Step Up Your Health Bracket Challenge

It’s time to put those fitness trackers to work! The Step Up Your Health Bracket Challenge will get your whole company moving toward a healthier lifestyle.

This step challenge is team based:

- There should be two or more people per team. You may want to set a cap for a team size if you’re offering prizes.
- Participation is by choice.
- Participants must have a fitness tracker/pedometer to record steps and to show proof of steps.
- Advancement in the challenge is based on which team has the highest average of steps amongst their team.

The duration and start date of the challenge is up to you. We recommend going with a four week challenge. Keeping it to the same length as your Nutrition and Fitness campaign may be easiest. The number of teams will impact length of the challenge, as will how many teams compete in each round (two, three or more) and how frequently you have elimination rounds. Teams with the highest step average will advance to the next round!

Each team must have a team captain.

The responsibilities of this leader include:

- Managing communications and deadlines.
- Submitting team’s information to enter in the challenge — team name and member information.
- Providing encouragement and motivation — they may even want to set step goals for their team.
- Collecting proof of steps and submitting team’s step average to bracket manager.

Download the bracket table to track the progress of the challenge.
Before the challenge:

- If you have a large number of teams, organize them into conferences and divisions similar to a sports league.
- Emphasize that employees can use their own trackers. If you are able, provide fitness trackers to employees, or offer discounts or reimbursements for fitness trackers.
- Offer a reward/prize for the winning team. For some, competition is enough to want to join in on the challenge. Challenges can help you stay motivated and have fun by competing with colleagues. For others, they may be less likely to participate without an incentive to encourage them. A few ideas:
  - Gift cards to retailers
  - Catered (healthy!) lunch for the winning team
  - Credit towards a team dinner

EXTRA TIP: if you decide to offer a prize, depending on the type of prize you want to offer, you may want to set a limit on team sizes.

During the challenge:

- Send emails to team captains to remind them of steps and due dates.
- Send out eblasts to employees to update them on the bracket process and announce winners.
- Use social media! Develop a hashtag for your challenge, and encourage your associates to use the hashtag when posting about the challenge on their social media accounts.

Tips for a successful challenge

Communicate the excitement!

- Weeks in advance of the tournament, start communications to raise awareness of the challenge and generate excitement.
- Post signs and posters around the workplace — in break rooms, stairwells, elevators, mailrooms, etc.
- Send introductory/informative emails to kick off the challenge.
- Develop an intranet page, internal shared site, or even a Facebook page, so employees have a place where they can learn more about the challenge, see team rosters and bracket layouts, find challenge updates and see bracket standings after each round.

Extra Tip:

If you decide to offer a prize, depending on the type of prize you want to offer, you may want to set a limit on team sizes.

Get leadership involved

It’s time to walk the talk. Encourage leadership to join teams, and maybe even develop their own team!