

Eat Smart, Move More...
Maintain, don't gain!

HOLIDAY Challenge

Congratulations on helping your employees maintain instead of gain by taking the first step towards implementing the Holiday Challenge at your worksite.

Here are the tools, resources and step-by-step instructions to implement the Holiday Challenge. Every worksite is different. The strategies provided below are suggestions from previous worksites, but feel free to adapt or change as needed. The Holiday Challenge team is happy to work with your worksite individually, please email holidaychallenge@esmmweighless.com.

What is the Holiday Challenge?

The Holiday Challenge is a fun way to help employees avoid holiday weight gain. Everyone can participate – whether they are looking to lose a few pounds, maintain their current weight, or pick up new strategies to eat smart and to move more.

During the seven-week program, participants will receive a weekly newsletter that contains practical tips, strategies, recipes and other information to help them successfully navigate their way through the holiday season. Participants also receive daily tips, weekly challenges, extra support through social media, and can participate in a virtual race in a popular city around the world.

In addition, participants can download and print activity logs, a weight log, and a food journal from esmmweighless.com to help them track their progress.

Registration is free and easy with a valid email address. Participants can sign up at esmmweighless.com. Each participant enters their email address and completes a brief anonymous survey. Participant information is kept confidential and will not be shared with anyone for any reason.

Flyers to promote the Holiday Challenge are available for download from esmmweighless.com.



How to Bring the Holiday Challenge to Your Workplace

1. Talk with management about implementing the Holiday Challenge at your worksite. Show them the Holiday Challenge materials and discuss options for incentives and prizes for participants. There are many benefits of the Holiday Challenge: happier, healthier employees throughout the holiday season and into the New Year.
2. Designate a Holiday Challenge Coordinator.
3. It is highly recommended to offer incentives or prizes. Prizes do not have to be expensive and some may be free. Prizes should be based on **participation** and not on the amount of weight loss. Prizes can range from extended lunch time to a FitBit.
4. Office activities have shown to generate the most success for participants. Any way to make employees feel like a team, to know they are not doing it alone.
 - a. Group walks during lunch.
 - b. Healthy holiday pot luck.
 - c. Assigned (or drawn) Holiday Challenge buddy: write encouraging notes, leave small gifts, go on walks together, and cheer each other on.
5. Promote the Holiday Challenge to employees through email announcements, with fliers, or through the company's Facebook page or website.
6. Host weekly confidential weigh-ins at office. Offer incentives to participate. Base prizes on participation, not weight.

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7. Offer lunch-n-learns on holiday stress, healthy eating, physical activity, financial support, or a support group for encouragement.
8. Encourage participants to track their activity and their food. Logs are provided on esmmweighless.com or there are free online programs such as MyFitnessPal.com or LoseIt.com.
9. Gain feedback from participants. Consider creating your own online survey using www.surveymonkey.com.
10. Talk with management and the wellness teams about the success of the Holiday Challenge. Report how many employees participated and any feedback you received about what worked well. If you received additional ideas from employees or if you have additional ideas for us, please share with holidaychallenge@esmmweighless.com.

How Can Your Worksite Track Participation?

If you are interested in tracking employee participation, customized final reports, and marketing assistance, please consider purchasing the [Holiday Challenge Employer Package](#).

The 2018 Holiday Challenge Employer Package includes registration reports to track employee participation, marketing assistance, and customized final reports.

How it works:

1. Employers purchase the package for a one-time fee of \$50 (*regardless of employer size*).
2. Employers register individually for the Holiday Challenge (participation is free).
3. A Holiday Challenge team member will reach out with marketing resources and custom report information.

The Employer Package includes:

- Registration Reports:
 - Sent three times: beginning, middle, and end of Holiday Challenge.
 - Includes employee name, city, state, how they heard about the program, and total employee count.
- Custom Final Report
 - Includes employee-specific data from the pre and post surveys*.
 - Includes team and individual employee participation in the virtual race.
 - Presented in colored graphs and charts.
 - **Must have more than 50 employees fill out each survey in order to receive.*
- Certificate of Completion
 - Custom certificate of completion for all employees

- Marketing Kit

- Custom hard copy and soft copy flyers
- Custom marketing emails
- Social media graphics

Due to increase in size, we will not be able to offer reports or one-on-one support without the purchase of the Employer Package.

To track participation on your own:

- Participants provide you with proof of registration at beginning of Holiday Challenge (provide a screen shot or print page when registration is complete, examples at end of this guide).
- Participants provide you with proof of completion at end of Holiday Challenge (provide screen shot of wrap-up survey completion confirmation page).
- Participants fill out pre, mid, and post forms regarding their progress and turn them into you (examples at end of this guide).
- Host a weekly weigh-in at the office or other weekly event to track their participation. Do not base incentive on amount of weight lost/gained, but on their overall participation.



Online Resources

- Holiday Challenge Flyers
- Weight Log
- Food Diary
- Physical Activity Log
- Healthy Holiday Recipes
- Physical Activity Tips
- Holiday Challenge Blog
- Virtual Race
- Social Media:
 - #HolidayChallenge
 - [Facebook](#)
 - [Twitter](#)
 - [Pinterest](#)
 - [Instagram](#)
 - Private Facebook Community



For more information about implementing the Holiday Challenge at your worksite, contact holidaychallenge@esmmweighless.com.

Examples: Confirmation of Participation

Screen shots of the completed pre and post surveys:

2018 Holiday Challenge Pre-Survey

Thank You!

Thank you for taking the Holiday Challenge Pre-Survey. If you would like to enter the drawing to become a Weekly Winner, please click here: [Weekly Winner Drawing](#).

2018 Holiday Challenge Wrap-Up

THANK YOU!

Thank you for participating in the Holiday Challenge and for completing the [Wrap-up Survey](#).

If you are interested in sharing your Holiday Challenge testimonial for a chance to be featured on our website, please email HolidayChallenge@esmmweighless.com (can remain anonymous). YOU could be an inspiration to others!

[Please click here if you would like to enter into a drawing for a prize.](#)

We hope to see you in the 2019 Holiday Challenge!

Example: Worksite Participation Forms

Eat Smart, Move More...
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Participation Form

I would like to participate in the 2018 Maintain, Don't Gain Holiday Challenge!

Please check off the appropriate box related to Newsletter Access and your method of Tracking:

Newsletter Access

- I **have** signed up for the weekly newsletters and tips on *Eat Smart, Move More Weigh Less's* website at <https://esmmweighless.com/sign/>
- I **will** sign up for the weekly newsletter and tips on *Eat Smart, Move More Weigh Less's* website at <https://esmmweighless.com/sign/> by **Nov. 12th**.

Daily Tracking

- I plan on tracking my daily calories, activity level, and weight on the Holiday Challenge paper logs (found on <https://esmmweighless.com/sign/> under "Materials").
- I plan on tracking my daily calories, activity level, and weight through a website, mobile app, or other electronic means (such as MyFitnessPal, SparkPeople, or Loselt).

I understand that my participation in the Holiday Challenge is completely voluntary.

Please Sign Your Name Please Print Date

Your Site's Name: _____ Preferred E-mail Address: _____

Due to HR by: **November 30, 2018**

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Participation Log 1

For Holiday Challenge Dates **Monday, November 12th** through **Friday, December 7th** (19 days):

1. How many of these days did you track your calories/food intake _____
2. How many of these days did you stay within your calorie range (If you set a calorie intake goal or maximum, if not, write N/A) _____
3. How many of these days did you participate in 30 minutes or more of physical activity _____
4. Since the beginning of the challenge, how much has your weight fluctuated (for instance, if your weight is the same now as it was in the beginning of the challenge you will write 0; if you lost 1 pound, you will write -1; if you gained .5 pounds, you will write +.05, etc) _____

I attest that the above information is true and accurate to the best of my knowledge.

Please Sign Your Name Please Print Date

Your Site's Name: _____

Fax or E-mail (please do one or the other & not both) this form to _____ by
Monday, December 10th:

Fax#: _____

E-mail: _____

Due to HR by: **January 11, 2018**

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Participation Log 2

For Holiday Challenge Dates **Saturday, December 8th** through **Monday, December 31st** (23 days):

1. How many of these days did you track your calories/food intake _____
2. How many of these days did you stay within your calorie range (If you set a calorie intake goal or maximum, if not, write N/A) _____
3. How many of these days did you participate in 30 minutes or more of physical activity _____
4. Since the beginning of the challenge, how much has your weight fluctuated (for instance, if your weight is the same now as it was in the beginning of the challenge you will write 0; if you lost 1 pound, you will write -1lb; if you gained .5 pounds, you will write +.5 lbs, etc) _____

Optional Questions:

Did this challenge help you better maintain your weight through the holiday season? Yes No

Would you participate in this challenge again? Yes No

Additional Feedback on the Holiday Challenge: _____

I attest that the above information is true and accurate to the best of my knowledge.

Please Sign Your Name Please Print Date

Your Site's Name: _____

Fax or E-mail (please do one or the other & not both) this form to _____ by
Friday, January 11, 2018:

Fax#: _____

E-mail: _____
