



Dear Salisbury Believe Achieve Participants,

As we are finishing up our first year of Team Believe Achieve, we are also preparing for the next round. I would like to commend all participants on their hard work and achievements throughout the last year. Several participants are Platinum medal eligible – nice work! Whether you are a current or new participant, we wanted to give you an updated “refresher” of how the program will run this upcoming year.

Currently, we are finishing up the program that began in Jan/Feb/March of 2010. The final possible weigh-in to complete the first round of the program will be on Wednesday, March 16 from 8:30am to 12:00pm at City Park Center. Final medals will be awarded during the beginning of April. **All measurements take place on the third Wednesday of every month from 8:30am to 12:00pm at City Park Center unless otherwise noted.**

To obtain baseline measurements for the next round of Believe Achieve (April 2011-March 2012), you **MUST** weigh-in on either March 16 or April 20. If you have measurements done during March, you will not have to have them done again until April, May or June (it is not necessary to come to every measurement session during a quarter). If you choose to wait until April to have your baseline measurements taken, then you **MUST** have them taken again in either May or June in order to be eligible for a medal.

The Believe Achieve program is not just a weight-loss program. It is a true wellness program that encompasses a variety of health and wellness goals.

**Overview:**

- For each quarter that you earn 15 points you get 50 Downtown Dollars.
- If you earn 15 points each quarter for all 4 quarters, you get 50 bonus Downtown Dollars plus you will be entered into a drawing to win a weekend vacation at a Carolina Resort. This level is a **Platinum Medal**.
- You can join at any point during the challenge.
  - Participation in the program is greatly encouraged at any time during the year. However, if you do not begin participating at the beginning of the program (April/May/June 2011), then your level of medal will be affected. In order to be eligible for a Platinum Medal and the grand prize, one must participate for the entire year (and meet point requirements).
  - If you choose to begin at another time during the year, you will need to have two measurements within the same quarter in order to be awarded a medal for that quarter or else you will have to wait an extra quarter to receive an incentive.
    - For example: If you choose to begin in Quarter 2 (July/Aug/Sept), you will need to have a measurement taken during at least two of those months for comparisons. If you were to wait until September for measurements, you would not be eligible for the incentive until after Quarter 3 (Oct/Nov/Dec) because you will have to wait for comparison measurements.
- Earn points in two different categories: Measurements & Activities



**Measurements:**

*(3 points each to meet a measurement standard; 6 points each to improve a measurement).*

The following are standards:

- Tobacco Use: None
- BMI: Between 18.5 and 24.9
- Blood Pressure: 120/80 or lower
- Flexibility: With a flexibility box, reaching toes with metal slide

**Activities:**

**In the past, activity points and measurement points were being combined from different quarters. Beginning in April, activity points collected in April/May/June will be used with measurement points collected during April/May/June. Activity points from Jan/Feb/March 2011 will NOT be used in any point calculations. This is the least confusing way to run the program in regards to points.** I keep record of all activity points as I receive them. If at ANY time you have a question about how many points you have, please feel free to contact me and I will get that information to you as soon as possible! The following chart explains how many points are awarded per activity.

**Activities (Max 6 points per quarter):**

<b>Activity:</b>	<b>Points</b>
411fit.com Weekly Fitness Challenge	1 Point
411fit.com Weekly Nutrition Challenge	1 Point
Blood Drive	1 Point
Obtain a Flu Shot	1 Point
Company "Lunch & Learn"	1 Point
Weight Watchers	3 Sessions = 1 Point
Tobacco Cessation Classes	3 Classes = 1 Point
Certified Attendance Community Health Programs	3 Classes = 1 Point
Certified Attendance Gym (Max 1 point per week)	3 Visits = 1 Point
Bowling League	3 Weeks = 1 Point
Softball League	3 Weeks = 1 Point
Pedometer Challenge	3 Points
Local 5K Run	3 Points
Annual Physical	3 Points
Other*	3 points

\*For other activities: if you feel you have participated in an event that is not listed that should qualify for points, please contact me with documentation and information about the event and I will be happy to work with you on awarding points!



**411Fit:**

411fit.com is a website created by UNC-Charlotte. Anyone can use this site as a tool to lead a healthier lifestyle and get support while they are doing it. Benefit Controls' group site specifically for the City of Salisbury is called 'Salisbury-QHIP.' To join the website as a part of the Salisbury-QHIP group, you do the following:

1. Go to [www.411fit.com](http://www.411fit.com).
2. Click on the 'Join Today' button, follow the on screen instructions. If you wish to join the QHIP group for help with the program or to be a part of the challenges, please use your City email address.
3. Once joined and logged into 411fit, place your mouse over the word 'Community' and then click on the word 'Groups.' Be sure it takes you to the tab titled 'Find a Group.' To find it more quickly, type in the words QHIP in the 'Find a Group' search box then hit enter or click on the magnifying glass icon to perform the search.
4. You will want to join the one that says "QHIP-Salisbury-NC." You get to the group's site by clicking on the icon beside the name. You will see that you need to 'Join This Group' and you do so by clicking on the 'Join Group' button.
5. I will receive an email to approve you to join this group. You will receive an email letting you know you have been approved.
6. Once approved, you can then join one or both of the challenges by scrolling down on the QHIP wall until you find the topic 'City of Salisbury Healthy Exercising Challenge' or 'City of Salisbury Weekly Healthy Eating Challenge.' Clicking on the words or the icon to bring up details about the challenge will also allow you to choose to join. Once you have joined the challenge, all you have to do is enter the appropriate information into your page. Again this information would be either your diet or exercise information.
7. For every week you enter data into the exercise challenge OR the healthy eating challenge you will receive an activity point. There is a potential for two points per week with 411fit information.
8. It is important that when you enter data into 411fit.com you are logged into the QHIP Salisbury NC group or I will NOT be able to see your data and will not be able to award you the appropriate activity points!



Detailed explanation of how the point system is used for Downtown Dollars and Medal Awarding:

	Baseline 2011	1 <sup>st</sup> Quarter 2011 (Apr/May/June)	2 <sup>nd</sup> Quarter 2011 (Jul/Aug/Sept)	3 <sup>rd</sup> Quarter 2011 (Oct/Nov/Dec)	4 <sup>th</sup> Quarter 2012 (Jan/Feb/March 2012)
Measurements:	(No Points Given) This MUST be done in March or April.	Meet or Improve (Points Given)	Meet or Improve (Points Given)	Meet or Improve (Points Given)	Meet or Improve (Points Given)
Wellness Activities:	No Points Given	Max 6 Points	Max 6 Points	Max 6 Points	Max 6 Points
Medal Level Awards: <i>(Must have a total of 15 points to win)</i>	No Award Given	Determined by 1 <sup>st</sup> Quarter Measurement & Activity Points	Determined by 2 <sup>nd</sup> Quarter Measurement & Activity Points	Determined by 3 <sup>rd</sup> Quarter Measurement & Activity Points	Determined by 4 <sup>th</sup> Quarter Measurement & Activity Points
Medal Awarded at end of Quarter		Possible Bronze	Possible Silver	Possible Gold	Possible Platinum

\*Regardless of the time you enter the program, your first medal, if awarded, will be a Bronze.

This information is a quick overview of the Team Believe Achieve program. A more detailed explanation will be provided by video before April 1, 2011. Please feel free to contact me at any time regarding any questions or concerns you may have. I look forward to working with you all and helping you achieve your goals for a healthy 2011!

Sincerely,

*Kylie Adams*

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