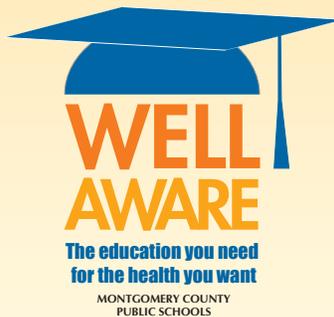


WELL AWARE CHALLENGE



MOVE • LOSE • MAINTAIN

PROGRAM GUIDE



ROCKVILLE, MD

## PROGRAM SUMMARY AND GOALS

Well Aware is entering its **FOURTH YEAR** of offering physical activity challenges to Montgomery County Public Schools (MCPS) employees. **Look how far we have come!** We have motivated you to get up and move, asked you to look at how you fuel your movement, added resistance training to your workouts, and tracked your activity. And, you have motivated each other to achieve a common goal.

Your feedback helped to design this fall's physical activity challenge. Some of you asked for a noncompetitive way to increase your baseline activity level. Many of you wanted a weight-loss challenge. Others are already very active and need an incentive to keep it up. If you fit into any of these categories, the *Just 10 Challenge* is for you! **ARE YOU MOTIVATED TO—**

- **MOVE** for just 10 minutes a day?
- **LOSE** just 10 percent of your body weight?
- **MAINTAIN** your health and fitness by continuing to walk, run, swim, or ride your bike?

All MCPS staff members are eligible to participate in the *Just 10 Challenge*, including elementary, secondary, transportation, and central services staff members. Participants will register for the program, log their activity throughout the 10-week challenge, and track their progress using the online **Well Aware Fitness Log**. Based on participation, you will be eligible to win prizes for yourself, your team, and your school or office.

## JUST 10 CHALLENGE IMPORTANT DATES:

The online Well Aware Fitness Log is available to you 24/7, so log your activity at any time!

### Competition Dates:

- **Team Registration Opens: Monday, September 16, 2013**
- **Competition Begins: Monday, October 7, 2013**
- **Competition Ends: Sunday, December 15, 2013**

## THE COACH'S ROLE

Volunteer coaches serve as program coordinators and champions at their locations; they are the engine of the wellness program. Schools and central services locations should select an individual or create a team of individuals who will be successful in motivating staff to participate and stay engaged throughout the school year. These individuals may have served as a coach in a previous activity challenge or may be new to the role.

### Responsibilities of Coaches:

- Recruit staff to participate in the challenge.
- Assist all staff members with becoming part of the challenge, including registering on the online fitness log.
- Inform staff about the program via e-mail, staff announcements, lounge bulletin boards, and other preferred communication methods at the coach's location.
- Train staff on the online tools and provide support as needed, including showing staff how to log in and report activity. (Videos are available on the *Just 10 Challenge* web page to assist with this task.)
- Provide support and motivation for participants throughout the challenge.
- Collaborate with school/location leadership to ensure program success.

If you previously served as a coach for a Well Aware activity challenge and you are interested in continuing in this role, or if you are interested in serving as a coach for the first time, please e-mail [wellness@mcpsmd.org](mailto:wellness@mcpsmd.org).

## HOW TO PARTICIPATE IN THE JUST 10 CHALLENGE

The goal of the *Just 10 Challenge* depends on your individual objectives. All you need to do is log your activity time, your weight, and/or your activity numbers/distance. The three basic goals—**INCREASE ACTIVITY, DECREASE BMI, MAINTAIN ACTIVITY**—are outlined below.

### Activity:

Sometimes, just getting started feels like the hardest part of the exercise. This is especially true when we think we have to exercise for 60 minutes or more to make a difference. Adding **just 10 minutes of activity** can help make significant

improvements to your health. By adding just 10 minutes of activity, you can relieve symptoms of depression and anxiety and improve your mood. Adding activity can improve sleep and your chances of living longer and healthier years. **Just 10 minutes a day of walking** improves blood sugar and cholesterol levels and protects cells from free-radical damage, all of which are tied to better health. And, just 10 minutes a day of walking can cut your risk of having a heart attack by half.

By entering your activity time in the Well Aware Fitness Log, you will be entered into a random weekly drawing for a \$50 gift card and a \$250 grant for your school or office to use for employee wellness activities or physical education equipment. By entering your activity time, you also will help your team and school or office to win a grand prize grant. You can also input your weight to be eligible for the weight-loss challenge.

### Weight Loss:

Losing **just 10 percent of your body weight** can lower your cholesterol and blood pressure. It also can improve your body's ability to use the insulin it makes, possibly preventing the onset of diabetes. If you already have type 2 diabetes, shedding that 10 percent may improve your symptoms and possibly prevent complications. Reaching that goal of 10 percent also will give you the confidence and motivation to continue living with your new healthy habits.

The top 10 participants with the greatest decrease in body mass index (BMI) will each win a \$200 gift card. To participate in the weight-loss challenge and be entered to win, input your beginning weight by Monday, October 7, 2013, and input your ending weight by Sunday, December 15, 2013. Enter your daily activity to help your team and school or office win a grand prize grant.

### Maintenance:

MCPS has a very active staff! One of Well Aware's goals is to help you maintain the motivation to keep active. Studies show that people who stay physically active enjoy a better quality of life overall than those with sedentary lifestyles, and they reap numerous benefits. Some of these benefits include the ability to stave off illness, a more efficient metabolism, and a decrease in depression and anxiety.

We challenge you to do **JUST 10 MORE!** Train to run a 5k, a 10k, or a 10-mile race. Swim 10 more laps. Set a goal of 10 long bike rides over the course of the challenge. Just keep moving. Enter your activity distance, and you will be entered into a weekly drawing. The three participants with the top distance logged will win \$50 gift cards as well as a \$250 grant for their school or office. You also can input your weight to be eligible for the BMI challenge.

**ONLINE FITNESS LOG**

Your activity will be tracked via the online Well Aware Fitness Log. To participate, you must first register on the [Well Aware Fitness Log](#), which also can be found through the [Well Aware web page](#) or the [Just 10 Challenge web page](#). You may register for an account and log your activity at any time. If you participated in the previous activity challenge, you do not need to re-register.

From there, simply live an active lifestyle and, based on the challenge (move, lose, or maintain), enter either the time spent on your activity, your weight, or the distance covered in your activity into your log. You can log every activity from gardening and housework to yoga, Zumba, and everything in between. The top five central office teams, top five school-based teams, and top 15 schools (5 elementary, 5 middle, and 5 high schools) with the greatest average activity during the 10-week challenge will win a grand prize.

You do not need to enter daily to qualify. Activity for any week can be entered all at one time, but must be logged by the following Monday at 12:00 noon to count toward the previous week’s prize.

**You will be able to enter a maximum of two hours of activity for the purpose of prizes.**

<b>JUST 10 CHALLENGE</b>		
	<b>Week of Activity:</b>	<b>Activity must be entered by:</b>
<b>1</b>	10/7/13 – 10/13/13	Monday, 10/14/13, at 12:00 noon
<b>2</b>	10/14/13 – 10/20/13	Monday, 10/21/13, at 12:00 noon
<b>3</b>	10/21/13 – 10/27/13	Monday, 10/28/13, at 12:00 noon
<b>4</b>	10/28/13 – 11/3/13	Monday, 11/4/13, at 12:00 noon
<b>5</b>	11/4/13 – 11/10/13	Monday, 11/11/13, at 12:00 noon
<b>6</b>	11/11/13 – 11/17/13	Monday, 11/18/13, at 12:00 noon
<b>7</b>	11/18/13 – 11/24/13	Monday, 11/25/13, at 12:00 noon
<b>8</b>	11/25/13 – 12/1/13	Monday, 12/2/13, at 12:00 noon
<b>9</b>	12/2/13 – 12/8/13	Monday, 12/9/13, at 12:00 noon
<b>10</b>	12/9/13 – 12/15/13	Monday, 12/16/13, at 12:00 noon

## TEAMS

If you are motivated best through the camaraderie of working together, you will be able to form teams and compete for prizes and bragging rights. You may choose to be on a team with colleagues from your school, your office, or across MCPS; teams are not limited to one location. In addition, each location may have multiple teams. Once you have agreed to join a team, a team captain must be selected to establish the team on the Well Aware Fitness Log. See the “Online Tools” section of this guide for additional details. Teams must be made up of 3 to 15 individuals, and all team activity will be averaged to ensure a fair competition.

## ONLINE TOOLS

The *Just 10 Challenge* will be managed using two online resources:

1. **The *Just 10 Challenge* web page**
2. **The Well Aware Fitness Log**

Both pages will offer competition updates, tools for registering and using the fitness log, and tips and motivation to keep moving.

### Well Aware Fitness Log

The [Well Aware Fitness Log](#) is the main resource for this competition. The log allows participants to track activity, log progress, and become eligible for prizes. The fitness log also displays competition updates, including leading teams, allowing friendly competition and peer support to help motivate you to reach your goals.

As always, you can view your individual statistics on the Reports section of the log.

In addition to tracking activity, the fitness log allows participants to track daily nutrition intake. While this portion of the log is not used toward competition prizes, tracking your daily nutrition is a valuable way to reach or maintain a healthy lifestyle by allowing you a realistic view of your eating habits. Well Aware encourages all participants to take advantage of this feature.

### Registering on the Fitness Log

The first time you visit the [Well Aware Fitness Log](#), you will be prompted to register. You must enter and then confirm your e-mail address and confirm that you have read and accept the Terms of Service (available on the site). When you submit this information, you will receive a welcome e-mail that contains

your username and password. Use this username and password to access the Well Aware Fitness Log. During your first visit to the log, you can update your information to a username and password of your choice. Keep your login information in a safe place. You can register at any time. If you lose or forget your login or password, [e-mail Well Aware](#) for assistance.

**If you have changed positions, locations, or schools since you registered, make sure to update your location data. To do this, click on the ACCOUNT drop-down box. Choose PROFILE. Update your school or office location in the dropdown box on that screen.**

### Creating a Team on the Fitness Log

To establish a team, all participants must first register on the Well Aware Fitness Log. One team member should take the lead as team captain, who will establish the team using the fitness log. The team captain must log into the fitness log and select team members to invite to join the team. Once invited, team members will receive an e-mail and must confirm their team membership by following directions in the e-mail. As with all Well Aware programs, you do not need to participate as a team.

For complete instructions and assistance with forming a team, you can watch a help video on the *Just 10 Challenge* web page or ask the coach at your location.

## THE COMPETITION PRIZES

Prizes will be awarded at regular intervals during the 10-week challenge to reward consistency and keep motivation high. Just remember that prizes are not the end goal; they are meant to keep you focused on living an active life.

### Accumulating Activity for Prizes

- Log your activity into the fitness log.
- Choose your activity from the drop-down menu in the Cardio tab of the fitness log. Input the time that you performed the activity and scroll down to click SAVE CARDIO LOG ENTRY.
- Choose your activity from the drop-down menu in the Cardio tab of the fitness log. Input the distance that you completed and scroll down to click SAVE. This is to be eligible for the weekly activity drawings.
- All individuals on a team accumulate time toward team prizes.
- Team activity will be averaged for awarding prizes.
- All individual activity will accumulate toward individual prizes.
- For school staff, individual activity will count toward a school grand prize.

**CHALLENGE PRIZES:****Weekly Participation Prize:**

Every week, three participants who have entered their activity into the fitness log will be chosen at random to win one of three \$50 personal gift cards and a \$250 grant to promote wellness at their school or office. This prize can be won only once by an individual during the 10-week challenge.

**Weekly Activity Prize**

Every week, the top 10 in each category (run, walk, swim, and bike) will be entered into a drawing. Three participants will be chosen out of these 40 participants to win a \$50 personal gift card and a \$250 grant to promote wellness at their school or office. This prize can be won only once by an individual during the 10-week challenge.

**Overall Lifestyle Change:**

The top 10 individuals with the greatest decrease in Body Mass Index (BMI) over the course of the program will receive a \$200 personal gift card.

**Grand Prizes:**

- **SCHOOL-BASED TEAM PRIZE:** The top five school-based teams with the most average activity time throughout the 10-week challenge will win a \$1,000 grant to promote wellness in their schools.
- **NON-SCHOOL-BASED TEAM PRIZE:** The top five non-school-based teams with the most average activity time throughout the 10-week challenge will win a \$1,000 grant to promote wellness in their offices or depots.
- **GOLDEN SNEAKER TEAM PRIZE:** In addition to their grant, the top team overall with the most average miles throughout the 10-week challenge will win the Golden Sneaker Trophy and bragging rights until the next challenge.
- **ELEMENTARY SCHOOL GRAND PRIZE:** The top five elementary schools with the most average activity time will receive a \$1,000 grant to be used for physical education equipment or to support staff wellness.
- **MIDDLE SCHOOL GRAND PRIZE:** The top five middle schools with the most average activity time will receive a \$1,000 grant to be used for physical education equipment or to support staff wellness.
- **HIGH SCHOOL GRAND PRIZE:** The top five high schools with the most average activity time will receive a \$1,000 grant to be used for physical education equipment or to support staff wellness.

*\*\* In case of a tie for any of the above prizes, a winner will be drawn at random from qualified teams.*

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## NEXT STEPS

If you are confirmed as a coach at your location, start spreading the word about the *Just 10 Challenge* at your location. If you are a participant, encourage and motivate your coworkers throughout the challenge. Visit the [Just 10 Challenge web page](#) for a flyer that you can print and post at your location!

Remember to register on the [Well Aware Fitness Log](#). You will receive an e-mail in your MCPS Outlook account prompting you to register for teams on **MONDAY, SEPTEMBER 16, 2013**. Click on the link in your e-mail and get ready to turn a small commitment into a huge reward!



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Published by the Department of Materials Management  
for the Employee and Retiree Service Center  
0221.14 • Editorial, Graphics & Publishing Services • 9/13