



COUNT IT UP Challenge

Champion Information

This two week Challenge is designed to assist you and your group in leading an active healthy lifestyle. The COUNT IT UP Challenge is a challenge that you can use on your own, with your friends, with your family, with your co-workers, or in your class room! Get someone else involved with you today!

In motion does not require the challenge sheets back. So pick dates in January or February that work best for you and/or the group you are participating with.

Included in this package is a promotional poster and an information sheet. The Challenge is in a brochure format that can be posted or distributed as you see fit. Here are a few next steps that you can take:

Get People Involved

- Pull together a small group to organize and promote the event.
- Involve people from different work areas (especially your hard to reach employees, managers, students, family members, or friends).
- Challenge each other or another group such as another worksite, department, class room, another family, or another group of friends.
- Regardless of the size of participation, this is a perfect opportunity to start the year off right! Share a copy of the challenge with someone else.
- Photocopy and distribute the challenge or send it out through email (feel free to email us for an electronic copy: inmotion@saskatoonhealthregion.ca)

Higher Support

- Get senior management or principals involved.
- Have them be your role models.

Promote, Promote, and Promote

- Be creative in promoting the event - use the stairwells, the inside of washroom cubicle doors and elevators to post information, PA announcements, newsletters, and emails.
- Promote the campaign on your company or school Intranet site.
- Determine where the challenges can be handed in.

Get Others On-Side

- If you have a cafeteria, get support to feature daily vegetable and fruit specials as a highlighted "COUNT IT UP Challenge" choice.
- Talk up the campaign in meetings and other company functions.
- Place stars beside healthy vending machine choices (i.e. 100% fruit juices)

Make it Fun

- Kick off the event by declaring the first day as 'COUNT IT UP Challenge Week' and encourage employees or students to wear their running shoes to work and pack a fruit for coffee break.
- Declare your casual Friday as 'Physical Activity Friday' and wear a wind suit, sweats or runners.
- Offer incentives for employees, students, family members, or friends who complete the challenge.
- Have a daily draw for a small fruit basket and/or a grand prize
- Provide fruit or 100% fruit juice at your meetings.
- Post the record sheets in a common room. This is a great motivator!



COUNT IT UP Challenge

Be physically active for 60 minutes at moderate-to vigorous intensity per day



**See Canadian Physical Activity Guidelines for age specific recommendations.*

Increase the amount of Vegetables and Fruit that you eat each day.

**See Eating Well with Canada's Food Guide for age & gender specific servings.*



Additional information:

Date the challenge will run:

“Setting a goal is not the main thing...it is deciding how you will go about achieving it and staying with that plan.”

Start off the year the ACTIVE AND HEALTHY way!

Check out in-motion.ca for more information

COUNT IT UP Challenge

Objectives:

- ♥ To encourage you to work toward being physically active for at least 60 minutes per day (Refer to CSEP's Canadian Physical Activity Guidelines at www.csep.ca/guidelines)
- ♥ To encourage you to eat 5—10 servings of Vegetables and Fruit every day. (Refer to Eating Well with Canada's Food Guide: Recommended Number of Servings of Vegetables and Fruit per Day)

Why COUNT IT UP?

- ♥ Canadian Physical Activity Guidelines recommends at least 60 minutes of moderate-to vigorous physical activity per day. See the **in motion** web-site (www.in-motion.ca) to see the many ways that physical activity can improve your health.
- ♥ Eating 5-10 servings of vegetables and fruit each day as part of a healthy diet can help reduce risk of cancer heart disease and stroke.
- ♥ Eat 5-10 servings of vegetables and fruit each day for better health
- ♥ For more information go to www.phac-aspc.gc.ca/pau-uap/paguide/ or www.5to10aday.com.

How to COUNT IT UP:

- ♥ The COUNT IT UP Challenge is a personal challenge to assist you leading an active healthy lifestyle
- ♥ Chart your progress on the record sheet.
- ♥ Post your record sheet in an area that will help be a reminder for you (staff room, at home on the fridge, in your classroom, etc.)
- ♥ If you are currently doing more than 30 minutes of physical activity, you can designate the squares to represent any amount of time. Try to add to what you are doing already!

Ideas for physical activity:

- ♥ walk to work or school
- ♥ playground activities
- ♥ start a walking group
- ♥ bike riding
- ♥ take your dog for a walk
- ♥ join a fitness club



Ideas for Vegetables and Fruits:

- ♥ start your day by adding a fruit to breakfast
- ♥ pack 2 pieces of fruit in your lunch bag to eat throughout the day
- ♥ order a salad for lunch
- ♥ drink 100% fruit juice rather than pop or coffee
- ♥ blend a fruit smoothie
- ♥ try a new vegetable for fruit
- ♥ add colour—choose 1 dark green, 1 orange vegetable each day

