

Healthier 901 Memphis Shelby County Schools Challenge – Details



What Is Healthier 901?

- Healthier 901, powered by Methodist Le Bonheur Healthcare, is a three-year initiative challenging the Mid-South to lose one million pounds to improve health and reduce the risk for serious illnesses like heart disease and cancer.
- In 2023, Memphis was ranked the second most overweight city in the nation. Together, we can change this devastating distinction.

But it's more than just weight. The challenge is not just numbers on a scale. We want to help everyone live a healthier, more active life.

Why a School Challenge?

- As anchor institutions, our schools have long played a vital role preparing the next generation for success and being a source of pride in their communities.
- By joining the Healthier 901 School Challenge and working side by side with us, you can help us improve lives in our communities.

How Can MSCS Schools Help?

- Host Healthier 901 events, where employees, parents and neighbors can try new fitness classes, attend seminars, swap healthy tips and work on their health and wellness journeys.
- Launch the Healthier 901 MSCS School Challenge at the principal's meeting on January 17. You can adjust your start date based on your calendar.
- The goal is to recruit 75 percent of school employee to become Healthier 901 participants.
- Your individual goal is to recruit as many people to join your school challenge as possible – employees, neighbors, friends, family, etc.
- MLH will distribute a leaderboard every week to keep you aware of our progress.

How It Works

- Visit Healthier901.com/schoolchallenge to register by filling out an online registration form. After filling out the form, your challenge will appear on the Healthier 901 app once the form is processed by MLH.
 - For individuals looking to join Healthier 901, they can join in one of two ways:
 - Download the Healthier 901 app from the Apple App Store or Google Play Store. Follow the prompts on the app to register.
 - No smartphone? No problem. Visit Healthier901.com to create an account.
- After registering for Healthier 901, individuals can join Challenges.
 - To access challenges on the app, click "Challenges" at the bottom of the app (the third icon), then at the top menu, click "Challenges." Find your school name, Click "View" then "Join."
 - On the web version of Healthier 901, users can click Challenges on the left-hand menu. Find your school name, then click "enroll."

What Happens Once Schools Join the Challenge?

- You will be able to monitor your progress.
- Inside your individual challenges, you can see everyone who has joined your school. Registered members can also participate in a mini-challenge to move 10,000 steps a day between Feb. 1 and April 1.

What Support Is Methodist Providing?

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- You will be provided a promotion kit, including posters, flyers, newsletter copy, social posts, “how to join” flyers, etc. More content will be sent throughout the challenge.
- If you have a success story or fun photos you would like to share to be published in Healthier 901 and/or Methodist Le Bonheur Healthcare social media or email publications, please share it with us.

Why Should the Community Participate?

- Together, we are changing the health of the Mid-South – breaking bad habits, learning new skills and improving our lives and those of our community.
- Participants enjoy the free Healthier 901 App, with recipes, food and movement trackers, as well as access to discounts and prizes provided by sponsors and partner organizations.
- It is free and open to everyone ages 18 and up.
- It is sponsored by Cigna Healthcare, Action News 5, Kroger, Nike and the YMCA of Memphis and the Mid-South.
- Participating schools will receive a certificate, media promotion and bragging rights as one of the “Healthiest Schools in the Mid-South.”
- The school with the most participants will receive a trophy and special media and promotional mentions.
 - Prizes will be awarded to the **first** schools to reach certain milestones. The first school to reach 100% participation in their challenge will receive a special prize. More milestone prizes will be announced for reaching progressively aggressive milestones throughout the challenge.

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