



# JUMP SHOT for Health

Anthem  SHBP  sharecare  BeWell  

# JUMP SHOT FOR HEALTH MARKETING TOOLKIT



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## INTRODUCTION



This marketing toolkit provides resources and information to help ambassadors promote the Jump Shot for Health steps challenge within their organizations and peer groups. Keeping marketing and communications consistent and fresh throughout the duration of the four-month challenge can help attract, engage, and retain participants in Jump Shot for Health.



## GETTING STARTED

This guide will help ambassadors promote the challenge within their populations, to encourage enrollment and consistent engagement over the course of the challenge.



### **Challenge Overview**

The Jump Shot for Health Challenge is designed to:

- Foster a feeling of well-being within your school or organization
- Drive engagement and boost productivity
- Build social connections between individuals and teams
- Generate friendly competition among participants to keep them motivated and engaged
- Give back to Georgia students and schools



### **Tips for Success**

To ensure success among your colleagues and peers, ambassadors should:

- Promote the challenge internally using the materials provided in this toolkit.
- Encourage and highlight executive or leadership participation.
- Establish and promote regular walking times within your organization where staff can participate in person or virtually throughout the work week.
- Track progress and celebrate successes.

## JUMP SHOT FOR HEALTH PROMOTIONAL TOOLKIT

Prior to the Jump Shot for Health challenge launch, the ambassador should identify the target audience for marketing and communication purposes. This will likely include your current colleagues, but can also extend to spouses covered by the *BeWell SHBP*<sup>®</sup> program and former colleagues who have retired from your school or organization.

If some of your audience is not digitally savvy, make sure to leverage printed collateral, word of mouth, and live announcements. A well-planned marketing and communication strategy is a contributing factor in driving enrollment and creating robust engagement in the challenge—and helping your team rally to the top of the leaderboard.

### PRE-SEASON (pre-launch and active launch period)

	-3 Weeks	-2 Weeks	-1 Week	Launch
Meeting Mention	●	●	●	●
Pre-Launch Email 1		●		
Intranet Banner		●		
Newsletter Blurb		●		
Poster		●		
Q1 Postcard			●	
Q1 Flyer			●	
Email 2: Reminder			●	
Social Media Posts	●	●	●	●
Email 3: Launch Day				●

## “QUARTER” TIMELINE

This toolkit contains updated collateral for each month (or “quarter”) of the challenge to keep materials fresh and engaging. By refreshing your materials each month, you create opportunities to introduce new individuals to the challenge through ongoing marketing and communications efforts.

	Week 1	Week 2	Week 3	Week 4
Meeting Mention	●	●	●	●
Email	●			
Intranet Banner	●			
Newsletter Blurb	●			
Postcard	●			
Flyer	●			
Social Media Posts	●		●	

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## PRE-LAUNCH PERIOD

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### Meeting Mentions

**WHAT** Meeting agenda items that inform colleagues about JSFH and the upcoming launch. Let attendees know when the challenge will start and how they can join.

**WHEN** During regularly scheduled meetings with individuals who are eligible to join the challenge starting approximately 3 weeks before the challenge launch date.



**[Subject Line:]** Are you ready to step up for [Georgia/our] students?

**[Body:]**

SHBP members, get ready to step up for Georgia students!

Dear [name],

Seeing the commitment that colleagues like you show day in and day out makes me extremely proud to be [title] of [organization name]. It also makes me excited to share opportunities that can help us all improve our well-being, while giving back to Georgia youth. The Jump Shot for Health Challenge provides an opportunity for us all to make a difference at Title 1 schools—just by taking a walk.

**What is the Jump Shot for Health Challenge:** Jump Shot for Health is a four-part steps challenge aimed at fostering participation in the Be Well SHBP® well-being program and encouraging physical and mental well-being through increased movement. Created with Georgia in mind, this program will inspire physical activity, promote healthy interactive space for participants to track their daily steps progress, and compete against other teams for the chance to support a Title 1 school in your community.

**Why it's important for you:** Since most of us spend about a third of our waking hours at work, we have a chance to move in a healthier direction, together.

**How to join:** Pre-season starts January 1, 2025, when you can join a Jump Shot for Health team in the Sharecare app. Once you've signed up for the challenge, you'll have the option to join an existing team representing our finalist schools. To learn more about these schools selected, go to [Bewellshbp.com/jump-shot-for-health](https://Bewellshbp.com/jump-shot-for-health).

I'd like to invite you to join me and our colleagues as we help Georgia schools while moving toward a healthier, more connected workplace together.

Thank you for your commitment—I hope to see you on the leaderboard!

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## PRE-LAUNCH PERIOD

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### Pre-Season Email 1: Challenge Introduction

**Subject Line:**

Are you ready to step up for [Georgia/our] students?

**WHAT** : Introduces JSFH challenges and encourages individuals to join. *\*Intranet banner graphics can be used as an email header image.*

**WHEN** : Send out approximately two weeks before the challenge begins.

## The Jump Shot for Health Pre-Season Draft is On!

We're stepping up for Georgia students. You in? Choose your team now. Challenge starts 1/15.

Learn more: [bewellshbp.com/jump-shot-for-health](http://bewellshbp.com/jump-shot-for-health)



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## PRE-LAUNCH PERIOD

### Intranet Banners

#### WHAT

A graphic that can be posted on your organization's intranet page, used as a header for toolkit emails, or used in an employee newsletter to promote the upcoming challenge. Versions available for participating organizations and finalist schools.

#### WHEN

Publish approximately two weeks before launch day, but not before January 1.

## The Jump Shot for Health Pre-Season Draft is On!



We're stepping up for Georgia students. You in? Challenge starts 1/15.

Learn more: [bewellshbp.com/jump-shot-for-health](http://bewellshbp.com/jump-shot-for-health)



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## We're in the Jump Shot for Health Finals!

Your steps will help rally our team to the top of the leaderboard. Challenge starts 1/15.

Learn more: [bewellshbp.com/jump-shot-for-health](http://bewellshbp.com/jump-shot-for-health)



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## We're in the Jump Shot for Health Finals!



Your steps will help rally our team to the top of the leaderboard. Challenge starts 1/15.

Learn more: [bewellshbp.com/jump-shot-for-health](http://bewellshbp.com/jump-shot-for-health)



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**THE JUMP SHOT FOR HEALTH PRE-SEASON DRAFT IS ON!**

**WE'RE STEPPING UP FOR GEORGIA STUDENTS. YOU IN?**

The Jump Shot for Health steps challenge launches January 15, and you're a first-round draft pick. Log in to the Sharecare app early to join the challenge and choose the finalist team you'd like to play for. Every step you take helps [one Georgia school/our school] get closer to winning a basketball court makeover and increases your odds of winning an individual prize. Learn more about the challenge and participating schools by visiting [Bewellshbp.com/jump-shot-for-health](http://Bewellshbp.com/jump-shot-for-health).

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PRE-LAUNCH PERIOD

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**Newsletter Blurb**

**WHAT** : A short copy blurb that can be added to existing employee newsletters inviting individuals to join a Jump Shot for Health walking group. *\*Can be paired with an intranet graphic if space allows.*

**WHEN** : Distribute in your regularly scheduled newsletter that goes out in January.



PRE-LAUNCH PERIOD

**Registration Poster**

(11x17)

**WHAT** : Encourages individuals to join a the challenge. Can be printed and hung in public places, distributed to employee mailboxes or workstations.

**WHEN** : Distribute approximately two weeks before the challenge launch, but not before January 1, 2025.



Presented by:  
**Anthem**  
Independent Member of the Blue Cross Blue Shield Association

**Challenge Details:**

Lace up your sneakers tightly and begin stepping. During the warm-up challenge in this quarter of Jump Shot for Health, aim to take 100,000 steps.

Learn more: [bewelshbp.com/jump-shot-for-health](http://bewelshbp.com/jump-shot-for-health)

**Date(s):**

1/15/2025 - 2/14/2025



**Did you know?**

Did you know that the first rubber-soled shoes, known as plimsolls, were created in the early 19th century and were the predecessors to modern tennis shoes? They got their name because the line around the sole resembled the Plimsoll line on a ship's hull!  
Source: History of Tennis Shoes by Tread Labs

Did you know that Georgia is known as the Peach State, but it's also the nation's top producer of peanuts, pecans, and Vidalia onions? The state's diverse agriculture makes it a powerhouse in the farming industry!  
Source: Georgia Farm Bureau

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PRE-LAUNCH PERIOD

**1st Quarter Flyer**

(8.5x11)

**WHAT** : Encourages individuals to join the challenge. Can be printed and hung in public places, distributed to employee mailboxes or workstations.

**WHEN** : Distribute approximately one week before the challenge launch.



PRE-LAUNCH PERIOD

**1st Quarter Postcard**

**WHAT** : Can be printed and distributed to employee mailboxes, at meetings, or to workstations.

**WHEN** : Distribute approximately one week before the challenge launch.

**It's Game Time!**

Jump Shot for Health is a four-part steps challenge that provides an opportunity to make a difference for Georgia students, just by taking walk.

1. Log in to your Sheeicare account or register today at [bewellshbp.com](http://bewellshbp.com)
2. Navigate to Challenges and join the Jump Shot for Health steps challenge.
3. Select the frailest school team you'd like to support with your steps.
4. Sync your fitness tracker and log in weekly to ensure your steps are being tallied.

Every step you take will help your team rise to the top of the leaderboard for a chance to win the grand prize: a basketball court refresh. Participants with the highest step counts will also have the chance to win individual prizes.



Return address information here

Return address information here

<FIRST NAME> <LAST NAME>  
<ADDRESS1>  
<ADDRESS2>  
<CITY>, <STATE> <ZIP>

**[Subject Line:]** Jump Shot for Health is only one week away

**[Body:]**

Dear [name],

We're just one week away from the start of the Jump Shot for Health steps challenge. The challenge provides an opportunity for us all to make a difference for [one Georgia school/our school] just by taking a walk. Every step you take will help your team rise to the top of the leaderboard for a chance to win the grand prize—a basketball court refresh.

**What is the Jump Shot for Health Challenge:** Jump Shot for Health is a four-part steps challenge aimed at fostering participation in the Be Well SHBP® well-being program and encouraging physical and mental well-being through increased movement. Created with Georgia in mind, this program will inspire physical activity, promote healthy interactive space for participants to track their daily steps progress, and compete against other teams for the chance to support a Title 1 school in your community.

**Why it's important for you:** Since most of us spend about a third of our waking hours at work, we have a chance to move in a healthier direction, together.

**How to join:** Pre-season is underway, and you can join a Jump Shot for Health team in the Sharecare app now. Once you've signed up for the challenge, you'll have the option to join an existing team representing our finalist schools. To learn more about these schools selected, go to [Bewellshbp.com/jump-shot-for-health](http://Bewellshbp.com/jump-shot-for-health).

Don't wait—register today!

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## PRE-LAUNCH PERIOD

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### Email 2: The Reminder

**Subject Line:**

One week until we start walking toward a healthier [school/organization name]

**WHAT** : Reminds individuals that the walking group launch is coming soon and encourages them to attend. *\*Intranet banner graphics can be used as an email header image.*

**WHEN** : Distribute approximately one week before the walking group launch.



## PRE-LAUNCH PERIOD

### Social Media Posts

**WHAT** : Suggested copy and images that can be posted on organization and/or individual participant's social media channels. *Note: There are 12 graphics available to choose from for both participants and supporting organizations. Only two examples are shown here.*

**WHEN** : Post as much as weekly, beginning approximately three weeks before the challenge launch date.

#### Post 1 – non finalist schools (before 1/1)

ARE YOU READY TO STEP UP FOR GEORGIA STUDENTS?

The Jump Shot for Health steps challenge is coming soon. Get ready to start the new year off right, with a focus on your health and well-being while helping one Georgia school win a basketball court makeover. Jump Shot for Health registration will be available in the Sharecare platform for eligible Be Well SHBP® members and spouses starting New Years Day. Learn more about the challenge and participating schools by visiting [Bewellshbp.com/jump-shot-for-health](https://Bewellshbp.com/jump-shot-for-health).

#### Post 1 –finalist schools (before 1/1)

[SCHOOL NAME] IS IN THE JUMP SHOT FOR HEALTH FINALS!

The Jump Shot for Health steps challenge is coming soon. Get ready to start the new year off right, with a focus on your health and well-being while helping our school win a basketball court makeover. Jump Shot for Health registration will be available in the Sharecare platform for eligible Be Well SHBP® members and spouses starting New Years Day. Learn more about the challenge by visiting [Bewellshbp.com/jump-shot-for-health](https://Bewellshbp.com/jump-shot-for-health).



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1ST QUARTER

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## Meeting Mentions

**WHAT** Meeting agenda items that inform colleagues about JSFH and its active status. Let attendees know the challenge has begun and how they can join.

**WHEN** During regularly scheduled meetings with individuals who are eligible to join the challenge throughout the duration of the challenge.

**[Subject:]** Jump Shot for Health's 1st Quarter Starts Today!

**[Body:]**

SHBP members—let's lace up for tip off!

Dear [Name],

Today is the day—the Jump Shot for Health challenge is officially underway.

You can make a difference for our communities, just by taking a walk. Jump Shot for Health gives back to Title 1 Schools, and every step you take helps your team move to the top of the leaderboard. The winning school gets a basketball court makeover—a gamechanger for Georgia students. Learn more about the finalist schools at [Bewellshbp.com/jump-shot-for-health](http://Bewellshbp.com/jump-shot-for-health).

**Join Now**

Step 1: Log in to your Sharecare account or register today

Step 2: Navigate to Challenges and join the Jump Shot for Health steps challenge

Step 3: Select the finalist school team you'd like to support with your steps

Step 4: Make sure to sync your fitness tracker and log in weekly to ensure your steps are being tallied

The more we move, the closer we get to making a difference. Will you rise to the challenge?

Ready. Set. Step!

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## 1ST QUARTER

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### Email 3: Launch Day

**Subject Line:**

Jump Shot for Health's 1st Quarter Starts Today!

**WHAT** : Reminds individuals that the challenge is officially underway. *\*Intranet banner graphics can be used as an email header image.*

**WHEN** : Distribute first thing on the morning of the challenge launch on January 15.



## Time to Lace Up for Tip Off

First Quarter starts now! Join the Jump Shot for Health steps challenge and aim to take 100,000 steps before Valentine's Day.

Learn more: [bewellshbp.com/jump-shot-for-health](http://bewellshbp.com/jump-shot-for-health)

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## 1ST QUARTER

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### Intranet Banners

**WHAT** : A graphic that can be posted on your organization's intranet page, used as a header for toolkit emails, or used in an employee newsletter to promote the upcoming challenge. Versions available for participating organizations and finalist schools.

**WHEN** : Publish within one week of the challenge start date.




## Time to Lace Up for Tip Off

First Quarter starts now! Join the Jump Shot for Health steps challenge and aim to take 100,000 steps before Valentine's Day.

Learn more: [bewellshbp.com/jump-shot-for-health](http://bewellshbp.com/jump-shot-for-health)

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## Time to Lace Up for Tip Off

First Quarter starts now! Join the Jump Shot for Health steps challenge and aim to take 100,000 steps before Valentine's Day.

Learn more: [bewellshbp.com/jump-shot-for-health](http://bewellshbp.com/jump-shot-for-health)

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## 1ST QUARTER

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### Social Media Posts

**WHAT** : Suggested copy and images that can be posted on organization and/or individual participant's social media channels. *Note: There are 12 graphics available to choose from for both participants and supporting organizations. Only two examples are shown here.*

**WHEN** : Post approximately every other week for the duration of the challenge.

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## 2ND QUARTER

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### Meeting Mentions

**WHAT** Meeting agenda items that inform colleagues about JSFH and its active status. Let attendees know the challenge is underway and how they can join.

**WHEN** During regularly scheduled meetings with individuals who are eligible to join the challenge throughout the duration of the challenge.

**[Subject:]** Jump Shot for Health's Second Quarter Starts Today!

**[Body:]**

SHBP members—make a fast break for fitness!

Dear [Name],

Things are heating up, but it's not too late to join the Jump Shot for Health Challenge.

Log in to register and/or confirm your fitness tracker is synced. This month's goal? 150,000 steps—each helping [a Georgia/our] school climb to the top of the leaderboard and pushing you one step closer toward the chance to win an individual prize.

**Join Now**

Step 1: Log in to your Sharecare account or register today

Step 2: Navigate to Challenges and join the Jump Shot for Health steps challenge

Step 3: Select the finalist school team you'd like to support with your steps

Step 4: Make sure to sync your fitness tracker and log in weekly to ensure your steps are being tallied

Let's move together toward a brighter future for Georgia schools!

\*\*\*\*\*

**What is the Jump Shot for Health Challenge:** Jump Shot for Health is a four-part steps challenge aimed at fostering participation in the *Be Well SHBP*® well-being program and encouraging physical and mental well-being through increased movement. Created with Georgia in mind, this program will inspire physical activity, promote healthy interactive space for participants to track their daily steps progress, and compete against other teams for the chance to support a Title 1 school in your community. Learn more by visiting [Bewellshbp.com/jump-shot-for-health](http://Bewellshbp.com/jump-shot-for-health)

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## 2ND QUARTER

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### Email 4: 2nd Quarter

**Subject Line:**

Jump Shot for Health's 2nd Quarter Starts Today!

**WHAT** : Reminds individuals that registration is still open for the challenge and encourages them to join.  
\**Intranet banner graphics can be used as an email header image.*

**WHEN** : Distribute first thing on the morning of February 14.

## Make a Fast Break for Fitness

Things are heating up, but it's not too late to join the Jump Shot for Health steps challenge. Register today and aim to take 150,000 steps this month.

Learn more: [bewellshbp.com/jump-shot-for-health](http://bewellshbp.com/jump-shot-for-health)



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## 2ND QUARTER

### Intranet Banners

#### WHAT

A graphic that can be posted on your organization's intranet page, used as a header for toolkit emails, or used in an employee newsletter to promote the upcoming challenge. Versions available for participating organizations and finalist schools.

#### WHEN

Publish in first week of challenge's second month (between February 14 - 21).

## Make a Fast Break for Fitness

Things are heating up, but it's not too late to join the Jump Shot for Health steps challenge. Register today and aim to take 150,000 steps this month.

Learn more: [bewellshbp.com/jump-shot-for-health](http://bewellshbp.com/jump-shot-for-health)



## Make a Fast Break for Fitness

Things are heating up, but it's not too late to join the Jump Shot for Health steps challenge. Register today and help our school climb to the top of the leaderboard.

Learn more: [bewellshbp.com/jump-shot-for-health](http://bewellshbp.com/jump-shot-for-health)



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## Make a Fast Break for Fitness

Things are heating up, but it's not too late to join the Jump Shot for Health steps challenge. Register today and help our school climb to the top of the leaderboard.

Learn more: [bewellshbp.com/jump-shot-for-health](http://bewellshbp.com/jump-shot-for-health)



## LET'S MAKE A FAST BREAK FOR FITNESS

THE SECOND QUARTER OF JUMP SHOT FOR HEALTH STARTS FEBRUARY 14

Things are heating up, but it's not too late to join the Jump Shot for Health steps challenge. Log in to the Sharecare app to register and choose the team you'd like to play for. Every step you take helps [one Georgia school/our school] get closer to winning a basketball court makeover and increases your odds of winning an individual prize. Make sure to sync your fitness tracker weekly to ensure your steps are being tallied. Learn more about the challenge and participating schools by visiting [Bewellshbp.com/jump-shot-for-health](http://Bewellshbp.com/jump-shot-for-health).

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## 2ND QUARTER

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### Newsletter Blurb

**WHAT** : A short copy blurb that can be added to existing employee newsletters inviting individuals to join a Jump Shot for Health walking group. *\*Can be paired with an intranet graphic if space allows.*

**WHEN** : Distribute in your regularly scheduled newsletter that goes out in February.





**JUMP SHOT for Health**

**Second Quarter Challenge**  
Fast Break for Fitness

**Challenge Details:**  
Things are heating up. Find your fast break and move your body to take at least 150,000 steps

**Date(s):**  
2/14/2025 - 3/14/2025

**Five Fitness Tips**

- 1 Stay Active Every Day**  
Try to move around and play for at least 1 hour each day. You can ride your bike, play tag, or dance!  
Source: CDC
- 2 Eat Fruits and Vegetables**  
Make sure to eat plenty of fruits and vegetables. They help you stay strong and healthy.  
Source: USDA
- 3 Drink Lots of Water**  
Drink water instead of sugary drinks. Water keeps your body hydrated and helps you feel good.  
Source: KidsHealth
- 4 Get Enough Sleep**  
Make sure to get 9-11 hours of sleep every night. Sleep helps your body and brain rest and grow.  
Source: Sleep Foundation
- 5 Limit Screen Time**  
Try to spend less time on screens and more time being active. Too much screen time can make you feel tired.  
Source: American Academy of Pediatrics

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2ND QUARTER

**2nd Quarter Flyer**

(8.5x11)

**WHAT** : Encourages individuals to join the challenge. Can be printed and hung in public places, distributed to employee mailboxes or workstations.

**WHEN** : Distribute on or around the first day of the second month of the challenge (February 14).



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## 2ND QUARTER

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### Social Media Posts

**WHAT** : Suggested copy and images that can be posted on organization and/or individual participant's social media channels. *Note: There are 12 graphics available to choose from for both participants and supporting organizations. Only two examples are shown here.*

**WHEN** : Post approximately every other week for the duration of the challenge.

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3RD QUARTER

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## Meeting Mentions

**WHAT** Meeting agenda items that inform colleagues about JSFH and its active status. Let attendees know the challenge is ongoing and how they can join.

**WHEN** During regularly scheduled meetings with individuals who are eligible to join the challenge throughout the duration of the challenge.

**[Subject:]** Jump Shot for Health's Third Quarter Starts Today!

**[Body:]**

Time to push it in the paint!

Dear [Name],

The second half of the Jump Shot for Health Challenge has begun. Is your team at the top of the leaderboard?

It's not too late to join in on the fun, all while making a difference for Georgia schools. Help your team get one step closer to victory by taking 150,000 steps before this quarter's buzzer. The winning school gets a basketball court makeover—a gamechanger for Georgia students. A bonus? The more steps you take, the better your chances of winning an individual prize at the end of the challenge.

**Join Now**

Step 1: Log in to your Sharecare account or register today

Step 2: Navigate to Challenges and join the Jump Shot for Health steps challenge

Step 3: Select the finalist school team you'd like to support with your steps

Step 4: Make sure to sync your fitness tracker and log in weekly to ensure your steps are being tallied

Dribble and step your way to the challenge goal today!

\*\*\*\*\*

**What is the Jump Shot for Health Challenge:** Jump Shot for Health is a four-part steps challenge aimed at fostering participation in the *Be Well SHBP*® well-being program and encouraging physical and mental well-being through increased movement. Created with Georgia in mind, this program will inspire physical activity, promote healthy interactive space for participants to track their daily steps progress, and compete against other teams for the chance to support a Title 1 school in your community. Learn more by visiting [Bewellshbp.com/jump-shot-for-health](http://Bewellshbp.com/jump-shot-for-health)

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## 3RD QUARTER

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### Email 5: 3rd Quarter

**Subject Line:**

Jump Shot for Health's 3rd Quarter Starts Today!

**WHAT** : Reminds individuals that registration is still open for the challenge and encourages them to join.  
*\*Intranet banner graphics can be used as an email header image.*

**WHEN** : Distribute first thing on the morning of March 14.

## Let's Push It in the Paint

The second half of the Jump Shot for Health challenge has begun. You can still join today and dribble and step your way toward the challenge goal!

Learn more: [bewellshbp.com/jump-shot-for-health](http://bewellshbp.com/jump-shot-for-health)



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## 3RD QUARTER

### Intranet Banners

**WHAT**

A graphic that can be posted on your organization's intranet page, used as a header for toolkit emails, or used in an employee newsletter to promote the upcoming challenge. Versions available for participating organizations and finalist schools.

**WHEN**

Publish in first week of challenge's third month (between March 14 - 21).

## Let's Push It in the Paint

The second half of the Jump Shot for Health challenge has begun. You can still join today and dribble and step your way toward the challenge goal!

Learn more: [bewellshbp.com/jump-shot-for-health](http://bewellshbp.com/jump-shot-for-health)



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## Let's Push It in the Paint

The second half of the Jump Shot for Health challenge has begun! Help our school dribble and step toward the challenge goal for a chance to win a basketball court makeover.

Learn more: [bewellshbp.com/jump-shot-for-health](http://bewellshbp.com/jump-shot-for-health)



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## Let's Push It in the Paint

The second half of the Jump Shot for Health challenge has begun! Help our school dribble and step toward the challenge goal for a chance to win a basketball court makeover.

Learn more: [bewellshbp.com/jump-shot-for-health](http://bewellshbp.com/jump-shot-for-health)



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## TIME TO PUSH IT TO THE PAINT

THE SECOND HALF OF THE JUMP SHOT FOR HEALTH CHALLENGE HAS BEGUN!

Log in to the Sharecare app to see if your team has risen to the top of the leaderboard or to join in on the fun. Every step you take helps increase the odds of [one Georgia school/our school] winning the grand prize and improves your chance of winning an individual gift card. Dribble and step your way to the challenge goal today! Learn more about the challenge and participating schools by visiting [Bewellshbp.com/jump-shot-for-health](http://Bewellshbp.com/jump-shot-for-health).

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## 3RD QUARTER

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### Newsletter Blurb

**WHAT** : A short copy blurb that can be added to existing employee newsletters inviting individuals to join a Jump Shot for Health walking group. *\*Can be paired with an intranet graphic if space allows.*

**WHEN** : Distribute in your regularly scheduled newsletter that goes out in March.




**Time to Push It in the Paint**

The 2nd half of the Jump Shot for Health challenge has begun. Is your team at the top of the leaderboard?

Q3: March 14 - April 15

Learn more at [bewellshbp.com/jump-shot-for-health](http://bewellshbp.com/jump-shot-for-health)



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Q3: March 14 - April 15

Learn more at [bewellshbp.com/jump-shot-for-health](http://bewellshbp.com/jump-shot-for-health)

3RD QUARTER

**3rd Quarter Postcard**

**WHAT** : Can be printed and distributed to employee mailboxes, at meetings, or to workstations.


**WHEN** : Distribute within first week of third month in challenge (starting March 14).

**Jump Shot for Health's 3rd Quarter Starts Today!**

Help your team get one step closer to victory by taking 150,000 steps before this quarter's buzzer. It's not too late to join in on the fun and support Georgia schools while improving your own well-being.

1. Log in to your Sharecare account or register today at [bewellshbp.com](http://bewellshbp.com)
2. Navigate to Challenges and join the Jump Shot for Health steps challenge
3. Select the finalist school team you'd like to support with your steps
4. Sync your fitness tracker and log in weekly to ensure your steps are being tallied

Dribble and step your way to the challenge goal today!



Return address information here

<FIRST NAME> <LAST NAME>  
<ADDRESS1>  
<ADDRESS2>  
<CITY>, <STATE> <ZIP>





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## 3RD QUARTER

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### 3rd Quarter Flyer

(8.5x11)

**WHAT** : Encourages individuals to join the challenge. Can be printed and hung in public places, distributed to employee mailboxes or workstations.

**WHEN** : Distribute on or around the first day of the third month of the challenge (March 14).



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## 3RD QUARTER

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### Social Media Posts

**WHAT** : Suggested copy and images that can be posted on organization and/or individual participant's social media channels. *Note: There are 12 graphics available to choose from for both participants and supporting organizations. Only two examples are shown here.*

**WHEN** : Post approximately every other week for the duration of the challenge.

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## 4TH QUARTER

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### Meeting Mentions

**WHAT** Meeting agenda items that inform colleagues about JSFH and its status. Let attendees know the challenge is in its final month and that they can still join.

**WHEN** During regularly scheduled meetings with individuals who are eligible to join the challenge throughout the duration of the challenge.

**[Subject:]** Jump Shot for Health's Fourth (and final) Quarter Starts Today!

**[Body:]**

Beat the buzzer in the final push toward the championship!

Dear [Name],

Only 4 weeks to go until the end of the Jump Shot for Health Challenge. Can you taste victory?

You can still help propel [a finalist/our] school to the top of the leaderboard. Boost your team by aiming to walk at least 200,000 steps this month for a chance to win the grand prize.

**Join Now**

Step 1: Log in to your Sharecare account or register today

Step 2: Navigate to Challenges and join the Jump Shot for Health steps challenge

Step 3: Select the finalist school team you'd like to support with your steps

Step 4: Make sure to sync your fitness tracker and log in weekly to ensure your steps are being tallied

Lace up and make every step a game-changer!

\*\*\*\*\*

**What is the Jump Shot for Health Challenge:** Jump Shot for Health is a four-part steps challenge aimed at fostering participation in the *Be Well SHBP*\* well-being program and encouraging physical and mental well-being through increased movement. Created with Georgia in mind, this program will inspire physical activity, promote healthy interactive space for participants to track their daily steps progress, and compete against other teams for the chance to support a Title 1 school in your community. Learn more by visiting [Bewellshbp.com/jump-shot-for-health](http://Bewellshbp.com/jump-shot-for-health)

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## 4TH QUARTER

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### Email 6: 4th Quarter

**Subject Line:**

Jump Shot for Health's 4th Quarter Starts Today!

**WHAT** : Reminds individuals that registration is still open for the challenge and encourages them to join.  
*\*Intranet banner graphics can be used as an email header image.*

**WHEN** : Distribute first thing on the morning of April 15.

## Time for the Buzzer Beater Boost

Only 4 weeks left in the Jump Shot for Health challenge. Can you taste victory? Help your team finish strong by walking 200,000 steps this month.

Learn more: [bewellshbp.com/jump-shot-for-health](http://bewellshbp.com/jump-shot-for-health)



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## 4TH QUARTER

### Intranet Banners

**WHAT**

A graphic that can be posted on your organization's intranet page, used as a header for toolkit emails, or used in an employee newsletter to promote the upcoming challenge. Versions available for participating organizations and finalist schools.

**WHEN**

Publish in first week of challenge's final month (between April 15 - 22).

## Time for the Buzzer Beater Boost

Only 4 weeks left in the Jump Shot for Health challenge. Can you taste victory? Help your team finish strong by walking 200,000 steps this month.

Learn more: [bewellshbp.com/jump-shot-for-health](http://bewellshbp.com/jump-shot-for-health)



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## Time for the Buzzer Beater Boost

Only 4 weeks left in the Jump Shot for Health challenge. Can you taste victory? Help our school finish strong by walking 200,000 steps this month.

Learn more: [bewellshbp.com/jump-shot-for-health](http://bewellshbp.com/jump-shot-for-health)



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Only 4 weeks left in the Jump Shot for Health challenge. Can you taste victory? Help our school finish strong by walking 200,000 steps this month.

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## BEAT THE BUZZER BEFORE THE MONTH IS OVER

WE'RE IN THE FINAL PUSH OF THE JUMP SHOT FOR HEALTH CHALLENGE!

Only 4 weeks left to help propel your team to the top. Every step is a game-changer, for you and for [one Georgia/our] school. Boost your team's standing by aiming to walk 200,000 steps before the challenge ends on May 15. Learn more about the challenge and participating schools by visiting [Bewellshbp.com/jump-shot-for-health](http://Bewellshbp.com/jump-shot-for-health).

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## 4TH QUARTER

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### Newsletter Blurb

**WHAT** : A short copy blurb that can be added to existing employee newsletters inviting individuals to join a Jump Shot for Health walking group. *\*Can be paired with an intranet graphic if space allows.*

**WHEN** : Distribute in your regularly scheduled newsletter that goes out in April.



### Step Up and Beat the Buzzer

It's the final push to take the Jump Shot for Health championship. Can you taste victory?

Q4: April 15 - May 15

Learn more at [bewellshbp.com/jump-shot-for-health](http://bewellshbp.com/jump-shot-for-health)




### Step Up and Beat the Buzzer

It's the final push to take the Jump Shot for Health championship. Can you taste victory?

Q4: April 15 - May 15

Learn more at [bewellshbp.com/jump-shot-for-health](http://bewellshbp.com/jump-shot-for-health)



4TH QUARTER

4th Quarter Postcard

**WHAT** : Can be printed and distributed to employee mailboxes, at meetings, or to workstations.


**WHEN** : Distribute within first week of fourth month in challenge (starting April 15).

#### Beat the Buzzer in the final push toward the championship!

Only four weeks left until the end of the Jump Shot for Health steps challenge. You can still help rally your team to the top of the leaderboard. Aim to walk at least 200,000 steps this month for a chance to win the grand prize.

1. Log in to your Sharecare account or register today at [bewellshbp.com](http://bewellshbp.com)
2. Navigate to Challenges and join the Jump Shot for Health steps challenge
3. Select the finalist school team you'd like to support with your steps
4. Sync your fitness tracker and log in weekly to ensure your steps are being tallied

Lace up and make every step a game-changer!



Scan here to get started!

Return address information here

<FIRST NAME> <LAST NAME>  
<ADDRESS1>  
<ADDRESS2>  
<CITY>, <STATE> <ZIP>



**JUMP SHOT**  
for Health

**Fourth Quarter Challenge**  
Buzzer Beater Boost

**Challenge Details:**  
The final push to take the championship! In this challenge, walk at least 200,000 steps to for a chance to win the grand prize!

**Date(s):**  
4/15/2025 - 5/15/2025

**Are you a champion?**  
Fun Facts About Georgia Sports Championships

- Atlanta Braves**  
The Atlanta Braves won their first World Series in Atlanta in 1995, ending a 38-year championship drought since their last win in 1957 when they were based in Milwaukee.  
Source: MLB
- University of Georgia Football**  
The University of Georgia Bulldogs won their first national football championship in 1980, led by legendary coach Vince Dooley and star running back Herschel Walker.  
Source: ESPN
- Atlanta United FC**  
Atlanta United FC won the MLS Cup in 2018, just two years after the team was founded, making it one of the fastest teams to win a championship in Major League Soccer history.  
Source: MLS
- Atlanta Hawks**  
The Atlanta Hawks won their only NBA Championship in 1958 when they were based in St. Louis, Missouri, before moving to Atlanta in 1968.  
Source: NBA
- Georgia Tech Football**  
Georgia Tech's football team has won four national championships, with their most recent title in 1990. They shared the championship that year with Colorado.  
Source: Georgia Tech Athletics

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4TH QUARTER

**4th Quarter Flyer**

(8.5x11)

**WHAT** : Encourages individuals to join the challenge. Can be printed and hung in public places, distributed to employee mailboxes or workstations.

**WHEN** : Distribute on or around the first day of the final month of the challenge (April 15).





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## 4TH QUARTER

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### Social Media Posts

**WHAT** : Suggested copy and images that can be posted on organization and/or individual participant's social media channels. *Note: There are 12 graphics available to choose from for both participants and supporting organizations. Only two examples are shown here.*

**WHEN** : Post approximately every other week for the duration of the challenge.



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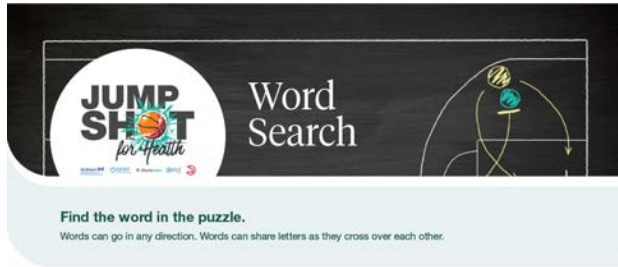
## MISC. MATERIALS

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### Player Stat Card

**WHAT** : A shareable PDF for challenge participants to highlight their participation and steps pledged.

**WHEN** : Distribute after the first month of the challenge so steppers can showcase their progress.



F B T O A S R B C T L E J S C  
 Z Z M K N D T E F L I M H D N  
 O Z Q E T R W Q A G E A I O K  
 Q K X S H A G B L L R S I A R  
 D U N K E W T D E E A P A Z O  
 V S Y H M E F H C W M G V L W  
 Z O M Y K R Z A P A E W E O M  
 P U N S W E R H H G Y L Y O A  
 S O A P M E E C G W O Z L H E  
 T B O K R A M E R A C S V C T  
 E J I Y L J T R A C K E R S V  
 P D H T E N U F Z A L G K D D  
 S U H K O L F Q G C Z G C F R  
 T Y E O L J L L V M H P X M X  
 H M W F K T O A U N E L Y P R

ALLEYOOP	CHAMPION	HEALTHY	SHARECARE
ANTHEM	CVSCAREMARK	REALAGE	STEPS
BASKETBALL	DUNK	REWARDS	TEAMWORK
BEWELL	FUN	SCHOOL	TRACKERS

MISC. MATERIALS

Word Search

**WHAT** : A shareable PDF for challenge participants to enjoy a quick Jump Shot for Health focused break.

**WHEN** : Distribute anytime during the challenge.



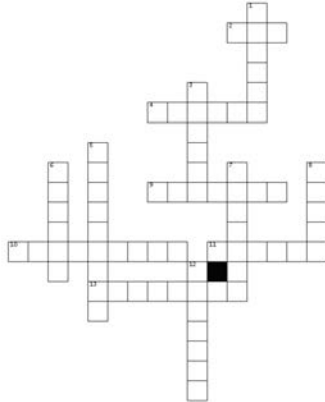
Use the clues to fill in the words below.  
Words can go across or down. Letters are shared when the words intersect.

**Across**

- 2. A verb meaning engaging in an activity for enjoyment and recreation
- 4. A place to store your gear during the game
- 9. A form of exercise that helps your mind and body and starts with a W
- 10. A person who freely offers to take part in a task often times associated with charity
- 11. What you can earn by doing your BeWell program activities
- 13. There are 13 of these in the Sharecare app

**Down**

- 1. The sound that starts and ends the basketball game
- 3. Where kids go to be educated
- 5. A group of people living in the same place or having characteristics in common
- 6. The State Health Benefit Plan's well-being program name
- 7. Being physically fit and healthy
- 8. What you track in the Jump Shot for Health challenge
- 12. The peach state



MISC. MATERIALS

**Crossword**

**WHAT** : A shareable PDF for challenge participants to enjoy a quick Jump Shot for Health focused break.

**WHEN** : Distribute anytime during the challenge.

**JUMP SHOT** for Health

## 5 Ways to Optimize Your Walks

You should aim to walk **5 times a week** for **30 MINUTES**. Follow these tips to lower your risk of injury and maximize the effectiveness of your walk:

- 1** **Wear supportive shoes and socks:** Your sneakers should be comfortable, not constricting. Athletic socks made of sweat-wicking materials can help prevent blisters and keep your feet dry.
- 2** **Warm up and cool down:** Start by walking slowly then stretching, and finish up the same way to avoid sore or stiff muscles.
- 3** **Stay hydrated.** Drink water before, during and after your walk to avoid dehydration.
- 4** **Practice good posture.** Relax your shoulders, keep your back straight and stomach tight—and swing your arms to maintain a brisk pace.
- 5** **Don't text and walk.** Rest your eyes 20 feet in front of you and keep your chin up to reduce stress on your neck and low back.

Going for regular walks offers a host of health benefits, and can help you:

- manage your weight
- reduce your risk of disease
- improve your mood

Always consult your physician or other health-care professional before starting this or any other fitness, nutrition and/or weight management program to determine if it is right for your needs.

Sources: Centers for Disease Control and Prevention; Harvard Health Publishing; American Council on Exercise; Shirecure, Inc. administers the Be Well SHBP program for the State Health Benefit Plan. © 2024 Shirecure, Inc.

## MISC. MATERIALS

### Make the Most of Your Walk Handout

**WHAT** : A shareable PDF for challenge participants to help optimize their walks.

**WHEN** : Distribute anytime during the challenge.

**JUMP SHOT** for Youth

## 6 Mini Massage Moves *-for sore muscles*

Roll the foam roller under a tight muscle until you find your pain point.  
Hold for 30 seconds. Repeat as needed.

Upper Back

Calves

Quadriceps

Glutes

Lower Back

Hamstrings

\*Research on the benefits of foam rolling is still emerging; check with your doctor if you have concerns.

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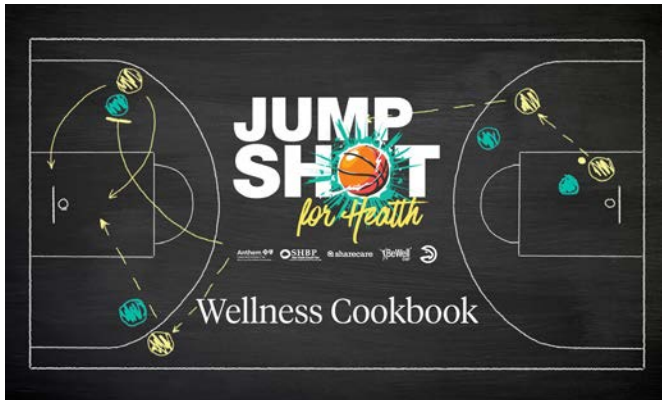
## MISC. MATERIALS

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### Mini Massage Moves Handout

**WHAT** : A shareable PDF for challenge participants to demonstrate stretches to support physical activity.

**WHEN** : Distribute anytime during the challenge.



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## MISC. MATERIALS

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### Wellness Cookbook

**WHAT** : A shareable PDF for challenge participants to encourage healthy eating during the challenge for whole body well-being.

**WHEN** : Distribute anytime during the challenge.

