Walk for Better Health

Incentive Ideas

Many companies find that incentives (prizes/giveaways) boost wellness program participation. Incentives range from low cost items such as water bottles, to expensive items such as fitness equipment, gift certificates and even weekend getaways.

With *Walk for Better Health* we recommend awarding incentives based on program participation, rather than performance.

We suggest:

- An incentive for all who sign up for the program.
- An incentive for all who complete and turn in their walking log at the end of the program.
- A random drawing of all who complete the program and turn in the post-program survey. The selected individual(s) will receive a larger gift.
- Public recognition of individuals who have made significant progress toward health goals through the program. This may be done in the company newsletter, on the company intranet site or through other communication tools the company uses.

"Incentives can make or break a program – if you offer incentives that they like, they'll likely come back for more."

— Wellness Councils of America

"You don't always need large dollar incentives. It's amazing what people will do for a water bottle or t-shirt."

— Bob Page, Business and Health web page

SUGGESTED INCENTIVES:

- **Pedometer**
- **Water bottle**
- **T-shirt**
- **Insulated lunch box**
- **Lanyard (for ID badge)**
- **Athletic bag**
- **Cookbook**
- **Visor**
- **Audio tape, CD**
- **Gift certificate**

© 2004 Health Alliance Plan of Michigan