## MEDICA SHAPE UP CHALLENGE

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INTRODUCTION

MEDICA SHAPE UP CHALLENGE

The information and materials provided in this packet are designed to help you implement a fun and easy wellness program for your employees. You are encouraged to adapt the program to best fit your company needs.

Program overview

The Shape Up Challenge is an annual worksite wellness event designed to increase awareness of the benefits of regular physical activity, nutrition, and other lifestyle behaviors. The Shape Up Challenge lasts six weeks and provides an opportunity for personal achievement and friendly competition among fellow employees at your company worksites. During the Shape Up Challenge participants earn points for various activities. Participation is encouraged from all employees.

Objectives

- Encourage a high percentage of employees to participate in a variety of healthy lifestyle behaviors.
- Provide information to employees on making healthy lifestyle choices at work and at home.
- Provide a supportive environment to reinforce healthy choices.
- Stimulate your employees’ interest in health promotion programs.
- Help establish your organization as a health promotion leader in your community.

Wellness benefits for your company

- Employers who offer their employees health promotion programs may experience reduced health care costs, reduced absenteeism, reduced accidents, increased productivity, and increased employee morale.
- All too often, worksite health promotion programs are discontinued because of low employee participation. The Shape Up Challenge attracts substantial rates of participation due to its focus on overall wellness instead of a focus on physical activity alone.
- The challenge can provide your worksite with positive publicity in your community.
- The challenge is an opportunity for your employer to provide a low-cost employee benefit.
- It’s Fun!

Wellness benefits for your employees

- Previously sedentary employees find the challenge a non-threatening and supportive opportunity to begin exercising regularly and to adopt other healthy behaviors.
- The challenge fosters a sense of camaraderie and teamwork among employees.
- The challenge is convenient and flexible because participants can include exercise and other healthy lifestyle activities on their own time.
- Employees find the challenge enjoyable and will reap the benefits that a regular exercise program and healthy choices provide.

Additional health benefits for employees

- Reduced risk for cardiovascular disease, stroke, some cancers, and many other diseases.
- Improved self-image and self-esteem.
- Improved quality of sleep.
- Improved overall health.
- Reduced stress.
- Increased energy levels.
Timeline

See the sample timeline located on page 11 for steps in planning and implementing the Shape Up Challenge program.

Identify a coordinator

The worksite chooses a coordinator based on his/her ability to motivate other employees and enthusiasm for taking on the job. The amount of organizational time necessary for the coordinator varies according to the size of the worksite, number of employees, whether there are multiple sites, and the amount of promotion the coordinator wishes to do. Coordinator time can vary anywhere from 2 to 5 hours per week. A volunteer committee can be very helpful in planning and implementing the program.

Coordinator responsibilities

- Recruit a volunteer committee to help with planning and implementation of program.
- Plan a budget.
- Promote the challenge to employees.
- Collect weekly points from team captains.
- Publicize team standings weekly at your company.
- Arrange for incentives / prizes and a weekly drawing to maintain enthusiasm.
- Complete coordinator’s program evaluation.
- Conduct a participant evaluation (optional). Compile information and submit a report to your company president, managers, human resources, etc.

Committee member responsibilities

- Attend all planning meetings.
- Recruit team captains.
- Organize a kick-off event.
- Organize special challenge events – walks, brown bag lunches, massage demos, low-fat lunches, etc.
- Assist coordinator with weekly point collection and other related challenge tasks.
- Organize wrap-up activities.

Team captain responsibilities

- Select a team name.
- Motivate team members.
- Collect weekly points from participants.
- Turn in points to coordinator by designated time each week.
- Help coordinator with special events as requested.
- Distribute participant materials (tracking form and weekly newsletters).

Participant responsibilities

- Participate and have fun!
- Set personal goals.
- Encourage family members and friends to support your goals and to participate with you.
- Encourage your team members to participate in all aspects of the program.
- Participate in special events.
- Turn points in to your team captain on time.
PLANNING

Planning is key to a successful challenge. Investing time and energy early in the planning process will pay off when the challenge is underway. Consider the following tips during your planning.

1. Planning committee
   Depending upon how large your company is and how many special events you choose to do during your Shape Up Challenge, you may wish to recruit a committee. Consider recruiting committee representatives from each department and management level within your organization. See the list of suggested responsibilities for committee members on page 3.

   When you meet with your committee, you will want to review their responsibilities with them and answer any questions they may have about the Shape Up Challenge. During this first meeting, agree upon a timeline for your program. You may want to use the Shape Up Challenge Planning Timeline located on page 11 with your committee members.

   Provide an overview of the Shape Up Challenge at your first committee meeting. Describe the program goals. Review the sample materials provided in the coordinator packet.

   **The agenda for your first committee meeting:**
   1. Introductions
   2. Shape Up Challenge program overview (describe goals and share materials)
   3. Brainstorm special events
   4. Agree upon program timeline
   5. Agree upon committee member assignments

   **Additional decisions you and your committee will need to make include:**
   1. What kind of internal competition will be set-up?
   2. How will you handle the registration process?
   3. Procedures for collecting and maintaining point totals.
   4. Team leaders’ record-keeping responsibility for their departments/teams.
   5. Will you have a kick-off event?
   6. Determine a plan for promoting the challenge.
   7. Determine which Shape Up Challenge materials, educational materials, and other incentives you will use.

2. Connect with others in your company
   Building the event with your co-workers is valuable in implementing the challenge. They will have ideas, resources and time to help. Past experience indicates that a friendly internal contest can increase employee interest and can simplify the collection of points earned for multi-sites or large businesses. This can be accomplished by forming teams, competing by department, floors, buildings, etc. If you choose to formulate teams, be sure to recruit team coordinators (captains).

3. Establish a timeline
A suggested Shape Up Challenge Planning Timeline and an Implementation Timeline is located on pages 11 of this manual. Review this chart and adjust as needed for your challenge. Set dates for task completion and assign tasks to your committee members. Be sure to allow time to order materials from Medica and the incentive vendor.

4. Establish a budget
Establish a budget for promotional materials, food for the kick-off, concluding party, decorations, prizes, copying expenses, etc.

5. Determine prizes and incentives
Determine what incentives will be used, if any, and how they can be won. Think of team prizes, individual awards, traveling trophies, etc. Check out the incentives offered through our approved Shape Up Challenge vendor, 2020 Promotions. Consider recruiting area businesses as sponsors to donate prizes and/or food for kick-off and wrap-up parties.

6. Develop your promotional activities
Start talking about the worksite challenge as soon as possible—at least two weeks before beginning the program. Continue your promotions throughout the challenge. Consider the following promotion ideas.

**Promotional tips and activities**
- Have the CEO of the organization endorse the activities with a letter, voicemail, or email to all employees.
- Promote in each department. Mention planned activities at meetings or any other forum during which employees gather.
- Send email and or voice-mail to all employees to encourage participation.
- Post and utilize paycheck stuffers, flyers, table tents, posters and/or bulletin board information.
- Hold a kickoff event and distribute materials at the event.
- Integrate registration into a health fair.
- Invite upper management to form a team.
- Provide team captains with t-shirts or other incentives.
- Solicit prizes from vendors and community businesses
- Prize ideas: bag of nuts “glad you’re nuts about the challenge”, fruit for each team: “Orange you glad you’re participating in the challenge”, “go bananas with the challenge”, Packet of ‘Extra’ gum “thanks for going the extra mile with the challenge”, 100 calories bag of popcorn “thanks for popping into action with the challenge”.
- Display information and tracking of points by week. This gets employees interested in seeing how other teams are doing.

**Physical activity**
- Hold a group walk during lunch led by the CEO.
- Have senior management lead 15 minute walks to see which manager could get the most people to participate.
- Provide an area at work for exercising during breaks. Encourage walking rather than sitting and drinking coffee.
- Have participants set weekly exercise goals and hold a drawing at the end of a defined period of time for those who achieve their goals. This rewards people for achieving a goal instead of rewarding those who exercise the most.
- Set up walking/jogging groups, before work, at lunch, or after work. Talk with a program director at the local fitness center or college—they might be able to send an instructor once a week for classes (yoga, stretching, etc.).
- Plan a scavenger walk.
Mark off a one-mile course on the building grounds and encourage people to walk during breaks. Develop a map showing walk routes from your worksite.

- Promote participation in a community “fun run” or bike event.
- Have a Get Fit Day/Week. Incorporate special events.
- Invite a local sports shop to discuss fitness equipment, clothing, or shoes.
- Host a Yoga or Tai Chi demonstration.
- Hold a poker walk event. Employees pick up cards along a trail and turn in their hand at the end to see who wins.
- Host a race with a pedometer on Route 66 – convert steps to miles.
- Play a company kickball game.
- During an employee meeting, take time out to do a stretch each day of the week.
- Form internal employee teams. Have a traveling plaque or trophy for the winning team.

**Stress management**

- Call a local salon/spa and ask them to provide hand massages and donate a gift certificate. They get free publicity. Sometimes a chiropractor or massage school will come to your site for free or at reduced cost.
- Provide 10 minute neck/shoulder massages for all participants.
- Have a massage therapist come in. Set up a private spa setting with low lights and soft spa music. One company had two therapists come in – they charged $1.00 per minute, of which the company paid for because of the event. Employees decided they would like to have them come back on a regular basis and employees would cover their own cost.
- Provide employee blood pressure checks.
- Put tables together in a large conference room for a makeshift ping pong table.
- Provide an area at work for quiet time/relaxation.
- Promote social wellness by setting up a board game tournament, volleyball, ping pong or bocce ball games during breaks.
- Host weekly volleyball on Friday afternoons for an hour.

**Nutrition**

- If you have a cafeteria or vending machine, provide heart-healthy choices at the same or reduced prices as regular selections.
- “Name the Veggies Contest” – offer a taste of lesser known vegetables such as jicama, broccolini and kohlrabi and have participants guess what vegetable they are.
- Potluck Salad Bar – have employees sign up to bring in different salad toppings for a company or team salad bar potluck. The company/team can provide the lettuce and dressings and the participants can bring all the toppings.
- Salad bar lunch for $5.00 and the proceeds go to a charity.
- Collect recipes of healthier versions of foods and pass them out to employees.
- Provide healthy trail mix as a surprise snack one day.
- Host a “Fruity Friday” or “Veggie Vendsday” (free fruit or veggie tray at front desk or break room).
- Have a low-fat dessert buffet or potluck lunch. Participants share copies of recipes.
- Hold a trivia contest on nutrition.
- Set up a nutrition display and provide heart healthy snacks.

**Random Acts of Kindness**
Help the homeless by having your employees donate professional clothes to an organization that helps people get back into the workforce.

- Have a food drive, ask employees to bring nonperishable food items to donate to a food bank.
- Organize a clean-up party at a nearby park.
- Leave enough money in the vending machine for the next person to get a free treat (tape the change and a smile card tag to the machine).
- Start a co-worker kindness journal, encourage employees to write about kind acts both given and received.
- Distribute Smile Cards and encourage people to do kind acts. Employees can leave the card and let the spirit of kindness keep going.

7. Education

All of the educational resources discussed below are available at medica.com/healthchallenges.

Newsletters

Six copy-ready Shape Up Challenge newsletters are available to email or copy and distribute to your employees during the challenge. These newsletters will be emailed to the site coordinator each week throughout the challenge.

8. Recognition

Here are some ideas of how you can recognize and motivate participants throughout the challenge.

- Recognize people by providing a weekly update—highlight “participants/team of the week.” Use email, voicemail, bulletin boards, or newsletters.
- Recognize weekly or at the end of the challenge the most improved participant or team.
- Use fun incentives. To order additional incentives, use the order form located on the medica.com/healthchallenge.
- Post weekly standings. The department or team with the highest average receives an incentive prize.
- Personalize your challenge with small notes or words of encouragement to participants.
- Have a weekly drawing for individuals who turn in their points on time or reach personal goals.
- Provide award for “Supportive Captain”—participants or coordinators nominate captains for being most motivational, organized, best role model, etc.

9. Wrap-up activities

It is always fun to end the challenge with recognizing participants for their hard work. Here are some ideas:

- Conduct an awards ceremony or wrap-up celebration for those who participated. Give awards for different categories – fun or serious.
- Distribute certificate of recognition for each team and/or individual. Certificates can be customized and downloaded from medica.com/healthchallenges.
- Hold a wrap-up breakfast or lunch starting with a walk and then present award/prize to individuals/teams.
- Hold an evaluation breakfast or lunch for your coordinators or team captains.

10. Evaluation

Medica will provide an evaluation to each coordinator to complete at the end of the challenge. Your feedback is important for improving and updating the challenge materials each year. Please email your successful challenge activities to shapeupchallenge@medica.com. Complete the coordinator evaluation at www.medica.com/healthchallenge.
Point Tracking
To participate using this point system participants do not need to track every single minute spent involved in the particular activity. They simply place a check mark (✓) in the appropriate box if they completed the activity for that day. At the end of the week, they count how many check marks are noted, multiply by 10 and report their points to their captain.

This is an easy approach, which eliminates the difficult task of tracking exact minutes spent in a particular activity. For example, if you spend at least 30 minutes in planned physical activity, you get credit (10 points) for the physical activity category. No extra points are awarded for “marathoners” who rack up points by exercising for hours a day. The goal of the Challenge is to help participants make regular physical activity a daily habit, rather than taking a “weekend warrior” approach, which can increase soreness and injury. This strategy still allows credit for taking lifestyle activities that are physical in nature (e.g., raking the yard) but still challenge participants who want to make general improvements in their health and lifestyle.

Earning points
To earn a ✓ in each category, participants choose from suggested activities below. Each ✓ is worth 10 points.

Eat 5 – Eat 5 servings of fruits and vegetables each day. Make smoothies with frozen fruit, add vegetables to soups, salads and pastas, eat dried fruit, raw veggies or have a glass of fruit juice.

Sleep 7 – Get at least seven hours of sleep each night. Your body will thank you.

Take 10 – Take time to relax at least 10 minutes every day. Points are earned in this category by taking time for you—do something quiet, peaceful, and relaxing. Read, meditate, nature hike, stretch, yoga, listen to music.

Move 30 – Exercise for 30 minutes each day. This is planned physical exercise. Must do 30 minutes total in a day but the exercise may be broken into 10-minute increments throughout the day. Stretching (flexibility) exercises, cardiovascular (aerobic) exercise, and strength training are included.

4 Others – Do one random act of kindness each day. Do something for someone at work, in your community, at your home. It can be for an animal, a child or the environment. Remember: sharing a smile counts!

Bonus activities – Earn an extra 10 points per week by completing weekly bonus activities.

How Members track Points:
All participants can track their points each week on the tracking form provided.

Members should report their weekly points to a coordinator at your company the Tuesday following the prior week’s activities. Coordinator can tally total points and encourage employees to set goals for the next week. Promote the progress each week. Provide prizes and motivate employees to report each week.

Consider setting up competition among teams or individuals at your company. Have fun!
## SHAPE UP CHALLENGE PLANNING TIMELINE

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<td>Recruit a planning committee and have planning meetings</td>
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<td>Promote event and recruit team captains and participants</td>
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<td>Order any incentives from 2020 Promotions (order form is on <a href="http://www.medica.com/healthchallenges">www.medica.com/healthchallenges</a>)</td>
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Samples of employee email/newsletter announcements

The following can be used in internal publications, voicemail or email. Choose one that fits your campaign or customize it for your company challenge.

Sign-up now for the Shape Up Challenge and get rewarded with new health habits that can change your life. It is a fun, simple, six-week campaign that will improve your physical, mental and social health. By participating you will receive a score card to complete for healthy activities you choose to do each day of the campaign. Campaign dates: __________________. Contact ___________________________ to sign up. Registration deadline is _____________________________.

Are you eating your vegetables? When is the last time you exercised? It may be time for you to get involved in Medica’s Shape Challenge. Our company will be participating with companies across the Midwest in Medica’s Shape Up Challenge beginning ___________________. Please join the fun and earn points for making small changes in your everyday living. Contact _______________________ to sign-up today!

Learn how Take Action and Get Rewarded with simple lifestyle changes. It’s the little things you can do that make a difference. Sign up for a six-week campaign called the Shape Up Challenge. The challenge will give you simple activities to do each day to heighten your awareness about health lifestyle choices. Contact _______________________ to sign-up today!

Need to make some healthy lifestyle changes? Get started by joining your co-workers in the Shape Up Challenge, a six-week health awareness campaign. Join us at the kick-off event on _________________________________. For more information or to register contact ___________________________ at ___________________________.

Shape Up Challenge

Place your contact name, date to register by, special kick-off events or award categories at your company.

Your company logo here
Flyer

Shape Up Challenge

Join your co-workers in the Shape Up Challenge, a six-week health challenge that encourages you to earn points for behaviors that improve your physical, mental and social health.

- Eat 5 servings of fruits and vegetables each day
- Get at least 7 hours of sleep each night
- Take time to relax at least 10 minutes each day
- Exercise for 30 minutes each day
- Do one random act of kindness each day

**Sign up today!**

Custom message area

Your company logo here
**Shape Up Challenge Tracking Form**

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**Weekly Bonus Activity:** Earn an extra 10 points per week by completing one of the activities on the reverse side.
Shape Up Challenge
Sample Point Earning Activities
Here are some ideas of how you can earn points for the Shape Up Challenge. Choose from a variety of choices in each category.

Eat 5 servings of fruits and vegetables each day.
One serving equals:
- 1 medium-size piece of fruit or 1 cup of cooked, frozen or canned fruit
- 1/2 cup dried fruit
- 1 cup cooked or raw vegetables
- 1 cup (8 oz.) fruit or vegetable juice
Plan your meals and snacks each day. Ideas for eating five servings each day include: have a glass of fruit juice each morning. Make smoothies with frozen or fresh fruit. Add vegetables to omelets, soups, salads and pastas. Stock up on dried fruits, raw veggies or fruit that is portable.

Get at least 7 hours of sleep each night.
Tips:
- Maintain a regular bed and wake time schedule.
- Establish a regular, relaxing bedtime routine such as soaking in a hot bath, reading or listening to music.
- Create a sleep-conducive environment that is dark, quiet, comfortable and cool.
- Finish eating at least 2-3 hours before your regular bedtime.
- Exercise regularly—it makes it easier to fall asleep and sleep sounder.
- Avoid caffeine and alcohol close to bedtime.
- Nicotine is a stimulant—restrict it close to bedtime.
Take time to relax at least 10 minutes each day.
Examples:
- Listening to relaxing music
- Stretching
- Yoga
- Sitting or lying down in a quiet place
- Praying or meditating
- Being in nature
- Breathing deeply
- Getting a massage, facial, manicure, or pedicure
- Journaling
- Reading for pleasure
- Using aromatherapy

Exercise for 30 minutes each day. This can be broken down into three 10-minute sessions.
Examples:
- Walking
- Hiking
- Jogging/Running
- Biking
- In-line skating
- Swimming
- Dance (Aerobic, Country, Ballroom, Swing, etc)
- Tennis
- Strength training
- Rebounding
- Stair climbing
- Yoga

Do one random act of kindness each day.
Ideas:
- In the workplace: Write a note to someone who has helped you.
- At home: Start a family kindness journal.
- In the community: Have a food or clothing drive for a shelter.
- For an animal: Maintain water in birdbath year ‘round and make birdseed available.
- For a child: Include a note in a child’s lunch bag or backpack.
- For the environment: Clean up trash in your neighborhood.
- Anywhere: Just make someone smile!
Quick Tips for Getting Support from Your Friends

Make a plan to call or visit your friends more often. It’s important to stay connected and support each other.

Physical Activity in Daily Life

Physical activity can improve your health and well-being. Here are some tips to incorporate more activity into your daily routine:

- Make a plan to exercise regularly. Choose an activity that you enjoy and make it a habit.
- Use stairs instead of elevators whenever possible.
- Take a walk after dinner or during your lunch break.
- Try a new activity, such as yoga or swimming.

Fruits and Vegetables

Eating a variety of fruits and vegetables is important for a healthy diet. Here are some tips for incorporating more fruits and vegetables into your diet:

- Choose fresh fruits and vegetables over processed foods.
- Make your choices more appealing by adding flavorful herbs and spices.
- Start the day with a breakfast that includes fruits and vegetables, such as a smoothie or a salad.

Fast Facts: Water

Water is essential for maintaining good health. Here are some facts about water:

- The human body is approximately 60% water.
- Water helps with digestion, elimination, and temperature control.
- Dehydration can lead to fatigue, headaches, and other health problems.

Blood Pressure

Blood pressure is a measure of the force of blood against the walls of your arteries. Here are some tips for maintaining healthy blood pressure:

- Eat a heart-healthy diet that is rich in fruits, vegetables, and whole grains.
- Exercise regularly to help lower blood pressure.
- Avoid smoking and limit alcohol intake.
- Manage stress through relaxation techniques such as deep breathing, meditation, or yoga.

Sample participant materials

6 weekly newsletters

WEEK 1 – Getting off the Menu: Shape Up by Eating

WEEK 2 – Eat 5 servings of fruits and vegetables each day

WEEK 3 – Make it a Point to Play

WEEK 4 – Fat, Fast, or Slow: Make a Change

WEEK 5 – Make it a Point

WEEK 6 – Take care of yourself with daily healthy habits
Shape Up Challenge

Earn points for these wellness activities:

**Eat 5** – Eat 5 servings of fruits and vegetables each day

**Sleep 7** – Get at least seven hours of sleep each night

**Take 10** – Take time to relax at least 10 minutes each day

**Move 30** – Exercise for 30 minutes each day

**4 Others** – Do one random act of kindness each day.

For more information contact: shapeupchallenge@medica.com

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