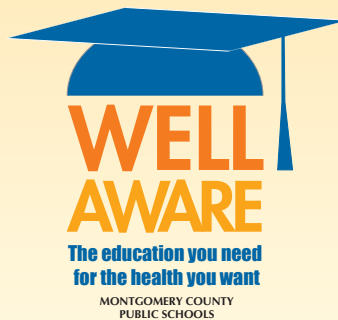


WELL AWARE CHALLENGE



**PROGRAM GUIDE**



ROCKVILLE, MD

# JUST 10 *more!* CHALLENGE

MOVE • LOSE • MAINTAIN

## PROGRAM SUMMARY AND GOALS

Were you one of the **5,900** Montgomery County Public Schools (MCPS) employees who took the *Just 10 Challenge* last fall? If so, **YOU AND YOUR COWORKERS GOT ACTIVE**, stayed active, and watched your diet, garnering some amazing results!

Team and individual results from the fall *Just 10 Challenge* were nothing short of impressive. The top schools averaged more than 30 minutes per day of activity, with the top teams averaging close to two hours of daily activity. In addition, the lifestyle change winners lost an average of 17 pounds and a combined 27 points on the body mass index (BMI) chart.

Whether or not you participated in the *Just 10 Challenge*, all MCPS employees are encouraged to keep or get going by doing *Just 10 More* this spring.

### ARE YOU MOTIVATED TO:

- **MOVE** for just 10 more minutes a day?
- **LOSE** just 10 percent of your body weight?
- **MAINTAIN** your health and fitness by continuing to participate in whatever activity you previously chose or will choose this spring?

All MCPS staff members are eligible to participate in the *Just 10 More Challenge*, including elementary, secondary, transportation, and central services staff members. Participants will register for the program, log their activity throughout the 10-week challenge, and track their progress using the online [Well Aware Fitness Log](#). Based on participation, you will be eligible to win prizes for yourself, your team, and your school or office.

## JUST 10 MORE CHALLENGE IMPORTANT DATES:

The online [Well Aware Fitness Log](#) is available to you 24/7, so log your activity at any time!

### COMPETITION DATES:

- **Team Registration Opens: Tuesday, February 18, 2014**
- **Competition Begins: Monday, March 3, 2014**
- **Competition Ends: Sunday, May 11, 2014**

## THE COACH'S ROLE

Volunteer coaches serve as program coordinators and champions at their locations; they are the engine of the wellness program. Schools and central services locations should select an individual or create a team of individuals who will be successful in motivating staff to participate and stay engaged throughout the school year. These individuals may have served as a coach in a previous activity challenge or may be new to the role.

### Coaches are expected to:

- **RECRUIT** staff to participate in the challenge.
- **ASSIST** all staff members with becoming part of the challenge, including registering on the online fitness log.
- **INFORM** staff about the program via e-mail, staff announcements, lounge bulletin boards, and other preferred communication methods at the coach's location.
- **TRAIN** staff on the online tools and provide support as needed, including showing staff how to log in and report activity. (Videos are available on the *Just 10 More Challenge* web page to assist with this task.)
- **PROVIDE** support and motivation for participants throughout the challenge.
- **COLLABORATE** with school/location leadership to ensure program success.

If you previously served as a coach for a Well Aware activity challenge and you are interested in continuing in this role, or if you are interested in serving as a coach for the first time, please e-mail [wellness@mcpsmd.org](mailto:wellness@mcpsmd.org).

## HOW TO PARTICIPATE IN THE JUST 10 MORE CHALLENGE

The goal of the *Just 10 More Challenge* depends on your individual objectives. All you need to do is log your activity time and your weight. The three basic goals (increase activity, decrease BMI, maintain activity) are outlined below.

### Activity (Move/Maintain):

The U.S. Surgeon General recommends that Americans get at least 150 minutes of moderate to intense exercise per week—30 minutes per day for at least five days per week. This basic level of activity is enough to improve the health of those who meet it. But you do not need to do it all at once. You can break up your activity into

10-minute bouts throughout the day. Thirty minutes spent walking briskly, raking leaves, or mowing the lawn will all satisfy the daily exercise goal, according to the Surgeon General.

By entering your activity time in the [Well Aware Fitness Log](#), you will be entered into a random weekly drawing for a \$50 gift card and a \$250 grant for your school or office to use for employee wellness activities or physical education equipment. There will be two levels of weekly drawing winners:

- **ACTIVITY EXPERT:** For the *Just 10 More Challenge*, individuals eligible for this prize will need to log at least 150 minutes of weekly activity in order to be entered to win this weekly prize.
- **ACTIVITY NOVICE:** For the *Just 10 More Challenge*, individuals eligible for this prize will have to log at least 60 minutes of weekly activity to be entered to win this weekly prize.

By entering your activity time, you also will help your team and school or office win a grand prize grant. You can also input your weight to be eligible for the weight loss challenge.

### **Weight Loss (Lose):**

**Losing just 10 percent of your body weight can lower your cholesterol and blood pressure.** It also can improve your body's ability to use the insulin it makes, possibly preventing the onset of diabetes. If you already have type 2 diabetes, shedding that 10 percent may improve your symptoms and possibly prevent complications. Reaching that goal of 10 percent also gives you the confidence and motivation to continue living with your new healthy habits.

The top 10 participants with the greatest decrease in body mass index (BMI) will each win a \$200 gift card. To participate in the weight loss challenge and be entered to win, input your beginning weight by **MONDAY, MARCH 3, 2014**, and input your ending weight by Sunday, May 11, 2014. Enter your daily activity to help your team and school or office win a grand prize grant.

### **Online Fitness Log**

Your activity will be tracked via the online [Well Aware Fitness Log](#). To participate, you must first register on the [Well Aware Fitness Log](#), which also can be found through the [Well Aware web](#) page or the [Just 10 More Challenge web page](#). You may register for an account and log your activity at any time. If you participated in a previous activity challenge, you do not need to re-register.

From there, simply live an active lifestyle and, based on the challenge (move, lose, or maintain), enter either the time spent on your activity or your weight.

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You can log every activity—from gardening and housework to yoga, Zumba, and everything in between.

You do not need to enter daily to qualify. Activity for any week can be entered all at one time, but must be logged by the following Monday at 12:00 p.m. to count toward the previous week’s prize.

**You will be able to enter a maximum of two hours of activity for the purpose of prizes.**

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Week of Activity		Activity must be entered by
<b>1</b>	3/3/14 – 3/9/14	Monday, 3/10/14 at 12:00 p.m.
<b>2</b>	3/10/14 – 3/16/14	Monday, 3/17/14 at 12:00 p.m.
<b>3</b>	3/17/14 – 3/23/14	Monday, 3/24/14 at 12:00 p.m.
<b>4</b>	3/24/14 – 3/30/14	Monday, 3/31/14 at 12:00 p.m.
<b>5</b>	3/31/14 – 4/6/14	Monday, 4/7/14 at 12:00 p.m.
<b>6</b>	4/7/14 – 4/13/14	Monday, 4/14/14 at 12:00 p.m.
<b>7</b>	4/14/14 – 4/20/14	Monday, 4/21/14 at 12:00 p.m.
<b>8</b>	4/21/14 – 4/27/14	Monday, 4/28/14 at 12:00 p.m.
<b>9</b>	4/28/14 – 5/4/14	Monday, 5/5/14 at 12:00 p.m.
<b>10</b>	5/5/14 – 5/11/14	Monday, 5/12/14 at 12:00 p.m.

## TEAMS

If you are motivated best through the camaraderie of working together, you will be able to form teams and compete for prizes and bragging rights. You may choose to be on a team with colleagues from your school, your office, or across MCPS; teams are not limited to one location. In addition, each location may have multiple teams. Once you have agreed to join a team, a team captain must be selected to establish the team on the [Well Aware Fitness Log](#). See the “Online Tools” section of this guide for additional details. Teams must be made up of 3–15 individuals and all team activity will be averaged to ensure a fair competition.

In order for a team to be eligible for a grand prize, the team must average a minimum of 30 minutes per person/per day of the activity challenge.

## ONLINE TOOLS

The *Just 10 More Challenge* will be managed using two online resources:

- **The *Just 10 More Challenge* web page**
- **The Well Aware Fitness Log**

Both pages will offer competition updates, tools for registering and using the fitness log, and tips and motivation to keep moving.

### **Well Aware Fitness Log**

The **Well Aware Fitness Log** is the main resource for this competition. The log allows participants to track activity, log progress, and become eligible for prizes. The fitness log also displays competition updates, including leading teams, allowing friendly competition and peer support to help motivate you to reach your goals.

As always, you can view your individual statistics on the “Reports” section of the log.

In addition to tracking activity, the fitness log allows participants to track daily nutrition intake. While this portion of the log is not used toward competition prizes, tracking your daily nutrition is a valuable way to reach or maintain a healthy lifestyle by allowing you a realistic view of your eating habits. Well Aware encourages all participants to take advantage of this feature.

### **Registering on the Fitness Log**

The first time you visit the **Well Aware Fitness Log**, you will be prompted to register. You must enter and then confirm your e-mail address and confirm that you have read and accept the Terms of Service (available on the site). When you submit this information, you will receive a welcome e-mail that contains your username and password. Use this username and password to access the **Well Aware Fitness Log**. During your first visit to the log, you can update your information to a username and password of your choice. Keep your login information in a safe place. You can register at any time. If you lost or forgot your login or password, e-mail Well Aware for assistance.

**If you have changed positions, locations, or schools since you registered, make sure to update your location data. To do this, click on the ACCOUNT drop-down box. Choose PROFILE. Update your school or office location in the drop-down box on that screen.**

### **Creating a Team on the Fitness Log**

To establish a team, all participants must first register on the [Well Aware Fitness Log](#). One team member should take the lead as team captain, who will establish the team using the fitness log. The team captain must log into the fitness log and select team members to invite to join the team. Once invited, team members will receive an e-mail and must confirm their team membership by following directions in the e-mail. As with all Well Aware programs, you do not need to participate as a team.

For complete instructions and assistance with forming a team, you can watch a help video on the *Just 10 More Challenge* web page or ask the coach at your location.

### **COMPETITION PRIZES**

Prizes will be awarded at regular intervals during the 10-week challenge to reward consistency and keep motivation high. Just remember that prizes are not the end goal; they are meant to keep you focused on living an active life.

#### **Accumulating Activity for Prizes**

- Log your activity into the fitness log.
- Choose your activity from the drop-down menu in the Cardio tab of the fitness log. Input the time that you performed the activity and scroll down to click SAVE CARDIO LOG ENTRY.
- All individuals on a team accumulate time toward team prizes.
- Team activity will be averaged for awarding prizes.
- All individual activity will accumulate toward individual prizes.
- For school staff, individual activity will count toward a school grand prize.

### **CHALLENGE PRIZES**

#### **Weekly Participation Prize:**

Every week, six participants who have entered their activity into the fitness log will be chosen at random to win one of six \$50 personal gift cards and a \$250 grant to promote wellness at their school or office. Three winners will be chosen from the Activity Expert category as well as from the Activity Novice category. This prize can be won only once by an individual during the 10-week challenge.

**ELIGIBILITY CRITERIA FOR THE WEEKLY PARTICIPATION PRIZES:**

- **ACTIVITY EXPERT:** For the *Just 10 More Challenge*, individuals will have to log 150 minutes of weekly activity to be entered for this weekly prize.
- **ACTIVITY NOVICE:** For the *Just 10 More Challenge*, individuals will have to log 60 minutes of weekly activity to be entered for this weekly prize.

**Overall Lifestyle Change:**

The 10 individuals with the greatest decrease in Body Mass Index (BMI) over the course of the program will each receive a \$200 personal gift card.

**Grand Prizes:**

- **SCHOOL-BASED TEAM PRIZE:** The top five school-based teams with the most average activity time throughout the 10-week challenge will each win a \$1,000 grant to promote wellness in their schools.  
Teams will need to log at least 30 minutes per person/per day of activity to be eligible for the prize. If we do not have enough teams that are eligible, those that are eligible will split the grand prize grants.
- **NON-SCHOOL-BASED TEAM PRIZE:** The top five non-school-based teams with the most average activity time throughout the 10-week challenge will each win a \$1,000 grant to promote wellness in their offices or depots.  
Teams will need to log at least 30 minutes per person/per day of activity to be eligible for the prize. If we do not have enough teams that are eligible, those that are eligible will split the grand prize grants.
- **GOLDEN SNEAKER TEAM PRIZE:** In addition to their grant, the top team overall with the most average miles throughout the 10-week challenge will win the Golden Sneaker Trophy and bragging rights until the next challenge.
- **ELEMENTARY SCHOOL GRAND PRIZE:** The top five elementary schools with the most average activity time will each receive a \$1,000 grant to be used for physical education equipment or to support staff wellness.  
Schools will need to log at least 30 minutes per person/per day of activity to be eligible for the prize. If we do not have enough schools that are eligible, those that are eligible will split the grand prize grants.



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- **MIDDLE SCHOOL GRAND PRIZE:** The top five middle schools with the most average activity time will each receive a \$1,000 grant to be used for physical education equipment or to support staff wellness. Schools will need to log at least 30 minutes per person/per day of activity to be eligible for the prize. If we do not have enough schools that are eligible, those that are eligible will split the grand prize grants.
- **HIGH SCHOOL GRAND PRIZE:** The top five high schools with the most average activity time will each receive a \$1,000 grant to be used for physical education equipment or to support staff wellness. Schools will need to log at least 30 minutes per person/per day of activity to be eligible for the prize. If we do not have enough schools that are eligible, those that are eligible will split the grand prize grants.
- **SPIRIT AWARD:** Ten applicants for Spirit Award, to be decided by the Well Aware Wellness Committee, will each receive a \$100 gift card. You can nominate any participant who went above and beyond in this challenge to motivate your school/office/depot. For an application, e-mail [wellness@mcpsmd.org](mailto:wellness@mcpsmd.org).

*\*\* In case of a tie for any of the above prizes, a winner will be drawn at random from qualified teams.*

## NEXT STEPS

If you are confirmed as a coach at your location, start spreading the word about the *Just 10 More Challenge* at your location. If you are a participant, encourage and motivate your coworkers throughout the challenge. Visit the [Just 10 More Challenge web page](#) for a flyer that you can print and post at your location!

Remember to register on the [Well Aware Fitness Log](#). You will receive an e-mail in your MCPS Outlook account prompting you to register for teams on Tuesday, February 18, 2014. Click on the link in your e-mail and get ready to turn a small commitment into a huge reward!

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