



2010 Olympic Health Challenge

Target Risk Factor:

Healthy Eating

Target Population:

Young adults (18-34 yrs)

Adults (35-49 yrs)

Older adults (50-69 yrs)

Seniors (70+ yrs)

Project Lead(s):

Fran Labarre, Christa McIntyre

Community:

Flin Flon

RHA:

NOR-MAN

Project Partners:

In Motion committee

Project Details:

Single event

Description:

A 6-week team challenge to encourage a healthier life style for participants. Teams can consist of 4-10 players as the weekly points are averaged. Team captains must report weekly points to score keeper. Once a week the top teams are listed on the radio and in the paper.

Time:

Took us a few weeks to develop entire challenge. The challenge itself was 6 weeks long.

Objectives:

Healthier eating, more time for self, increased physical activity, the importance of fish 2-3 times per week. It was designed to increase people's awareness of how little steps made daily could improve their health with added components of competition and fun.

Planning Supports:

We used the Canada Food Guide and Canada's Physical Activity Guide for the nutrition and physical activity segments. We used some research that stated people liked to have fun while engaging in healthy behaviours. Also, people like to compete so that explains the team approach. Money is also a good motivator so hence, the cash prizes.

Results:

65 teams and 455 participants in 2010 up from 38 teams and 240 people in 2009. Evaluations stated they would like this to continue along the same lines every January and also said that they would like it to be no longer than 6 weeks. Some evaluations stated that they would like to have one free day per week from the physical activity component.

What worked:

- The length of the challenge was just right
- The cash prizes Gold Silver and Bronze
- The final trivia Night
- The Grocery Store Challenge: many emailed me to say they did not know most of that information. Many took their children on the grocery challenge so it became a family teachable moment.

What didn't work and any changes made:

Need to have someone with Excel computer skills. In our case the gal who was going to do it went to Hawaii for two weeks so it was a huge struggle for me during that time. Other than that it ran itself once everyone got their Olympic package with the instructions.

Unexpected Outcomes:

- One lady lost enough weight to zip up her old parka.
- Two nurses actually quit smoking even though that was not a focus of the challenge. They reported that with the increased physical activity and the good nutrition they were able to quit smoking.

Resources**Volunteers:**

In Motion committee

Facilities:

Hall for Trivia game

Equipment:

Computer, laptop for trivia game, projector and screen for trivia game

Total Costs:

The game paid for itself. We took in the entrance fees, paid the advertising, bought the food and water and the rest was divided up into 3 prizes for first, second and third teams.

Materials developed for program:
[Handout attached](#)

Contact Information:
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