

## Best Practices

Here is a collection of best practices that other groups have utilized to promote the 50 Million Pound Challenge:

- Utilize Facebook and MySpace profiles to spread the word about The Challenge and link back to your Challenge team.
- Collaborate with local Health Centers to recruit people to join your Challenge team and provide a location where people can do weekly weigh-ins and update their profile at [50millionpounds.com](http://50millionpounds.com).
- Partner with local health organizations to help spread the word about your Challenge team (Diabetes Association, Heart Association, etc.)
- Work with cafeterias, local restaurants, etc. to provide healthy “Challenge” menu choices and provide information about joining your Challenge team.
- Collaborate with local fitness instructors/gyms to start classes for your Challenge team and to invite others to join your Challenge team.
- Create other teams that your team members could also join to create competitions among the group (men vs. women, freshman vs. sophomores, Greek organization rivalries, different departments at a company, etc.)
- Utilize text messaging to inform others about your Challenge team.
- Mentoring sessions so people can support each other as they get healthy.
- Monthly rallies to celebrate successes and share ideas.
- Healthy snack day or healthy recipe tasting event at work, school or Challenge team gatherings.
- Sports competitions among the team: 3 on 3 basketball, scavenger hunts, obstacle course, flag football, relays, dance competitions...anything that gets the group moving together.
- Create written, photo or video journals about the road to success to place on YouTube and submit to [50millionpounds.com](http://50millionpounds.com) for a chance to be a Featured Challenger on the site. These can also be shared with local media outlets for possible features in the local paper or TV or radio stations. These can be done by individuals or about the team as a whole and how they have found success together.
- Blog about your team and share success stories to encourage people all over the internet to start or join a Challenge team and join in your success.