



Program Particulars

Title: Go

Theme: You've surely thought about it, you've probably even talked about it. And when it comes to making healthy lifestyle changes that result in weight loss, you simply need to Go. Go exercise, Go eat right, and Go forward feeling better about yourself.

Duration: 12 weeks

Tracking Mechanism: Activity Log

Wellness Emphases: Weight Loss

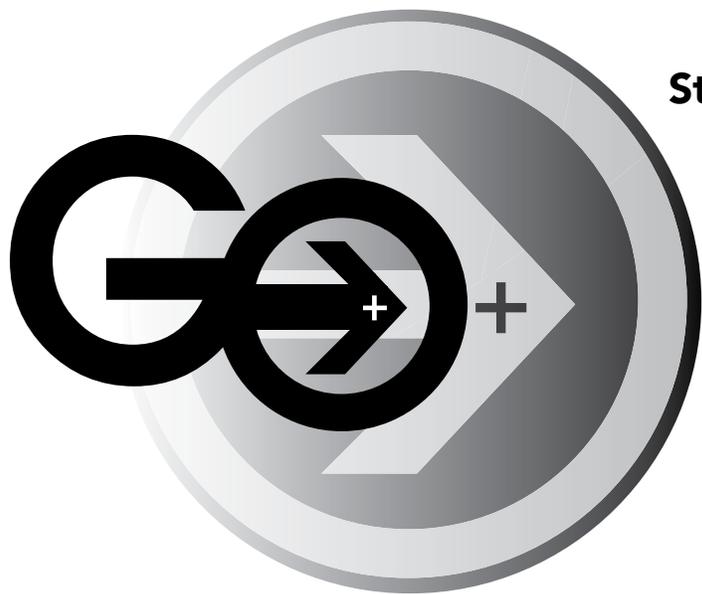
Goal(s): The goal is for participants to participate in 30 continuous minutes of moderate to vigorous exercise daily, and eliminate at least one source of discretionary calories daily.

Incentive Prize Ideas: Belt or belt buckle, water bottle, t-shirt, gym membership, personal trainer sessions, running shoes, water bottle, or nutrition guide.



The Weight is Over...

You've certainly thought about it. You've probably even talked about it. And when it comes to making healthy living changes that will help you lose that extra weight, **It's Go Time!** This easy-to-follow challenge will provide you with tips, tools and motivation to help you move toward your optimal weight.



Step 1: Participate in 30 minutes of moderate to vigorous intensity exercise daily.

Step 2: Eliminate one source of unnecessary discretionary calories each day.

Step 3: Reap the rewards!

Sign Up Today!

Go | Registration Form

Name: _____

Employee Number: _____ Department: _____

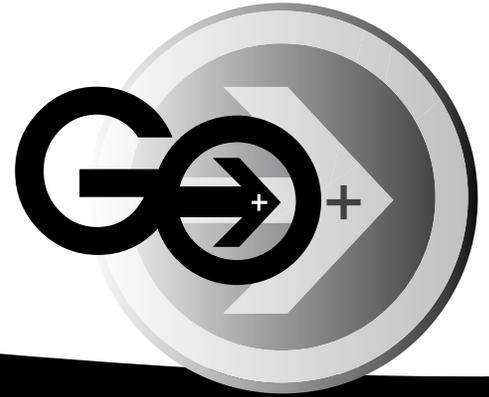
Phone: _____ Email: _____

Registration Deadline:

Return Completed Registration To:

Participant Packet Letter

This letter should introduce the participant packet and emphasize the benefits of participation. We recommend you include the tracking forms and the educational resources in this correspondence as well. Find this letter in Word format on your resource disk.



[Name]
[Department and/or Address]

Welcome to Go!

You have thought about it, talked about it, perhaps even visualized it. And when it comes to making changes that help you move closer to a healthy weight, **It's Go Time!**

And that's exactly what this easy-to-follow program challenges you to do – make two changes that, if done each and every day, will move you closer to your healthy weight. It's straightforward and simple.

Step 1

Attempt to engage in 30 minutes of moderate to vigorous-intensity cardiovascular exercise every day.

Step 2

Attempt to eliminate one source of unnecessary discretionary calories each day.

Getting Started

Go begins on [start date]. Please take a few minutes now to review the enclosed Go materials. Here you will find the Go checklist as well as additional information about the Go steps.

The goal of this challenge is to inspire you to take action now. Complete step one and two each day and then check it off on the Go checklist. That's it! No tracking calories, no food diaries, and no complicated point systems. Simply check off each step each day on the Go checklist.

Also weigh yourself at the beginning of each week and the end of each week. Record a + sign on the Go checklist if you gained for the week, a – if you lost weight, and a 0 if you maintained. **Please note, you will be tracking how much you gained or lost compared to the previous week, not compared to your weight at the beginning of the challenge.**

Along The Way

To support your efforts and further inspire you to Go, consider taking part in the following Go activities:
[Insert learn at lunch and wraparound activity information here]

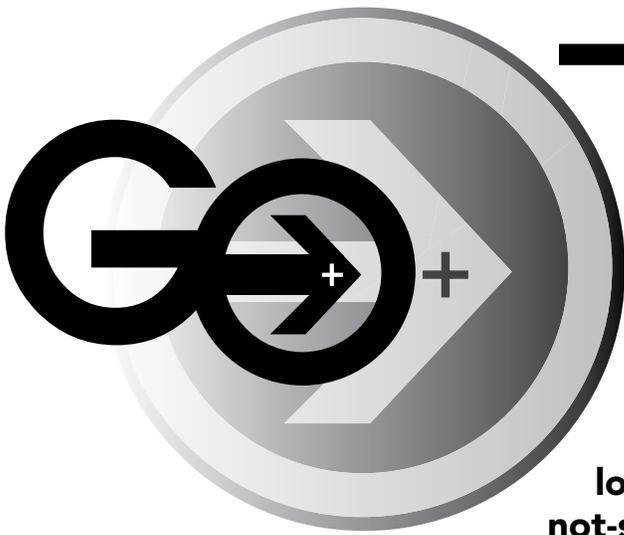
Wrapping It Up

Go ends on [end date]. Please return all completed Go checklists to [contact name/department] by [date] to be eligible to receive [prize information].

Go is all about taking action today by completing two steps daily that will move you closer to your healthy weight. If you should have any questions or need additional information, please contact [name] at [number/e-mail].

Now let's Go!

Healthy Regards,
[Contact Name]
[Contact Department]
[Contact Phone]
[Contact e-mail address]



Know-And-Go Savvy Shopping

Much goes into designing a supermarket that entices you to buy food items and lots of them. Whether you opt for healthy or not-so-healthy items really doesn't matter. The goal for all grocery stores is to sell as many food products as possible to the consumer.

This can make grocery shopping a challenging task at best. When trying to make healthy choices at the grocery store, consider the following tips.

Shop the Perimeter: This is where you will find more whole, unprocessed food products. Processed and prepared foods, think canned soups, frozen dinners, and chips, are typically placed on shelves toward the middle of the store and offer an abundance of added salt, fat, and sugar.

The Less You See, the Less You Buy: Marketing researchers have clearly proven that the more products you are exposed to in a grocery store, the more products you will purchase.

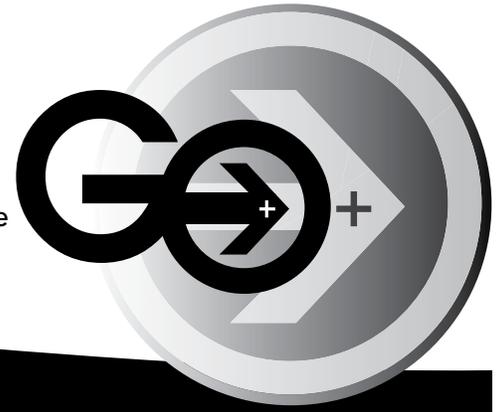
- Consider shopping at smaller supermarkets to lessen the number of items you see and the number of choices you have to make. A large store may feature as many as 42,000 food products.
- Notice the slow music playing in the background, the delicious smelling latte available in the coffee shop near the entrance, and the food samples being served mid-aisle. All designed to encourage you to linger within the store, take your time, and ultimately see more food items.
- Have you ever left the store with three bags of groceries when all you went in for was a gallon of milk? The long hike to the back of the store for milk purposefully provides opportunity for you to see more food products.

Portion sizes can get out of control if you allow price to dictate decision-making.

Price and Package Size Don't Always Align for Health: Portion sizes can get out of control if you allow price to dictate your decision making. Buy in quantity and you will definitely save money. Yet keep in mind that behavioral scientists have repeatedly shown that the greater the volume and variety of items to choose from — whether it is on a buffet line or in our pantry — the more we will consume. So while bulk quantities can be easier on the pocketbook they might not always be healthy for the waistline.

Motivational Messages

We all need a little motivation along the way. Included below are a number of Motivational Messages to assist participants in keeping on track as they reach for their goals. The messages are written in a progressive fashion so you can just move down the list, cut and paste. These messages are also available as a Word document on your resource disk!



Week Eleven

Subject: Walk the Walk
If The Shoe Fits...

The right pair of shoes makes exercise a more enjoyable and comfortable experience. Making sure that you have a pair of good fitting and activity-specific shoes also helps prevent exercise injuries.

If you exercise most days of the week then plan to replace exercise shoes every six to twelve months. Consider these tips when making your purchase:

- Shop for shoes in the afternoon or early evening. Feet swell throughout the day. Your feet are smallest in the morning so avoid shopping in the AM for shoes.
- Always try on the shoes before buying. Shoe models change from year to year so you cannot count on your favorite model being the same from last year to next.
- Take along your workout socks and try on the shoes with these socks. The thickness of your socks will make an impact on how the shoe fits and feels.
- Consider what activities you will be doing when wearing the exercise shoes. Tennis shoes won't provide the support and cushioning needed for running. And running shoes may make it difficult for tennis players to move side to side safely on the court.

Week Twelve

Subject: Way to GO!

The Go challenge wraps up this week! Kudos to each of you for stepping up to accept the challenge and attempting to make small changes in your eating and exercise habits.

Although the challenge is ending, your healthy efforts should not. Continue working 30 minutes per day of moderate to vigorous intensity exercise into your life. And work to eliminate more unnecessary discretionary calories from your diet.

When you reduce calories in by changing eating habits and increase caloric output with exercise, weight loss occurs. The Go program promoted two small action steps for each of you to take. While not huge, these two small changes over time can create big results. Do not underestimate the power of a few small changes.

Also be sure to return your completed Go log sheet by [date] to [contact information] so that you can receive [incentive prize].

You've taken the first steps to moving closer to your healthier weight. The weight is over....now identify a few more simple steps you can take to create an energy deficit and Go!