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INTRODUCTION

The Engaging Consumers@Work (EC@W) program is a 10-week educational and motivational program at your work site, designed to engage employees and help them become more aware of how their daily choices have an impact on their health — and on the overall cost of their healthcare.

The goal of this program is to impact employee health and productivity in several important ways:

- *improving employee awareness and knowledge of how their choices impact their health and healthcare costs*
- *motivating employees to make better choices about their healthcare*
- *encouraging healthier lifestyles*

During this program, you can expect to see motivated and engaged employees, some friendly team rivalry between company locations and teambuilding among your employees.

This Facilitator Guide gives you the information necessary to make this program a success. The guide describes your role in implementing the program and provides week-by-week instructions with snapshots of the materials you will display in your facility. Your role is described later in this booklet, but we've made it easy for you. Honest.

PROGRAM OVERVIEW

There are two parts to the program: educational materials and a physical activity component, the **WalkingWorks®** Challenge, in which we will engage employees through a team competition walking program.

Educational Materials

The educational materials reinforce the program's educational messages:

- *Increasing Physical Activity*
- *Eating Responsibly*
- *Use of Generic Drugs*
- *"Know Your Numbers"*
- *ER Utilization*
- *Prevention*
- *Healthcare 101*

These messages directly relate to the heart of this program — that, as consumers, our decisions have an impact on our health. The program emphasizes that we all have a responsibility to make thoughtful and informed decisions about our daily health choices. You can choose to focus on specific messaging themes pertinent to your employee base and use the corresponding materials to create a customized 10-week program.

The materials — weekly posters, table-top tents, postcards and paycheck stuffers — have a coordinated design to ensure integrated messaging. (See page 5 - 7 for a full list of materials)

PROGRAM OVERVIEW (CONT.)

The **WalkingWorks**® Challenge

The physical activity component, called **WalkingWorks**®, includes these materials:

- *Participant Guides for all employees (with tips and suggestions about healthy eating, stretching, strength training and the benefits of physical activity).*
- *Online instructions on how to set up a friendly team walking competition and track team progress – please refer to www.walkingworks.com (administrative module) for this information.*
- *Motivational weekly e-mails from the team leader – included in the back section of this guide and also available electronically.*

The **WalkingWorks**® Challenge is the physical activity portion of the program. It's a fun, motivational program designed to help you and your co-workers increase your physical activity.

For 10 weeks, participants from your location and other company locations* will use pedometers to measure daily steps**. Participants will record their weekly activity online and can also track it on a paper log in their Participant Guide.

Individuals with disabilities may participate by logging miles traveled in a wheelchair, laps in a pool or time spent performing another physical activity.

***Individual Competition**

Please note that while this guide refers to a competition between different work site teams, it is also possible to conduct an individual competition among one group of employees. Please refer to www.walkingworks.com for more information about setting up and tracking this type of competition.

****Activity Tracking**

Please note that while this guide refers to activity tracking in terms of steps measured by pedometers, it is also possible for employees to participate in this program without pedometers – by recording their time walking. The **WalkingWorks**® website has a field to enter time spent walking, and goals and reporting can be adjusted accordingly. A separate Participant Guide is available for employees participating in a time-based program, and a set of sample e-mails that can be used with a time-based program is included later in this guide and available electronically.

PROGRAM MATERIALS

Posters (choose 10)

What's for breakfast?

\$4.07 per box
whole-grain cereal

\$115 per month
cholesterol medicine

Getting 48-88 grams of fiber daily is just one of the ways you can reduce your risk of costly health problems. When it comes to the cost of healthcare, our choices make a difference.

What choices are you making?

Nutrition Facts

Serving Size		Amount Per Serving	
		% Daily Value	
Total Fat	10g	20%	High
Saturated Fat	5g	10%	High
Trans Fat	0.5g	1%	Low
Cholesterol	30mg	60%	High
Sodium	100mg	20%	High
Total Sugar	10g	20%	High
Total Protein	10g	20%	High
Dietary Fiber	4g	8%	Low
Calcium	100mg	20%	High
Iron	10mg	20%	High
Vitamin D	10IU	20%	High

The help you make the best food choices, read the Nutrition Facts label on packaged foods. Knowing what you eat is just one of the ways you can make better choices that can reduce your risk of costly health problems. When it comes to the cost of healthcare, your choices make a difference.

Which would you rather have every day?

\$1 per serving
fruit salad

\$114 per month
blood pressure medicine

Getting the benefits of fresh fruits and vegetables daily is just one of the ways you can reduce your risk of costly health problems. When it comes to the cost of healthcare, your choices make a difference.

Eating Responsibly

It's your call.

\$55
what you call
family physician visit

\$147
emergency
E.R. visit

In an emergency you shouldn't hesitate to go to the E.R. or urgent care center. But if your condition isn't urgent, check with your doctor first (or call FIRST PLAN HOME NURSES). When it comes to the cost of healthcare, our choices make a difference.

One cold. Two remedies.

\$47
over-the-counter
cough medicine

\$93
prescription
cough medicine

When someone in your health plan visits the E.R. for non-emergency care, we all pay more — in higher insurance premiums, co-payments and deductibles. In an emergency you shouldn't hesitate to go to the E.R., but if your condition isn't urgent, check with your doctor first.

what you need to treat a cold

what you might pay for at the E.R.

When someone in your health plan visits the E.R. for non-emergency care, we all pay more — in higher insurance premiums, co-payments and deductibles. In an emergency you shouldn't hesitate to go to the E.R., but if your condition isn't urgent, check with your doctor first.

ER Utilization

Your prescription. Your choice.

\$95
30-day prescription
of one brand name
drug

\$29
30-day prescription
of its generic equivalent

The generic drug can be just as effective. Choose FDA-approved, high-quality generic drugs whenever possible. It can save you money at the pharmacy and can help keep costs down for everyone.

Research & Development

Marketing & Advertising

Pay for the medicine, not the brand name. Choosing FDA-approved, high-quality generic drugs whenever possible can save you money at the pharmacy and help keep insurance premiums affordable for all.

Your wallet. Your choice.

\$95
30-day supply
of a brand name drug

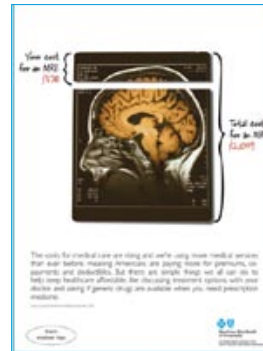
\$29
30-day supply
of generic equivalent

Choosing generic drugs is just one way you can save money at the pharmacy and help keep costs down for everyone. Both medicines are FDA-approved with the same active ingredients, the same strength and the same dosage. Ask your doctor what's best for you.

Use of Generic Drugs

PROGRAM MATERIALS

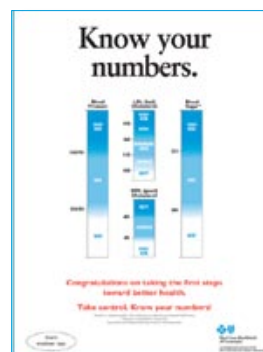
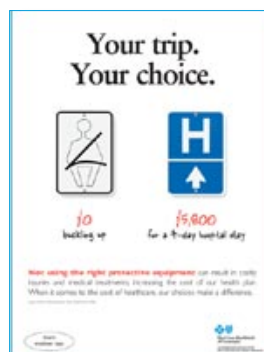
Posters (cont.)



Healthcare 101



Increasing Physical Activity

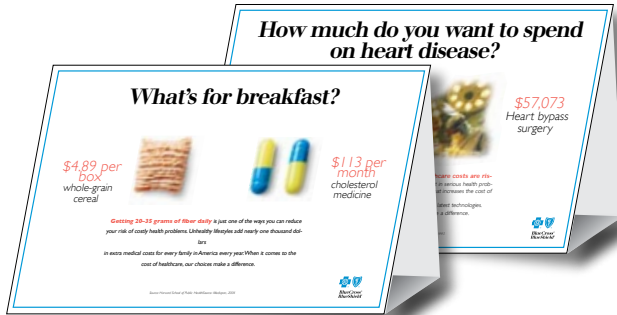


Prevention

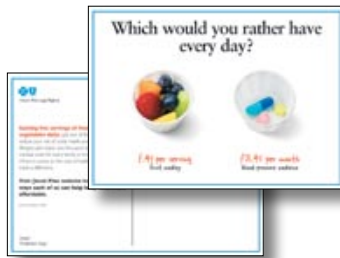
"Know Your Numbers"

PROGRAM MATERIALS (CONT.)

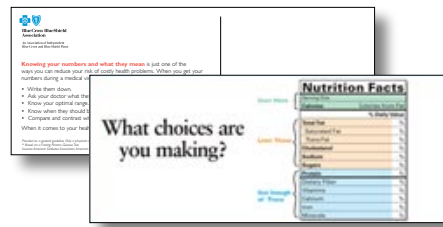
Table Tents (to correspond with chosen poster messaging)



Supporting Materials (to correspond with chosen poster messaging)



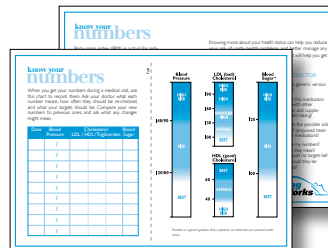
Postcards



Paycheck Stuffers



Nutrition Guide



HealthTracker Card

YOUR ROLE

You are the facilitator — the key person to keeping the program on track. You may choose to manage both the educational and physical activity components, or you may decide that someone else should assist as the team leader for the **WalkingWorks®** Challenge. In either case, we recommend that you select someone to fill in for you — particularly if you are not available on a Monday, the day we recommend each new weekly topic is presented.

You'll notice that the weekly communication materials — posters, table top tent cards, postcards and paycheck stuffers — have a coordinated theme. You are charged with distributing the posters and tabletop tent cards on each of the designated Mondays in the program; you have the option of mailing out the corresponding postcards and/or distributing the paycheck stuffers to correspond with the weekly educational message.

Here's what you will do (Relax. While the list seems long, it's really not that time-consuming)

- *Select a back-up person to assist you if you are not available*
- *Determine a set date for program launch and communicate this to all employees*
- *Determine the locations for the posters (high-traffic areas such as entrances, lunchrooms, near restrooms) and hang them each Monday during the program*
- *Determine the location for the tabletop tents (e.g. lounge areas, break rooms, cafeteria) and place them each Monday during the program*
- *Determine how the WalkingWorks team leader (if someone other than yourself) will communicate to the participants. For example: send e-mail, mailboxes, voicemail) each week of the 10-week walking program*
- *Determine how you will distribute the Participant Guides and pedometers (if applicable) after employees have signed up to participate in the walking activity; a list of participating employees can be retrieved from the walkingworks.com administrative module*
- *Be available to answer questions about the walking program*
- *Determine if and how incentives such as gift certificates, hats, water bottles and t-shirts may be used to motivate participants*
- **Optional:** *Implement an employee walking session during the day (at lunchtime, for example). You could walk in the parking lot or around the block, beginning slowly and working up to a longer time throughout the program.*

WEEKLY TIMELINE

Pre-Launch

4-6 weeks prior to program

- *Select 10 messages from the suite of educational materials that are in key topic areas you wish to focus on based on what is most relevant to your employee base*
- *Print materials so that there are enough to post in visible work site areas*
- *Ensure that your site is coordinated with other work site facilitators in the company who are participating, so employees are experiencing the program at the same time*

Launch

1 week prior to program

- *Distribute e-mails encouraging employees to sign up for the program at www.walkingworks.com, along with sign-up instructions*
- *Distribute Participant Guides to those employees who sign up (note: sign-ups can continue throughout the 10-week program)*

Program Weeks

Weeks 1 through 10

- *Monday - Post/distribute Weekly Topic posters and table tents*
- *Mail/distribute postcards and paycheck stuffers (optional) to arrive at the beginning of the respective weeks, ensuring that the messages remain coordinated*

SAMPLE E-MAILS FROM TEAM LEADER *pedometer-based program*

You'll send 13 e-mails to those who are participating in this activity — one e-mail before and one after the program and one each week of the program. These are the sample e-mails you'll send; these are also available electronically so you don't have to re-type them. The e-mails should be sent Monday morning of each week during the program.

Pre-Launch E-mail – Announcement

Join us for the next 10 weeks in **WalkingWorks®** – a friendly walking competition between our location and [insert # of work sites] other [insert employer name] locations.

To register, go to www.walkingworks.com and click on the “sign up” link.

A screen will appear asking if you are participating in WalkingWorks as part of a group – click “Yes”.

A drop-down menu will appear with a list of groups. Highlight [insert BCBS Plan name], followed by [insert employer name] and [insert work site name]

Continuing on the same screen, fill out the registration form by carefully typing your name, e-mail, password, age group, participation level and work zip code. Click “submit”.

When you sign up for **WalkingWorks®** you'll receive a FREE pedometer and a FREE Participant Guide with instructions for tracking the number of steps you walk each week. Once you sign up, you'll receive weekly e-mail reminders and tips, and you'll be able to track your personal and team progress on the Web site.

For more information, contact [insert facilitator's contact name/email].

Launch E-mail – Introduction

Congratulations — you are now registered for the **WalkingWorks®** Challenge.

If you have a health condition or have not done any regular physical activity for a long time (men over 40, women over 50), talk to your doctor before starting this exercise program.

The goal is for our location to collectively walk from the Washington Monument to the Golden Gate Bridge — 2,800 miles — as many times as possible during the next 10 weeks.

We will track your progress as long as you transfer your weekly steps each Monday morning from your Participant Guide log to the online tracking tool found at www.walkingworks.com.

If you have any questions, please contact me. Good luck and have fun stepping to better health.

E-mail #1 – Week 1

Week 1 of the **WalkingWorks**® Challenge is here. Get ready to start stepping!

The first week of the program is simple — just wear the pedometer to help you track your steps. This first week establishes your baseline daily step average. It is important that you do not try to do anything different in your daily routine than you normally would this week and try not to look at your pedometer throughout the day. At the end of each day, write down your step total in your Participant Guide/log under Week 1, and then reset the pedometer so it is ready for the next day.

Remember to log your steps over the weekend. On Monday morning you will enter your week's total number of steps into the online tracking tool.

Please let me know if you have any questions!

E-mail #2 – Week 2

Last week was easy, now we are going to “step” it up a bit! Here's what to do in Week 2:

First, be sure to record your weekly step total in the online tracking tool at www.walkingworks.com. You should do this each Monday so that your progress is counted.

Figure out the average number of steps you took per day during Week 1.

Increase this average number of daily steps by 10% to 20% - make the increase challenging, but realistic. This is your daily step goal for Week 2. (For example, if your Week 1 daily step average was 4,500 steps and you want to increase this by 20% or 900 steps, your Week 2 daily step goal is 5,400 steps.)

Look for ways to reach this goal every day. Look at your pedometer often throughout the day. Some days will be easy, other days you will have to work to “step” it up. Do whatever it takes to reach your new daily step goal — you can do it!

E-mail #3 – Week 3

Congratulations on completing Week 2 and increasing your daily steps! Moving on to Week 3, let's really "step" up our challenge!

Figure out the average number of steps you took per day for Week 2. If you reached your daily step goal on three or more days, increase your Week 2 average number of daily steps by 10-20%. This is your daily step goal for Week 3.

If you didn't reach your daily step goal for Week 2, do not increase your goal for Week 3. Stick with your same daily step goal from Week 2 and try again — you can do it!

NEW THIS WEEK! At least three days this week add a 20- to 30-minute walk. This can be a continuous 20-30 minute walk OR you can break it down into smaller 10-minute or 15-minute walk totaling the 20-30 minutes. Be sure to note in your log how many steps you walked.

Need help finding the time? Write it on your calendar as you would an appointment. Make it fun — walk with a co-worker, spouse, friend or your children! Continue to log step totals for each day in your Participant Guide and record last week's step total at www.walkingworks.com.

E-mail #4 – Week 4

You have completed three weeks of the **WalkingWorks®** Challenge! Keep up the great work as you move into Week 4. You truly are taking big "steps" towards a permanent lifestyle change.

It's time for a big decision! Choose the level you would like to attain using the following guidelines:

Level 1 - If improved health is your goal, your ultimate goal is to take 10,000 steps per day.

Level 2 - If improved health and weight loss are your goals, your ultimate goal is to take 12-15,000 steps per day.

Level 3 - If improved health, weight loss and increased fitness are your goals, then 3,000 - 6,000 of your 12,000 -15,000 steps per day need to be within your Target Heart Rate Zone. For more information about how to calculate your target heart rate, refer to your Participant Guide.

In Week 3, if you were at the ultimate step goal of the level you chose above- GREAT, you will keep your goal right there for the remainder of the program. If your goal for last week was under the step total for the level you chose above, then you are going to continue to increase your step average by 10% to 20% each week until you work up to your "ultimate daily step goal."

NEW THIS WEEK! Increase your walk for exercise to four days and add an additional five minutes. Continue to log step totals for each day in your Participant Guide and record last week's step total at www.walkingworks.com.

E-mail #5 – Week 5

You're on a roll! Really focus on making those exercise walks a part of your daily routine this week. Keep steppin'!

Figure out the average number of steps you took per day for Week 4.

In Week 4, if you were at the ultimate step goal of the level you chose last week — GREAT, you will keep that goal. If your goal for last week was under the step total for the level you chose last week then you need to continue to increase your step average by 10% to 20% each week until you work up to your “ultimate daily step goal.”

NEW THIS WEEK! Increase your walk for exercise to 4-5 days this week and add another additional five minutes (up to 30-40 minutes). Don't forget that it is okay to break this time up into smaller walks throughout your day.

Continue to log step totals for each day in your Participant Guide and record last week's step total at www.walkingworks.com.

E-mail #6 – Week 6

Week 6 is a great week to review your goals and reflect on how far you have come since day one. Re-motivate yourself and be proud of what you have done so far! Even if you haven't reached your step goal every day you have definitely made improvements. Every single step counts towards a healthier you!

Figure the average number of steps you took per day for Week 5.

In Week 5, if you met your goal level, continue on. If your goal for Week 5 was under your ultimate step goal, continue to increase your step average by 10- 20% each week until you work up to your “ultimate daily step goal.”

Remember: Each week is different for each of us and if you have a low week, that's okay – the next week will be better! If you feel like your step goal has become too high for you, feel free to back it down. Once you gain success at this level and you are ready then you can start the 10-20% climbs again.

NEW THIS WEEK! Increase your walk for exercise to 4-6 days this week.

NEW THIS WEEK! Add 3-5 minutes of flexibility training/stretching to the end of your walk.

Continue to log step totals for each day in your Participant Guide and record last week's step total at www.walkingworks.com.

E-mail #7 – Week 7

There are no physical exercise additions to your Week 7 assignment. Let's keep moving!

Figure out the average number of steps you took per day for Week 6.

You know your ultimate step goal. Keep your goal for Week 7 on that ultimate step goal or increase your Week 6 average by 10-20% to work up to that goal.

Once again shoot for 4-6 days with an exercise walk this week.

At the end of your walks, continue with the 3-5 minute flexibility/stretching routine that you added last week.

Continue to log step totals for each day in your Participant Guide and record last week's step total at www.walkingworks.com.

E-mail #8 – Week 8

Seven weeks down three to go - welcome to Week 8! This week we will add a bit of strength training to “pump” up our walking routine and boost our metabolism. Keep up the great work. You are awesome!

Figure out the average number of steps you took per day for Week 7. You know your ultimate step goal. Keep your goal for Week 8 on that ultimate step goal or increase your Week 7 average by 20% to work up to that goal.

NEW THIS WEEK! Aim for 5-6 days with an exercise walk totaling at least 30-40 minutes (Don't forget: those minutes can be split up into “mini-workouts”).

Continue to stretch for 3-5 minutes at the end of your exercise walks.

NEW THIS WEEK! Add a strength training routine one day this week.

Continue to log step totals for each day in your Participant Guide and record last week's step total at www.walkingworks.com.

E-mail #9 – Week 9

Week 9 is here and you know it all — you are almost done putting the pieces together for an awesome personal fitness routine!

Figure out the average number of steps you took per day for Week 8. You know your ultimate step goal. Keep your goal for Week 9 on that ultimate step goal or increase your Week 8 average by 10-20% to work up to that goal.

Aim for 5-6 days with an exercise walk totaling at least 30-40 minutes.

Continue to stretch for 3-5 minutes at the end of your exercise walks.

NEW THIS WEEK! Strength train two days.

Continue to log step totals for each day in your Participant Guide and record last week's step total at www.walkingworks.com.

E-mail #10 – Week 10

The final week! Be very proud of yourself for what you have accomplished during the Challenge.

Choose your step goal for Week 10 and, as always, add walking in your day to reach this goal. How often you wear your pedometer after this program is up to you. By now you have a very good idea of what it takes to reach your daily step goal and you know if you've had a great step day or a lower step day without even looking at your pedometer. You can choose to wear the pedometer daily or maybe just once or twice a week to "check-in" with yourself.

You have worked up to the following four steps during the past several weeks and using this plan will help you as you continue to move forward:

- Aim for 5-6 days per week with an exercise walk totaling at least 30-40 minutes
- Stretch for 3-5 minutes at the end of your exercise walks
- Strength train 2-3 days per week
- If you miss a day or two, don't get discouraged – just get back to your routine as soon as possible!

Congratulations! Don't forget to continue to log step totals for each day in your Participant Guide and record last week's step total at www.walkingworks.com as soon as possible so we can determine the winner!

Wrap Up Email

You did it! You should feel proud of yourself for sticking with the program and encouraged to continue it on your own.

We are pleased to announce the results of the **WalkingWorks®** Challenge: [Team leaders: Retrieve this list from the final standings on walkingworks.com.]

We hope you became more active and physically fit during this program — and had fun!

SAMPLE E-MAILS FROM TEAM LEADER *time-based program*

You'll send 13 e-mails to those who are participating in this activity — one e-mail before and one after the program and one each week of the program. These are the sample e-mails you'll send; these are also available electronically so you don't have to re-type them. The e-mails should be sent Monday morning of each week during the program.

Pre-Launch E-mail – Announcement

Join us for the next 10 weeks in **WalkingWorks**[®] – a friendly walking competition between our location and [insert # of work sites] other [insert employer name] locations.

To register, go to www.walkingworks.com and click on the “sign up” link.

A screen will appear asking if you are participating in WalkingWorks as part of a group – click "Yes".

A drop-down menu will appear with a list of groups. Highlight [insert BCBS Plan name], followed by [insert employer name] and [insert work site name]

Continuing on the same screen, fill out the registration form by carefully typing your name, e-mail, password, age group, participation level and work zip code. Click "submit".

When you sign up for **WalkingWorks**[®] you'll receive a FREE Participant Guide with instructions for tracking the number of minutes you walk each week. Once you sign up, you'll receive weekly e-mail reminders and tips, and you'll be able to track your personal and team progress on the Web site.

For more information, contact [insert facilitator's contact name/email].

Launch E-mail – Introduction

Congratulations — you are now registered for the **WalkingWorks**[®] Challenge.

If you have a health condition or have not done any regular physical activity for a long time (men over 40, women over 50), talk to your doctor before starting this exercise program.

The goal is for our location to collectively walk from the Washington Monument to the Golden Gate Bridge — 2,800 miles — as many times as possible during the next 10 weeks.

We will track your progress as long as you transfer your walking time each Monday morning from your Participant Guide log to the online tracking tool found at www.walkingworks.com.

If you have any questions, please contact me. Good luck and have fun stepping to better health.

E-mail #1 – Week 1

Week 1 of the **WalkingWorks**[®] Challenge is here. Get ready to start walking!

The first week of the program is simple — just track the time you spent walking during the week. This first week establishes your baseline daily walking time average. It is important that you do not try to do anything different in your daily routine than you normally would this week and try not to look at your pedometer throughout the day. At the end of each day, write down your time total in your Participant Guide/log under Week 1.

Remember to log your walking time over the weekend. On Monday morning you will enter your week's total time into the online tracking tool.

Please let me know if you have any questions!

E-mail #2 – Week 2

Last week was easy, now we are going to “step” it up a bit! Here's what to do in Week 2:

First, be sure to record your weekly total walking time in the online tracking tool at www.walkingworks.com. You should do this each Monday so that your progress is counted.

Figure out the average amount of time you walked each day during Week 1.

Increase this average number of daily steps by 10% to 20% — make the increase challenging, but realistic. This is your daily walking goal for Week 2. (For example, if your Week 1 daily walking average was 25 minutes and you want to increase this by 20% or 5 minutes, your Week 2 daily walking goal is 30 minutes.)

Look for ways to reach this goal every day. Try to monitor and track your walking time throughout the day. Some days will be easy, other days you will have to work to “step” it up. Do whatever it takes to reach your new daily walking goal — you can do it!

E-mail #3 – Week 3

Congratulations on completing Week 2 and increasing your daily walking! Moving on to Week 3, let's really "step" up our challenge!

Figure out the average number of time you spent walking per day for Week 2. If you reached your daily walking goal on three or more days, increase your Week 2 average time by 10-20%. This is your daily walking goal for Week 3.

If you didn't reach your daily walking goal for Week 2, do not increase your goal for Week 3. Stick with your same daily step goal from Week 2 and try again — you can do it!

NEW THIS WEEK! At least three days this week add a 20- to 30-minute walk. This can be a continuous 20-30 minute walk OR you can break it down into smaller 10-minute or 15-minute walks totaling the 20-30 minutes. Be sure to add this to your walking total in your daily log.

Need help finding the time? Write it on your calendar as you would an appointment. Make it fun — walk with a co-worker, spouse, friend or your children!

Continue to log walking totals for each day in your Participant Guide and record last week's total walking time at www.walkingworks.com.

E-mail #4 – Week 4

You have completed three weeks of the **WalkingWorks®** Challenge! Keep up the great work as you move into Week 4. You truly are taking big "steps" towards a permanent lifestyle change.

It's time for a big decision! Choose the level you would like to attain using the following guidelines:

Level 1 - If improved health is your goal, your ultimate goal is to walk 45 minutes per day.

Level 2 - If improved health and weight loss are your goals, your ultimate goal is to walk 55 to 70 minutes per day.

Level 3 - If improved health, weight loss and increased fitness are your goals, then 15-30 of your 55 to 70 minutes per day need to be within your Target Heart Rate Zone. For more information about how to calculate your target heart rate, refer to your Participant Guide.

In Week 3, if you were at the ultimate walking goal of the level you chose above- GREAT, you will keep your goal right there for the remainder of the program. If your goal for last week was under the walking total for the level you chose above, then you are going to continue to increase your average daily walking time by 10% to 20% each week until you work up to your "ultimate daily walking goal."

NEW THIS WEEK! Increase your walk for exercise to four days and add an additional five minutes.

Continue to log walking totals for each day in your Participant Guide and record last week's total walking time at www.walkingworks.com.

E-mail #5 – Week 5

You're on a roll! Really focus on making those exercise walks a part of your daily routine this week. Keep walking!

Figure out the average number of time you spent walking per day for Week 4.

In Week 4, if you were at the ultimate walking goal of the level you chose last week — GREAT, you will keep that goal. If your goal for last week was under the walking total for the level you chose last week then you need to continue to increase your average walking time by 10% to 20% each week until you work up to your “ultimate daily walking goal.”

NEW THIS WEEK! Increase your walk for exercise to 4-5 days this week and add another additional five minutes (up to 30-40 minutes). Don't forget that it is okay to break this time up into smaller walks throughout your day.

Continue to log walking totals for each day in your Participant Guide and record last week's total walking time at www.walkingworks.com.

E-mail #6 – Week 6

Week 6 is a great week to review your goals and reflect on how far you have come since day one. Re-motivate yourself and be proud of what you have done so far! Even if you haven't reached your walking goal every day you have definitely made improvements. Every single step counts towards a healthier you!

Figure out the average number of time you spent walking per day for Week 5.

In Week 5, if you met your goal level, continue on. If your goal for Week 5 was under your ultimate walking goal, continue to increase your average walking time by 10- 20% each week until you work up to your “ultimate daily walking goal.”

Remember: Each week is different for each of us and if you have a low week, that's okay – the next week will be better! If you feel like your walking goal has become too high for you, feel free to back it down. Once you gain success at this level and you are ready then you can start the 10-20% climbs again.

NEW THIS WEEK! Increase your walk for exercise to 4-6 days this week.

NEW THIS WEEK! Add 3-5 minutes of flexibility training/stretching to the end of your walk.

Continue to log walking totals for each day in your Participant Guide and record last week's total walking time at www.walkingworks.com.

E-mail #7 – Week 7

There are no physical exercise additions to your Week 7 assignment. Let's keep moving!

Figure out the average number of time you spent walking per day for Week 6.

You know your ultimate walking goal. Keep your goal for Week 7 on that ultimate walking goal or increase your Week 6 average by 10-20% to work up to that goal.

Once again shoot for 4-6 days with an exercise walk this week.

At the end of your walks, continue with the 3-5 minute flexibility/stretching routine that you added last week.

Continue to log walking totals for each day in your Participant Guide and record last week's total walking time at www.walkingworks.com.

E-mail #8 – Week 8

Seven weeks down three to go - welcome to Week 8! This week we will add a bit of strength training to “pump” up our walking routine and boost our metabolism. Keep up the great work. You are awesome!

Figure out the average number of steps you took per day for Week 7. You know your ultimate step goal. Keep your goal for Week 8 on that ultimate step goal or increase your Week 7 average by 20% to work up to that goal.

NEW THIS WEEK! Aim for 5-6 days with an exercise walk totaling at least 30-40 minutes (Don't forget: those minutes can be split up into “mini-workouts”).

Continue to stretch for 3-5 minutes at the end of your exercise walks.

NEW THIS WEEK! Add a strength training routine one day this week.

Continue to log walking totals for each day in your Participant Guide and record last week's total walking time at www.walkingworks.com.

E-mail #9 – Week 9

Week 9 is here and you know it all — you are almost done putting the pieces together for an awesome personal fitness routine!

Figure out the average number of steps you took per day for Week 8. You know your ultimate step goal. Keep your goal for Week 9 on that ultimate step goal or increase your Week 8 average by 10-20% to work up to that goal.

Aim for 5-6 days with an exercise walk totaling at least 30-40 minutes.

Continue to stretch for 3-5 minutes at the end of your exercise walks.

NEW THIS WEEK! Strength train two days.

Continue to log walking totals for each day in your Participant Guide and record last week's total walking time at www.walkingworks.com.

E-mail #10 – Week 10

The final week! Be very proud of yourself for what you have accomplished during the Challenge.

Choose your walking goal for Week 10 and, as always, add walking in your day to reach this goal. By now you have a very good idea of what it takes to reach your daily walking goal and you know if you've had a great walking day or a lower walking day without even monitoring your time. You can choose to continue to track your walking time daily or maybe just once or twice a week to “check-in” with yourself.

You have worked up to the following four steps during the past several weeks and using this plan will help you as you continue to move forward:

- Aim for 5-6 days per week with an exercise walk totaling at least 30-40 minutes
- Stretch for 3-5 minutes at the end of your exercise walks
- Strength train 2-3 days per week
- If you miss a day or two, don't get discouraged – just get back to your routine as soon as possible!

Congratulations! Don't forget to continue to log walking totals for each day in your Participant Guide and record last week's total walking time at www.walkingworks.com as soon as possible so we can determine the winner!

Wrap Up E-mail

You did it! You should feel proud of yourself for sticking with the program and encouraged to continue it on your own.

We are pleased to announce the results of the **WalkingWorks**[®] Challenge: [Team leaders: Retrieve this list from the final standings on walkingworks.com.]

We hope you became more active and physically fit during this program — and had fun!

Frequently Asked Questions *general*

What is Engaging Consumers @ Work?

Engaging Consumers @ Work is a program designed to engage employees and help them become more aware of how their daily choices have an impact on their health — and on the overall cost of their healthcare. The program will educate and encourage your employees to improve their health awareness and increase their physical activity.

Is the information I enter during registration used for purposes other than keeping track of my Engaging Consumers @ Work progress?

We do not use any of the information provided during registration for any other purpose. You will only receive health and Engaging Consumers @ Work program information during the length of the program.

Frequently Asked Questions *registration*

How do I register for **WalkingWorks**® online?

To register, go to **www.walkingworks.com** and click on the “**sign up**” link.

A screen will appear asking if you are participating in **WalkingWorks**® as part of a group – click “**Yes**”.

A drop-down menu will appear with a list of groups. Highlight your Blue Cross and Blue Shield Plan, followed by your Employer’s name and Location

Continuing on the same screen, fill out the registration form by carefully typing your name, e-mail, password, age group, participation level, and work zip code. Click “**submit**”.

I forgot my login or password, how do I get this information?

The login is always your e-mail address. To have your password sent to your e-mail address, click on the “**forgot password**” link. Your password will be sent to your e-mail inbox.

I tried to register for **WalkingWorks**® and it states I’m already registered. How do I access my account?

This means your e-mail address is already registered in the system. To get your password sent to your e-mail address click on the “**forgot password**” link. Your password will be sent to your e-mail inbox.

Resources

Here are some other resources that you may want to check out and direct employees to for additional information:

Healthy eating

- www.deliciousdecisions.com
- www.drgourmet.com
- www.ediets.com
- www.healthyeating.net
- www.lowfatcooking.about.com
- www.weightwatchers.com
- www.foodfit.com

General health and wellness

- www.allhealth.com
- www.drkoop.com
- www.fitness.gov
- www.healthcentral.com
- www.health.discovery.com
- www.heartinfo.org
- www.mayoclinic.com
- www.medicinenet.com
- www.nic.gov
- www.obgyn.net
- www.webmd.com

Health-related organizations

- www.acefitness.org American Council on Exercise
- www.americanheart.org American Heart Association
- www.cancer.org American Cancer Society
- www.cdc.gov Centers for Disease Control
- www.diabetes.org American Diabetes Association
- www.eatright.org American Dietetic Association
- www.fda.gov Food and Drug Administration
- www.lungusa.org American Lung Association
- www.nal.usda.gov National Agricultural Library
- www.prevent.org Partnership for Prevention