

THE HEALTHMET COMMUNITY HEALTH CHALLENGE PROVIDES A PROVEN AND TANGIBLE RETURN ON YOUR HEALTH INVESTMENT.

WHY THE PROGRAM WORKS

- Built on 20+ years of experience in Personal and Health Training
- Tracks and awards healthy choices
- Sends daily health tip reminders
- Provides tangible reporting to per permission
- Displays in a safe company-branded environment

COMMUNITY HEALTH CHALLENGE PLATFORM

Each challenge is delivered through a unique strategy blending realworld and online touch points, leveraging our partnerships with leading experts across the country.

The Community Health Challenge is consistently working towards building, supporting and aligning with provincial frameworks and initiatives already in place.

REAL WORLD: Predetermined schedule of events, including the program launch, lunch & learns, metric gathering and participant re-engagement.

ONLINE: An individual login for each individual to access their own personal fitness profile, track their progress and access resources that include a 90-day @home Healthy Habit Manual, 90 days of fit tips, recipes and can even be customized to include nutritional counseling, mental health resources and exercise videos.

COMMUNITY HEALTH CHALLENGE FORMAT

SELECT FROM A 90, 60 OR 30-DAY CHALLENGE



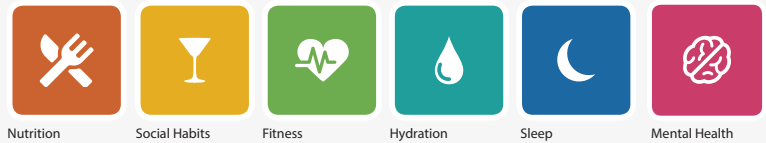
*All three of the 90, 60 and 30-day programs finish on the same date, enabling everyone to celebrate their accomplishments at the same time.

THE BUILD UP: The Community Challenge Promotion begins one month before the Kick-Off Event, which is the week before the start date. This provides the optimal time frame for building awareness, momentum and sharing of the what, why and how of the program to get your community excited.

THE LAUNCH: Healthy Community Challenge spokespeople should be members of the community (recreation centre coordinators, elected officials, media personalities and hospital foundation leads) to whom we provide the A-to-Z on how to execute the program.

Information is shared through local media outlets and at launch events encouraging residents to come out to planned gatherings and to help with registration.

COMMUNITY HEALTH CHALLENGE ACCOUNTABILITY



Once participants are registered, they are encouraged to track their daily health activities and choices across five trackers. Each time a participant logs in, they receive points that accumulate under their community. From here, we can determine the most active resident in the community, region, province and country.

INCLUDED IN YOUR COMMUNITY HEALTH CHALLENGE

As a participant in the Healthy Community Challenge you will receive a complete 90-day personal fitness plan, including;

- A Personal Fitness Book
- FREE Personal Fitness Profile (available one day only!)
- FREE Training Program
- FREE Running/Cycling Programs
- FREE 90-Day Nutrition Program
- FREE Healthy, Great-Tasting Recipes

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HEALTHY COMMUNITY CHALLENGE FEEDBACK

"I really cannot thank you enough for providing me the opportunity to participate in the challenge at the level you have allowed me. It has been life changing. I love exercise and didn't think I did! I have been training with Rory two days a week and have attended a couple of weekly spin classes. I also bought a new bike so have been getting out and riding when the weather co-operates. Further, I am starting to run (at intervals at this point) and am loving that too. So far I've lost 12 lbs but more importantly, I FEEL GREAT! Thank you, thank you, thank you.
Denni Bonetti, President, Greater Langley Chamber of Commerce

"The really important factor is my heart rate is responding nicely; my wind is coming back. To date, I have hiked up Elk Mountain and spent a day kayaking. These are two things that are a first for me so thank you for this. It has been life changing."
Bruce Banman, Mayor of Abbotsford

"First of all, kudos to an amazing Challenge, I certainly hope that IF receives deserving recognitions by the Fraser Health Authority and Ministry of Health – I know that due to your team's efforts our City has benefited greatly in the process in awareness and engagement - Thank you".
Heidi Enns, Director, Recreation Services Abbotsford

Every 30 days after the kick off is an opportunity to re-engage those who are having trouble staying on track with recreation centre re-measures, as well as a way to engage new participants for the 60 and 30 day challenges. This process provides an opportunity for recreation centres and participating fitness providers to introduce discounted and free programs that enable residents to sample the healthy options available to them.

At the end of the community challenge, residents who have taken both their baseline measurements and final measurements have the opportunity to win cool community prizes (where community prizes have been factored into the challenge) in addition to a new and better life.

HEALTHY COMMUNITY CHALLENGE HISTORY

The Healthy Community Challenge is the same proven effective 90-day program created by the professionals at Innovative Fitness for the Fitness Fantasy that has been held in British Columbia every year since 2005. Originally featuring four contestants (and then couples), feedback from around the province suggested the program expand to include every community. Working diligently with interested communities, the Healthy Community Challenge was a first in social innovation. It showcased the power of true collaborations between private, public and not-for-profit entities working together toward a common goal. Based on the success of the program, requests to duplicate it have poured in from communities across the country.

HEALTHY COMMUNITY CHALLENGE ADVANTAGES

- ✓ We are low cost
- ✓ Accessible and enjoyable for every skill and age level
- ✓ Completely open to collaboration
- ✓ Aligned with evidence-based best practices
- ✓ Scalable and sustainable
- ✓ Flexible by community
- ✓ And we're FUN!