



June 23, 2019

Via email mandi@threethirteenlaw.com

RE: VBLC Health and Wellness Awards

Dear Ms. Clay,

Please allow me to submit the following on behalf of the Orange County Bar Association. We would like our health and wellness challenge to be considered for your Health and Wellness Awards.

The Orange County Bar Association held its first Health and Wellness Challenge in May 2018 and due to an overwhelming response, we held it again this year. During the challenge we encouraged physical exercise, wellness, and camaraderie not only amongst the 150 plus members who actively participated in the Challenge, but also with many other members who were cheering from the sidelines on social media as well. The Challenge was open to all OCBA members. OCBA Members were encouraged to join the OCBA's #LiveWell #LiveLonger Facebook group (which has 461 members), in order to communicate with other members of the group and post about the challenges in the month (if they chose not to use Facebook, they could email the Challenge moderator to participate). Members were required to sign up to the OCBA's Challenge on the website Countit.com, a free application which allows groups to sync a variety of fitness trackers to count steps (including the iOS health app/apple watch, Fitbit, Garmin, Runkeeper, and Jawbone). Those who were participating could see where they "ranked" amongst their friends each day for the number of steps taken, and many were inspired by colleagues walking 10,000-20,000 steps each day.

This Challenge, however, was not about who acquired the most steps in the month, or even each day. We did not want to discourage anyone who was new to fitness or exercise. Therefore, if a participant reached the goal of 5,000 steps every day in May, then they received 5 points for each day that this goal was met. While 5,000 steps may not seem like a lot, if you have a sedentary job and work a lot of hours (ie, you are a lawyer), it is actually more difficult to reach than one would think. We had many members tell us they would be close to the goal at the end of the night, then realize they were 1,000 or fewer steps short, and get out of bed to keep moving.

Because lawyers will be lawyers, the competition was fierce. There were many bonus challenges along the way to keep it interesting. The Challengers would get emails a couple of times each week informing them of bonus challenges, which they could then participate in for various extra points. When they completed the bonus, they would post or comment in a corresponding OCBA Wellness Facebook group post about the bonus challenge, so that their points could be tracked, and also so that they could encourage and communicate with other challengers. Often times, the bonuses required photo evidence, which kept the group more engaged. (See attached samples of emails and Facebook posts).

The group participated in the following bonus challenges among others:

1. Getting a buddy to join the challenge
2. Drinking 64 oz of water each day for 3 days
3. Meditating each day for 7 days
4. A free Spin Class led by a past OCBA president
5. Group Walks around Lake Eola
6. Yoga Challenges (members received extra points if they took the class with another challenger)
7. Post your favorite health or wellness book challenge
8. Wellness App challenge where members shared their favorite wellness app
9. No social media challenge where members stayed off all social media for 24 hours
10. Do nothing challenge where members took a full day to do nothing
11. Expressing gratitude through thank you notes
12. Posting healthy recipes or ideas for on the go snacks
13. Posting their favorite workout song which we combined to make an OCBA Spotify playlist.
14. Plank Day, Burpee Day, Sit up Day, and Push -Up Day which were later combined to make an on the go workout that could be done anywhere
15. The J-Lo Challenge/ no sugar/ no carb/ no alcohol challenge for 5 days
16. No caffeine (This drew a lot of protest!)
17. The gratitude challenge where they were encouraged to give thanks to others
18. Bonus steps on various Fridays (as this seemed to be the day of the week that the fewest people hit the 5,000 step goal)

At the end of the month, the participants celebrated with a Healthy Hour event. At the Healthy Hour, our Top 3 Point-getters were announced, and they were awarded with various prizes such as a gift certificates for massages.

The camaraderie was unreal. People were constantly encouraging each other on social media, at Bar Luncheons, and in emails. Members lost weight. A few started meditating. Some tried yoga. Universally, all expressed that they felt inspired daily.

After submitting our challenge last year, the YLS asked their affiliates to replicate our program in some way. We were proud to see other local bar associations encourage their members to become well both mentally and physically. We hope to continue our program with small challenges each month until we hold our 3rd annual Health and Wellness Challenge. We saw 50% growth in our challenge this year. We hope that we continue this growth next year!

Please let me know if you have any questions. We would be happy to answer them.

Thank you for your consideration.

Best Regards,



Elizabeth F. McCausland

EFM:slf

