

Wellness Challenge Template

Use this template as a guide to building your first wellness challenge

A short-term challenge towards specific health goals can be incredibly motivating for clients. While making larger, long-term lifestyle changes can be overwhelming, most people find that they can commit to making changes for a few weeks. While real health change takes time, a challenge can be a great starting-off point. Running a challenge with a group also invites an additional level of support and motivation provided by fellow participants.

Step 1: Set your participants up for success.

Send clients a welcome email

Introduce yourself and your practice, and then describe what the goal of the program is. You can give clients an outline of what the goal of each week within the challenge will be so that they have an idea of what they will be working on. Or, you could create an introduction video to include, so that participants who have never met you can put a face to the provider they will be working with.

Outline goals and metrics to track progress

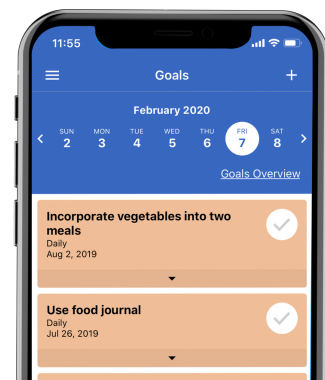
With a wellness challenge, it is extremely important that clients set goals and track metrics so that they can see their progress throughout your time working together. Also, goals and metrics help hold clients accountable. Clients know you can now see progress and will be increasingly motivated to demonstrate positive outcomes and upward trends. They want to prove to not only you but themselves also, that they are capable of making changes in their health and fitness. Encourage clients to set goals that correspond with the program each week, and collect baseline metrics that clients can track and use to measure their progress throughout the challenge.

Wellness goal suggestions:

- Water intake
- Movement or exercise
- Daily steps
- Food logging
- Nutritional goals

Health Metric suggestions:

- Weight
- Daily steps
- Exercise hours
- Blood sugar levels
- Waist circumference



Pro Tip

Within Healthie, clients can set goals, check them off as they go, and update you on their progress throughout their program. They can also track metrics that will populate into graphs for a physical view of client progress.

Step 2: Build in a level of community support.

Additionally, part of the appeal of a wellness challenge is the support clients will get not only from you but from the other participants as well. Invite clients to join a group chat or a Facebook group, so that they can ask each other questions, send motivational messages, and overall feel supported by their community.



Pro Tip

In Healthie, you can create a group message thread with your challenge participants. Healthie Chat is accessible from either the web platform or your mobile device, so clients will always have access to their support.

Step 3: Pre-create your content.

As challenges typically consist of shorter, motivational content, it may be tempting to create content as you go. However, taking the time to outline and create your content will likely save you significant time, and ensure your challenge is cohesive. For a 30-day (approx. 4 weeks) wellness challenge, you should set a smaller goal each week that will lead clients to achieve the overall objective of the wellness program.

Day 1: Connect

Send out a chat reminder to your participants to remind them what the focus of the challenge is for this week, and remind them they can always reach out if they have any questions. Ask clients to update their goals and metrics for the upcoming week so you can review the progress from the previous weeks.

Day 2: Challenge

As the week kicks off, this is a great opportunity to outline goals for the week. Set an activity, nutrition, mindfulness, or self-care goal that participants can work on achieving during the week.

Day 3: Educate

Challenges offer a great way to drip out small amounts of education and health information. Include an educational video or handout designed to educate your client on a relevant health topic.

Day 4: Motivate

A little bit of motivation goes a long way -- whether it's a quote, uplifting story, or an inspirational image, participants benefit from the message. Motivational messages help participants stay positive about making a change and improving their health.

Day 5: Empower

Here's a great place to provide some information that will empower your client to make a change. Whether it's providing them with a grocery list, a new recipe, or a how-to workout video, help participants know what step is next for them to take.

Day 6: Support

Message support allows you to add another layer of accountability for clients through simple check-in messages. Ask clients how they are feeling after a session, or if they have completed their "goals" for the day yet. Letting clients know that their coach is there to support them and make sure they are working towards their goals will increase their motivation.

Day 7: Reflect

Message support allows you to add another layer of accountability for clients through simple check-in messages. Ask clients how they are feeling after a session, or if they have completed their "goals" for the day yet. Letting clients know that their coach is there to support them and make sure they are working towards their goals will increase their motivation.



Pro Tip

Healthie's integration with Zoom allows you to hold group sessions with your challenge participants. Schedule sessions through the Healthie platform, giving clients easy access to the Zoom link within their Healthie calendar.