-challenge and collect an online badge each week. One goal will be provided at the start of the week- participants have the potential to earn a weekly badge for meeting a healthy habit goal.
2. Weight tracker – log your weight each week and monitor your progress for the entire 10-week *Challenge*. Track the progress of your team and/or employer, if participating.



March 15th - May 24th

10poundthrowdown.com



3. Bonus Badges- engage week after week and explore the many aspects of the website in order to earn six (6) additional badges, called “Bonus Badges,” throughout the duration of the *Challenge*.

Your company is invited to participate in the *10 Pound Throwdown* by entering a team or multiple teams in the *Challenge*. This toolkit is designed to assist you in a successful wellness campaign. If you would like to use this *Challenge* to help you manage your own company’s wellness challenge, you will have access to the following by utilizing the web-based tools:

- A list of team participants
- Which team achieved the highest percentage of weight loss
- A list of team participants who earned the weekly badge

Participants have the opportunity to earn a weekly mini-challenge badge. We have learned that participants enjoy a small, weekly goal that is attainable and represents small steps toward big changes. Each week, participants will have the opportunity to earn one “badge” by completing activities designed to help them improve their overall wellness. These are unique healthy habit goals.

The 10-week Challenge encourages participants to:

- Record their weight each week using an online tracking tool **by 11:59 am each Monday**.
  - Please note: participants will see their personal weight only and team weight loss will be displayed as a percentage of weight lost for the entire team.
- Record progress on each weeks mini-challenge using online tracking tools.
- Check the website for weekly goal setting and wellness tips.

#### **Toolkit Resources:**

- How you can participate
- How to register as one company team
- How to register multiple teams within your company
- Ideas for engaging employees in the challenge
- Sample email invitation
- Promotional flyers



March 15th - May 24th

10poundthrowdown.com



## How can my company participate?

Anyone can participate in the *Challenge* as an individual. Your employees can select their company when they register or they can create a team with their own creative team name and a team captain to cheer them on. There are two ways to participate as an employee.

**Our Company will participate as one company team** – you do not have to “create a team”, simply choose your company when registering for the challenge.

1. During registration, encourage all employees to:  
Select your company from the pulldown list when prompted.

Select your company or tracking group

Please select ▼

Note: If your company is not listed, please contact WellSpan Community Health & Wellness ([communityhealth@wellspan.org](mailto:communityhealth@wellspan.org) or 851-3222) to have the company added.

2. Advertise the event
  - Post Flyers
  - E-mail invitation
  - Staff meetings



March 15th - May 24th

[10poundthrowdown.com](http://10poundthrowdown.com)



## We would like to create multiple teams within our company

1. Post flyers and encourage employees to form teams of three (3) or more.
2. Determine a team captain for each team.
3. The team captain will register for the challenge:
  - Go to [www.10poundthrowdown.com](http://www.10poundthrowdown.com).
  - Click on "Register now" and follow prompts to register.
  - If you do not have a [MyWellSpan](#) account, click "Register Now" and follow the prompts to create an account. After you create an account, return to [www.10poundthrowdown.com](http://www.10poundthrowdown.com).
  - Click "Register now" and enter your MyWellSpan username and password, then follow the prompts to register.
  - Go to the "Teams" tab and choose "Create a Team."
  - Complete the form to create a team.
4. The team captain will receive a confirmation email approving the team name and assigning a five digit team code. This is NOT an automatic email response and could take up to 48 hours. The confirmation email will include the team code and detailed instructions to share with teammates. Please note: Participants can engage as members of your employer group as well as one team. Participants can only join **one** team however.

## Can family members participate?

- Anyone can participate in this challenge.
- It is your decision whether or not to have family members participate as a part of your employer group/team(s).
- Team participants must register using the team code in order to be placed on that team.



March 15th - May 24th

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## Suggestions to Increase *Challenge* Engagement

- Offer your own incentives for participation (some suggestions below).
  - Every participant gets a prize (i.e. t-shirt, water bottle)
  - Weekly drawing
  - End of *Challenge* drawing for all participants
  - End of *Challenge* drawing for all participants entering weight at least 8 weeks
  - Enter a chance for drawing with each badge you earn throughout challenge
    - Include those who aren't participating in the on-line weight loss challenge by posting the weekly badge challenge and giving them a chance in the drawing when they earn a badge.
- Set goals for your worksite and chart movement toward goal where everyone can see it.
- Start a referral competition to encourage others to sign up.
- Challenge another workplace or teams within your workplace.
  - Post status boards to follow progress
- Join a workplace neighbor for activities.
- Organize walks on site before, during and/or after work hours.
- Increase break time during the *Challenge* for those who walk as a pilot program for encouraging physical activity during workday.
- Use personal stories.
  - Healthy selfies – encourage participants to post pictures of themselves working on the *Challenge*
  - Create a Challenge wall – employees can post encouraging words to participants, congratulate one another, recognize themselves or others, and post ideas.
- Post weekly information resources from website.



March 15th - May 24th

10poundthrowdown.com



- Supply fitness trackers to participants or use as incentive prize.
- Utilize the weekly mini-challenges.
  - Use log sheets to assist employees in keeping on track with the *Challenge* or to involve employees without computer access
  - Use printable badges to recognize badge accomplishments on office/cubicle doorways
  - Note: These materials will be available to Team Captains on the “Team Captains” page after the start of the *Challenge*.
- Refer to captain's corner suggestions for activities to use with weekly challenges.
- WellSpan Wellness offers multiple virtual trainings for employees specific to weight management. Contact WellSpan Wellness at [wellness@wellspan.org](mailto:wellness@wellspan.org) or 717-851-4336.



March 15th - May 24th

[10poundthrowdown.com](http://10poundthrowdown.com)



## Enrollment instructions for team members

### **Team members must have been given the team code to register**

1. On or after March 1st, visit [www.10poundthrowdown.com](http://www.10poundthrowdown.com) and click "Login."
2. If you already have a [MyWellSpan](#) account, you will be prompted to log in. If you do not have a MyWellSpan account, click on "Register Now" and then follow the prompts to create an account.
3. After you log in, you will be directed to a "10 Pound Throwdown" registration page. Click on "Register", enter the required information and click "Submit".
4. We are interested in learning a little more about you and your interest in the program, so please complete the brief survey and click "Next."
5. You will be prompted at this time to enter a team code.
6. Return on Monday, March 15<sup>th</sup> at noon to begin the *Challenge* by entering your start weight.

**Please Note:** Participants can join any time throughout the *Challenge*, so please invite others to participate.



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## Promotional Materials

### Sample employee invitation email

Let's participate in a wellness challenge!

The regional *10 Pound Throwdown Challenge* starts on March 15<sup>th</sup> and we would like to enter **(a team) (teams)**. This 10 week on-line *Challenge* provides a great opportunity to focus on personal goals with team support. Whether your goal is weight loss, getting more active, eating healthier, or to support others to get healthier, this *Challenge* is for you.

Prize drawings will be held throughout the *Challenge* and the company that loses the highest percentage of weight will be awarded the traveling trophy.

***(Add any additional incentive you may be offering to Challenge participants)***

### **If you are inviting employees to create multiple teams within your company**

If you are interested in participating:

- Form a team of at least 3 participants,
- Choose a captain, and create a team name. There are resources to help team captains keep their members engaged.
- Contact **(company contact)** and let them know you are entering a team
- Your team captain will go to [10poundthrowdown.com](http://10poundthrowdown.com) and register your team.
- He or she will be provided with a team code to share with the team members.
- Team members will receive an email invitation with detailed registration instructions.
- Return on 3/15 to enter your starting weight

**Please note:** Your participation requires an account with MyWellSpan. If you are not enrolled, you will be directed to do so in order to complete your *Challenge* registration.

For more details, go to [10poundthrowdown.com](http://10poundthrowdown.com).





March 15th - May 24th

[10poundthrowdown.com](http://10poundthrowdown.com)



**If you are inviting employees to join as one company team**

If you would like to participate:

- Go to [www.10poundthrowdown.com](http://www.10poundthrowdown.com) and click on register.
- If you are not enrolled in MyWellSpan, you will be directed to create an account.
- Return to [www.10poundthrowdown.com](http://www.10poundthrowdown.com) and log in using the MyWellSpan username and password that you created.
- Follow the prompts to register.
- Choose (*Company name*) in the drop down menu.
- Return on 3/15 to enter your start weight.

**Use our promotional materials to advertise the *Challenge***

[Print a flyer to advertise the 10 Pound Throwdown](#)

[Print a rack card with information about the 10 Pound Throwdown](#)