



March 12th - May 21st

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 February 1st 2018, but individuals cannot start the *Challenge* until it officially begins on Monday, March 12, 2018.

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. Participants will have access to weekly healthy living tips, tracking tools (see below), progress charts, a list of local community resources, and a weekly “badge challenge” opportunity. Employer groups will find this Employer Toolkit (also found in the Resource section of the website) useful in forming teams for the *Challenge*. Team captains will also have access to 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 badge 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. New this year- participants can earn up to 6 “bonus” badges as well.
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.



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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 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](#)

How can my company participate?



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Anyone can participate in the *Challenge* as an individual. Your employees can select their company when they register AND 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 Community Health (communityhealth@wellspan.org or 851-3222) to have the company added.

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



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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:

During Registration

- Go to 10poundthrowdown.com.
- Click on “Register now” and follow prompts to register.
- If you do not have a MyWellSpan account, click "Sign Up Now" and follow the prompts to create an account. After you create an account, return to 10poundthrowdown.com.
- Click “Register now” and enter your MyWellSpan username and password, then follow the prompts to register.
- At the end of the registration process, you will be asked if you wish to create a team.
- Follow the prompts to create a team.

After Completing Registration

- If you decide to create a team after you have completed registration, go to 10poundthrowdown.com.
 - Click in the top right corner and “Log In.”
 - Go to the “Teams” tab in the navigation bar 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.

Can family members participate?

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



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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.
- Challenge another 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.
- 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.
- Provide wellness coaching to participants during challenge – contact Community Health and Wellness at wellness@wellspan.org or 717-851-4336
- Provide education to participants: Portion Distortion, Weakness and Cravings, Dining Out, Sleep, Exercise. Contact Community Health and Wellness at wellness@wellspan.org or 717-851-4336.



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Enrollment instructions for team members

Team members must have been given the team code to register

1. On or after February 1st, visit 10poundthrowdown.com and click "Register Now."
2. If you already have a MyWellSpan account, you will be prompted to log in to your account.

If you do not have a MyWellSpan account, click on "Sign Up Now" and then follow the prompts to create an account. When finished, return to 10poundthrowdown.com to complete the registration process.

3. After logging in using your MyWellSpan credentials, you will be directed to a "10 Pound Throwdown" registration page. 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 12th 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 12th 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 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 3/12 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



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If you are inviting employees to join as one company team

If you would like to participate:

- Go to 10poundthrowdown.com and click on register.
- If you are not enrolled in MyWellSpan, you will be directed to create an account.
- Return to 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 3/12 to enter your start weight.

Use flyers to advertise the *Challenge*

[Print a flyer you can edit with company information](#)

[Print a general flyer to advertise the challenge](#)