



2018 Step Up for Health! Challenge

GOAL

To compete against yourself and colleagues to accumulate the most steps possible in the period between May 7 – June 3. We encourage you to challenge yourself to accomplish at least 6,000 steps per day but hope to inspire you to try and achieve more, while increasing your goals throughout the challenge.

GUIDELINES

- Sign up on [LifeBeats](#) page on LYB.com
- Use a pedometer or the conversion chart to count your steps every day for four weeks
- You can achieve your steps by traditional methods (walk, run or take the stairs) or by using the conversion chart to convert other activities to steps
- Your goal should be a minimum of 6,000 steps per day to count towards your total weekly step count and to increase your goal each week
- Upload your total step count for that week through the links on the [LifeBeats](#) page on LYB.com
- Only upload your steps once per week
- If you miss inputting the steps one week, you can add it in the following week

HOW TO WIN?

We divided the challenge into three individual categories for individual winners. These categories are based on your current level of activity to ensure consistency:

1. Beginner – currently achieves less than 5,000 steps per day
2. Intermediate – currently achieves 5,000-10,000 steps per day
3. Advanced – currently achieves more than 10,000 steps per day

We divided the site portion of the challenge into 3 categories based on size of the site. Sites will be competing against sites of similar size:

1. Small Site – Less than 150 employees
2. Medium Site – 151-499 employees
3. Large Site – 500+ employees

The winning site from each category is based on the best overall average of steps per participant:

- Must have a minimum of 10% participation from your site to be considered
- All sites with more than 10% participation will be considered
- Average total steps per participant will be calculated



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WHAT DO YOU WIN?

The winners of each category will be featured on LYB.com and in a special spotlight.

- Individual and overall site winner spotlights may include but is not limited to:
 1. Video of you featuring:
 - Your picture, position and site associated with LYB
 - Your challenge achievements
 - Why you participated?
 - How you achieved your steps
 - How your site achieved the participation
 - What tools did you use as motivation and participation?
 - Safety considerations for the challenge
 2. The winning sites will also receive a trophy