



NHF CORPORATE FITNESS MARATHON 2011

Sunday November 6, 2011, 1pm, Wyndham New Kingston

JAMFIT is proud to announce that the National Health Fund will once again be sponsoring our **CORPORATE FITNESS MARATHON**.

The **NHF CORPORATE FITNESS MARATHON** is an aerobic competition that tests your stamina and endurance. It is a fitness event that is open to persons of all fitness levels.

The **NHF CORPORATE FITNESS MARATHON** is different from other aerobic marathons as the focus is on company teams.

Companies are asked to sponsor teams of employees towards an important cause, **FITNESS**.

PRIZES

Now celebrating its 13th year as one of Jamaica's most exciting fitness event, the **NHF CORPORATE FITNESS MARATHON** has become a great addition as it will foster a spirit of friendly competition and fun as teams compete against each other to capture the prestigious **NHF Corporate Team Award** representing the fittest company in Jamaica!

Individuals will also compete for 1st, 2nd and 3rd place individual cash prizes of \$15,000, \$10,000 and \$5,000 respectively as the top 3 fittest persons in Jamaica.

The camaraderie and excitement of being part of a team is carried back to the workplace, increasing morale, teamwork, productivity and the hope of continuing a healthy and fit lifestyle for all employees.

For more information and to register your company team, please **email:** jamfit.jamaica@gmail.com or the National Health Fund at www.nhf.org.jm

CORPORATE ENTRY FEE

Companies of non-booth holders are required to pay **\$500 per person** for entry into the **JAMFIT Fitness Expo and Health Conference on Sunday November 13, 2011.**

There is a maximum of 25 persons per team and each team member must be employed to the company of the team they are representing. There will also be free fitness consultations for all participants.

(Please see entry form for further details.)

For Companies that would like a booth at the event the fee is listed below.

Corporate Fitness Marathon Booth Only Sponsorship – JA\$10,000.00

- One (1) booth space (10x10) to display products and services on days event
- Product mention on day of the event
- 25 member Team for the NHF Corporate Fitness Marathon



NHF CORPORATE FITNESS MARATHON 2011

We encourage family and friends to come out and participate in the **JAMFIT Fitness Week and Diabetes Forum November 6-12, 2011.** However, only employees of participating companies qualify to enter the **NHF CORPORATE FITNESS MARATHON.**

What is the NHF Corporate Fitness Marathon?

The NHF Corporate Fitness Marathon is a competition that tests your endurance and your stamina. It simulates an aerobic class. You have to keep up with the instructors as they put you through the paces. You must ensure that you are doing exactly what the instructor is doing. You are given 3 chances, a warning (1), a yellow card (2) and a red card (3) when you receive a red card you are out. The last individual left standing is the winner. Also note the instructors rotate every 15 min so they are always fresh and ready to go.

Rules, Regulations and Criteria

- No Instructors are allowed to enter competition
- Proper attire must be worn - Companies must wear matching company t-shirts (Prize will be given for best design)
- Socks and proper footwear must be worn
- During water break, all participants must keep moving. Stopping will result in disqualification.
- Participants must do exactly what the Instructor is doing
- Participants will be given 1 warning, 1 yellow card & 1 red card. Upon receiving red card participants will be escorted off the floor to the stretch area.
- Instructors movements will be clear and easy to follow
- Transitions will be smooth, counting down and calling out next move
- Movements will include high intensity and high impact
- Rotation of instructors will be every 15 minutes until towards the end when it will be every 5 minutes
- Participants will be given bibs with numbers on them
- Participants will always be given the benefit of the doubt

Mark the Date!

NHF CORPORATE FITNESS MARATHON - Sunday November 6, 2011 @ the Wyndham Kingston Hotel - 1pm

We encourage all participants to get involved in all JAMFIT Fitness week activities (November 6-12, 2011). It will be informative, exciting and a whole lot of fun for the entire family!

See the press for details.



The National Health Fund (NHF)

Aims and Objectives

The National Health Fund is established to provide financial support to the national healthcare system to improve its effectiveness and the health of the Jamaican population through two categories of benefits.

NHF Individual Benefits provide assistance to persons, initially, to purchase specific prescription drugs used in the treatment and management of designated chronic illnesses. The National Health Fund started operations on April 28th 2003 with the registration of persons applying for NHF Individual Benefits. The NHF also conducts an intensive public information programme to educate the public about chronic illness prevention and management.

NHF Institutional Benefits provide assistance to private and public sector organisations for projects. The Health Promotion & Protection Fund provides financial assistance for projects that support primary health care with an emphasis on health promotion and illness prevention. The Health Support Fund provides financial assistance for projects in the public sector to help improve infrastructure and service delivery facilities.

How the NHF works

Persons seeking assistance from NHF Individual Benefits must be certified, by a registered private or public doctor, with one or more of the specified medical conditions and register with the NHF. Once approved, the beneficiary is issued with a NHF card and will be able to get assistance with the purchase of drugs from approved participating pharmacies. The NHF makes a fixed payment towards the price set by the pharmacy for drugs approved by the NHF. The beneficiary is required to pay the difference - the co-payment. The NHF also takes an active role in educating the population and its beneficiaries on the importance of properly managing and treating their chronic condition. Various strategies are used to achieve this including informational advertising and literature, seminars and promotions through public events e.g. health fairs.

Organisations seeking assistance from NHF Institutional Benefits must submit a project request to the NHF outlining the project objectives, cost, duration and expected outcomes. Health Promotion & Protection projects will be evaluated by the NHF in accordance with the principal objectives of health promotion and illness prevention within national healthcare priorities and goals as set out by the Government. Health Support projects will be evaluated in accordance with the national healthcare priorities and goals using the PAHO eleven Essential Public Health Functions as a guideline.

PREVENTION – Another Objective of the NHF

Primary Prevention aims to prevent the onset of Chronic Illness. Healthy eating habits, smoking cessation and routine physical exercise are examples of Primary prevention activities.

Primary prevention usually includes elements of personal behaviour, such as adopting a healthy lifestyle. However in the absence of “at the moment”, clear cut consequences of unhealthy behaviours, individuals may lack incentive to change the unhealthy components of their lifestyles. The cost benefits of primary prevention also are difficult to quantify as they consist of cost avoidance rather than expense reduction. It is difficult to determine just what health care costs would be avoided for a person whose behaviour has changed.

The NHF is committed to helping the population to increase the amount of exercise being done and therefore we expanded our support for events promoting physical activity as well as our own events. The NHF has organized and provided sponsorship for several events including the Sigma Corporate Run, NHF 5K's, The NHF Work -It Out- Challenge, The NHF Hula Hoopers Competition, Grace Kennedy Education Run and the Jamaica Cancer Society's Relay for Life events both in Kingston and St. Ann. Approximately 20,000 Jamaicans have participated in these events.

In addition, each week the NHF sponsors community interventions by working with the Heart Foundation of Jamaica and Diabetes Association of Jamaica who conduct screening tests. This is necessary because early detection and intervention of chronic illness is very important as delay in treatment and management can cause serious complications leading to disability and premature death.

There is also the Schools Wellness Programme which encourages children to get involved in the preventive health habits at an early age, and hopefully they will continue on through to the teenage and adult years. In this programme we conduct health screening to determine their risk.

There are many benefits to regular physical activity including – reducing the onset of chronic diseases, improving the health of those already diagnosed with such illnesses and even reversing some chronic conditions.

An active lifestyle also relieves stress and makes you happier – good chemicals are released with exercise. When one is healthy and fit one is more productive.

Men are generally more active than women. The Jamaica Health and Lifestyle Survey 2007-2008 revealed that 48% of men were engaged in high physical activity, compared to 18% of women. The trend seems to begin in the adolescent years when girls are significantly less likely than boys to participate in vigorous physical activity, as they get older. It is no surprise therefore that 43% of women were classified as inactive. Also revealed by the Survey was the increase in the number of persons reporting being inactive in 2008 compared to 2000 when the survey was first done. In 2000, 17% of persons reported being inactive compared to 30% in 2008.

This trend along with poor eating habits, is largely responsible for the increase in the number of overweight individuals and the increase in chronic illnesses all over the modern world. We need to reverse this - so as individuals, as companies and as a country, we can enjoy the benefits of an active population.

The increasing trend of diseases related to physical activity is very costly. In addition to the expenditure for diagnostic services and treatment, there are other costs associated with the value of lost wages by people unable to work because of illness and disability, as well as the value of future earnings lost by premature death. The workplace has a vested interest in motivating its members to become fit.