



SHELBYVILLE, IN
KENKO
C H A L L E N G E
February 19th – April 23rd



Work will never be the same!





This **Valentine's Day** give yourself the gift of health . . . and **FUN!**

What is Kenko?

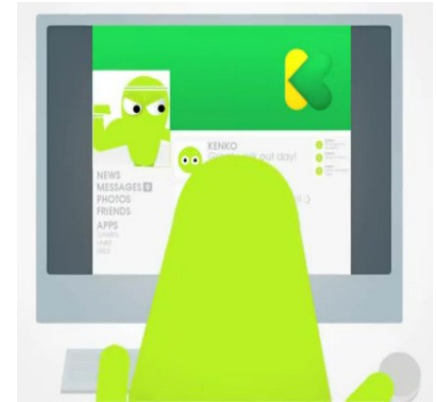
- Kenko is Japanese for “health”
- A 9 week health challenge combining mobile, online, print, social media and video into a fun work-wellness package!
- Sponsored by Major Health Partners in partnership with Our Aspiration and Shelby County Chamber of Commerce

Why Kenko?

- Increase health awareness!
- Develop good health and wellness habits!
- Boost morale!
- Improve the health of Shelby County through our work places!

How do KENKO teams work?

- Teams may have 2-6 participants.
- Each participant receives a weekly individual and team health challenge.
- The challenges come by email.
- Points are awarded for the individual and team challenges completed.
- A team captain enters the points on the Kenko website each week.



Here is an example of an individual health challenge. Some of these challenges will show-up every week to support development of good health habits!

Improve Nutrition

H2 Go! Rethink Your Drink

Did you know Americans consume 54.5 gallons of soft drinks annually? One way to work towards a healthier you is to reduce the number of sugary drinks you are consuming (soda, sports drinks, energy drinks) – and drink more water. Shoot for 8 x 8 (8 – 8oz glasses a day). Track how many glasses of water you are drinking each day.

SCORING: You will receive 50 points for each day you consume your 8 8-ounce glasses of water for up to 7 days each week.

This is an example of a team challenge. Some team challenges will take longer to complete.

Create a Healthy Work Environment

No Fridgin' Way

Providing a refrigerator for your employees can help encourage healthy habits by allowing them to bring their own meals and snacks to work, stock up on healthy drinks, and even share food with one another. Ask your company to install a refrigerator on site and score some major points. Already have a refrigerator on site? That's great! You still receive points for this Challenge.

SCORING: You'll receive 1,000 points for completing this challenge. This challenge must be completed by week 7 of the Challenge.

- There are challenge tiers based on company size:

- **75 and fewer employees**
- **76 – 200 employees**
- **200+ employees**

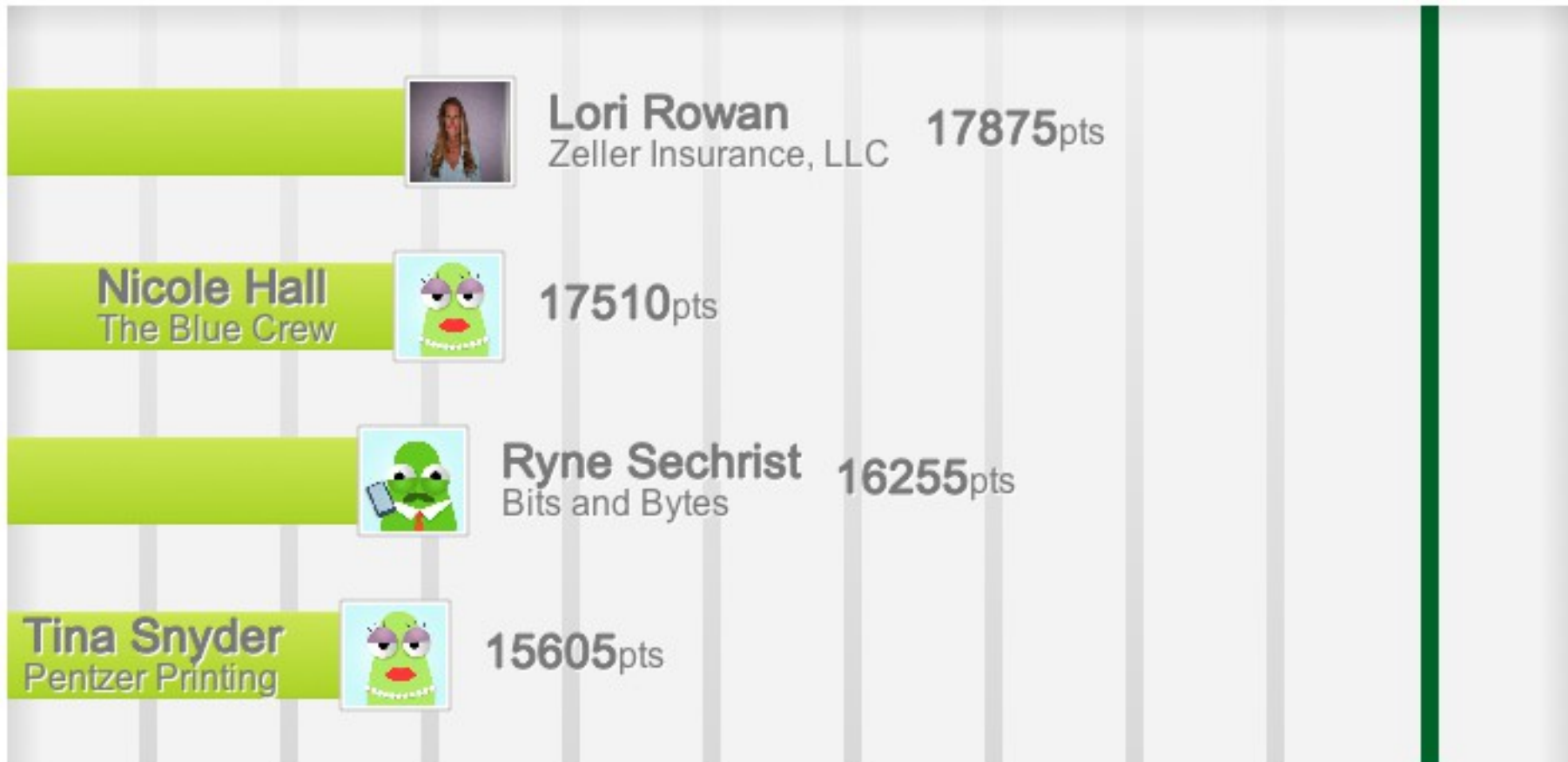


- The total size of your company in Shelby County determines the category in which you'll compete.
- There are no limit to the number of teams who may compete from your company!

- Each individual, team, and company has an on-going score based points earned in challenges and games.
- Team scores are an average of individual and team points, so whether the team has 2 or 6 people, it's a fair fight!



Participants can track individual, team, and company progress. This is an example of individual team members' progress.



Here is an example of the progress of companies in a given tier.

11 days left in the competition



- In each tier, prizes will be awarded for the team and the individual with the most points!
- Participants are encouraged to have side challenges with other teams in their tier!
- Through the KENKO website, teams can issue challenges to other teams in their tier!
- Ramp it up! Challenge other teams in your building, shift, or department!

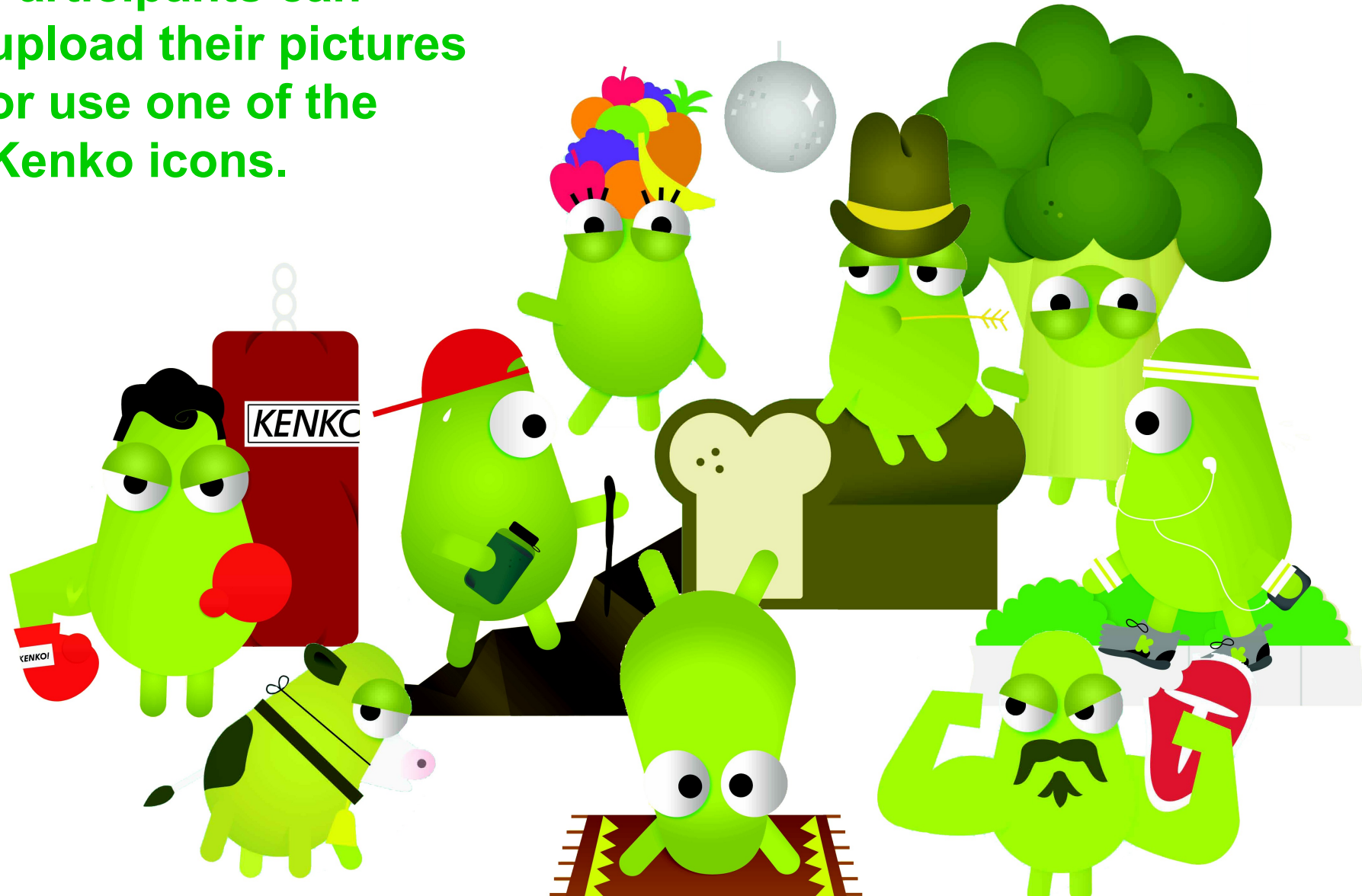


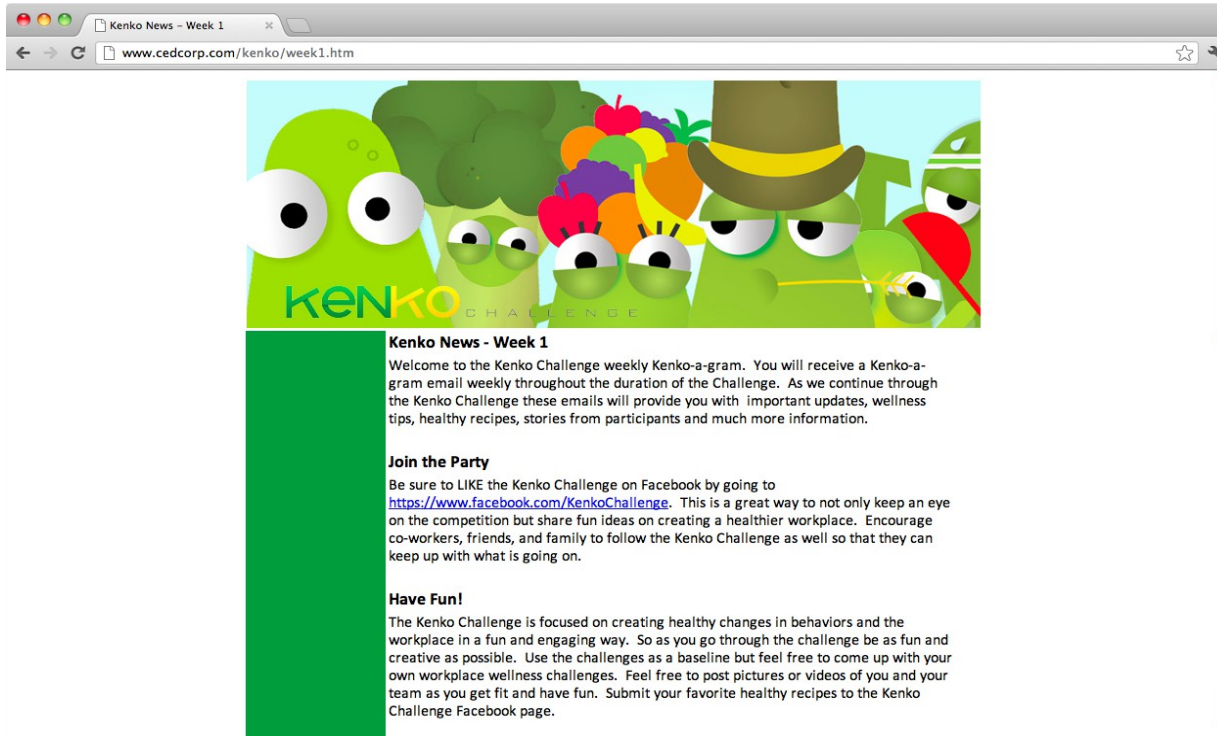


Teams will receive everything they need to set-up their workplace for the challenge – like posters that can be printed off.

And you even get points
For hanging them up!

Participants can upload their pictures or use one of the Kenko icons.





Kenko Challenge participants receive weekly e-newsletters with notices of community health-related events and business discounts!

Points are primarily earned from completing weekly health and wellness challenges, but there are also fun games, apps and Facebook posts!

Smart Phone Integration - Android & iPhone



Download the Kenko App for free for iPhone or Android.



Here's what some past employers and participants said about Kenko:

“Great idea for awareness and the right amount of time/effort to put into this... didn't distract employees from work. Nice”

-Participant

“The Kenko Challenge really made me think about my overall health, and provided simple and fun ways to alter lifestyle in a healthy way. I even converted my extra bedroom into a home gym!”

- Participant



“There has been a week or two when I haven't logged every challenge I've completed, but I'm still doing them. Just because the challenge may be over I still plan on continuing on my own.”

-Participant

Kenko participants improved their health awareness!

Since participating in the Kenko Challenge, I feel that my health has...

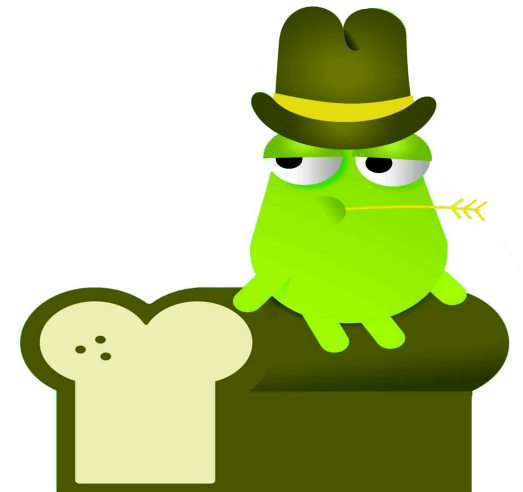
- 3% Improved Significantly**
- 65% Improved**
- 33% No Change**

83% “I am more aware of how my choices and behaviors affect my overall health.”

65% “I would participate in the Kenko Challenge again.”

Kenko participants made the kinds of changes that health experts identify as sustainable healthy lifestyle habits

- 55%** eat more fruits, vegetables, and whole grains
- 55%** drink the recommended daily amount of water more often.
- 70%** eat healthy snacks more often
- 60%** eat food high in cholesterol and fats less often
- 60%** increased physical activity.





Ready to Kenko?!

- Identify the person who will champion Kenko in your company or organization!
- Beginning January 13, go to www.kenkochallenge.com and register your company or organization by employee size!
- Encourage teams to enroll after the company is registered!
- Individuals can see registered teams and join them online.
- **Deadline for registering is February 14!**



Need Help?



- General questions about the Kenko Challenge?
 - Contact Denise Holland at Major Health Partners: 317-398-5240
dholland@majorhospital.org
- Technical questions about registering?
 - Contact Amber Fischvoght at Columbus Chamber of Commerce:
812-379-4457
info@kenkochallenge.com