

*"Make a difference where you can make a difference. Start with yourself, then your family, then your community."*

Bruce and Kym Burke, co-founders, NHC



***YOUR GUIDE TO IMPLEMENTING  
THE NUTRITION HABIT CHALLENGE  
IN YOUR BUSINESS OR  
ORGANIZATION***

## WELCOME

The Nutrition Habit Challenge (NHC) is a wellness initiative designed to educate, motivate and inspire community members to take personal responsibility for improving their health habits. For you and your employees, the Nutrition Habit Challenge<sub>anytime</sub> (NHC<sub>anytime</sub>) is a FREE wellness initiative available for the benefit of improving wellness across your organization. The Challenge can be easily implemented in a single department or an entire organization.

Since 2014, the NHC has been utilized by local businesses and organizations in Centre County, Pennsylvania as a wellness initiative for employees and their families. In 2015 the NHC was adopted by the Pennsylvania State University, significantly expanding the participation in the community. Through the ongoing evolution of this program, the resources established by the original NHC program are being made available anytime for business owners and organization leadership all around the country. This Quick Start Guide provides the guidance and instruction necessary to conduct the NHC<sub>anytime</sub> in your organization!

As a leader, you have a unique opportunity to be “part of the solution” by inspiring your employees to make better decisions regarding their dietary/lifestyle habits. The NHC<sub>anytime</sub> provides an excellent opportunity to improve general wellness. We encourage you to partner with your Human Resources team or Wellness committee. Our hope is that you decide to not only conduct a challenge, but participate and become an advocate for the challenge by encouraging those within your sphere of influence to join you.

### NHC<sub>anytime</sub>: Quick Facts

- It is a 28-day nutrition habit building challenge
- Participants choose a nutritional behavior they want to change. The behavior must be significant enough to positively impact their health, but manageable enough that they can be successful for 28 days.
- Participants track their success.
- Participant who successfully practice their nutrition habit for 25 out of 28 days are successful. Many businesses/organizations sponsor prizes and host a prize drawing for all successful participants.

*“We created the NHC to educate and inspire members of our community to make better choices not only with their diets, but also their exercise habits and lifestyle choices. We have created a platform to do that, but we need thousands of participants in order to succeed in truly impacting our community’s health. If we have 10,000 participants, and 20% of them have lasting, meaningful change, we have helped 2000 people live healthier lives. That is the end game.”*

- Bruce Burke, NHC co-founder

## HOW TO RUN A CHALLENGE - A Step by Step guide to build and conduct your challenge

**Committee:** Consider forming a NHC<sub>anytime</sub> committee to build and conduct a successful challenge.

**When:** The NHC<sub>anytime</sub> is a nutrition challenge that can be run over any 28-day period. You choose when to host the Challenge for your organization. Be sure to allow several weeks prior to the start to promote and explain the Challenge. Follow up the Challenge by celebrating success.

**Participants:** Your NHC<sub>anytime</sub> can be organized for small groups like a department, or extremely large groups like an entire organization or community.

**Motivation:** Motivate participants through creative forms of incentive. Create a prize drawing for those who successfully complete the Challenge 25 out of the 28 days. Prizes could include:

- Company logo wear
- Massages
- A personal day off
- Certificates to local gyms or health food shops

And so many other incentives. The more prizes, the more incentive.

**Support Materials:** Utilize the all of the information support available on the [resources](#).

**Communication Plan:** Provide communications before, during, and after to ensure the success of the program.

1. Personally meet with or send an initial communication to key stakeholders asking for their buy-in and commitment to the Challenge.
2. Announce the Challenge with a communication that explains:
  - What the Nutrition Habit Challenge<sub>anytime</sub> is
  - How to choose a nutrition commitment  
([Click here to see a List of Recommended Commitments](#))
  - What prizes and other incentives can be earned as part of the Challenge
  - How to register and participate  
Small groups can sign up on paper or via email. For larger groups, consider using an online registration like [SignUpGenius](#).
3. Send a signup reminder 1 week before the Challenge start date.
4. Send a Kick-Off communication on the start date
  - Encourage participants to practice their nutrition habit.
  - Send out the [scorecard](#) with instructions on recording successful participation
5. Send nutrition education and encouraging communications throughout the Challenge.
6. Announce the end of the cChallenge and explain:
  - How and when to submit completed [scorecards](#)
  - When prize drawings will be conducted and winners announced
7. Encourage participants to share their success stories via social media

## **EXPANDING THE VALUE**

### **Promote the Challenge in the community**

As a community leader, you can use the NHC<sub>anytime</sub> as a tool to impact your community's health. Promote it not only with your employees, but everyone within their "sphere of influence". Inspire your employee to get their families and friends to participate.

### **Utilize the NHC<sub>anytime</sub> to boost your wellness program**

Integrate the NHC<sub>anytime</sub> with an existing wellness program or to kick one off.

- Enhanced recruitment and retention of healthy employees
- Reduced healthcare costs
- Decreased rates of illness and injuries
- Reduced employee absenteeism
- Improved employee relations and morale
- Increased productivity

### **Utilize the NHC<sub>anytime</sub> as a corporate team project to support your community**

Build employee engagement by empowering them to organize and conduct a community wide NHC<sub>anytime</sub> challenge. The Challenge provides a tremendous community service project opportunity for your company. Employees could promote the message of practicing healthy habits in the community at large, as well as within your organization.

### **Education content to share throughout the Nutrition Habit Challenge for your employees**

#### **Discuss the "Less is More" approach to behavior change and goal setting**

[http://www.statecollegefitnessconsultantsinc.com/articles/when\\_it\\_come\\_to\\_weight\\_loss\\_less\\_is\\_more](http://www.statecollegefitnessconsultantsinc.com/articles/when_it_come_to_weight_loss_less_is_more)

#### **Provide nutrition education**

"Smart Snacking"

[http://www.statecollegefitnessconsultantsinc.com/articles/smart\\_snacking](http://www.statecollegefitnessconsultantsinc.com/articles/smart_snacking)

"Limit High Calorie Beverages"

[http://www.statecollegefitnessconsultantsinc.com/articles/limit\\_high\\_calorie\\_beverages](http://www.statecollegefitnessconsultantsinc.com/articles/limit_high_calorie_beverages)

"Eat a Balanced Breakfast"

[http://www.statecollegefitnessconsultantsinc.com/articles/eat\\_a\\_balanced\\_breakfast](http://www.statecollegefitnessconsultantsinc.com/articles/eat_a_balanced_breakfast)

Healthy habits for Kids

[http://www.statecollegefitnessconsultantsinc.com/articles/nutrition\\_habits\\_for\\_kids](http://www.statecollegefitnessconsultantsinc.com/articles/nutrition_habits_for_kids)

#### **Inspire self-help activities**

"Strategies to Succeed (Part I): Goal Setting"

[http://www.statecollegefitnessconsultantsinc.com/articles/strategies\\_to\\_succeed\\_part\\_i\\_goal\\_setting](http://www.statecollegefitnessconsultantsinc.com/articles/strategies_to_succeed_part_i_goal_setting)

"Strategies to Succeed (Part II): Connecting the Short-term with the Long-term"

[http://www.statecollegefitnessconsultantsinc.com/articles/strategies\\_to\\_succeed\\_part\\_ii\\_connecting\\_the\\_short\\_term\\_with\\_the\\_long\\_term](http://www.statecollegefitnessconsultantsinc.com/articles/strategies_to_succeed_part_ii_connecting_the_short_term_with_the_long_term)

"Strategies to Succeed (Part III): Acceptance"

[http://www.statecollegefitnessconsultantsinc.com/articles/strategies\\_to\\_succeed\\_part\\_iii\\_acceptance](http://www.statecollegefitnessconsultantsinc.com/articles/strategies_to_succeed_part_iii_acceptance)