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Resources/General Info

Finding Community Resources for Your Contest

As outlined in the **Worksite Wellness Ideas** section and the **Fitness Fairs** subsection of this Kit, there is a wealth of human and information resources available to tap into to help educate and motivate your employees through events and communications tools.

In addition to the list of resources available for speakers and information, consider other local partnerships when it comes to incentives or other resources for your Employee Fitness Contest or worksite wellness activities:

- Local restaurants — can serve as meeting sites, may offer gift certificates or discounts as prizes or incentives.
- Local gyms or fitness centers — may serve as event sites, may offer membership discounts for employees or even provide prizes or incentives.
- Local sporting goods or athletic stores — may provide prizes or incentives for employees.
- Local parks or tourism facilities — again, may serve as meeting sites, may offer gift certificates or discounts as prizes or incentives.
- Local clothing retailers, salons or barber shops — may be willing to award clothing or services as prizes to reward employees' new "sizes" or "looks."
- Pharmaceutical companies or other health-related organizations — are usually willing to help sponsor "Lunch and Learns" or provide novelty items (with their logos) for prizes or incentives.
- Local hospitals, physician offices or clinics — should have staff available to support health screenings or health education needs.

- Local Health Department representatives are eager to support your contest and year-round fitness activities.
- Local Arkansas Blue Cross representatives also can help, especially when it comes to helping your employees understand how good health may help lower the cost of health care for their employer which, in turn, results in cost savings for employees.



Don't let your (budget) margin defeat your mission. Not all contests have to cost a lot to execute. And it is important to note that incentives don't have to be expensive. If money for prizes is limited, consider time off as a reward for employees.



Getting Pieces Designed/Printed/ Produced

Your company may not employ full-time communicators, but you should have access to qualified and creative resources in your community. When you need communication and promotional pieces designed, printed or produced, check your telephone book for:

Graphic artists — who may freelance or work for local printers can sit down with you and brainstorm ideas to meet your communications goals. Once you approve the art they present to you, these designers can prepare the art for a printer or for you to print from your computer or with an internal copy center. Some graphic artists also can design Web sites.

Printing companies or copy centers — offset printers or quick copy vendors are usually reasonably priced and have people on staff to help you meet your design and production needs.



If you're looking for ways to cut costs, consider the following ideas:

- Use free, downloadable clip art (or animation) and educational pieces from the Internet to support your contest theme.
- Purchase preprinted paper that you can use for flyers and other printed communication pieces that fits with your theme.
- Use templates and other pre-designed software on your computer to prepare communication/promotional pieces.
- Make photocopies of flyers and or posters yourself if you do not have a printing budget.
- Recruit employees who are creative to make posters or banners for your contest.
- If you have materials that need assembly, check with your local Scout or Senior centers and see if they have volunteers available to help with the project.

Employee Fitness Contest Kit

To download PDFs of this Kit, visit: www.ArkansasBlueCross.com; www.HealthAdvantage-hmo.com; or www.BlueAdvantageArkansas.com, and click on the "Employers" tab; or go to www.HealthyArkansas.com and click on the Kit logo.

If you would like to have this Kit on CD, please contact the Arkansas Blue Cross and Blue Shield or Arkansas Department of Health office nearest you.



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In this section of the Kit, you will find:

■ Preparation

Sample Planning Tools

- Task Assignment Worksheet
- External Communication and Promotions Plan
- Internal Communication and Promotions Plan
- Contest Promotion/Activity Calendar
- Disclaimer/Waiver

■ Structure Sample Tools

- Guidelines/Checkpoints Map
- Prize List
- Registration Promotion/Incentive
- Award Certificate (Governor's Council on Fitness)
- Award Certificate (Internal)
- Contest Participant Directory
- Paper Registration Tool
- Paper Logging Tool
- Structure/Web site Development Samples

- ◆ Encouragement Messages for Activity Logging
- ◆ Specifications for Online Registration and Logging
 - ▲ Database Structure
 - ▲ Reporting Structure
- ◆ Web pages — Online Registration and Logging
- ◆ Web pages — Content Examples

● Structure/Fitness Fairs Sample Tools

- ◆ Planning Timeline
- ◆ Exhibit Layout Diagrams
- ◆ Vendor/Exhibitor Information Sheet
- ◆ Signage Examples
- ◆ Discount Coupon Examples

● Structure/Reporting Sample Tools

- ◆ Data Schedule and Methods Structure
- ◆ Data Method for Specific Timeframe Example
- ◆ Data Exchange Document Example
- ◆ Internal Data Reporting Chart Examples

■ Promotion Samples

- Logo(s) or Graphic Treatment
- Contest Poster
- Kickoff Event
- Wrap-up Event
- Presentation Support
- Registration Packet
- Internal Posters
- E-mail Campaign
- Employee Newsletters
- Web site Promotion
- Letter
- Exercise Opportunities
- Monthly Contest Progress Sheet



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