



WORKPLACE STARTER GUIDE



Canadian Mental
Health Association



WELCOME TO THE PUSH-UP CHALLENGE

The Push-Up Challenge is a unique, fun way for workplaces to encourage better mental health and wellbeing through connection, physical activity and education.

Prioritizing the mental and physical health of your workmates will be one of the best things your workplace can do this year.

About the event:

- Participants will sign up to do 2,000 push-ups from 1-23 Feb 2024, putting a spotlight on the 20% of Canadians who will experience a mental illness each year.
- We share an important mental health fact each day of the challenge, and this shapes the daily push-up target.
- There is a free mobile app which makes it easy to log your push-ups, check the daily target and see how your workmates are going.
- It's completely free for you and your workmates.
- Alternative exercises and smaller targets are welcome.

This guide will help you to engage your workplace in the challenge. The aim is to get as many team members involved as possible so they can learn about mental health, feel more connected to the team, improve their physical and mental health, and help raise funds for CMHA (if you want to).

We look forward to having you join us and thousands of other Canadians in the #pushforbetter mental health.



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2,000 PUSH-UPS. 23 DAYS. FEB 1-23.

HOW TO SIGN UP

Anyone can sign up to participate in TPUC as an Individual, as part of a Team, or as part of a Community. Most workplaces will have a Team at the very least, or multiple teams which form a Community.

COMMUNITY

This is a collection of teams. This is great for large workplaces. You can have as many Teams as you like in a community.

TEAM

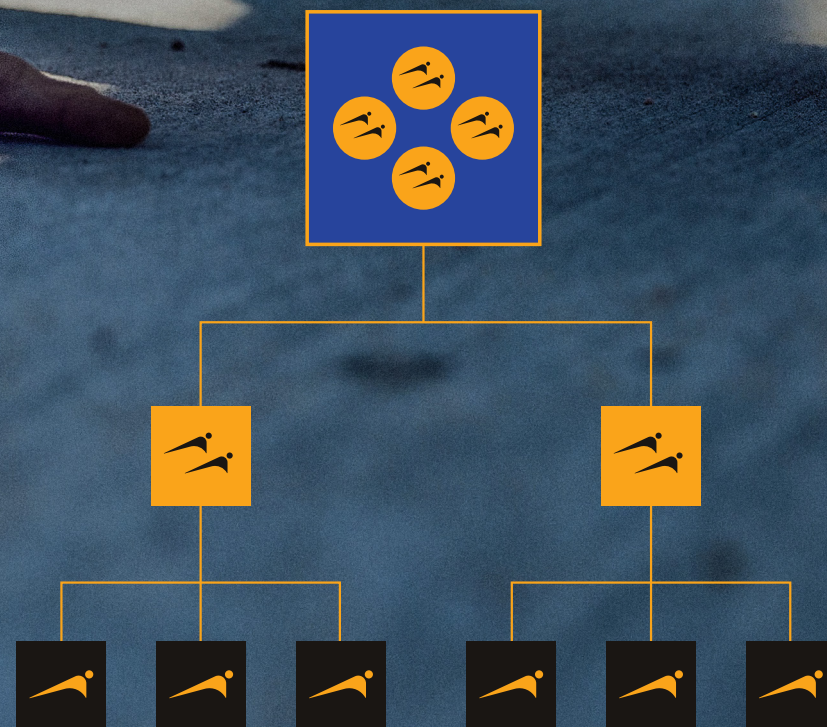
This is a collection of individuals. We recommend a maximum of 10 workmates per Team.

INDIVIDUAL

To participate, your Team members will register as individuals and join your Team/Community as part of the registration process.

Once you have decided whether your workplace will participate as a Team or a Community, you simply **register online** and create a Team or Community on behalf of your workplace.

Once you have created your Team or Community, you will receive a link to invite your workmates to join your Team or Community.



HOW TO PARTICIPATE IN TPUC LIKE A PRO



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Use this handy checklist to keep your workplace on track.

BEFORE THE EVENT

Register your workplace as a Team/ Community.

Invite all the branches/ offices/ team members within your workplace to join you. Shout it from the rooftops, via email, and at your next team meeting.

Pro tip: Elect Team Captains and encourage a friendly rivalry between different areas of your workplace. You could even organise prizes for the top-performing individuals or teams for a little extra motivation.

Update your office TV screen or screensavers to a **TPUC Screen Display**.

Print and display **TPUC posters** in common areas.

Post on your workplace's social media pages to spread the word about your participation in the event using one of the **TPUC social media tiles** on the website.

Send a reminder to all your team members to register and **download the App** before the Challenge begins on Feb 1.

DURING THE EVENT (FEB 1-23)

Encourage each Team Captain to print and display a **Push-Ups Tally Poster** in the office to track progress.

Print and display a **Push-Up Station poster** in each office, so team members can push-up together in a designated space.

Organize a fundraiser in your workplace, like a morning tea or raffle.

Pro tip: If your workplace has signed up as a Community, why not empower each of your Team Captains to organize a fundraiser?

Encourage team members to share their fundraising page link with friends and family to help raise funds.

Share your involvement on social media to spread mental health awareness and raise more funds

Pro tip: Encourage your team members to submit creative push-up photos with your product, service or logo in the photo to use on social media. You could even offer a prize for the best photo.

AFTER THE EVENT

Thank your team for taking part. Let them know how much you raised as a workplace, and celebrate your awesome collective achievement!

Share your final fundraising amount on social media to celebrate the impact you've made on mental health in Canada.



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ANY QUESTIONS?

Check out our FAQs: www.thepushupchallenge.ca/faqs

Get in touch with your local CMHA Branch to find out more.

  @pushforbetterCA