Mt. Everest Challenge

Facilitator Guide
Introduction
The Mt. Everest Challenge is a five-week educational and motivational program you host at your work site. We designed the challenge to engage employees and help them become more aware of how their daily choices have an impact on their health. The Mt. Everest concept gives participants (climbers) a fun way to track and visualize their accomplishments along their journey.

Even if this is your first wellness initiative, this facilitator guide gives you step-by-step instructions for conducting a successful program. The guide describes your role in implementing the program and provides instructions with snapshots of the materials you will display at your company. We describe your role later in this booklet, but we’ve made it easy for you.

How the Challenge Works
Pay to Climb
Unlike those adventure seekers willing to pay a minimum of $10,000 for a climbing permit to venture up Mt. Everest, ask your employees to pay a $5 climbing permit fee. Creating a “buy in” gives participants incentive to stick with the challenge. You will use the fees collected as the reward for mountaineering winners.

Basecamp Weigh In/Weigh Out
Climbers wishing to monitor weight loss during the climb will weigh in before the challenge start and weigh out post its conclusion. You will conduct this activity for your climbers, with all weight/waist/hip measurements maintained securely for the privacy of your climbers.

Climb to Win
Climbers track their daily achievements on a tracking sheet and submit it to you on a weekly basis. Climbers should keep a copy of their form.
The materials – weekly emails and newsletters, posters, tracking sheet and climbing permit – have a coordinated design to ensure integrated messaging.

**Newsletters**

**Climbing Permit – Tracking Sheet – Challenge Token**

**Climbing Permit**
Use this form to record the climber’s name and weight/waist/hip measurements pre and post challenge. You’ll need a scale and tape measure to conduct this portion of the challenge. Weighing in and out is optional for climbers, but those who do not are not eligible for the Biggest Loser or Skinniest Climber prize money.

**Tracking Sheet**
Participants use the tracking sheet to document their daily healthy habits of climbing stairs, exercising, eating healthy and drinking water, and submit it to you each week. The sheet is designed so that the climber is tracking and reporting challenge totals so you don’t have to. You verify the totals at the program conclusion and award prizes in five categories: fastest to the summit, highest percentage of body weight lost, most inches from waist and hip lost, most physical activity recorded and a random drawing.

**Challenge Token**
We provide you with carabiner key chains as a program giveaway. This gives your climbers a constant, visible reminder of their daily expedition goal.
Posters for Stairwells & Elevator Clings

Posters available in 11 x 17 at no charge, in 24 x 36 foam core for $25 or 24 x 36 framed for $50 each. Elevator door clings available in 24 x 36; 2 clings are $150 (installation in the Treasure Valley).

Change happens one step at a time.

Physical activity will add years to your life, and life to your years.

Step up to a healthier lifestyle.

One step farther each day.

There are 1,440 minutes in every day . . . schedule 30 of them for physical activity.

Take a little walk with me.

Small steps make big differences.

Avoid awkward silence by taking the stairs.

Walking up stairs burns almost five times more calories than riding an elevator.

Next time race the elevator and take the stairs.
Your Role
You are the facilitator — the person key to keeping the program on track. In addition to organizing the program and tracking participant activity, you may choose to manage the material distribution of the program, or decide that someone else should assist during your Mt. Everest Challenge.

Here’s what you will do

- Select a back-up person to assist you if you are not available.
- Determine a date for program launch and communicate this to all employees.
- Determine the locations for the posters (high-traffic areas such as stairwells, in/near elevators) and hang them immediately prior to the program launch.
- Determine how the team leader (if someone other than you) will communicate to the participants. For example: send email, mailboxes, voicemail each week of the 5-week program.
- Determine who will conduct and when and where you will hold the weigh in (Friday before a Monday launch is ideal) and weigh out (Monday after program conclusion is ideal).
- Determine how you will distribute the kick-off newsletter, tracking sheet and carabiner to employees who have signed up to participate in the program.
- Determine who will collect the climbers’ fees.
- Determine how you will collect weekly participant tracking sheets. You can do this electronically and/or with hard copies.
- Be available to answer questions about the program.

Review the tracking sheets weekly during the challenge and total as needed. Determine winners of the first four categories based on results and randomly select one winner from participant entries and award prizes. A winner in the Fastest to the Top category will likely surface during the first few weeks of participation entries and award prizes. A winner in the Fastest to the Top category will likely surface during the first few weeks of the program, but we recommend you do not announce his/her name until the conclusion of the program when you announce the program, but we recommend you do not announce his/her name until the conclusion of the program when you announce the winners of the first four categories.

Optional:

- Increase the stakes by matching climbing permit fees to double the pot the five winners will split.
- Determine if and how you can use any incentives such as healthy treats, water bottles and/or another activity to motivate participants.
- Determine if you would like to survey your employees before and after the program to gain feedback on program popularity and success.

Program Timeline

Pre-Launch

2–4 weeks prior to program

- Download emails/newsletters/tracking sheet/climbing permit from our website, bcidaho.com. You do not need to login. Select Employers, then Mt. Everest Challenge under the Special Programs heading. You can also request printed materials from your account manager or local district office.

Launch

1 week prior to program

- Distribute launch email encouraging employees to sign up for the program. Attach Expedition Launch Newsletter and tracking template.
- Conduct “weigh in” for climbers wanting to participate in this program component (we recommend you do this the Friday prior to the challenge launch).
- Collect entry fees and provide climbers with climbing permit.
- If you plan to survey employees, conduct the pre-program survey now. You can find information about the survey tool (Survey Monkey) and instructions on its use on our website.

Program Weeks

Week 1

Collect unpaid entry fees and “weigh in” any participants who were not able to weigh in in immediately prior to program start. Employees don’t have to weigh in to participate, but those who don’t are not eligible for the Biggest Loser or Skinniest Climber awards. Employees who want to participate but not pay the fee can do so, but are not eligible to win a portion of the “pot” at the conclusion of the program.

Distribute Week 1-Base Camp newsletter, tracking sheet and carabiner to those employees who sign up (note: sign-ups can continue throughout the 5-week program, but those signing up after your weigh in will not be eligible for Biggest Loser or Skinniest Climber awards).

Weeks 2 through 5

On Mondays – Send email with attached newsletter. Beginning week 2, collect the completed tracking sheets from the previous week.

Conclusion

1 week post program

- Collect tracking sheets from participants for week 5.
- Conduct “weigh out” for those who are participating in this component of the program (we recommend you do this the Monday following the challenge conclusion).
- Determine winners in each of the climber categories.
- Send wrap-up email notifying all participants of winners.

If you plan to survey employees, conduct the post-program survey now. You can find information about the Survey Tool (Survey Monkey) and instructions on its use on our website.

Celebrate success! At the conclusion of the challenge, congratulate your climbers with a healthy lunch or other “roof of the world” celebration.
Sample Emails
You’ll send seven emails to those who are participating in this activity – one email before and after the program and one each week of the program. Following are the sample emails. Emails are available on our website so you don’t have to re-type them, and you can edit as you wish. You should send the emails Monday morning of each week during the challenge along with the weekly newsletter attachment.

Launch Email
(attach Expedition Launch newsletter and tracking template)

Email #1 – Week 1
(attach Expedition Launch newsletter, tracking template, and Week 1- Base Camp newsletter)

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**Want adventure without danger?**

Join your fellow employees in the Mt. Everest Challenge starting on [insert date here] and climb to the highest summit in the world!

This five-week challenge will get you moving as you track your physical and nutritional activity in an effort to ascend the summit of Mt. Everest. Track how much you take the stairs and increase your consumption of veggies to reach the top. For more information, please see the Mt. Everest Expedition Launch newsletter and tracking template attached. Weekly tracking sheets can be turned in [insert name/location here].

To register, bring $5 (cash or check) to [location] during any of the following times: [insert dates/times here].

Weight, waist and hip measurements are optional and can be taken before and after the climb, for a chance to win monetary prizes!

All participants receive a prize just for signing up and a chance to win money at the end of the challenge!

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**Welcome to week 1 of the Mt. Everest Challenge!**

**The Challenge starts [insert date] and ends [insert date].**

**Challenge rules:**

- Simply record your activity and consumption of water, fruit, and vegetables on the attached weekly tracking sheet.
- Completed tracking sheets must include Name, Week #, and Total Weekly Feet Climbed.
- Record your weekly totals.
- Submit your completed tracking sheet each Monday [by 5:00 p.m.] to [insert contact name/location].
- Read the weekly tips [attached] for Everest facts, health tips and more.

Do you know which activity is so important you should devote one-third of your time to doing it? Find out by reading the attached newsletter **Week 1- Base Camp**.

**To earn feet (and “climb to the top of Mt. Everest”):**

- Each flight of stairs (16-18 steps up) earns you 10 feet
- Each serving of fruit or vegetable (about ½ cup) earns you 25 feet
- Every 32 ounces of water consumed earns you 25 feet
- Every 15 minutes of aerobic exercise or strength training earns you 25 feet
- Every mile of running, walking or elliptical earns you 100 feet
- Every 1 mile of cycling earns you 20 feet

**Ways to win money:**

- Fastest to the summit (11,335 feet from base camp)
- Biggest loser (lost highest percentage of body weight)
- Skinniest climber (lost most inches from waist and hips)
- Apa Sherpa Endurance Award (recorded the most physical activity)
- Hillary/Norgay Award (random drawing of all participants)

**To help:**

- There are motivational posters in the [insert locations]

The goal of this challenge is to help you improve your health. Please remember that to maintain healthy weight loss, you should lose up to 2 pounds per week. The real secret to long term weight loss is to forget about instant results and settle in for long term lifestyle change.

So far [insert number] employees have signed up and there will be five [insert dollar amount] (or more) awards.

For more information, please see the attached Mt. Everest Expedition Launch newsletter, weekly tracking template, and **Week 1- Base Camp** newsletter.
Are you fueling your body with nutritious foods?
Read the attached Week 2 - Camp I newsletter to find out what to eat, so you'll have more energy to reach the summit of Mt. Everest!
Remember to submit your completed tracking sheet each Monday (by 5:00 p.m.) in [location]. Completed tracking sheets must include Name, Week #, and Total Weekly Feet Climbed.

To earn feet and "climb to the top of Mt. Everest":
- Each flight of stairs (16-18 steps up) earns you 10 feet
- Each serving of fruit or vegetable (about ½ cup) earns you 25 feet
- Every 32 ounces of water consumed earns you 25 feet
- Every 15 minutes of aerobic exercise (swimming, shoveling snow, brisk walking, etc.) or strength training earns you 25 feet
- Every mile of running, walking or elliptical earns you 100 feet
- Every 1 mile of cycling earns you 20 feet

[insert #] employees have signed up and there will be five ways to win [insert monetary amount]!

Ways to win:
- Fastest to the summit (11,335 feet from base camp)
- Biggest loser (lost highest percentage of body weight)
- Skinniest climber (lost most inches from waist and hip)
- Apa Sherpa Endurance Award (recorded the most physical activity in 5 weeks)
- Hillary/Norgay Award (random drawing of all participants)

The goal of this challenge is to help you improve your health.
Please remember that to maintain healthy weight loss, you should lose up to 2 pounds per week. The real secret to long term weight loss is to forget about instant results and settle in for long term lifestyle change.

Thanks for your participation in the Mt. Everest Challenge!

Email #3 – Week 3
(attach Week 3 - Camp II newsletter)
**Email #4 – Week 4**  
(attach Week 4 - Camp III newsletter)

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**Week 4 of the Mt. Everest Challenge is here!**

Did you know that exercise is the most effective way to reduce stress? Read the attached Week 4- Camp III newsletter to learn about helpful ways to manage stress.

Keep trekking and tracking...there are only 2 weeks left!

**Ways to win:**
- Fastest to the summit (11,335 feet from base camp)
- Biggest loser (lost highest percentage of body weight)
- Skinniest climber (lost most inches from waist and hip)
- Apa Sherpa Endurance Award (recorded the most physical activity in 5 weeks)
- Hillary/Norgay Award (random drawing of all participants)

Remember to submit your completed tracking sheet each Monday (by 5:00 p.m.) in [location]. Completed tracking sheets must include Name, Week #, and Total Weekly Feet Climbed.

The goal of this challenge is to help you improve your health. Please remember that to maintain healthy weight loss, you should lose up to 2 pounds per week. The real secret to long term weight loss is to forget about instant results and settle in for long term lifestyle change.

Thanks for participating in the Mt. Everest Challenge!

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**Resources**

The WellConnected wellness tool on the Blue Cross of Idaho website, **bcidaho.com**, is a great resource. It contains information on fitness, nutrition, weight loss and stress. Log on today to learn more.

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**Email #5 – Week 5**  
(attach Week 5 - Camp IV newsletter)

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**The Final Week of the Mt. Everest Challenge is here!**

Behavior change is more likely to stick when it is self-motivated and rooted in positive thinking. While you stand atop the 29,035-foot summit, focus on the future. The last four weeks have been an exhilarating health journey, but don’t stop here — stay focused, and use what you have learned to create a healthy plan that will last a lifetime. Read the Week 5- Camp IV newsletter to learn about making a plan that will last, ways to find support, and more.

Keep trekking and tracking, and challenge yourself to try something new!

**Ways to win:**
- Fastest to the summit (11,335 feet from base camp)
- Biggest loser (lost highest percentage of body weight)
- Skinniest climber (lost most inches from waist and hip)
- Apa Sherpa Endurance Award (recorded the most physical activity in 5 weeks)
- Hillary/Norgay Award (random drawing of all participants)

Remember to submit your completed tracking sheet each Monday (by 5:00 p.m.) in [location]. Completed tracking sheets must include Name, Week #, and Total Weekly Feet Climbed.

The goal of this challenge is to help you improve your health. Please remember that to maintain healthy weight loss, you should lose up to 2 pounds per week. The real secret to long term weight loss is to forget about instant results and settle in for long term lifestyle change.

Thanks for participating in the Mt. Everest Challenge!

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You did it! You completed the Mt. Everest Challenge!

Don’t stop now. Keep incorporating the healthy habits you have gotten used to over the past 5 weeks.

- Mark your calendar! Final Measurements will be taken in the [location/date/time].
- Please stop by to have your weight, waist, and hips measured (optional).
- Please take this QUICK Survey: [http://www.surveymonkey.com](http://www.surveymonkey.com)

Winners will be announced the end of next week.

**Ways to win:**
- Fastest to the summit (11,335 feet from base camp)
- Biggest loser (lost highest percentage of body weight)
- Skinniest climber (lost most inches from waist and hip)
- Apa Sherpa Endurance Award (recorded the most physical activity in 5 weeks)
- Hillary/Norgay Award (random drawing of all participants)

Remember to submit your completed week 5 tracking sheet Monday (by 5:00 p.m.) in [location].

Thanks for participating in the Mt. Everest Challenge!