



Recess Newsletter Feb, err, March 2011

Please Pass The Hydroxypropyl Methylcellulose.

In This Newsletter

- Wellness 101: Part 3
- Win a Dog Bed
- Improve Your Vocab

Daily Dose of ADD



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In The News

Recess' Blog: You'll Laugh

Wellness 101

A step by step guide to awesomesauce wellness.

Last month we started to break down our awesomesauce wellness infographic. We continue our exploration into the world of workplace wellness with one of the six fundamentals.

Infographic: Awesomesauce Wellness



Click image to see the full infographic.

Making a wellness program effective

Put on your halos because a "good" wellness program is: *effective at changing behavior, realistic, easy to understand, and easy to do.*

Many wellness proponents think anything stereotypically healthy (think celery and gym memberships) can be made "easy" and "realistic" by simply badgering people into agreeing that they could potentially do this if they weren't such a pack of lazy slugs.

[You'll Cry. You'll Lose Weight Just Reading It.](#)

LiveWire on OPB (.mp3)

No Place Like Work. Recess Client Rose City Mortgage in Oregon Business.

Fun Wellness: Recess Client Bullivant Houser Bailey in Oregon Business Magazine

Portland Business Journal: Smoking Cessation

Ever heard advice like "The key to regular physical activity is making it a priority"?

Oh, you know, all you need to do now is prioritize getting to the gym over picking up your children from daycare, or, volunteering at homeless shelters.

How can a program offer and promote health in a way that is truly ***effective*** at positively changing behavior in a way that is ***realistic*** and ***easy to understand***? Say your office wants to promote better physical and mental health through exercise. The first place your wellness team might go is: yoga!

Let's offer yoga.

What could conjure up images of health and fitness more than yoga? No doubt, yoga is absolutely going to benefit anyone who does it ...if they do it.



How about you? You love yoga. You suggested it, after all. How often do you do yoga? Once a week? Once a month? Is your yoga mat actually a de facto dog bed?



Downward Dog?

Is yoga easy to understand? As long as its not in Sanskrit. Easy to do? Depends. But for many, yoga conjures images of heel-on-back-of-head pose, which conjures images of groins pulls, which isn't a good mental starting place for most of us.

So, how about a subsidized gym membership?

Yes. Great idea. In this economy many businesses are struggling to stay open. Could there be any better way to support business than paying not to go to the gym? Researchers show that gym members, based on actual use, pay more to be a member of a gym than they would if they just paid per visit. If that isn't good for business then we don't know what is.

Oh wait, sorry, you wanted to actually be effective at changing health. There goes that idea.

How about promoting and rewarding small, moderate changes?

An easy and realistic small step is taking the stairs instead of the elevator.



The Fun Theory - Click to watch stairs made fun with music.

It's effective, too.

Taking the stairs also saves energy. Look at you, saving the planet one step at a time. Plus, after you've conquered those stairs once and for all, you'll be on top of the world! (Or at least on top of your building...)

Have a six pack at lunch

How comfortable are you right now? Right this very second, as you read this super funny and informative newsletter, are you even the slightest

bit stiff? If so, we suggest having a ball.



The peeps at Weightloss Systems claim you can burn 400 calories per day on this thing. Dude.

A fitness ball. This step (or bounce) towards better living is easy and realistic.

"Poor" choices - Are they that big of a deal?

When promoting wellness in your company, what about taking a more moderate approach to your communications? If everyone believes that they are going to hell for enjoying a donut every now and then then what is their incentive to do things differently? After all, hell will be quite a party.



This is how we imagine anti-donut heaven.

On the flip side, if your program is too blatant about the benefits of exercise you could be alienating some and lying to others. Research shows high intensity exercise does not necessarily equal better health or weight loss if people are otherwise sedentary, inattentive eaters, or, lonely.

Conversely, things like sleep and self-compassion might have a significant impact on healthy weight.

Part of an effective wellness program is listening. Understanding people makes it easier to emphasize how the program enhances meaningful aspects of people's lives. It should also offer simple, convenient ways to engage in healthy behaviors, rather than shrilly enforcing a very narrow view of health and then trying to ram it down everyone's throat.

Vive la différence, mais oui?

Win A Much Maligned Yoga Kit

We know you won't use it as a dog bed.

We make fun of yoga and yoga mats in this newsletter. It's true. We claim that some people's yoga mats are de facto dog beds. We know that is not you. You would use a yoga mat, yoga block, water bottle and yoga tote bag. Of course you would. We are fully in support of that. We do, in fact, love yoga even if we have to clean dog hair off of our fresh lululemon gear.

Because we know that you love Recess and you love yoga we will be giving away a fabulous yoga mat, yoga block, water bottle and yoga tote

bag.



We're all for impact but our bag has a Recess logo.

Just scroll to the bottom of this email and click:

"This is hilarious. I must forward"

Doing so anytime between now and June 24th, 2011 means you will be entered to win. Good luck!

Wake Up & Smell the Tetrasodium Phosphate.

Modern diet + label reading = killer new vocabulary.

Mono-di-tri-cycle-glu-dexa-OMG-what?!?!? Not a problem for us, but maybe not everyone is as motivated as we are to look up every food ingredient in the Food Additive Dictionary?

Here at Recess we, as the kids say, have got the vocab. Break it down - it's time to get funky.



Breaking it down with a little help from Jenny From The Block and MTV.

But, but it says "vegetable"! Partially Hydrogenated Vegetable Oil

Just because it says vegetable doesn't mean it's good for you. We know. It is not fair. Hydrogenated's sinister synonym is Trans Fats. Da Dum DUM! Yup, like a bad b-movie villain, trans fats will keep coming back to haunt you. We've all heard the horror stories: heart disease, high cholesterol and clogged arteries are just some of the ways this villain strikes.

Fortunately, it's possible to have a surprise happy ending. You can have your fries and eat them, too. There are lots of great products out there, like Snap Peas that prove sometimes the imitator can be better than the original.

Artificial Coloring

You are probably saying "Hey, this one is pronounceable. It should not be lumped in with these other label hogs!"

To that we say, parse the tidy grouping of artificial colors and you get: Tartrazine, Erythrosine, Cochineal and other 'colorful' nomenclature.

Okay so what? Artificial coloring - that's like putting on a little lip gloss, right? Artificial colorings are synthetic dyes, like Blue 1 & 2, Red 3, and Yellow 6, and are found in everything from baked goods to beverages to farmed salmon.



Food colors in their natural environment. Thanks, Wikipedia.

This may sound as harmless as a pre-schooler coloring a rainbow, but food colorings have been linked with gangs of deranged mutant cells (cancer) and other health risks (ADHD and allergies). We doubt you will keel over dead from grabbing a truck stop muffin, or, sipping an energy drink from time to time. On the other hand, if you happen to be grocery shopping, give the label a quick skim to make sure the ingredients are real food.

Potassium Bromate

Well, this can't be bad. C'mon, bromate is a mash up of two synonyms for friend. It's your bro... mate. Wrong again. Potassium bromate is no rad bromance.



For the record, Recess is in full support of male bonding. Potassium Bromate is a food additive used to strengthen bread dough. This decidedly unfriendly ingredient has been proven to cause cancer in laboratory animals. We're not suggesting you abandon your bread at lunchtime, but maybe try buddying up with someone a little friendlier like your cuddly local artisan baker.

[Read On For More True Tales of Ingredient Insanity >>](#)

Wellness. That Doesn't Suck.

We fix [wellness programs that suck](#). It's really that simple.

Did your CFO hire his best buddy from college to start a [cheesy exercise program](#) that only the already healthy attend? Did everyone get excited about the Biggest Loser competition at work only to have a [smoker who takes diet pills win](#)?

Recess can help. We don't just care about tools that look good, but no one uses. We guarantee at least half of your company's employees will catch the wellness bug.

Call us toll-free at 1-866-578-7118, or, [Request a Quote](#).

This is hilarious. I must forward: