

UtopiaWellCare 

# Engagement Calendar

Health and Wellness 365

## WINTER

Holidays, Cold Flu Season, Immunity & Resilience; Mental Health & Mastering the Winter Blues; Reset Your Health in the New Year

**Challenge:** New Year New You

## SPRING

Get In Shape & Lose Weight for Summer

**Challenge:** Weight Loss Group, Detox Group

## SUMMER

Take advantage of the sun and fresh air venturing outdoors for healthy fun activities with friends & family

**Challenge:** Outdoors Wild Goose Chase Healthy Habits Scavenger Hunt

## FALL

Preventative Health; Health screenings and Healthy Habits

**Challenge:** Preventive Health Group Challenge: All My Ducks Are in Order - Health screenings and Healthy Habits

UtopiaWellCare 

# SEASONAL STRATEGY GUIDES

HEALTH FOCUS AREAS



# 12-MONTH TIMELINE

## GROUP PROGRAMS



### JANUARY

**Primary Challenge:**

New Year New, You 14 Day Group Program

### FEBRUARY

Optional 1 Day Mini Challenge:

- Sugar Detox
- All about Belly Fat

### MARCH

Optional 1 Day Mini Challenge:

- Laughter is the Best Medicine
- Herbal Cordials, Healthy Cocktails

### APRIL

**Primary Challenge:**

Get in Shape & Lose Weight 14 Day Group Program

### MAY

Optional 1 Day Mini Challenge:

- Gratitude Lists and Journals
- Make a Healthy Smoothie

### JUNE

Optional 1 Day Mini Challenge:

- Try a New Recipe
- Jump Rope / Hula Hoop Challenge

### JULY

**Primary Challenge:**

Outdoors Wild Goose Chase Healthy Habits Scavenger Hunt 14 Day Group Program

### AUGUST

Optional 1 Day Mini Challenge:

- Nature Walk
- Healthy Snacking & Hydration

### SEPTEMBER

Optional 1 Day Mini Challenge:

- 25 g of Fiber
- Memory Game

### OCTOBER

**Primary Challenge:**

All My Ducks Are in Order - Health screenings & Healthy Habits 30 Day Preventive Health Group

### NOVEMBER

Optional 1 Day Mini Challenge:

- Taste Test
- Yoga Pose Challenge

### DECEMBER

Optional 1 Day Mini Challenge:

- Support your Vagus Nerve
- Build a Healthier Dessert

# Additional Group Program Options

**14 or  
30 Day**

- Supporting a Resilient Immune System (COVID)
- Weight Loss Group
- Women's Health Group
- Men's Health Group

**14 or 30  
Day**

- The Nutritional Biochemistry of mental health
- Mindfulness Meditation Group
- Nutrition and Stress Management Group
- Detox Group

**14 or 30  
Day**

- Gastrointestinal health Group Program
- Heart Health Group Program
- Cardiometabolic Group Program
- Stress and Anxiety Group Program

**14 or 30  
Day**

- Functional Nutrition Approach to Wellness Program
- Autoimmunity Group: Psoriasis, Hashimoto, Rheumatoid Arthritis
- Meal Planning and Prep for a Healthy Lifestyle
- Sleep Support Group

**These additional program options can be added to the annual calendar or swapped for programs currently on the calendar. We determine groups based on information gathered from one on one consultations and survey information conducted quarterly.**

## Easy Swaps

# New Year, New You

## Get Healthy Now Group Program



Winter

### Overview

This is a 14 Day (2 week) program where you learn the basics around healthy eating and the key steps to support a healthy lifestyle.

### Objectives

Our board certified Registered Dietitian's skilled in functional nutrition take participants through the 6 stages of the Utopia WellCare "Health in 6 Sessions" process: Nutrition, Sleep, Stress Management, Supplements, Activity & Lifestyle Joy Cultivation

### What to Expect

- Weekly 15 minute live education call
- Daily Motivation and Support Via the Utopia WellCare App
- Certificate of participation and completion

### What's Included

- Group education - lunch & learn
- Daily emails with 14 Day Menu, Recipes and Tips
- 24 hour access to your coaching dietitian

### Key Targets (who its for)

The person who is ready to:

- lose 5 - 8lbs and keep it off
- learn key tips to support healthy eating
- wants group support from peers
- motivation and education from clinicians skilled in functional nutrition
- improve energy, sleep and weight

# Get In Shape

## Inside & Out (Weight Loss - Detox) Group Program



Spring

### Overview

This is a 30 Day (4 week) program where participants learn the environmental toxins that may be sabotaging their health & weight loss efforts; and learn the key steps, nutrients, foods and activities to support healthy detoxification pathways for long-term weight loss and improved health.

### Objectives

Participants are guided by a registered dietitian skilled in functional nutrition through meal planning that addresses:

- colon cleanse
- gastrointestinal support
- anti-microbial cleansing
- liver / gallbladder support
- kidney blood and lymphatic support

for a detox that gets results.

### What to Expect

- Weekly 15 minute live education call
- Weekly 15 minute optional Q&A
- Daily Motivation and Support Via the Utopia WellCare App
- Certificate of Completion

### What's Included

- Group education - lunch & learn
- Daily emails with 30 Day Menu, Recipes and Tips and an eBook
- 24 hour access to your coaching dietitian

### Key Targets (who its for)

The person who is ready to:

- lose 8 - 16 lbs
- learn key tips to support healthy eating that supports organ system detoxification pathways.
- wants group support from peers
- motivation and education from clinicians skilled in functional nutrition
- improve energy, sleep, skin and weight

# Embrace The Outdoors

## Wild Goose Chase, Healthy Habits, Scavenger Hunt Group Program



Summer

### Overview

This is a 14 Day (2 week) program where participants are encouraged to get outdoors. Working in teams (family, friend, coworker groups), participants are encouraged to do complete an outdoor scavenger hunt made up of activities that support health and fitness.

### Objectives

Participants are guided by a registered dietitian skilled in functional nutrition through meal planning and activities that encourage 14 days increased activity:

- Participants will navigate a Scavenger Hunt with clues, recommendations and rewards that encourage: walking; cardiovascular supportive foods and activities; resistance training and flexibility; group activities to cultivate support and wellbeing; group meal planning and prepping sessions

### What to Expect

- Weekly 15 minute live education call
- Daily Motivation and Support Via the Utopia WellCare App
- Certificate of participation and completion

### Key Targets (who its for)

The person who is ready to:

- Improve their Fitness
- drop 1 -2 dress sizes
- Increase physical activity while having fun and being outdoors
- wants group support from peers
- motivation and education from clinicians skilled in functional nutrition
- improve endurance, strength, flexibility and balance
- Learn healthy meal planning for fitness

### What's Included

- Group education - lunch & learn
- Daily emails with 14 Day Menu, Recipes and Tips
- 24 hour access to your coaching dietitian

# Preventive Care

## All My Ducks are in Order: Screenings & Habits Group Program



Autumn

### Overview

This is a 30 Day (4 week) program where participants have the option to work as an individual or as a team in getting all of their annual preventive health screenings completed. This program reinforces health tools provided by participant's insurance carriers as well.

### Objectives

Participants are guided by a registered dietitian skilled in functional nutrition through healthy habit formation focusing on annual health screenings for preventive care:

- Annual check up
- Annual labs and an "Optimal Range" lab review with a Utopia WellCare Dietitian
- Flu shot and needed vaccinations
- Medication checks
- Vision, Hearing and more

### What's to Expect

- Weekly 15 minute live education call
- Weekly 15 minute *optional* Q&A
- Daily Motivation and Support Via the Utopia WellCare App
- Certificate of Completion

### What's Included

- Group education - lunch & learn
- Daily emails with 30 Day Menu, Recipes and Tips and an eBook
- 24 hour access to your coaching dietitian

### Key Targets (who its for)

The person who wants to:

- take the leadership position in their lives for their health and wellbeing
- optimize their health and wellness
- optimize their families health and wellness.
- wants group support from peers
- motivation and education from clinicians skilled in functional nutrition while getting and staying healthy.
- become a "Healthy Habit S/Hero"
- Win prizes



# 12-MONTH TIMELINE

## HOLIDAY PROMOTIONS



### JANUARY

- Women's Healthy Weight Day
- Ditch New Years Resolutions Day: Focus on Cultivating Healthy Habits for Life
- Good Memory Day
- Women's Healthy Weight Day
- National Handwriting Day (assessing brain health and improving memory)
- National Green Juices Day
- National Inspire Your Heart with Art Day
- Eat Brussel's Sprouts Day

### FEBRUARY

- American Heart Month / World Cancer Day
- National Tinnitus awareness day
- Presidents Day
- African American Heritage Month / Chinese New Year
- Super Bowel Sunday
- Ground Hog Day / Valentine's Day
- National Dark Chocolate Day
- National Snack Food Month / Great American Pie Month; National: Protein / Cabbage / Homemade Soup Days

### MARCH

- Multiple Sclerosis Awareness Month
- National Kidney Month
- National Nutrition Month
- Irish American Heritage Month
- Saint Patrick's Day
- National Napping Day
- World Oral Hygiene Day
- National Cocktail Day
- March Madness
- Fat Tuesday
- National Artichoke / Chia Days

### APRIL

- Autism Awareness Month
- Stress Awareness Month
- Parkinson's Awareness Month
- IBS Month
- Scottish American Heritage Month
- International World Health Day
- Move More Month / Walking Day / Skipping Day / International Moment of Laughter
- Earth Day / National Fresh Celery Month / Garlic Day / Fresh Carrot Day
- National Prime Rib Day

### MAY

- ALS, Arthritis, Lyme Disease Awareness Month
- Blood Pressure / Lupus Awareness Month
- Asthma & Allergy Awareness Month
- Mental Health Awareness Month
- Asian Pacific Islander & Jewish American Heritage Month
- Mother's Day
- Global Employee Health and fitness Month
- Healthy Vision Month
- National Mediterranean Diet Month
- National Fitness Day

### JUNE

- Migraine & Headache / PTSD Awareness
- World Infertility Awareness Month
- Professional Wellness Month
- Oral Health Month
- Pride Month
- Father's Day / National Men's Health Month
- Global Running Day / World Bicycle Day
- Stress Awareness Month
- Great Outdoors / National Camping Month
- Fresh Fruit and Vegetable Month
- National Olive, Cheese, Iced Tea Days

### JULY

- Juvenile Arthritis Awareness Month
- International Joke Day
- National Minority Mental Health Awareness Month
- Independence Day
- Family Golf Month
- Social Wellness Month
- National Blueberry, Watermelon Month
- National Grilling Month
- National Hot Dog, Ice Cream Month

### AUGUST

- National Hair Loss Awareness Month
- National Grief Awareness Day
- Happiness Happens Day
- American Family Day
- Eat Outside Day
- National Relaxation Day
- National Farmer's Market Week
- National Red and White Wine Days
- National Peach Month
- National Trail Mix Day

### SEPTEMBER

- PCOS Awareness Month / Sexual Health Month
- World Alzheimer's Month
- National Celiac Disease Awareness Day
- National Suicide Prevention Month
- Cholesterol Education Month
- Hispanic Heritage Month
- Labor Day / Family Health & Fitness Day
- Oktoberfest
- International Day of Clean Air
- National Day of Encouragement / Positive Thinking Day / National Day of Coloring
- Better Breakfast

### OCTOBER

- National Liver Awareness Month
- AIDS Awareness Month
- Protect Your Hearing Month
- Emotional Wellness Month
- Eat Better, Eat Together Month
- Polish / German- American Heritage Month
- International Coffee Day
- National Non-GMO Month
- Vegetarian Day / Pescatarian Month
- National Homemade Cookies Day
- National Pizza , Pretzel Month

### NOVEMBER

- National Cancer Awareness Day
- National Stress Awareness Day
- World Diabetes Day
- Veterans Day
- Thanksgiving
- Great American Smoke-out
- National Family Health History Day
- World Kindness Day
- Recreation Day / Hiking Day
- National Nachos / Sandwich Day

### DECEMBER

- National Call a Friend Day
- Christmas, Hanukkah, Kwanzaa
- New Year's Eve
- Winter Solstice
- Eat a Red Apple Day
- National Brownie Day
- Gingerbread House Day
- Roast Chestnuts Day
- International Tea Day
- Go Caroling Day