



# 5-2-1-0 CHALLENGE

**EAT! 5** or more fruits and veggies a day

**UNPLUG! No more than 2** hours of screen time a day outside of work (TV, computers, smart phones)

**MOVE! 1** hour or more throughout the day (like walking, biking, dancing)

**0 sugary drinks a day** (like soda, sports drinks, fruit punch, sugary coffee drinks)

## CHALLENGE IMPLEMENTATION GUIDE

Get your employees engaged in their health with a fun, healthy well-being challenge. We want to continue the momentum of healthy behavior change so employees will feel better, have more energy and be more productive and this challenge is a great way to do that. In addition, you'll have flexibility in how you run the challenge so you can best meet the needs of the employees at your location and earn your rebate money.

Get started by reviewing the communication toolkit. Then use this implementation guide to help you determine how to set up your challenge at your location.

### GETTING STARTED

The role of the Challenge Coordinator is to help build excitement around the challenge. Responsibilities include:

- Serving as the primary administrator of the challenge
- Helping to make key decisions; such as determining incentives (this is optional and the cost of any incentives must be covered by each location)
- Promoting challenge registration to employees using provided communication materials
- Sending weekly emails and posting flyers in high traffic areas for participants to read
- Tracking participant completions at the end of the challenge
- Coordinating and distributing rewards (if applicable)

### Rewards

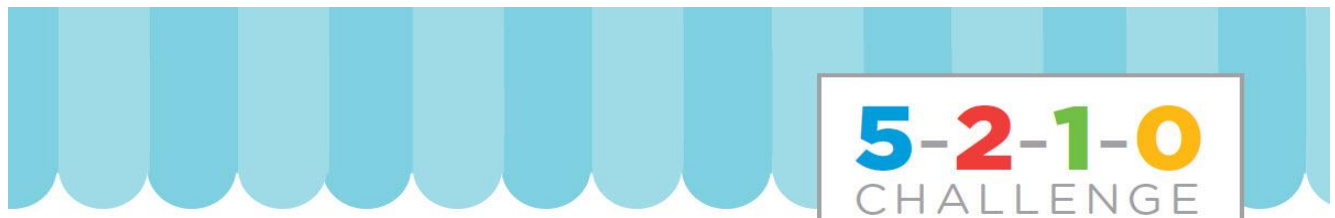
Rewards are one way to drive participation. If your location chooses to offer a reward for participation, make it meaningful to your employees. Distributing rewards based on completion is recommended rather than determining an overall winner. Having rewards based on the person that gets the most minutes of activity or loses the most weight may discourage employees from participating.

Offering a reward is not required! Your location can simply use the 5-2-1-0 Challenge as an awareness or educational campaign, without offering rewards.

### ADMINISTRATION

You should have all the tools you need to administer the challenge. Select the challenge administration option that best fits your location's needs.

#### Participant Registration



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## JOIN THE CHALLENGE!

**Online Survey** SurveyMonkey, Google Forms, or another online registration tool can be easy for participants to register at their convenience. Collect participant names, site locations, contact information, and confirmation that they'd like to participate in the challenge.

**Paper sign-ups** can be easy for participants and for you! If you have multiple locations, consider using your Wellness Champions or Teams to coordinate paper sign-ups at each site. A paper sign-up template is available on the challenge tool-kit.

### COMMUNICATION

Use the 5-2-1-0 challenge toolkit to assist you in communicating challenge information to your employees. The communication plan listed is below:

Communication Plan & Materials			
Communication Piece	Purpose	Distribution method	Distribution date
Announcement Flyers (In PowerPoint – Customizable) Announcement E-mail	Promote challenge & instructions on how to sign-up	Post and/or distribute via e-mail	2 weeks before challenge start date [Insert Date]
E-mail Banner	Copy and paste this banner into all challenge communications sent via e-mail	E-mail sent from Challenge Coordinator	Various (if desired)
PowerPoint Introduction	Use to communicate upcoming challenge at meeting (if applicable)	Presentation given by Challenge Coordinator or Site Wellness Champions	Prior to challenge [Insert Date]
Sign-up Template	For participants to sign-up for the challenge	Post and/or distribute via e-mail	2 weeks before challenge start date [Insert Date]
5-2-1-0 Tracker	Tool to help participants monitor progress	1. Attached to e-mail with Week 1 newsletter 2. Distribute paper copies to	<b>First day of challenge</b> [Insert Date]

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		employees who don't have regular access to e-mail.	
<b>5-2-1-0 Content Newsletters</b> 1. Overview 2. <b>EAT!</b> 3. <b>UNPLUG!</b> 4. <b>MOVE!</b> 5. <b>0 sugary drinks</b>	To provide information and support for achieving each of the challenge goals.	Post and/or distribute via e-mail	First day of challenge [Insert Date]
<b>Weekly Motivational Tips</b> Week 1 E-mail/Flyer Week 2 E-mail/Flyer Week 3 E-mail/Flyer Week 4 E-mail/Flyer Week 5 E-mail/Flyer Week 6 E-mail/Flyer	Provide weekly motivational tips throughout the challenge	Attach to e-mail or post	Weekly during the challenge – every Monday