Tamaya Wellness Program

Mission: To promote, support, and maintain healthy lifestyle choices within the Santa Ana Community

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Keep America Active was the online wellness campaign offered by the Tamaya Wellness Program. This 8 week campaign focused on tracking physical activity while "traveling state to state stopping and visiting our nation's hot spots and landmarks from coast to coast". Participants who considered themselves beginners to any physical activity routine, to those who wanted to start up again, to those who worked out and did cardio on a daily basis were all able to sign up and be included.

How it worked: Each day participants visited a new attraction, earning points and stars as they recorded their exercise minutes or steps. They were also able to answer trivia questions while learning fun facts of each states' landmarks or attractions they visited. Each participant was able to choose their own goal for physical activity.



They had the option of logging activity manually from the many choices of physical activity suggestions, or they could choose to sync their personal devices to the app which automatically logged their daily step counts.

PHYSICAL ACTIVITY

Each day points were earned for recording *at least* 30 minutes of exercise or 6000 steps:

- 30-44 minutes/6000-7999 steps = 3 Points
- 45-59 minutes/8000-9999 steps = 4 Points
- 60+ minutes/10,000 steps = 5 Points.

Participants were also able to earn 1 point each per day for 2 additional healthy behaviors: no sugary sweetened beverages and exercising for 30 minutes with a friend. Participants found that exercising with others was not only more fun, it helped them stick with it.

Another FUN component was the team option. Teams could be formed with up to 5 individuals and could've included family, friends and/or co-workers. Each team had a leader and a name chosen by the team. Every Thursday, the teams had a team challenge they could complete to earn an extra point. The Thrive Thursday challenges were focused on additional health and wellness activities and behaviors that could be included in participants' daily habits. The team component added healthy competition and encouraged teams to work together to reach personal physical activity goals and collect points and stars.

The Keep America Active homepage also provided daily tips and access to over 200 food and snack recipes and resources pertaining to Fitness, Nutrition and Well-Being. There was also a Wellness Wall where participants could support one another, share some words of encouragement or post a photo of them being active.

