

The Old Switcheroo

Participant Packet

Small Changes. Big Benefits.

The Old Switcheroo Sampler

What is a Switcheroo?

Switcheroos are simple and small lifestyle changes you design and implement. Simply put a Switcheroo involves swapping an undesired lifestyle behavior for a healthy behavior. We aren't talking monumental — Switcheroos are easy, everyday changes you can begin making today. They do not require a huge effort or expense.

Designing Your Switcheroo

To design a Switcheroo, begin by identifying a not-so-healthy activity you would be willing to swap for a healthier one. Ideas are listed at the right, or you can come up with your own.

Next identify a healthy habit you would like to adopt. Again, examples are at the right or you can come up with your own. That's it. Just put the two together and you have your Switcheroo. Good luck on making your small changes turn into big benefits!

Habits to Swap

Talking on the phone
Driving
Recreational e-mailing
Eating processed foods
Taking the elevator
Eating dessert
Snacking on junk food
Salting foods
Watching television
Surfing the web
Playing video games
Eating out
Sitting
Drinking soda/coffee

Habits to Adopt

Walking
Stretching
Resistance exercises
(crunches, push ups, etc.)
Deep breathing relaxation
Drinking water
Eating fruits and veggies
Choosing lowfat dairy foods
Choosing whole grain foods
Flossing teeth
Biking
Dancing
Taking the stairs
Packing a sack lunch

**Switch
Tip!**

Keep it Simple: Stick to just one habit per Switcheroo.

The Old Switcheroo

Tracking Form

Your Name: _____

Switcheroo 1: Weeks 1 through 6

Congratulations on taking The Old Switcheroo Challenge! Simply record the habit you are swapping and the habit you are adopting below. Each day during the next six weeks, check either "yes" you performed the new habit or "no" you did not. Add two more Switcheroos during Weeks 3 and 5.

| | Mon | Tue | Wed | Thu | Fri | Sat | Sun | Habit to Swap: | |
|---------------|-----|-----|-----|-----|-----|-----|-----|----------------|------------------------|
| Week 1 | YES | NO | YES | NO | YES | NO | YES | NO | _____ |
| Week 2 | YES | NO | YES | NO | YES | NO | YES | NO | _____ |
| Week 3 | YES | NO | YES | NO | YES | NO | YES | NO | Habit to Adopt: |
| Week 4 | YES | NO | YES | NO | YES | NO | YES | NO | _____ |
| Week 5 | YES | NO | YES | NO | YES | NO | YES | NO | _____ |
| Week 6 | YES | NO | YES | NO | YES | NO | YES | NO | _____ |

Switcheroo 2: Weeks 3 through 6

| | Mon | Tue | Wed | Thu | Fri | Sat | Sun | Habit to Swap: | |
|---------------|-----|-----|-----|-----|-----|-----|-----|----------------|------------------------|
| Week 3 | YES | NO | YES | NO | YES | NO | YES | NO | _____ |
| Week 4 | YES | NO | YES | NO | YES | NO | YES | NO | _____ |
| Week 5 | YES | NO | YES | NO | YES | NO | YES | NO | Habit to Adopt: |
| Week 6 | YES | NO | YES | NO | YES | NO | YES | NO | _____ |

Switcheroo 3: Weeks 5 through 6

| | Mon | Tue | Wed | Thu | Fri | Sat | Sun | |
|---------------|-----|-----|-----|-----|-----|-----|-----|----|
| Week 5 | YES | NO | YES | NO | YES | NO | YES | NO |
| Week 6 | YES | NO | YES | NO | YES | NO | YES | NO |

Remember to return your tracking form at the end of Week 6!

Habit to Swap: _____ **Habit to Adopt:** _____

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21 Days to a Healthful Habit? Sounds Good...

How do you define “scientific validity”? If you define it as bloggers and marketers and all sorts of those in the web world simply saying something is scientifically valid, then the old adage that you can make a task a habit by performing it 21 days in a row proves true. Ditto with dumping a bad habit.

If only it were that simple. A simple web search brings back countless “prophets” touting the validity of the 21-day rule. When you dig a little deeper to find the true science, studies on the subject date back decades and have sought to nail down exactly how long it takes to make behavior change “stick.”

Many studies zero in on 21 days as the magic number. Others extend the period of habit adoption or habit dumping over the course of a month or more. As you would expect, the brain is at the center

of the whole effort to make meaningful change.

Back in the 1970’s, Dr. Maxwell Maltz almost single-handedly ushered in the “self-help” era by authoring a book that included a detailed description of how the brain accepts changes ranging from the loss of a limb, to the loss of luster in a new relationship, to the adoption of a new habit. His conclusion was that complex interactions within the brain take almost exactly 21 days to become commonplace and make the change feel like the routine. Since then, studies have sought to prove or disprove this theory — both with some success — but popular culture has adopted it as fact.

When it comes down to making change, there may not be a magic number. The only “magic” involved is taking the first step. Because regardless of how long it takes to adopt a new habit, the benefits can’t begin without a Day 1!

Switch Tip!

Be Specific: What are you giving up and what are you committing to do? If it’s eating healthy, specify eating an extra whole grain each day or choosing a low-fat milk at lunch.

Frequently Asked Questions

Want a quick overview of our latest wellness incentive campaign? All the information you'll need to be successful is included below.

WHO is the campaign designed for?

This campaign is designed for those just considering making meaningful lifestyle changes to those who are already practicing healthful habits. The real emphasis of this campaign is on making a conscious choice to replace unhealthy habits with healthy ones.

WHAT is the campaign goal?

The goal of every wellness incentive campaign is to provide participants with the tools to make meaningful and healthful lifestyle changes. This program focuses on making a series of small changes that lead to big health benefits.

WHEN and WHERE do I need to complete activities?

The Old Switcheroo allows you to complete activities anywhere and everywhere.

WHY is it important that I participate?

All too often, in our busy lifestyles we fall into the pattern of always doing what we've always done — regardless of the impact on our health. When we begin to allow unhealthy habits dominate our lifestyle, it becomes difficult to make meaningful change. By learning how big an impact small changes can make, we are more likely to adopt healthy behaviors.

HOW will my progress be tracked?

You will be provided with a Tracking Form. Through the six weeks of the campaign, you will record and track your success in achieving three Switcheroos (everyday lifestyle changes). At the end of the campaign, you will turn in your tracking form.

**For More
Information:**