

# ON THE MOVE

2017 NATIONAL COMPANY  
CHALLENGE

IN ASSOCIATION WITH



## WHY PHYSICAL ACTIVITY?



When we don't move, our health suffers:

- ↑ Increased body weight
- ↑ Increased waist circumference
- ↑ Increased waist to hip ratio
- ↑ Increased visceral fat
- ↑ Increased abdominal fat
- ↑ Increased fasting insulin levels
- ↓ Decreased insulin sensitivity
- ↑ Increased LDL (bad) cholesterol in check

When we don't move, our well-being suffers:

- ↓ Decreased mood
- ↑ Increased risk of depression
- ↑ Increased risk of anxiety
- ↑ Increased risk of dementia
- ↓ Decreased cognitive function
- ↓ Decreased ability to cope with stress
- ↓ Decreased sense of well-being
- ↓ Decreased sleep quality



On days that employees take a 30-minute walk, they are more relaxed, more enthusiastic about their work and less nervous.

## WHY WE HAVE TO SIT LESS

“Even when adults meet physical activity guidelines, sitting for prolonged periods can compromise metabolic health.”

UNIVERSITY OF QUEENSLAND, AUSTRALIA, SCHOOL OF POPULATION HEALTH



THIS MEANS THAT NOT EVEN THE MARATHON RUNNERS IN AN ORGANIZATION ARE IMMUNE TO THE HARMFUL WORK CONDITIONS ASSOCIATED WITH DESK JOBS IN AMERICA.

## THE BOTTOM LINE

- ✓ 3.2 Million deaths each year are attributable to insufficient physical activity.
- ✓ Physical inactivity increases risk of stroke, cardiovascular disease, hypertension, and diabetes.
- ✓ Physical inactivity causes increased risk of falls and other workers comp claims.
- ✓ Physical inactivity is linked to depression and high stress levels.

# SIGN YOUR ORGANIZATION UP FOR THE ON THE MOVE CHALLENGE

## COMPETITION OVERVIEW

The *On the Move* Company Challenge is a nation-wide corporate fitness competition designed by WELCOA—the nation’s premier resource for workplace wellness. In collaboration with Sean Foy, nationally renowned fitness expert, this national competition will help your employees get *On the Move* throughout the workday. The *On the Move* Challenge is the only competition of its kind that sets up sustainable goals and habits that will help your employees be more physically active and rewards top companies with national recognition. Not only will your employees be more physically healthy and happy, your company will reap the rewards as well!

This competition is medically sound, scientifically driven, and practically applied. Most of all—it’s fun.

## WHO’S HAD SUCCESS WITH THE ON THE MOVE COMPANY CHALLENGE?

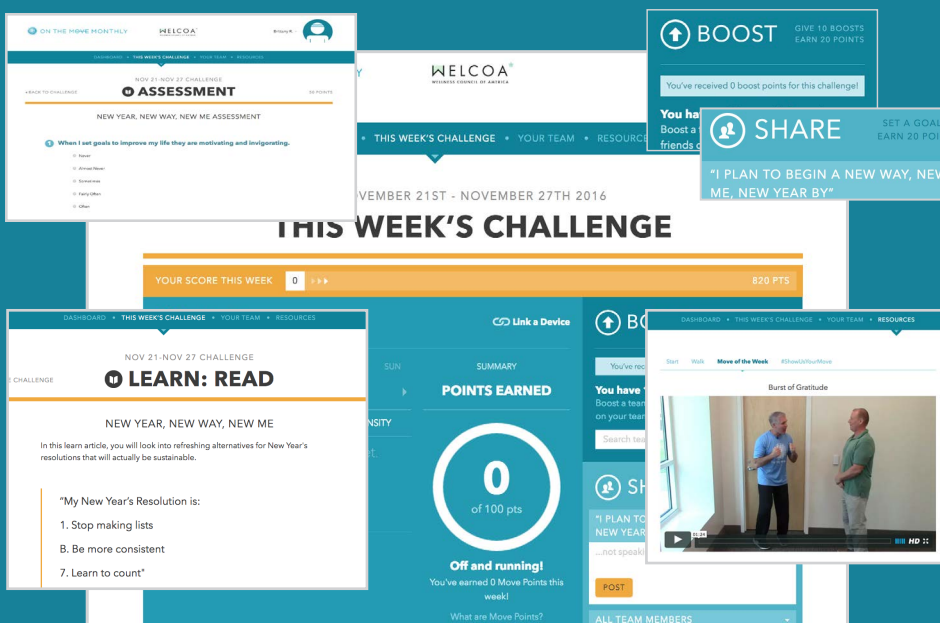
- Kimberly Clark (Nee Nah Nonwovens)
- The City of Green Bay
- Cypress Benefit Administrators
- Group Health Cooperative of Eau Claire
- Ministry Health Care
- KI
- Hatco Corporation
- United Way
- Capital Newspapers
- CHR. Hansen
- Jewelers Mutual Insurance Company
- Silver Star Brands
- West Depere School District
- Many more hospitals, city governments and organizations spanning all sizes and industries



**THE GOAL:** 150 Organizations *On the Move* in 2017

### WHAT TO DO NEXT:

1. Visit <https://www.welcoa.org/move-c2-health-llc/>
2. Register your organization for the *On the Move* Challenge.
3. Receive quote for your organization’s participation.



BE RECOGNIZED AS  
ONE OF THE TOP 100  
ACTIVE COMPANIES  
IN THE COUNTRY

Sign up for the *On the Move* Challenge.

[WELCOA.ORG/MOVE-C2-HEALTH-LLC/](https://www.welcoa.org/move-c2-health-llc/)

# HOW DOES THE NATIONAL ON THE MOVE CHALLENGE WORK?

Each week participants will be challenged with a new opportunity to form habits that increase physical activity. They will receive points for daily movement, for educating themselves about how to work physical activity into their daily routine, for answering questions about their general activity level and feelings of wellbeing, and for encouraging their coworkers to get *On the Move*. At the end of 12 weeks, the Top 100 most active companies will be recognized at the national level. The public *On the Move* competition site shows company rankings in real time—allowing you bragging rights among your business partners and in the community.

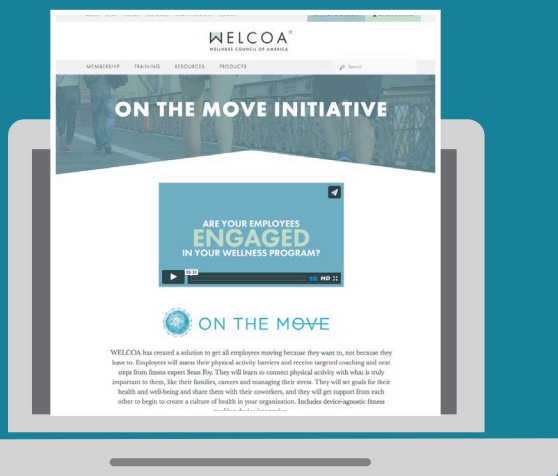
**“I believe physical activity should be an essential component of any comprehensive disease prevention and health promotion strategy for Americans.”**

**MICHAEL O. LEAVITT** | FORMER SECRETARY OF HEALTH AND HUMAN SERVICES



## THIS COMPETITION IS PERFECT FOR YOUR ORGANIZATION IF:

- You are looking for **national recognition** for having an active workforce and a thriving health promotion program.
- You have struggled with low **participation rates** in the past.
- You are looking for a program that **engages all your employees** from the most active to the most sedentary.
- Your employees would benefit from a program that helps them move a little more and **feel a lot better**.



## REGISTER YOUR COMPANY

To get started, visit:

[WELCOA.ORG/MOVE-C2-HEALTH-LLC/](http://WELCOA.ORG/MOVE-C2-HEALTH-LLC/)

# BENEFITS OF PARTICIPATION

The companies competing to be recognized as one of the *On the Move* most active companies in America will reap big rewards.

## WHAT'S IN IT FOR YOUR ORGANIZATION?



### **BENEFIT #1: National Recognition**

National designation as one of America's *On the Move* most active companies. The top 10 teams will receive recognition awards to display.



### **BENEFIT #2: Concrete Outcomes**

Customized activity and outcomes reporting package to share with leaders and stakeholders. Reporting will show you how your employees improved over the 12 week competition and provide recommendations for continuous improvement and programming.



### **BENEFIT #3: Turnkey Programming**

The ease of a completely turnkey comprehensive corporate fitness program with all promotional and challenge materials included.



### **BENEFIT #4: No More Long Workout Breaks**

The *On the Move* Challenge builds more movement into your employees' workday without pulling them away from their desks for extended periods of time.



### **BENEFIT #5: Better Corporate Culture**

The reduced absenteeism, higher productivity, and the increased attraction and retention benefits that are associated with onsite wellness programs.



## RAVES FOR THE ON THE MOVE CHALLENGE

*"I love that the challenge has made people stop and consider the decisions they make, often choosing a healthier path!"*

NICOLE | WEST ALLIS-WEST MILWAUKEE SCHOOL DISTRICT

*"I cannot tell you how much a well-organized, easy to use and fun program like the WELCOA challenge means to me and our employees."*

CHRIS | R & R INSURANCE SERVICES

*"We've been able to get people engaged in walking who normally don't take advantage of their breaks (even though we have allowed two 15 minute "wellness breaks" for a few years now). The highlight for us has been seeing so many new faces join us on our daily walks and cheering on their co-workers along the way."*

CELESTEE | GROUP HEALTH COOPERATIVE OF EAU CLAIRE

*"It has been the most participation we have ever had in any of our challenges! Starting with our leadership and going down has made a big difference!"*

BRECK | ALTRA INSURANCE SERVICES

# AFTER PARTICIPATING IN THE ON THE MOVE

HERE'S WHAT HAPPENED AS A RESULT OF THE CHALLENGE...



**130% MORE**  
EMPLOYEES ARE PHYSICALLY  
ACTIVE AT A MODERATE  
INTENSITY LEVEL EVERY DAY!



THE PERCENTAGE OF  
**EMPLOYEES WHO MET  
CDC GUIDELINES**  
OF MOVING AT LEAST 30 MINUTES  
A DAY, 5 TIMES PER WEEK NEARLY  
**DOUBLED.**



BY THE END OF THE CHALLENGE  
**91% OF EMPLOYEES**  
MIGRATED INTO AN ACTIVITY  
CATEGORY ASSOCIATED WITH  
WEIGHT LOSS AND IMPROVED  
AEROBIC CAPACITY.



**26% FEWER**  
EMPLOYEES NOW SIT  
FOR MORE THAN 5 HOURS  
A DAY AT WORK.

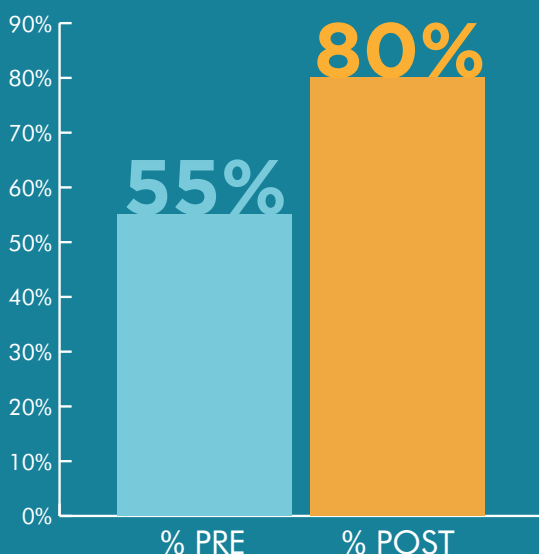


**44% MORE**  
EMPLOYEES REDUCED THEIR  
SITTING TIME OUTSIDE OF  
WORK TO UNDER 2 HOURS!



**19% INCREASE**  
IN EMPLOYEES BELIEVING THEIR  
ORGANIZATION SUPPORTED THEM IN  
THEIR PHYSICAL ACTIVITY EFFORTS.

## RATED FITNESS AS "GOOD" TO "EXCELLENT"

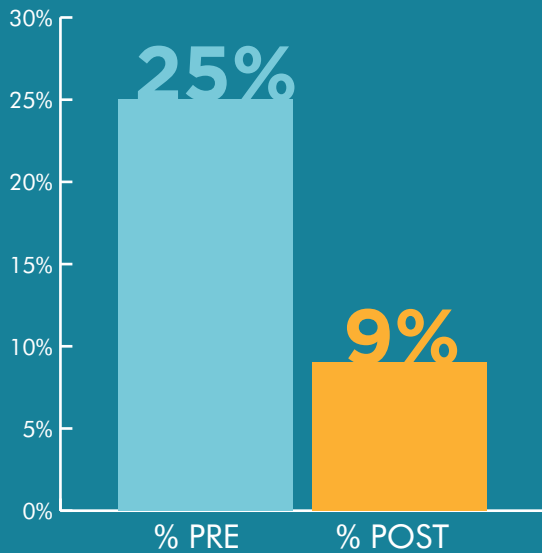


**45% MORE**  
EMPLOYEES RATED  
THEIR PHYSICAL FITNESS AS  
GOOD TO EXCELLENT!

# AFTER PARTICIPATING IN THE ON THE MOVE

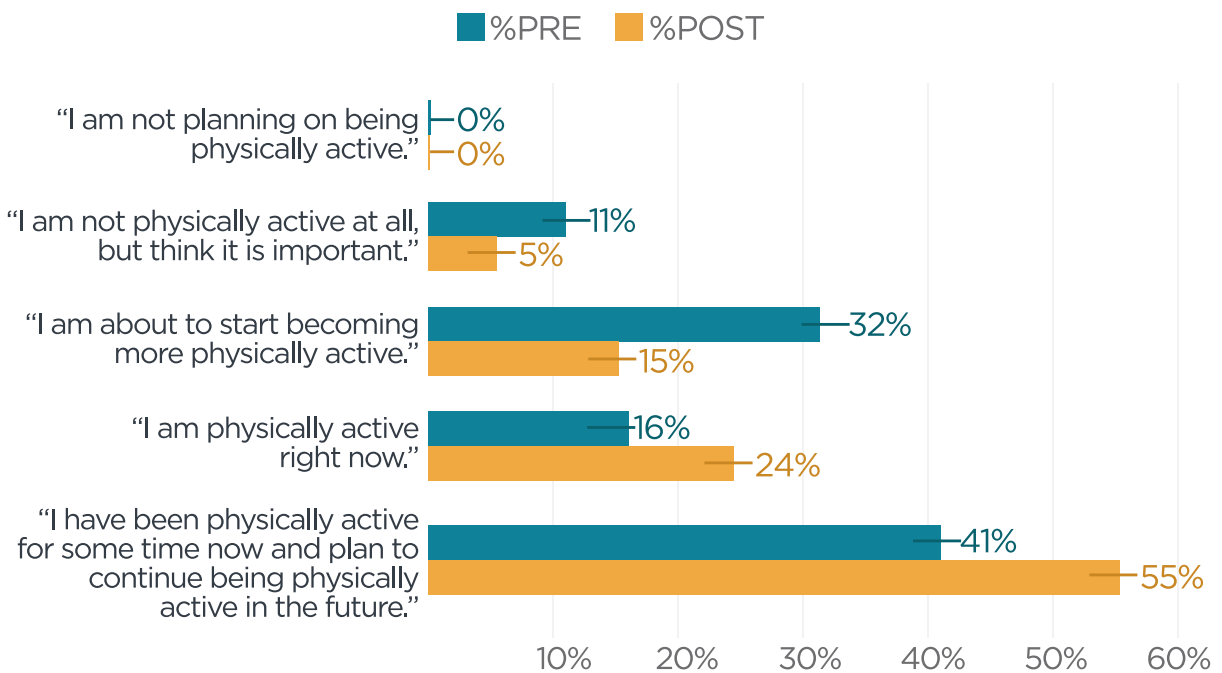
HERE'S WHAT HAPPENED AS A RESULT OF THE CHALLENGE...

## SEDENTARY/MODERATELY ACTIVE EMPLOYEES



THE NUMBER OF EMPLOYEES WHO REPORTED SEDENTARY LIFESTYLES **DECREASED BY 64%**

## EMPLOYEES CHANGED THEIR MINDS ABOUT THE IMPORTANCE OF PHYSICAL ACTIVITY



## WHAT EMPLOYEES ARE SAYING...



"Look at that! Over 10,000 steps and almost 5 miles today. Two weeks ago I struggled to complete a mile at one time. It's working!!!"

MATT | CAPITAL NEWSPAPERS



"Because I am not an athlete or a marathon runner, I was nervous about committing to the WELCOA challenge. I was scared that I would not be able to complete the tasks. However, because I like to have fun and I enjoy being a part of a team, I decided to sign on. I am very happy with the WELCOA program. While the weekly tasks do not take much time to complete, I find that I gain valuable insights into my attitudes about health from completing them. Being active for 30 minutes a day is not as difficult as I thought it would be and I find I am enjoying the time I spend being active. Best of all, the program allows for individuality and creativity when choosing the type of activities one wants to enjoy.

I am hoping to continue this level of activity after our challenge ends. Thanks Group Health Cooperative for joining the WELCOA challenge!"

CHRIS | R & R INSURANCE SERVICES



"I truly feel this has improved our productivity, alertness and attention to detail while also improving our flexibility, core strength, etc."

ANONYMOUS | ALTRA FEDERAL CREDIT UNION



"This challenge has helped motivate me to get up and move around, not only at work, but at home too. By participating in the weekly readings and quizzes I have learned a lot of things I did not know about health and exercising. By walking on my breaks at work I have noticed a tremendous change in my mood, and my overall wellbeing. This challenge has also motivated me to exercise more outside of work. I have joined a kickball team and not only do I get the joy of spending time with friends; I also get my workout in at the same time. I know I am doing what is best for my body and mind and that is what makes me happy and motivated to keep going!"

EMMA M. | ADMINISTRATIVE SUPPORT SPECIAL



## WHAT EMPLOYEES ARE SAYING...



"Health and wellness play a huge part of my life and I was thrilled to have the chance to pair my personal goals with my work goals. The WELCOA *On the Move* Challenge provides a chance for us to feel closer as a team and encourages me to keep contributing."

KILEY P.



"One of the things that I've noticed since I started participating in the Challenge is that I've been feeling more energy and I have a need for moving more whether that's walking or doing exercise. In addition, I am more aware of how much of an impact moving, exercising and eating healthy has on me."

JANE S. | SENIOR BENEFIT CONSULTANT



"I wanted to share with everyone the small changes I made that have impacted my health while doing the WELCOA Challenge. I started walking 30 minutes a day, rain or shine. Granted it is not fast paced but it is a start. I am also grabbing more vegetables and fruit instead of the sugary or salty treats. I feel fuller and more satisfied than I have in a long time and I have lost 12 pounds."

PAM S. | FACILITIES



"The WELCOA challenge made me feel like I was a part of a much larger group. I felt even more accountable for my day to day activities. Bottom line, "what get measured gets done". I did some extra walks at night that I normally wouldn't have done, moved around the office more than normal and more importantly focused heavier on the nutrition piece. We are all in this together and this challenge brought that!"

NANCY M. | COMMERCIAL LINES RESOURCE MANAGER

# WHAT'S INCLUDE IN REGISTRATION

## FOR THE *ON THE MOVE* CHALLENGE?

### REGISTRATION INCLUDES:

- › *On the Move* Company Challenge platform access for all employees with educational, behavior change, physical activity tracking and social support functionality.
- › 12 Weeks of turn-key programming that will teach your employees the benefits of physical activity and reward them for moving more and sitting less.
- › A customized outcomes reporting package.
- › Optional device integration at no additional cost.
- › Hands-on training for onsite coordinators on best practices that will enhance your program for years to come.
- › High-touch personalized assessments and coaching that will change your employees' physical activity behaviors and attitudes.
- › Educational videos, tools and resources for helping employees move more and sit less.
- › Ongoing customer service and support for your onsite coordinator.

### WHAT WILL BE REQUIRED OF YOUR ORGANIZATION?

The *On the Move* Challenge is completely turnkey. It is packaged and delivered to you with a fully functional online/mobile fitness platform and promotional materials. The site tells employees when to move, how much to move, and educates them on the importance of living a more active lifestyle.

Here is what we need from you to guarantee your success in this challenge:

- › Eligible employees who have weekly access to the *On the Move* Challenge site via desktop or mobile device.
- › At least 30% of your total employees must register to participate in the 12-week physical activity competition.
- › A program coordinator who will serve as a point person for employee registration, competition promotion, and challenge communications. The coordinator will also receive individual recognition when winners are announced.
- › Readiness to start promoting the competition on February 1st and kick off the competition by April 3<sup>rd</sup>.

### DO TEAM MEMBERS HAVE TO BE FROM THE SAME ORGANIZATION?

In a word, yes. The *On the Move* Challenge is a company-based challenge. Your organization will be competing against hundreds of others for national recognition.

### CAN I USE A PHYSICAL ACTIVITY TRACKING DEVICE TO EARN POINTS IN *ON THE MOVE*?

WELCOA's *On the Move* Company Challenge can be fully integrated with over 200 different tracking devices for automated activity tracking and points allocation. If your organization opts for device-integration (rather than

self-report), all employees at your organization can use the device of their choosing. There is no additional cost for device integration and employees can integrate their devices as part of their normal profile setup process.

**HOW MUCH TIME OUT OF MY DAY WILL WELCOA'S ON THE MOVE CHALLENGE TAKE?**

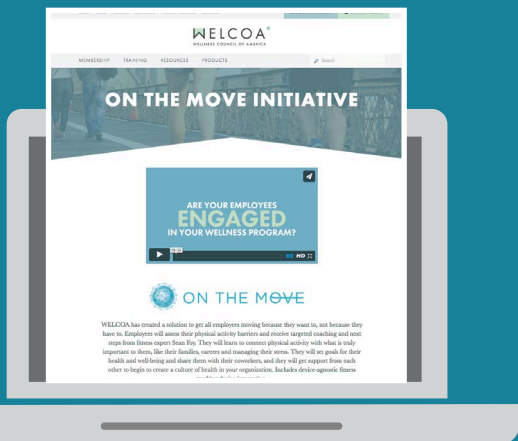
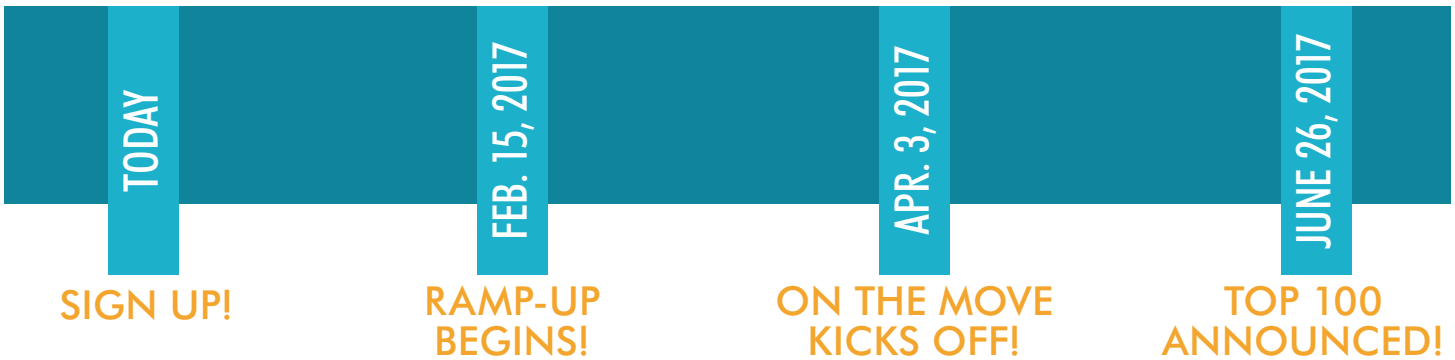
The *On the Move* competition activities are, for the most part, designed to fit into employees' existing routines; it may take an additional 10-30 minutes a day to participate in activities and a little extra time to track and report activity. It's really up to you and your employees to decide how active to be throughout the day. Coordinators will need to allow extra time to promote and manage the competition.

**HOW WILL THE CHALLENGE BE JUDGED?**

Ranks on the Leaderboard are determined by company scores. These scores are simply averages that are calculated by dividing the total number of points earned by a company by the number of participants that are competing. Small (1-99) and large (100+) companies all have an opportunity to excel and win top rankings in WELCOA's *On the Move* challenge.

**WHAT IS THE COMPETITION SCHEDULE?**

**YOU CAN SIGN YOUR COMPANY UP TO COMPETE IN WELCOA'S ON THE MOVE CHALLENGE TODAY!**



**REGISTRATION HAPPENING NOW!**

[WELCOA.ORG/MOVE-C2-HEALTH-LLC/](http://WELCOA.ORG/MOVE-C2-HEALTH-LLC/)



## ABOUT SEAN FOY

Sean Foy, MA, is an internationally renowned authority on fitness, weight management and healthy living. As an award winning author, exercise physiologist, behavioral coach and speaker, Sean has earned the reputation as “America’s Fast Fitness Expert.” With an upbeat, positive and sensible approach to making fitness happen, even with the busiest of schedules, he has taken his message of “simple moves” fitness all over the world. Sean has partnered with WELCOA to design and deliver WELCOA’s *On the Move* Company Challenge, a national turnkey corporate fitness solution for challenging, coaching and empowering employees to reach their very best in health, fitness and life.

## CONTRIBUTIONS TO WELCOA

Since 2012, Sean Foy has been a WELCOA Member favorite. Sean has written books, expert interviews, incentive campaigns, and newsletter articles for WELCOA along with teaching two certifications series and being a major contributor at two of WELCOA’s National Training Summits. Members keep coming back to his resources and looking to his expertise because, not only is he an expert on physical activity and motivation, but he has a deep understanding of how to integrate these concepts into the work environment in a way that is actionable and turnkey.

As WELCOA’s partner in the creation of the *On the Move* initiative, Sean is the voice behind the *On the Move* Company Challenge and *On the Move* Training Academy curricula and has been an integral part of the strategy and planning phases of the project. The educational pieces that Sean has provided for *On the Move* Company Challenge will inspire employees to move more and sit less, but most importantly, they will provide participants with actionable steps they can take to be successful in changing their behavior. He has and will continue to provide weekly motivational emails to participants and weekly video coaching and physical activity demonstrations as part of the Top 100.



## POWERED BY VALIDIC

Validic is the healthcare industry’s leading cloud-based, digital health platform. Validic provides convenient and quick access to patient data from in-home clinical devices, biometric sensors, wearables, fitness equipment, personal diagnostic tools and patient healthcare applications. By connecting its growing base of healthcare customers to the continuously expanding list of digital health technologies, Validic’s leading global mobile health ecosystem reaches over 160 million lives in 47 countries. The *On the Move* Company Challenge is powered by Validic technology to ensure ease of integration of hundreds of best in class mobile health devices and applications.



## ABOUT WELCOA

WELCOA (The Wellness Council of America) is one of the nation's most-respected resources for building high-performing, healthy workplaces. With a 30 year history and more than 5,000 corporate members, WELCOA has an impeccable reputation for helping business and health professionals improve employee well-being and create healthier organizational cultures.

Predicated on improving the health and well-being of all working Americans, WELCOA adheres to a steadfast set of beliefs. We believe:

- › Health care costs are an issue of significant concern;
- › A healthy workforce is essential to America's continued growth and prosperity;
- › Much of the illness in the U.S. is directly preventable;
- › The workplace is an ideal setting to address employee health and well-being;
- › That workplace wellness programs can transform corporate culture and change lives.

## OUR MISSION

As one of the nation's premier resources for workplace wellness, our mission is to serve business leaders, workplace wellness practitioners, public health professionals and consultants of all kinds by:

- › Promoting membership;
- › Producing leading-edge workplace wellness publications and health information;
- › Conducting trainings that help workplace wellness professionals create and sustain results-oriented wellness programs;
- › Creating resources that promote healthier lifestyles for all working Americans.



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