

## Your Nutrition and Fitness Health Kit

All the tools you need to jump-start  
wellness in the workplace



You can help everybody in your company do something positive for their health. That's how much power you have.

Just think — you have the ability to encourage all your employees to make small changes that could help them live longer. That's a pretty amazing responsibility, isn't it? Plus, you know that good nutrition habits and fitness can translate into fewer sick days and disability claims. So when you promote healthy eating and fitness in the workplace, you're pumping up the health of your company's bottom line, too.

Now here's the question — how do you promote better nutrition and fitness? You work to make it part of your culture. You educate and encourage everyone, no matter what their level of fitness, to make smart decisions.

This kit is your tool for putting together a Nutrition and Fitness challenge or campaign for your company. It was created for clients just like you. It's all about inclusion and company spirit, and provides all the tools you need to develop and run a Nutrition and Fitness campaign.

So read on. Take steps to put this program in place. **Jump-start your company's wellness, and you'll all start feeling really good.**

# It's easy to start your nutrition and fitness program

This kit contains links to materials you can simply download and distribute. It also includes a detailed guide for creating a Nutrition and Fitness Challenge in your workplace, which is a great way to get everybody engaged in improving their total wellness.

## A few points to remember:

- *Keep it simple.* All of the tools in this kit are meant to help you, and require very little time for you to manage.
- *Spread it out.* Don't distribute every email and flyer to employees at once. Spread it out. Stagger your messaging over several weeks or a month. You might even want to call it "Nutrition and Fitness Month" at your company.
- *Keep it fun.* Employees really want to enjoy being healthy. So present this program as a positive, helpful experience, not a mandatory requirement. You want everybody to keep a healthy attitude!



# Wellness in motion



## Start your own Nutrition and Fitness Challenge

Make good health part of everyone's day! We've designed a Nutrition and Fitness Challenge that's doable for everybody, from the 20-something marathoner to the 60-something meat-and-potatoes fan.

Here are your Nutrition and Fitness Challenge Tools:

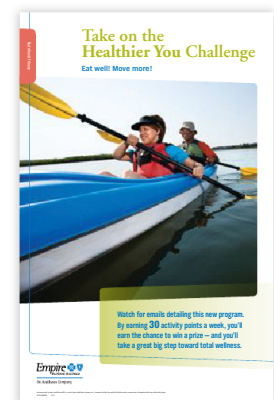
### step 1

Download the **program planner** to learn how to set up and manage the challenge. It will give you details on how to track participation, incentive reward suggestions and other tips for a successful program.



### step 2

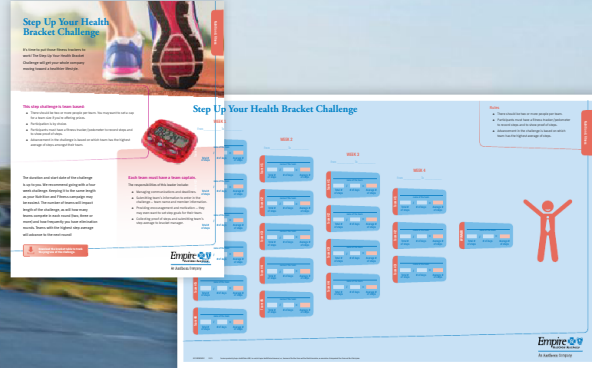
Set a date for your challenge. Before that date, hang this **poster** in your workplace or email it to your employees to promote the upcoming challenge.





## Extra challenge option!

Fitness trackers are all the rage right now. If you've provided your employees with trackers, or know that many already have them, check out our Step Bracket Challenge. It can really help your employees step up their fitness!



And here is the Step Bracket Challenge Table to help you track the results.

**TIP:** Stagger your communications to employees throughout the challenge to keep nutrition and fitness top-of-mind.

## step 3

Plan your communications — mark your calendar to send one **challenge email** per week. We suggest running the challenge over four weeks. Click on the envelope to get all the copy you'll need, along with attachments to send to employees.



## Employee Activity Log



Download this health challenge overview and activity log so your associates can participate and track their healthy actions.



Click on the thumbnails to download each item individually.

# Want to help everyone in your workplace eat better and exercise?

## Start downloading

The resources in our weekly challenge emails contain some great information. Below you'll find those resources, and a few others, all in one place. Check them out for easy reference or distribute to your employees as you'd like. Who knew downloading could be so good for everyone's health?



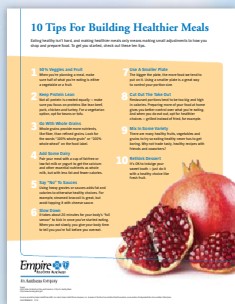
### Getting fit may be easier than you think

Here's an encouraging piece that shows how to incorporate healthy living in your daily activities.



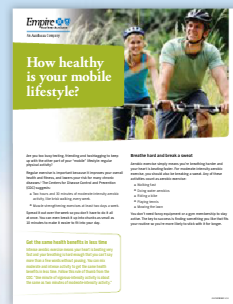
### It all adds up

A great overview of what to look for on nutrition labels, and tips for lowering calories and sugar intake.



### 10 Tips to a better meal

Making a few small adjustments to your meals can add up to better health. This flyer shows you how.



### Your mobile lifestyle

A mobile lifestyle can be a sedentary one. This flyer reminds us of fitness basics in a high-tech world.



### Food can be the best medicine

Who knew a banana could be a magic pill? This flyer shows how foods can help with physical conditions.



### Make better food service choices

How can you eat healthy while still having fun? This flyer shows how smart choices can be made in any situation.



Click on the thumbnails to download each item individually.

**What's better: cardio or strength training?**  
A comparison of the two types of exercise and their benefits.

**Which is better?**

**Cardio:** Burns calories, improves cardiovascular health, and helps with weight loss.

**Strength training:** Builds muscle, increases metabolism, and helps with bone density.

**Empire Blue Cross of Ontario**

### Which is better? Cardio or strength training?

Both have their benefits. But which is the right type of exercise for you?

**What are you going to eat?**  
Learn how to get the right balance.

**Empire Blue Cross of Ontario**

### What are you going to eat?

A great overview on balancing carbs, proteins and fats, with info on fiber, salt, calcium and other topics.

**Want To Eat Healthier?**  
Add some color to your diet.

**Empire Blue Cross of Ontario**

### Benefits of fruits and veggies

Want to eat healthier? Add some color to your diet. This flyer gives you a "color-coded" guide to health benefits.

**Weight Loss: Set Yourself Up For Success**

**Empire Blue Cross of Ontario**

### Weight loss: set yourself up for success

This helpful flyer includes eight healthy eating and physical activity tips.

**Obesity**

**Empire Blue Cross of Ontario**

### What is obesity?

An overview of how physically damaging obesity can be. Includes an eye-opening review of complications.

**10 Changes To Get More Exercise Every Day**

**Empire Blue Cross of Ontario**

### 10 changes you can make to get more exercise

This flyer shows how switching up some habits and exercises can lead to fitness.

**Live life to the fullest - without paying full price**

**Save money with discounts at empireblue.com**

**Empire Blue Cross of Ontario**

### Special Offers from Empire

Yes it feels good to belong. Remind your associates about all the extras they're entitled to as Empire members.

**Build a Better Meal**

**Empire Blue Cross of Ontario**

### Poster: Build a better meal

Display this poster to show employees how small changes can improve the nutrition of their meals.





# Educational support system:

## Additional tools for promoting nutrition and fitness



Looking for more resources to promote fitness and nutrition to your employees?

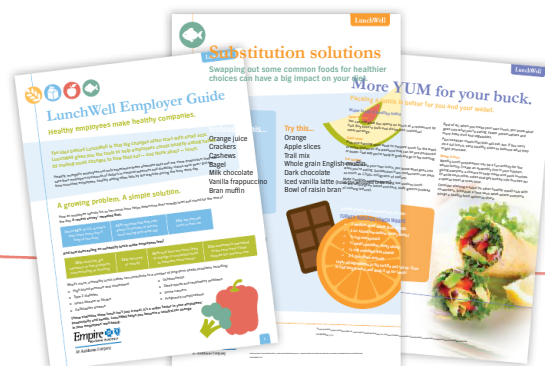
Check out [Time Well Spent!](#) This online employer wellness solution offers a library of health educational resources and other tools you can use to build or enhance your wellness strategy.

Promoting a culture of wellness is a year-round effort. Empire can help by bringing you fun programs, fitness and nutrition resources, discounts and more.

### Launch a LunchWell campaign

The idea behind LunchWell is that big changes often start with small acts. LunchWell gives you the tools to help employees create healthy eating habits by making small changes to how they eat – and think about – lunch.

Available on the [Time Well Spent](#) site, the LunchWell campaign includes information, how-tos and other educational material to help you be the catalyst for healthful changes in your organization.



Click on the thumbnails to download the LunchWell Employee Guide. 



### The Weight Center at Empire



This helpful resource connects employees to information on topics like fitness tips, healthy eating tips and ways to take care of your emotional health and well-being to be your very best self. To access the center, employees need to login at [empireblue.com](https://empireblue.com) then click on the Health and Wellness tab.

### ChooseMyPlate.gov



[ChooseMyPlate.gov](https://www.choosemyplate.gov) provides your employees with practical information to help them build healthier diets with resources and tools for dietary assessment, nutrition education and other user-friendly nutrition information.

### Pedal to Health



Riding a bicycle is a terrific way for your employees to be active and have fun, ultimately keeping your company in good health. Inspired by the UCI World Cycling event, we have launched a new interactive guide to bicycling. We invite you and your employees to take a tour of the site today at [empireblue.com/pedaltohealth/ebs](https://empireblue.com/pedaltohealth/ebs).

### SpecialOffers from Empire



Remind your associates about all the extras they're entitled to as Empire members. In our fitness and health section, we offer a number of discounts for weight loss programs, fitness trackers and more. They can find out more in the discount section on [empireblue.com](https://empireblue.com), once they login.

**You want them to be well. Help them work towards that.**

A healthy workforce is important to you. It's important to us, too. That's why Empire works with companies like yours to instill a culture of health in the workplace. This Nutrition and Fitness Health Kit is one way we're carrying this through. Together, we'll get a healthier workforce in motion.



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