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Title: *Small Steps to Health and Wealth™ (SSHW) Challenge*

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Abstract: *Small Steps to Health and Wealth™* encourages participants to make positive behavior changes to simultaneously improve their health and personal finances. The *Small Steps to Health and Wealth™ (SSHW) Challenge* is a six-week team competition that promotes adoption of recommended health/nutrition and financial practices. Participants enroll on a team of five, report their point totals weekly to a team captain, and receive ongoing support and recognition. Ten points are awarded daily for each of ten specific health and financial activities. SSHW Challenge program materials will be displayed along with evaluation results from a pilot test conducted in Spring 2007. A total of 51 out of 125 Challenge participants (41%) completed an online survey. A rating of very positive and motivational (59%) or somewhat positive and motivational (41%) by Challenge participants included the following positive behavior changes as a result of the SSHW Challenge:

- 65% ate healthier foods
- 63% increased daily physical activity
- 43% saved money (individual savings of \$20 to \$1,000 was reported)
- 43% improved spending habits
- 29% lost weight (individual weight loss of 1 to 14 pounds over 6 weeks was reported)
- 20% made other changes (e.g., increased awareness, kick started changes, joined a gym)

The most *frequently reported “best features” of the SSHW Challenge* included: Increased accountability, the group motivation and support of being part of a team, the daily checklist and tracking of activities, wearing a pedometer, increased physical activity, camaraderie of friends and colleagues, a personal analysis of daily eating and spending habits, a manageable number of tasks, the ability to participate in the Challenge from a distance, and fun with and support from teammates.

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