

Sweat It Out Together!

A 5-week group fitness challenge

Group or Organizational Fitness Challenge Package

Research shows that people who start a healthy activity on Monday describe a higher likelihood of continuing that activity for the rest of the week.¹ This 5-week package is designed to motivate the members of your organization, community, or workplace to participate in a different physical activity challenge each week.

The five mini-exercises will help your audience develop greater endurance and strength as they commit to regular weekly movement. By making fitness fun, you will increase the likelihood of the adoption and maintenance of a weekly physical activity habit.

Why this Behavior is Important

Regular physical activity can help prevent future injury, support a healthy weight, regulate blood sugar, and reduce the risk of developing type 2 diabetes and certain cancers. Using a weekly cue improves the chances of individuals developing a consistent fitness routine.

What Is Included in this Package

The following package includes five visual assets and related links to content describing the specific details of each practice. Also included are infographics depicting how the five challenges are meant to be performed.

How to Use the Contents of this Package

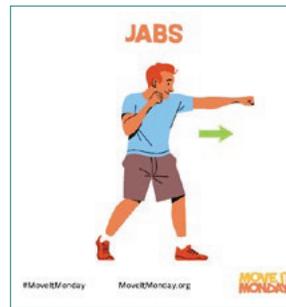
Use this package to promote a five-week, month-long fitness challenge in your organization, community, or workplace. The assets are designed to be shared through a variety of different communication channels; cut and paste the graphic and URL to use in digital messaging such as email, company website or social media channels or print out images for signage and bulletin boards and include URL for users to access additional information. We recommend using Monday as the day to send out these weekly cues because research shows individuals are more likely to adopt healthy habits towards at the beginning of the week. As you prepare to launch a fitness challenge, you may consider incentives or rewards for completion and/or success!

¹Data Decisions Group, 2019. 1,000 online survey respondents.

Week 1



Week 2



Week 3



Week 4



Week 5

