

Discover Wellness[®] Month

In the spirit of celebrations such as *Earth Day* and *Random Acts of Kindness Month*, we have decided that the wellness movement deserves a celebration of its own.

That is why we are creating this opportunity to raise the collective consciousness of the importance of wellness. *Discover Wellness Month* is the perfect vehicle for all wellness professionals to join forces and serve for the greater good of their profession and their communities.

We have created a complimentary community service program that all wellness professionals are invited to participate in. It is a step-by-step online guide that includes all necessary instructions, forms, letters, press releases, press kit, scripts and more. Everything is free and downloadable from the Internet. Discover Wellness Month is intended to be a symbol of wellness professionals uniting together to demonstrate our leadership by standing up for American's rights to have greater access to a system that puts the "health" and the "care" back into health care.

List of Events

Here is a list of events you can celebrate during Discover Wellness Month. Choose those that best represent you and your wellness center and schedule them throughout the month.

1. Plan these events in advance.
2. Choose the events you want to celebrate in your office and community
3. Print them on your Discover Wellness Month/Day Announcement Flyer.
4. Distribute them to as many people as possible. Consider creating an advertisement of your Announcement Flyer.

Remember, you can do these events at your wellness center, at local organizations, local employers, community centers and schools.

Now is the time to reach out to your community to let them know what you are doing to celebrate wellness. Most importantly, make it fun! And expand the consciousness of wellness.

7 Steps to Discover Wellness ... Alignment

Best Posture Day

This day is set aside to promoting the benefits of healthy posture. Set up a posture analysis station in your office. Use a digital camera, mirror, SAM unit, scales or anything that you prefer to demonstrate the health of one's posture. Consider having a best posture contest.

Goal: Help new patients understand the need for consistent care beyond symptoms. Help long-term patients confirm the benefits of their consistent spinal care.

Ergonomic Evaluation Day

Set up a model workstation and let your patients experience what a healthy workstation looks and feels like. Demonstrate proper chair height, monitor height, phone placement, filing posture, keyboard placement and more. Demonstrate the benefits of special ergonomic products, such as telephone headsets. Consider providing the extra service of offering these products for sale to your clients. Choose whether you prefer to sell them for a profit or provide your clients the benefit of your wholesale pricing.

Goal: Provide your patients the benefit of a complimentary ergonomic demonstration along with recommendations for the essential tools they should have. Everyone has at least a home office computer and phone station. Demonstrate what they should do to make their station as healthy as possible.

Flexibility Contest Day

Ask everyone in your wellness center to test his or her flexibility/range of motion. Use a goniometer, digital inclinometer, Subluxation Station and/or digital camera. Give the winner a prize for having the most flexible and balanced spine at your wellness center.

Goal: Help new patients understand their need for consistent care beyond symptoms. Help long--term patients confirm the benefits of their consistent spinal care.

Healthiest Spinal Alignment Day

Whatever your preferred method of determining healthy spinal alignment may be, make a contest out of it. Acknowledge and reward those who have healthy alignment for the good work they are doing. Choose the very best; choose the top 3, top 10, top 25, or whether you consider them members of your "Healthy Spine Club."

Consider giving honorable mentions to newer patients and acknowledging your patient who is most improved by giving him or her an award.

Goal: Confirm people's good choice and dedication to keeping their spine healthy, encourage those who are on their way and let those who need to know that they have more work to do before you consider their spines to be as healthy as they should be.

Wellness Awards Day

Acknowledge and award your patient or patients who have been with you the longest. Show your gratitude and appreciation to your patient or patients who have been most consistent in following their care plans. Choose Mr. & Ms. Wellness along with the top Wellness Family Award. Make stars out of the people who have referred the most patients to your wellness center.

Goal: Reward the behavior you appreciate. Don't just tell them, show them how great they are and how much you appreciate their commitment to taking such good care of themselves and their families.

"Who's the Healthiest?" Day

Ask people to write one paragraph about why they believe they are the healthiest. You and your staff should read them in order to understand the beliefs of your patients and what they do (and don't do) to create their optimum wellness lifestyle.

Goal: Acknowledge and award those patients who choose healthy lifestyle habits. Asking the question will inspire all of your patients to evaluate their personal health. Those that don't think they are candidates are the people you should reach out to and offer more help.

7 Steps to Discover Wellness ... Exercise

Mr. & Ms. Fitness Day

Acknowledge and award Mr. & Ms. Fitness. You can recommend that contestants bring in photos of themselves or create an event where contestants come to the office (in their fitness clothes) and compete in front of other patients or you and your staff. Offer first, second and third place prizes along with honorable mentions. Create categories and give awards for best under 25, 35, 45, 55, 65, 75 and 85+.

Goal: Make the distinction between fitness and wellness and ensure your patients fully understand the difference.

Walk Day

Recommend that people walk whenever possible on Walk Day. Where reasonable, walk. If you can walk to work, to lunch, to school, to your wellness center visit ... walk. If you can take the stairs, take them. If you must drive, park at the far end of the parking lot. If you take public transportation, get off one stop early. Perhaps create a group walk and talk event. Set a time to meet at your wellness center and go for a walk together or meet at your favorite park and walking path. Give your patients a pedometer to measure how they are increasing how much they walk.

Goal: Create community and awareness by inspiring people to look at exercise as something that can be incorporated into our everyday lives and not necessarily something that requires a gym membership or expensive equipment. Stimulate people's minds about exercise and how they can exercise every single day at no cost to them. It's only a new decision away.

Bike Day

Recommend that people cycle wherever they can. Bike to work, to school, to your office or just take the bike out for a nice scenic and inspiring ride. Most people have bicycles, but they're rusting in the garage. Inspire them to take them out and feel like a kid again. Create a group ride. Create three groups and have you, your staff and volunteers head a beginner, intermediate and advanced riding group. Teach them bike safety.

Goal: Create community and awareness by inspiring people to look at exercise as something that can be incorporated into our everyday lives and not necessarily something that requires a gym membership or expensive equipment. Stimulate people's minds about exercise and how they can exercise every single day at no cost to them. It's only a new decision away.

Dance all Day

Play fun music and let everyone know that they have to dance while in the wellness center on Dance Day. No walking allowed - encourage people to dance their way from the reception area to the adjusting table. Remind people how much fun it is, how good it feels and how embarrassing it is to dance your way through life. For those not willing to dance, you'll at least get a smile and a thank you for trying to help them get moving again. Have fun with it!

Goal: Have fun, be different and encourage exercise. Most people love to dance but are too embarrassed to do it. Encourage people to be courageous and confident. People who may be thinking that you're a little different than traditional doctors will now know for sure that you are. That's a good thing.

Exercise Ball Demonstration Day

Choose a day for someone to be in your reception area during patient hours and demonstrate various exercises you can do on a simple home exercise ball. Show people how they can strengthen their muscles and get fit, and how the ball can also become a home computer chair. If you don't have the space, then choose a time of day to invite people to see a complete demonstration. Consider having exercise balls and instructional videos for sale to clients that day. Remember, it's not just about selling, it's about serving.

Goal: Demonstrate just how easy it is to work out with a simple exercise ball. Your patients see them everywhere - at their fitness center, at stores and on TV. Many people have never had the opportunity to learn what they should do with it and how beneficial it can be.

Home Exercise Equipment Demonstration Day

Choose a day to demonstrate a variety of inexpensive home exercise equipment that you may offer in your Discover Wellness Kiosk. Demonstrate how to use exercise bands and aerobic step platforms. If you want to get advanced, show people how they can benefit from equipment such as the home Power Plate, treadmills, exercise cycles or whatever you recommend. Invite a local home exercise store to bring equipment to your office for the day so they can demonstrate how it works. Get them to make a special and exclusive offer to your patients if purchased from them during Discover Wellness Month. You may even be able to get the store to promote the event by having them tell their potential clients that the local wellness doctor recommends their products, thereby inviting them to your office to hear you recommend it to them. Make friends and create rapport with the store and you may find yourself getting invited to their special event , promoting you as the community wellness expert.

Goal: Let your patients know the exercise products you recommend and who you recommend they purchase it from. Think about it from their perspective, wouldn't you want your doctor's honest opinion about what equipment they think is best? And wouldn't you be grateful if they shopped around for you to ensure a good deal, offering the right product at a great price? It's also a great reason to make friends and build relationships with other wellness-oriented people and stores in your community who will be more familiar with who you are and what you do.

Simple Stretches Day

Have someone demonstrate the simple stretches and exercises in the Discover Wellness book. These are all easy positions that anyone can do in their work clothes. No excuses allowed. Show people how anyone, anywhere can stretch their body if they know what to do and how to do it. Show people you care by providing them the information and inspiration to make better choices in their life. Offering your patients these simple instructions shows your concern and generosity - that you provide more value than just what they pay you for. That's how you build relationships for life.

Goal: Let your patients know that you want to teach them what they can do to accelerate their progress and success. Give them extra complimentary support to show them that you really care by giving them the proper tools necessary to help them help themselves. One of the most common questions DCs receive in practice is, "aren't there stretches I should be doing?" Many people want to know that you have the tools to help them.

You can create events for each of the Seven Steps to Discover Wellness.

Here are more suggestions - choose those you want to celebrate, schedule them and have fun implementing them into your wellness center and helping your community discover wellness.

7 Steps to Discover Wellness ... Nutrition

Green Apple Fruits/Vegetables Day
Nutritional Supplement Tasting and Testing Day
Healthy Recipe Contest Day
Healthy Snack Contest Day
Natural Food Day
Drink Water Day
Healthy Carbohydrates Day
Healthy Proteins Day
Healthy Fats Day
Proper Food Combining Day
Raw Foods Day
Healthy Salad Day

7 Steps to Discover Wellness ... Healthy Thinking

Get Positive Day
Affirmation (Today is a Great Day) Day
Meditation Day
Favorite Stress Relieving Activity Day
Turn Off the TV Day
Stop the Sugar Day
Love Yourself Day
Listen to Healthy CD Day
Express Your Feelings Day
Pay a Compliment Day
Build Others Up In Strong and Noble Thought Day
Practice Random Acts of Kindness Day

7 Steps to Discover Wellness ... Healthy Habits

No Smoking Day
Cleanse Your Medication Cabinet Day
Advanced Citizenry Day
Hug Day
Love Day
Sleep Day
Be Loving Day
Practice Hour of Power Day
Wear Your Custom Footbed/Orthotic Day
Tell a Joke Day
Journey to Health Day
Establish Healthy Goals Day

7 Steps to Discover Wellness ... Wellness Team

Wellness Coach Day
Message Therapist Day
Personal Trainer Day
Pilates Day
Yoga Day
Nutritionist Day
Homeopath Day
Naturopath Day
Acupuncturist Day
Dentist Day
Midwife Day
Join the Local Gym Day
Successful Stress Management Day

Offer your events to local employers:

Discover Wellness @ Work activities

This is a list of events to inspire you to reach out and create celebrations in your community. Choose the ones that you like best and celebrate. Make sure to remember to celebrate Discover Wellness Day.

Discover Wellness Day

This is a special day to celebrate in your office and/or your community. It's a great day to invite special dignitaries, local politicians, and fellow wellness professionals to celebrate with you. Request a proclamation from your local mayor and promote it in the media. Invite people who you admire to receive a Discover Wellness Health Inspiration Award. Invite guests, put on a special presentation about your vision for your community and the reason this day is so important and what it represents.

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