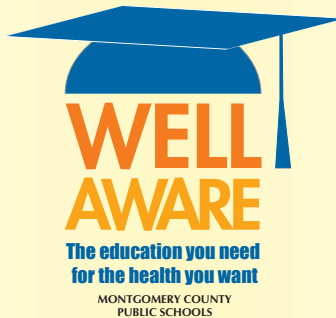


WELL AWARE CHALLENGE

1 YEAR • 1 MILLION TOGETHER

MILLION MILE *challenge*

PROGRAM GUIDE



ROCKVILLE, MD



MILLION MILE CHALLENGE

PROGRAM SUMMARY AND GOALS

We apply challenges to the students of MCPS on a daily basis. Now, as the MCPS staff, it is our turn to accept a challenge, **COMMIT TO IT, AND SUCCEED!** The Well Aware Wellness Program is challenging the MCPS staff to log **one million miles** of activity this school year.

Can we get to the moon and back?

How many times can we circle the Earth?

All MCPS staff members are eligible to participate in the *Million Mile Challenge*, including elementary, secondary, and central services staff members. Participants will register for the program, log their activity throughout the school year, and track their progress using the Well Aware online fitness log. There will be participation incentives in the fall and spring, and based on participation, you will be eligible to win prizes for yourself, your team, and your school or office.

MILLION MILE CHALLENGE START DATE:

Start logging your activity to help MCPS achieve the goal of one million miles in the school year!

- **Monday, August 27, 2012**

Fall Competition Dates

- **Team Registration Opens: Monday, September 10, 2012**
- **Competition Begins: Monday, October 1, 2012**
- **Competition Ends: Sunday, December 9, 2012**

New Year's Resolution Challenge Dates

- **Begins: Monday, January 14, 2013**
- **Ends: Sunday, February 24, 2013**

Spring Competition Dates

- **Team Registration Opens: Monday, February 4, 2013**
- **Competition Begins: Monday, February 25, 2013**
- **Competition Ends: Sunday, May 5, 2013**



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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 be the same as previous activity challenges or they may be a new set of volunteers.

Coaches are expected to do the following:

- Recruit staff to participate in the challenge.
- Assist all staff members with becoming part of the challenge, including registration 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 *Million Mile 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.

HOW TO PARTICIPATE IN THE MILLION MILE CHALLENGE

The goal of the *Million Mile Challenge* is to **INCREASE YOUR DAILY ACTIVITY**, have fun with your colleagues, and achieve the staff goal of one million miles of activity.

Activity will be tracked using the online Well Aware Fitness Log. To participate, you must first register on the Well Aware Fitness Log, available on the Well Aware home page or the *Million Mile Challenge* web page. If you participated during the previous challenge, you do not need to re-register. You may register for an account and log your activity at any time. Your activity will start to count toward the million-mile goal on the first day of school, **Monday, August 27, 2012**.

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From there, simply live an active lifestyle and enter your activity into your log. You can log every activity from gardening and housework to yoga, Zumba, and everything in between. Every 15 minutes of activity entered will equal one mile. The online fitness log will convert your time into miles and track that information. Enter activity throughout the entire school year to help achieve the MCPS staff goal of one million miles!

In addition, Well Aware will hold two 10-week competitions during the school year to encourage healthy competition between teams, schools, and offices. During these competitions, you can band together with colleagues and form teams to pool your activity and compete for fun prizes. You do not need to enter daily to qualify. Activity for the previous week can be entered at one time, but must be logged by Mondays at 12:00 noon 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. Any extra activity entered will go toward the goal of reaching one million miles of activity in the school year.

Fall Million Mile Challenge Competition		
Week of Activity:		Activity must be entered by:
1	10/1/12–10/7/12	Monday 10/8/12 at 12:00 noon
2	10/8/12–10/14/12	Monday 10/15/12 at 12:00 noon
3	10/15/12–10/21/12	Monday 10/22/12 at 12:00 noon
4	10/22/12–10/28/12	Monday 10/29/12 at 12:00 noon
5	10/29/12–11/4/12	Monday 11/5/12 at 12:00 noon
6	11/5/12–11/11/12	Monday 11/12/12 at 12:00 noon
7	11/12/12–11/18/12	Monday 11/19/12 at 12:00 noon
8	11/19/12–11/25/12	Monday 11/26/12 at 12:00 noon
9	11/26/12–12/2/12	Monday 12/3/12 at 12:00 noon
10	12/3/12–12/9/12	Monday 12/10/12 at 12:00 noon

New Year's Resolution Competition		
Week of Activity:		Activity must be entered by:
1	1/14/13–1/20/13	Monday 1/21/13 at 12:00 noon
2	1/21/13–1/27/13	Monday 1/28/13 at 12:00 noon
3	1/28/13–2/3/13	Monday 2/4/13 at 12:00 noon
4	2/4/13–2/10/13	Monday 2/11/13 at 12:00 noon
5	2/11/13–2/17/13	Monday 2/18/13 at 12:00 noon
6	2/18/13–2/24/13	Monday 2/25/13 at 12:00 noon

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Spring Million Mile Challenge Competition		
	Week of Activity:	Activity must be entered by:
1	2/25/13–3/3/13	Monday 3/4/13 at 12:00 noon
2	3/4/13–3/10/13	Monday 3/11/13 at 12:00 noon
3	3/11/13–3/17/13	Monday 3/18/13 at 12:00 noon
4	3/18/13–3/24/13	Monday 3/25/13 at 12:00 noon
5	3/25/13–3/31/13	Monday 4/1/13 at 12:00 noon
6	4/1/13–4/7/13	Monday 4/8/13 at 12:00 noon
7	4/8/13–4/14/13	Monday 4/15/13 at 12:00 noon
8	4/15/13–4/21/13	Monday 4/22/13 at 12:00 noon
9	4/22/13–4/28/13	Monday 4/29/13 at 12:00 noon
10	4/29/13–5/5/13	Monday 5/6/13 at 12:00 noon

Teams

During the fall and spring competitions, you will be able to form teams and compete for prizes and bragging rights. You may 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 details. Teams must be made of 3 to 10 individuals and all team activity will be averaged to ensure a fair competition.

ONLINE TOOLS

The *Million Mile Challenge* will be managed using two online resources:

1. The *Million Mile Challenge* web page: Available on the Staff Wellness portion of the MCPS website. Simply search “*Million Mile Challenge*” from any MCPS web page.
2. Well Aware Fitness Log: Available on the Well Aware home page and the *Million Mile Challenge* web page.

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.

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The Well Aware Fitness Log will feature a new tracker that shows our total progress in achieving the one million mile goal. That tracker also will show your personal and your location's portion of that goal. 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 giving 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, and you can start logging your activity toward the million miles on Monday, August 27, 2012. If you lose or forget your login or password, contact wellness@mcpsmd.org for assistance.

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 *Million Mile Challenge* web page or ask the coach at your location.

THE COMPETITION PRIZES

Prizes will be awarded at regular intervals during two 10-week challenges and one 6-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 active living and to help MCPS reach the goal of one million miles.



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Accumulating Activity for Prizes

- Log your activity in the fitness log.
- Choose your activity from the drop-down menu in the Cardio tab of the fitness log. Based on the duration of your activity, the fitness log automatically will convert that activity into miles that will accumulate toward competition prizes. For every 15 minutes of activity you enter, you will receive credit for travelling one mile.
- 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.

FALL CHALLENGE PRIZES:

Weekly Participation Prize:

Every week, five participants who have entered activity into the fitness log will be chosen at random to win a \$50 personal gift card and a \$500 grant to promote wellness at their schools or offices. This prize can be won only once by an individual during the 10-week challenge.

Overall Lifestyle Change:

The top three individuals with the greatest Body Mass Index (BMI) change over the course of the program will receive a \$50 personal gift card and a \$500 grant to promote wellness at their schools or offices.

Grand Prizes:

- **SCHOOL-BASED TEAM PRIZE:** The top five school-based teams with the most average miles throughout the 10-week challenge will win a \$1,000 grant to promote wellness in their schools.
- **NON-SCHOOL-BASED TEAM PRIZE:** The top five non-school-based teams with the most average miles throughout the 10-week challenge will win a \$1,000 grant to promote wellness in their offices or depots.
- **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.



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- **ELEMENTARY SCHOOL GRAND PRIZE:** The top five elementary schools with the most miles (averaged by participants) will receive a \$1,000 grant to be used for physical education equipment or to support staff wellness.
- **MIDDLE SCHOOL GRAND PRIZE:** The top five middle schools with the most miles (averaged by participants) will receive a \$1,000 grant to be used for physical education equipment or to support staff wellness.
- **HIGH SCHOOL GRAND PRIZE:** The top five high schools with the most miles (averaged by participants) will receive a \$1,000 grant to be used for physical education equipment or to support staff wellness.

NEW YEAR'S RESOLUTION PRIZE:

- **INDIVIDUAL PRIZE:** The individual with the most average weekly miles will win a 6-week exercise class for his or her school or office. This prize can be won only one time during the New Year's Resolution competition.

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

SPRING CHALLENGE PRIZES:

Weekly Participation Prize:

Every week, five participants who have entered activity into the fitness log will be chosen at random to win a \$50 personal gift card and a \$500 grant to promote wellness at their schools or offices. This prize can be won only once by an individual during the 10-week challenge.

Overall Lifestyle Change:

The top three individuals with the greatest Body Mass Index (BMI) change over the course of the program will receive a \$50 personal gift card and a \$500 grant to promote wellness at their schools or offices.

Grand Prizes:

- **SCHOOL-BASED TEAM PRIZE:** The top five school-based teams with the most average miles throughout the 10-week challenge will win a \$1,000 grant to promote wellness in their schools.
- **NON-SCHOOL-BASED TEAM PRIZE:** The top five non-school-based teams with the most average miles throughout the 10-week challenge will win a \$1,000 grant to promote wellness in their offices or depots.



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- **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.
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- **HIGH SCHOOL GRAND PRIZE:** The top five high schools with the most miles (averaged by participants) will receive a \$1,000 grant to be used for physical education equipment or to support staff wellness.

NEXT STEPS

If you are confirmed as a coach at your location, start spreading the word about the *Million Mile Challenge* at your location. If you are a participant, encourage and motivate your coworkers throughout the school year and during the incentive competitions. Visit the *Million Mile Challenge* web page for a flyer that you can print and post at your location!

You will find a link to register on the Well Aware Fitness Log on the Well Aware home page and the *Million Mile Challenge* web page. You also will receive an e-mail in your MCPS Outlook account prompting you to register for teams on **MONDAY, SEPTEMBER 10, 2012**. Click on the link in your e-mail and get ready to help Well Aware achieve the goal of completing one million miles of activity!

**Start logging activity any time,
and get ready for the competition
to start on October 1, 2012!**

www.montgomeryschoolsmd.org

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