

Highway to Health: A Group Fitness Incentive Program

I'm on the Highway to Health! This session will review and discuss a group fitness incentive program implemented to increase group fitness and wellness workshop participation, develop camaraderie among participants, and improve staff morale. Initially piloted with the on campus Guardian Scholars Program, this incentive has now been opened to any member. Attendees will review qualitative feedback from students and then discuss how to incorporate the dimensions of wellness into program design for special populations or campus groups.

- Lead Presenter: Leah Bank, California State University, Bakersfield
- Room: Terrace