



WORKSITE GUIDE

Tips to bring the Holiday Challenge to your worksite

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

HOLIDAY
Challenge

NC STATE

EXTENSION



What is the Holiday Challenge?

The Holiday Challenge provides general resources for healthy eating and physical activity. It does not provide an exercise or nutrition plan designed for each participant and may not be appropriate for everyone. Participants should consult with their healthcare provider before beginning a new exercise or nutrition plan.

Congratulations on helping your employees maintain instead of gain during the holidays.

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

This guide provides tools and resources created to help you implement the Holiday Challenge. The strategies provided in this guide are suggestions from worksites that have previously promoted the program to their employees. Please feel free to adapt or change as needed to fit your work environment.

During the seven-week program, participants will receive weekly newsletters and daily tips that contain practical strategies, recipes and other information to help them successfully navigate the holiday season. Participants also receive weekly challenges, healthy holiday recipes, and extra support through social media.

Registration is free and easy. Participants can sign up at esmmweighless.com. Participant information is kept confidential and will not be shared with anyone for any reason.

Resources can be found on our website, esmmweighless.com, for Holiday Challenge coordinators and participants:

These resources include:

- Marketing Flyers
- Promotional Toolkit
- Weekly Physical Activity, Food and Weight Log
- Meal Planner and Shopping List
- Healthy Recipes
- Expert and Participant Blog
- Social Media
 - Facebook
 - Twitter
 - Pinterest
 - Instagram
 - Private Holiday Challenge Facebook Group



Tips to Bring the Holiday Challenge to Your Worksite

1. **TALK** with management about implementing the Holiday Challenge at your worksite. Share the materials and discuss options for incentives and prizes for participants. Remind management of the many benefits to the Holiday Challenge, including happier, healthier employees throughout the holiday season and into the New Year.
2. **DESIGNATE** a Holiday Challenge Coordinator. If you have multiple locations, we recommend designating a site leader at each location.
 - a. Help promote the event and recruit employees to register and participate.
 - b. Encourage employees to share their challenge experience.
 - c. Help organize virtual or in-office activities to increase engagement in the challenge.
3. **DETERMINE** prizes or incentives based on participation and not weight. Prizes do not have to be expensive and can even be free. Examples range from extended lunch hours to a drawing for a fitness tracker. Get creative with the incentives!
4. **ANNOUNCE** the Holiday Challenge to employees through email announcements, flyers, or through the company's social media or website. See our **Tools** page for promotional resources.
5. **DISTRIBUTE** the Holiday Challenge logs for participants to track their weekly weight, physical activity and food. Downloadable logs and free online tracking resources are provided on esmmweighless.com.
6. **ORGANIZE** in-person or virtual group activities to generate successful employee engagement and accommodate various worksites. Group activities allow employees to feel like a team and not as if they are doing it alone.
 - a. Offer weekly group walks.
 - b. Schedule a healthy holiday pot luck.
 - c. Offer virtual or in-office lunch-n-learns on holiday stress, healthy eating, physical activity, financial support, or other topics of interest.
 - d. Assign (or draw) Holiday Challenge buddies to write encouraging notes, go on walks together, and cheer each other on.
 - e. Offer a virtual cooking class featuring a healthy holiday recipe.
 - f. Create a virtual or in-person lunchtime social support group for encouragement and accountability.
 - g. Host confidential weekly weigh-ins at your worksite.
7. **COLLECT** feedback from employees throughout and following the program. Consider creating an online survey. Reference our sample Employee Participation forms (see appendices).
8. **EVALUATE** the success of the Holiday Challenge activities hosted by your worksite with management and any wellness teams. Report how many employees participated and any feedback you received about what worked well and ideas for future years.

Download Holiday Challenge materials at esmmweighless.com.



TRACKING Employee Participation

The Holiday Challenge team does NOT provide identifying participant information, email addresses, or individualized reporting of any kind.

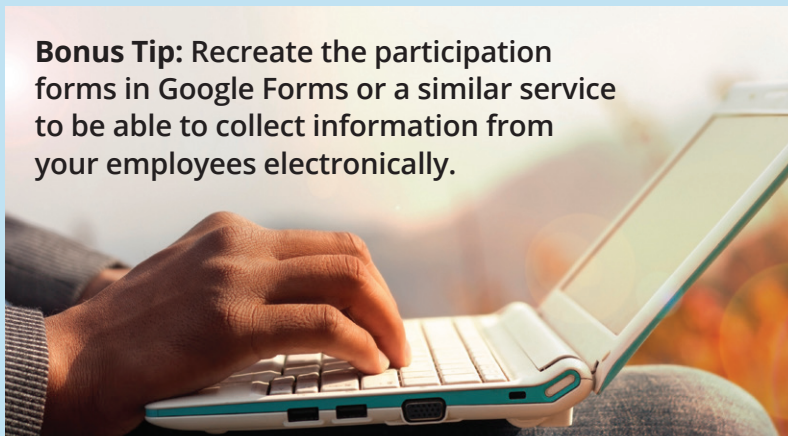
The Holiday Challenge team provides a final report that includes number of participants, number and names of countries participating, US states participating, NC counties participating, and results from the anonymous wrap-up survey. Unfortunately, no worksite specific data are available. The final report is posted at esmmweighless.com/holidaychallenge.

If you would like to track your employee participation, please feel free to use or modify any of the strategies below to fit your organization. We gathered these examples from various employers throughout past Holiday Challenges.

Strategies to track employee participation

- Employees complete and turn in a participation form after they have officially signed up on the Holiday Challenge website. See Appendix A for an example.
- Employees complete pre, mid, and post progress forms regarding their participation and goal progress in the Holiday Challenge. See Appendix B for examples.
- To show program completion, have employees provide a screenshot of the “thank you” page after they have completed the Wrap-Up survey sent by the Holiday Challenge team. We consider completion of the survey as completion of the program because participants only have access to the Wrap-Up survey in the final few Holiday Challenge emails.

Bonus Tip: Recreate the participation forms in Google Forms or a similar service to be able to collect information from your employees electronically.





PARTICIPATION FORM

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

Holiday Challenge Access:

- ☐ I have signed up for the Holiday Challenge on the *Eat Smart, Move More, Weigh Less* website at esmmweighless.com/sign.
- ☐ I will sign up for the Holiday Challenge on the *Eat Smart, Move More, Weigh Less* website at esmmweighless.com/sign by the end of Week 1.

Please select your chosen tracking method:

- ☐ I plan on tracking my food, activity, and weight using the Holiday Challenge logs (esmmweighless.com/holiday-challenge-tools).
- ☐ I plan on tracking my food, activity, and weight through a website, mobile app, or other electronic means (Ex. MyFitnessPal, Loselt, Cron-o-meter, MyNetDiary, etc.).

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

Print Name: _____

Signature: _____ Date: _____

Site Name: _____

Preferred Email Address: _____

Due to _____ **by November** ____ / ____



PRE-PROGRAM FORM

What are your weight goals for the Holiday Challenge?

☐ I would like to maintain my current weight.

☐ I would like to lose a few pounds.

☐ Other: _____

What are your physical activity goals for the Holiday Challenge?

☐ I would like to engage in at least 30 minutes of physical activity most days of the week.

☐ Other: _____

Do you have any other goals for the Holiday Challenge? Please share below.

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

Print Name: _____

Signature: _____ Date: _____

Due to _____ by November ____ / ____

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



MID-PROGRAM FORM

For Week 1 through Week 4:

How many days did you track your food/calorie intake? _____

If you set a calorie intake goal, how many days did you stay within your goal range? If you did not set a goal, write N/A. _____

How many days did you participate in at least 30 minutes or more of physical activity? _____

If you set an alternate physical activity goal, how many days did you meet your goal? If you did not set an alternate goal, write N/A. _____

How much has your weight fluctuated since the beginning of the Holiday Challenge?

Ex. No change = 0 | Lost 1 lb = -1 | Gained 0.5 lb = +0.5 _____

Do you have any feedback regarding the activities promoting engagement in the Holiday Challenge provided by your employer? Please share below. What have you particularly enjoyed or found helpful?

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

Print Name: _____

Signature: _____ Date: _____

Due to _____ **by December** ____ / ____

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



POST-PROGRAM FORM

For Week 5 through Week 7:

Did you complete the Holiday Challenge wrap-up survey? Yes or No?

How many days did you track your food/calorie intake?

If you set a calorie intake goal, how many days did you stay within your goal range? If you did not set a goal, write N/A.

How many days did you participate in at least 30 minutes or more of physical activity?

If you set an alternate physical activity goal, how many days did you meet your goal? If you did not set an alternate goal, write N/A.

How much has your weight fluctuated since the beginning of the Holiday Challenge?

Ex. No change = 0 | Lost 1 lb = -1 | Gained 0.5 lb = +0.5

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

Would you participate in this challenge again? Yes or No?

Do you have any feedback regarding the activities provided by your employer that promoted engagement in the Holiday Challenge? Please share below. *Was there anything you particularly enjoyed or found helpful?*

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

Print Name: _____

Signature: _____ Date: _____

Due to _____ **by January** ____ / ____