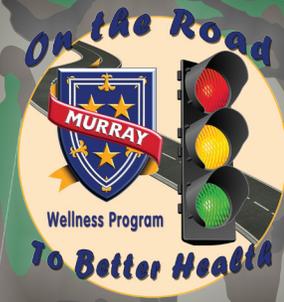


# 31 DAYS OF JULY OFFENSIVE



**TAKE A STAND AGAINST CHRONIC DISEASE**

**D-DAY: TUESDAY, JULY 1**

**V-DAY: THURSDAY, JULY 31**



## **OBJECTIVES**

- To provide a fun way for employees to take action in preventing or controlling chronic disease so they can be a healthier and happier workforce.
- For employees to step up and take the lead in encouraging and inspiring one another in the battle against chronic disease.

## **STRATEGY**

- The month will be divided into **MISSIONS**.
  - You will receive a batch of orders to help you carry out the mission.
  - Follow the orders to earn merits for an Activity Credit and Prizes.
  - You choose which orders you will follow.
- **SOLDIERS** will be encouraged to inspire their fellow “troops” by their actions...we need “unit leaders” to lead the charge in their work areas.

## **MISSIONS**

- What's a soldier without a mission? You will have four specific, wellness themed, missions. Your orders will help accomplish the mission, and some orders will carry over from mission to mission.

### **MISSION 1 (JULY 1-10): MORE IS LESS & LESS IS MORE**

*THIS MISSION WILL INVOLVE DOING MORE OF THE ACTIVITIES THAT DECREASE YOUR HEALTH RISKS AND LESS OF THE ACTIVITIES THAT INCREASE YOUR HEALTH RISKS.*

- Orders involve getting more fruits and vegetables, trying new healthy recipes, learning about sun safety, and getting more physical activity while avoiding sugary drinks, vending machines, and too much screen time.

### **MISSION 2 (JULY 11-17): IT'S ALL ABOUT THE NUMBERS**

*THIS MISSION WILL INVOLVE TAKING ACTION ON YOUR SCREENING NUMBERS.*

- New orders will involve learning why your numbers are important.

### **MISSION 3 (JULY 18-24): R&R**

*EVERY SOLDIER NEEDS A BREAK NOW AND THEN - THIS MISSION IS TO TAKE TIME TO DE-STRESS.*

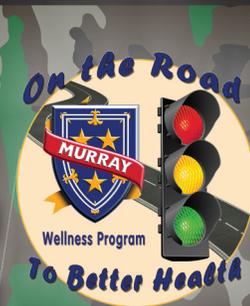
- New orders will include free stress relief and yoga classes.

### **MISSION 4 (JULY 25-31): MARCHING ORDERS**

*THIS MISSION IS TO GET YOU MOVING.*

- New orders will be for troops to get 70,000 steps in 7 days. Troops will be provided with a pedometer prior to this week.

# 31 DAYS OF JULY OFFENSIVE



## SHARING YOUR INTEL

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- You are not fighting this battle alone soldier! As you complete your missions and carry out your orders, you will have valuable **INTEL** to share. With your permission, your **INTEL** will be used to guide, encourage, and inspire your fellow troops. Share your pointers and feedback learned through your experiences...they won't help win the battle if you don't share them.

## ORDERS SAY TO "REPORT YOUR INTEL": FOLLOW THESE STEPS TO RECEIVE MERITS:

1. Go to the **ON THE ROAD TO BETTER HEALTH** section on the City of Murray Intranet.
2. Click on the **31 DAYS OF JULY** link.
3. Click on the **REPORT INTEL** button and fill in the form by answering the questions. Submit the form when finished. **REPORT YOUR INTEL** after each mission to be eligible for prizes.

### BE SURE TO INCLUDE SPECIFICS, SUCH AS:

- If it was a recipe or a new food, tell what you tried, how it was, will you try it again, was it affordable? Did you share it with your family/coworkers? If so, what did they think?
- If it was doing less of something, tell what you did instead.
- If it was increasing your activity, tell how you did it.
- If it was unit support, tell us your new plan. Could it become a routine for your unit?

## MERITS

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- Carry out your orders, attend events, and/or report your **INTEL** when asked to do so to earn merits for your rank. Reach a certain rank and be eligible to win the prizes for that rank.

### EARN 0-24 MERITS

- You've earned a free shirt, **PRIVATE**, your hard work will really pay off soon!

### EARN 25-49 MERITS

- Congratulations **SERGEANT!** You've earned an activity credit for the June - December 2014 wellness period!

### EARN 50-99 MERITS

- Way to go **MAJOR**, you've been working hard now keep up with the **MAJOR** changes!
- The number of Merits earned will count as entries for our elite prize drawings.
  - *ELITE PRIZES:* You can win one of four dinner and a movie combos.

### EARN 100 MERITS AND ABOVE

- Salute and hats off to you **GENERAL!** You have proven yourself to be a leader. Keep up with what you're doing and you will not only impact your own health and wellness, but you will have a significant impact on those around you.
- The number of Merits earned will count as entries for a chance to win our **GRAND PRIZE PACKAGE**.
  - *FOUR TICKETS TO HOLIDAY WORLD & SPLASHING SAFARI AND A \$50 GAS CARD!*