



## **HELP ME HELP YOU**

### **Incentives and Motivational Tools for the Shape Up SF Walking Challenge**

**Purpose:** We all know that exercise is good for us, but sometimes that isn't motivation enough. Shape Up SF would like to provide as many different incentives as possible...

- to encourage team registration
- to provide tools to assist in developing and maintaining healthy habits
- to keep leaders motivated to help their team complete the Challenge
- to reward teams for their efforts
- to educate members about resources and businesses in their community that can help them stay physically active long after the Challenge ends

### **How is Shape Up SF helping to motivate the teams?**

- **Continuous Support**—From now until the contest is over, Shape Up will continually support teams with information on the website (seeing other teams' rankings, access to resources, etc.), a weekly newsletter (tips, recipes, walking routes, recognition of top performing teams, etc.), participant discounts for local businesses (health and physical activity-related), event updates and printed posters to post at site and track success.
- **Pre-Challenge Orientation**—We will have an Orientation on Feb 17, 2010 **from 10:00am-11:30am** at the Health Commission Hearing Room (101 Grove St. #311). Learn to use the website and pick up a Tool Kit to get your team started. Team Toolkits will be available to the first 150 registered teams to attend the Orientation. After the Orientation, registered teams may pick one up from DCYF (1390 Market St, Suite 900) until they run out. All information is also available on the website.
- **Milestone Markers**—Each week, Shape Up will reward a team or individual with a prize for their efforts. Winners will be chosen for categories like Most Improved Team, Most Motivational Team Leader, Best Photo from a Walk, etc. Details on each week's contest, prizes, and winners will be announced in the weekly newsletter.
- **Completed Challenge**—Shape Up and our generous sponsors are organizing Celebration Events at the end of the Challenge. There will be one central event for adult teams and celebration toolkits for youth teams (since it's often harder for them to bring their youth to one event). Check the website for further details on these events as May gets closer.

## **How can team leaders (and members) help to motivate teams?**

- **Email Updates**—remind your team members to log their miles/activities and look for updates on the website. Team leaders can send emails to their members from the website.
- **Use the Walking Challenge Poster in Your Team Leader Toolkit**—post the paper poster somewhere your team will see it. Track the team’s progress here, as well as online, so people who aren’t on your team (or don’t have internet access) can still see how well you are doing. Maybe you’ll inspire someone to join the team! It’s also a good reminder to log miles.
- **Offer More Incentives**—work with your team members or organization to put together prizes, discounts, or even just recognition at meetings for team members who are doing well. Remember that we have Shape Up branded materials available on the Walking Challenge website ([www.shapeupwalkingchallenge.com](http://www.shapeupwalkingchallenge.com))!
- **Organize Group Walks**—Chat with your team about when you can walk together and plan appropriate routes (use [www.mapmyrun.com](http://www.mapmyrun.com) to help!)
- **Be Creative**—Walking to lunch counts as a walk. So does walking around the mall while you’re shopping for shoes. So does walking the golf course. So does vacuuming. Get the drift?
- **Encourage Team Discussions About the Challenge**—Team members will benefit from knowing how people are incorporating physical activity into their lives. Maybe someone will learn about a new yoga studio or find a new workout buddy.
- **Keep Going!**—If people drop out, find replacements. If group walks lose steam, change it up. Don’t let weather, busy schedules, or flakiness discourage you. If there’s at least one person who remains motivated, other people will follow!
- **Ask People What They Need**—People are more inclined to participate if someone is supporting them and asking specifically what might help. Maybe you can’t get it for them, but you might be able to point them in the right direction. Do they need suggestions for activities? Do they need recommendations for new walking shoes? Do they just want someone to invite them personally?
- **Remember That Health is About Diet Too**—Organize a healthy potluck for your team. Encourage people to bring in pitchers or water bottles to stay hydrated. Bring in almonds and fruit to share as a snack instead of that coffee cake and brownies.
- **Share Your Successes**—Your team will feel proud of themselves if they see a photo or story about their activity in the Walking Challenge newsletter. Please email suggestions, stories, photos and more to us at [shapeup@dcyf.org](mailto:shapeup@dcyf.org).
- **Keep In Touch with Shape Up**—whether it’s reading the website, the newsletter, or calling us with questions, please be sure to utilize the resources we’ve provided to help make the Walking Challenge a little easier. And make sure to let us know about physical activity-related EVENTS in your neighborhood so we can advertise them online!

