



The banner features the text "Live Healthy AMERICA" in a blue script font at the top left. Below it, "100 DAY" is written in large, bold letters, with "100" in orange and "DAY" in white on a green background. To the right is a photograph of five diverse people smiling. Below the photo, "WELLNESS" is written in large white letters on a blue background, followed by "CHALLENGE" in orange on a yellow background. At the bottom right, the dates "JANUARY 14 - APRIL 23, 2010" are displayed in orange. A blue bar at the very bottom contains the text "100 Day Wellness Challenge" on the left and "January 14, 2010" on the right.

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#### Welcome to the Live Healthy 100 Day Challenge!

We are honored to have you and your teammates be part of the Live Healthy Challenge. Over the course of the next 100 Days we hope to empower you to educate, motivate and celebrate your efforts towards a healthier lifestyle.

Today is the "kick-off" day for businesses, communities, hospitals, universities, friends and families across the country in the 100 Day Challenge. Upon your team's registration you should have received a confirmation email containing your LOGIN information (username and password). If you haven't already, please login to your dashboard, fill out your profile and choose your FREE subscription to one of our lifestyle magazines.

After you have filled out your profile, be sure to record your starting weight for the beginning of the program and take a tour of the Live Healthy site. You will find practical tools and information that will assist you in creating a lifestyle of healthy habits, physical activity, improved nutrition and weight loss.

The Live Healthy Challenge only works if you want it to. For the next 100 Days we will provide you healthy recipes, Fitness plans and healthy tips to assist you on your journey to a healthier lifestyle. However, it takes a personal choice to make a change. We hope you enjoy the Live Healthy 100 Day Wellness Challenge...remember have fun and good luck!

Change your choices. Change your life!



Yours in Health,

Troy W. Vincent

Director, Live Healthy America

### **Are you a team captain?**

Thank you for being a team captain! You are ambassadors of health and we thank you for your efforts and leadership. To assist you and your teammates we have created a Live Healthy Captains Handbook. Inside you will find ways to keep your teammates motivated and activated throughout the program. You may download a PDF version here: [Live Healthy Captains Handbook](#)

### **FAQ's about the Live Healthy Challenge**

#### **How do I log on to my personal dashboard?**

Upon registration, you received your login and password for your personal dashboard via email. Once logged on to your dashboard you may privately record your weekly data and set personal goals. If you didn't receive a login and password, contact us at [info@livehealthyamerica.org](mailto:info@livehealthyamerica.org).

#### **When and how do I record my data?**

Weight loss division participants, log on to your personal dashboard TODAY and submit your starting weight for the program. Next Friday, January 22nd, you will be asked to log your weekly totals (Jan. 14th - 22nd). Each Friday throughout the challenge you will be reminded to log your weekly totals. Be sure to have your data updated every Friday so your team is eligible for prizes!

#### **May I log my data on a daily basis?**

Yes you can! Click "My Daily Journal" on your personal dashboard and you may log your total activity each day. The journal will tally your weekly totals for you and you will need to submit those in the "Record My Data" section on Fridays.

### **May teams sign up after the January 14th start?**

Yes. In fact thousands of participants sign up after the January 14th start. Be a "health ambassador" and challenge another friend, family member or co-worker to join the challenge!

### **What if I have a question about the program and my team?**

We are here to help. If you have a questions about the program or your team, visit the [CONTACT US](#) section of the website and let us know how we can assist.

### **What is Live Healthy Training Peaks?**

Live Healthy America has teamed up with Training Peaks, the ultimate training and nutrition software, to provide participants who want to run a marathon or everyday individuals looking to take control of their personal nutrition and fitness goals the tools and resources they need. Log on to your personal dashboard and click the LIVE HEALTHY TRAINING PEAKS button. Through Training Peaks you can:

- Monitor fitness and health trends over time
- Track exercise, nutrition, weight, stress & more
- Search and record routes or map your own
- Share workouts and routes with friends
- Upload heart rate, power meter & GPS workouts
- Apply exercise programs and meal plans
- Plan and schedule your own exercise and meals
- Follow a coach, trainer or use the Virtual Coach
- It's free for Live Healthy participants

Be sure to check out the "How To Videos" when you first login!

### **Success Story Spotlight**



## Tom Newton

When Tom became Iowa's director of public health in May 2007, one of his biggest priorities was to decrease the number of overweight and obese people in the state. And that included himself.

### How he lost weight

- Started walking, then running
- Cut back on fast food meals
- Ate more fruits and vegetables

### Tips from Tom

**Take small steps.** "At first, my only activities were taking the stairs and walking," Tom says. "The more I walked, the further I could go. Then I added running to my walks, and soon it was all running." Tom has now completed two half-marathons.

**Sneak in activity.** Tom is so busy that he often doesn't have time to get a full half hour of exercise. So he goes up and down the stairs at work for 10 minutes.

**Be fearless.** "I was apprehensive about going running when I was in poor shape," Tom says. "I thought people would stare at me and comment about how out of shape I was. But then I thought, 'Who cares? Just get out there anyway!'"

*Diet Magazine*

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