Step Up Challenge launch guide

Motivate your employees to join the Step Up challenge and reach their individual fitness goals.

A regular walking program is an easy way for people to incorporate more physical activity into their routine. Lower blood-pressure, lower stress levels, increased cardiovascular stamina and weight loss are a few of the health benefits of daily walking.

Step Up is a step counting competition for your employees.

You can decide how many weeks you would like the competition to run. Each person tracks and logs their steps daily during the competition using a pedometer. Should participants wish to spice up their workout, step equivalents can be offered for doing other activities. Gold, silver and bronze awards can be given to the three top performers. Each week, individual prizes can be offered in a random drawing of competition participants.

Challenge goals

- To promote a healthy lifestyle by getting active and relieving stress in an atmosphere of friendly competition.
- To challenge participants to create a healthy exercise habit or go above and beyond their existing exercise goals each week.
- To motivate and encourage individuals to reach 10,000 daily steps by incorporating more activity into the workday.

Participation requirements

- Register for the challenge
- Use a pedometer
- Have a desire to step up daily physical activity

Challenge coordinator responsibilities

- Host a kick-off event to get employees excited about the challenge.
- Collect and tally participating individuals’ weekly step log every Monday.
- Post information about the challenge in a high-traffic area at your worksite.
- Promote the challenge and choose healthy rewards and incentives.
- Engage your leadership in the challenge to let employees know this is employer-sponsored.
- Send out fun reminders weekly to keep participants engaged.
- Host a wrap-up celebration to applaud company spirit and participation.