

Participant Incentives

Free or Minimal Cost Incentives

- Have supervisors promote exercise during the day with motivational messages.
- Provide certificates, award ceremonies, newsletter “spotlights,” recognition on the company website.
- Include exercise time as part of professional development.
- Offer organization-sponsored “special” events that employees will be eligible to attend during work hours.
- Provide healthy snacks at celebrations or staff meetings.

Indirect Cost Incentives

- Offer cash rebates, vacation days, or other incentives to employees who can document participation in regular physical activity.
- Offer a drawing to win a prize for participating in a worksite wellness program. Raffle items can be material or non-material prizes, such as a gift certificate or the ability to leave work 30 minutes early on Friday.

Direct Cost Incentives

- Provide subsidized health club memberships or discounts to local gyms.
- Provide discounts for the purchase of exercise equipment.
- Offer parties, picnics, or softball days when group fitness goals are reached.
- Offer gifts - such as t-shirts, water bottles, golf equipment, gift certificates, etc. - to those who participate in wellness programs.
- Conduct “Big Prize” drawings for those who make small accomplishments regarding their health.
- Offer free or low-cost health screenings.
- Offer free ergonomic assessments and work space enhancements.
- Offer wellness reimbursements for yoga, pilates, or weight watchers classes.
- Provide entertainment of any kind to boost morale. Events serve a purpose in jump-starting, reenergizing, or wrapping up a campaign.

Incentives from the Insurance Company

- Work with your health insurance provider to offer insurance premium discounts to employees who engage in healthy lifestyles. Premium discounts might include better benefits, monetary incentives, etc..
- Charge less for plan contributions (i.e. offer a \$200 benefit credit).
- Ask healthcare providers to include preventive services related to physical activity as part of their benefit packages.