



FORWARD MOTION
CHIROPRACTIC & WELLNESS

Competition Website → www.forwardmotionchiropractic.com/2020-2



Name _____

Date __/__/__

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Checklist

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 - Food log
 - Virtual Meeting Topics
 - Step by step instruction of the My Fitness Pal
 - Recommended websites

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WAIVER

.....
Please Read prior to the start of competition!!! Sign the bottom form and email to dreichner@forwardmotionchiropractic.com.

Consent to Participate and Waiver of Liability Participants are encouraged to participate in this weight loss and/or physical activity program safely. As with any weight loss and/or physical activity program, there are risks, including but not limited to increased heart stress and the chance of musculoskeletal injuries. In volunteering to participate in this weight loss and/or physical activity opportunity, you agree that, to your knowledge, you have no limiting physical conditions, eating disorder or disability that would prohibit a weight loss and/or physical activity program.

A physician’s examination is recommended for all participants with any weight loss and/or physical activity restrictions, heart problems, high blood pressure, chest pain, dizziness, relevant surgeries, diabetes, asthma, epilepsy, arthritis, history of eating disorder or significant injury to any part of the body. If for any reason you are unable or unwilling to engage in these weight loss and/or physical activities, you can withdraw at any time. As an example, you should stop participating immediately if you develop chest pain, or pain in the shoulder, neck, arm or back, or if you experience dizziness or injury or have any concern for any other reason that participating may result in injury. By signing below, you accept full responsibility for your own health and well-being and you acknowledge an understanding that no responsibility is assumed by the organizer(s), support organizations, support personnel or support services.

In consideration of my participation in this program, I agree, on behalf of myself, my assigns, executors, and heirs, to release and hold harmless the organizer(s), support organizations, support personnel or support services from any and all liability, damage, or claim of any nature whatsoever arising out of my participation from this program. I understand the organizer(s), support organizations, support personnel or support services will not provide any accident or medical insurance.

I have read and understand the terms of this document and agree to all terms and conditions. I am of lawful age and legally competent to sign this waiver and release, and I have signed this document as my own free act.

Print Name

Signature

Date

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Welcome,

Welcome to the first ever wellness competition, sponsored by **Forward Motion Chiropractic and Wellness**. Let me introduce myself first. My name is Dr. Daniel Eichner and I am a chiropractor, athletic trainer, and NASM certified nutrition coach. I am currently the chiropractic/athletic trainer for Frito Lay and the owner and chiropractor for Forward Motion Chiropractic and Wellness. I have always had a passion for wellness ever since I started lifting my first weights in high school. I am also extremely competitive and tend to perform better with competition, but also enjoy working together towards a common goal. And that is how this weight loss challenge was born!

Through this journey you will experience highs and low, accomplishments and obstacles, but in the end, we are here to succeed together. Think of me as your personal coach throughout this journey. I will be here to help you every step of the way.

Good luck and may the best team WIN (or lose),



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Introduction

Thank you for being part of the 8-week challenge to change your lifestyle. During this journey you may have highs and lows, but your teams are the people that will stand by you and make sure you succeed. Some tips before we start.

- Set your goals
- Hold yourself and your team accountable
- You are not going on a diet. You are making lifestyle changes.

Watch those Pounds Fall is part an 8-week challenge that consists of weigh-ins, daily and weekly challenges, informational seminar, and team competitions.

We will never require you to weigh in nor we will add this to the points system. My focus is to help you realize at the end of this journey that it is not necessary to focus on the number of pounds, but more importantly the inches of your waist.

Daily and weekly challenges will be an activity that will test your limits and may provide you positive results during your weigh in. The daily challenges will be posted on my Instagram and Facebook with #moveforwardnotback. The weekly challenges will be posted on the same platform.

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Initial Setup:

Prior to competition

- **Choosing a Virtual Team**

Please fill out the online form

(<https://docs.google.com/forms/d/e/1FAIpQLSeliQqskFyIbXvUZDoYRxMMd1ZQb4OyqX6HP6zaFGf6N6kkng/viewform>) with the following information:

- Create a team of 3
- Designate a team captain. This will be the person that can send me any team related questions.
- Create a team name

- **Before your Initial Consultation**

- Complete the food log
- Complete the initial wellness questionnaire

These forms are meant to provide Dr. Daniel Eichner with information that can help assist you throughout your health journey.

- **Set up Initial Consultation**

The initial consultation can be done as a group or an individual format. During the initial consultation your goals and objectives will be reviewed, as well as any questions answered. Booking link will be posted on facebook group. You can also email Dr. Daniel Eichner to set up a time.

*Note: additional nutrition-based consultation will be charged a fee of \$40 for individual and \$60 for group.

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Points System:



The competition is based on a points system. The point system is designed to promote exercise, eating healthy, and stress reduction. These are the main components in any wellness plan. The point system also encourages you to post on social media. Social media creates a sense of community, with everyone pulling together for a common goal.

Title	Description	Points
Eat Healthy	Post a picture of a healthy meal (Instagram or Facebook) with #moveforwardnotback	1 point
Eat Healthy	Log your food for the day	1 point
Feel Better	Post a picture of your miles tracker with #moveforwardnotback or join the virtual daily run	1 point per 2 miles
Workout Hard	Take a video of working out virtually together and post with #moveforwardnotback	1 point
Feel Better	Be part of weekly talks and engage in the discussion of the week	1 point
Workout Hard	Take a gym selfie (gym can include any workout studio) and #moveforwardnotback	1 point
Daily Competition	Every day on social media (Facebook and Instagram) I will announce a new challenge. Complete the challenge and receive the allotted points.	Dependent on competition
Weekly Competition	Challenge will be determined weekly and topics will differ.	Dependent on competition

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NOVEMBER

	Start of Competition	
8	Newsletter Release Diets Debunked 8pm	
9	Start of Weekly Challenge	
10	Daily Challenge	
11	Daily Challenge	
12	Daily Challenge	
13	Daily Challenge	
	Points due by midnight	
15	Newsletter Release The Science Behind Healthy 8pm	
16	Start of Weekly Challenge Leaderboard Release	
17	Daily Challenge	
18	Daily Challenge	
19	Daily Challenge	
20	Daily Challenge	
	Points due by midnight	
22	Newsletter Release Hitting the Plateau 8pm	
23	Start of Weekly Challenge Leaderboard Release	
24	Daily Challenge	
25	Daily Challenge	
26	Daily Challenge	
27	Daily Challenge	
	Points due by midnight	
29	Newsletter Release The Proper Exercise Routine 8pm	
30	Start of Weekly Challenge Leaderboard Release	

DECEMBER

1	Daily Challenge	
2	Daily Challenge	
3	Daily Challenge	
4	Daily Challenge	
	Points due by midnight	
6	Newsletter Release The Good, Bad, Ugly to Eating 8pm	
7	Start of Weekly Challenge Leaderboard Release	
8	Daily Challenge	
9	Daily Challenge	
10	Daily Challenge	
11	Daily Challenge	
	Points due by midnight	
13	Newsletter Release Vitamins and Minerals 8pm	
14	Start of Weekly Challenge Leaderboard Release	
15	Daily Challenge	
16	Daily Challenge	
17	Daily Challenge	
18	Daily Challenge	
	Points due by midnight	
20	Newsletter Release Inches vs. Pounds 8pm	
21	Start of Weekly Challenge Leaderboard Release	
22	Daily Challenge	
23	Daily Challenge	
24	Daily Challenge	
25	Daily Challenge	
	Points due by midnight	
27	Newsletter Release Maintain Don't Gain 8pm	
28	Start of Weekly Challenge Leaderboard Release	
31	ALL points due by midnight Last Day of Competition	

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Description of Events

Weekly Challenges: Challenges will be posted on Monday morning and will have a due date that Sunday night at 11:59pm.

Daily Challenges: Challenges will be posted by 7am that day and will have a due date of 11:59pm that day.

Leaderboard Results: Leaderboard Results will be posted on forwardmotionchiropractic.com/2020-2 by Monday morning (before 8am).

Newsletter Release: The newsletter will include a letter from me, different tips and tricks to stay healthy, surprise virtual events with leading health experts in York and Lancaster.

Virtual Meetings: To join the virtual meeting go to <https://join.freeconferencecall.com/dreichner>. Virtual Meeting topics are located below.

Individual Nutrition Consultations can be schedule on forwardmotion.janeapp.com. Initial fee: 60\$ with follow up fee 40\$.

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Prizes

1st Place:

- Forward Motion Chiropractic and Wellness T-shirt
- 10 Meals each from Clean Plates York (140\$ value)

2nd Place:

- Forward Motion Chiropractic and Wellness T-shirt
- Free Lunch for your team (valued at 50\$)

3rd Place:

- Forward Motion Chiropractic and Wellness T-shirt

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Additional Resources

- Pre-competition checklist
- Food log
- Smart Goals
- Virtual Meeting Topics
- Step by step instruction of the My Fitness Pal
- Recommended websites

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Checklist

Pre-Competition

- Find a team of 3
- Determine the Team Leader
- Take a before picture
- Fill out online sign up form
- Book Initial Virtual Consultation
- Complete SMART goals
- Sign up for MyFitnessPal

During Competition

- Recommended:
 - Schedule Team meetings
 - Schedule Walks
 - Schedule Weekly happy hours (not what you think! Just an hour to talk about your accomplishments)

Half-Way Competition

- Re-Check Smart Goals
- Take a mid-way picture

End of Competition

- Re-Check Smart Goals
- Take an end-competition picture

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Food Log

Description: Fill out the 3 day food log below and send it to dreichner@forwardmotionchiropractic.com.

	Breakfast	Lunch	Dinner	Snacks
Mon				
Tues				
Weds				
Thurs				
Fri				
Sat				
Sun				

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S.M.A.R.T. GOALS WORKSHEET

Crafting S.M.A.R.T. Goals are designed to help you identify if what you want to achieve is realistic and determine a deadline. When writing S.M.A.R.T. Goals use concise language, but include relevant information. These are designed to help you succeed, so be positive when answering the questions.

INITIAL GOAL	Write the goal you have in mind
S SPECIFIC	What do you want to accomplish? Who needs to be included? When do you want to do this? Why is this a goal?
M MEASURABLE	How can you measure progress and know if you've successfully met your goal?
A ACHIEVABLE	Do you have the skills required to achieve the goal? If not, can you obtain them? What is the motivation for this goal? Is the amount of effort required on par with what the goal will achieve?
R RELEVANT	Why am I setting this goal now? Is it aligned with overall objectives?
T TIME-BOUND	What's the deadline and is it realistic?
SMART GOAL	Review what you have written, and craft a new goal statement based on what the answers to the questions above have revealed

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Virtual Meeting

Topics

Virtual Meetings will be held on <https://join.freeconferencecall.com/dreichner>

Week 1: Diets Debunked

Description: There are way too many diets out there and all of them seem to advertise themselves as the quickest way to lose weight. In this series we dive deep into each individual diet and find out which ones are safe and potentially effective.

Week 2: The Science Behind Healthy

Description: We have all tried to lose weight/inches, but have you ever understood what your body goes through in order to accomplish such a task. I am a huge science nerd and, in this series, we are diving into the biochemistries and actual science behind a weight loss journey. This series is made to just scratch the surface and get you interested but depending on the types of questions I receive we can start breaking out the books and really understanding the science.

Week 3: Hitting the Plateau

Description: At some point during the journey you will hit your first plateau. You may be frustrated a want to quit. In this series we discuss the reasons you hit a plateau and how to overcome it.

Week 4: The Proper Exercise Routine

Description: Eating right is half the battle. The other half of the battle is choosing the right exercises. In this series we will discuss setting up the right workout routine depending on the types of goals you want to accomplish.

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Week 5: The Good, The Bad, The Ugly to Eating

Description: Ever look at the nutrition label on your food and think “what in the world are all these ingredients”. In this series we will talk about how to understand a nutrition label to determine the ingredient that are good, bad, and ugly.

Week 6: Vitamins and Minerals

Description: As a distributor of Standard Process, elderberry syrup, and many more useful sports-based supplements, I research the vitamins, minerals, and additional supplement that can complement any lifestyle. The body does a fantastic job with craving the type of nourishment the body needs but doesn't necessarily pick the healthiest option. In this series we pick apart the supplement cabinet and figure out which ones are the best for your goals. At the end of this discussion you will receive a worksheet that you can fill out and send to dreichner@forwardmotionchiropractic.com. The worksheet contains handpicked questions that will be useful in creating your supplement profile.

Week 7: Inches vs. Pounds

Description: Why did I decide to focus on losing inches instead of pounds? We all focus on the number on the scale because it is the easiest to understand. The issue is pounds fluctuate drastically and an increase in pounds does not necessarily mean a poor diet.

Week 8. Maintain Don't Gain

Description: We are on the last week of the competition. Hopefully you accomplished your goal and are ready to switch gears. Even if you still have some weight you would like to lose, eventually you will want to slow down and maintain your weight loss. This series is focused on ways to maintain your weight and prevent overeating. At the end of this you will receive a worksheet that can help you plan out your journey for the next couple months and years.

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MyFitnessPal

- Sign up for My Fitness Pal
- Email your username to dreichner@forwardmotionchiropractic.com so you can be invited to the group



Your Food Diary For: ← Tuesday, October 13, 2020 →

Breakfast

[Add Food](#) | [Quick Tools](#)

Calories	Carbs	Fat	Protein	Sodium	Sugar
kcal	g	g	g	mg	g

Lunch

[Add Food](#) | [Quick Tools](#)

Dinner

[Add Food](#) | [Quick Tools](#)

Snacks

[Add Food](#) | [Quick Tools](#)

By clicking on the food tab you are brought to the Food Diary Log. Click add food to documents your foods for that meal.

After clicking on add foods you will be brought to a page that you can search your meal and add it to your food diary.



Your Exercise Diary for: ← Tuesday, October 13, 2020 →

Cardiovascular

[Add Exercise](#) | [Quick Tools](#)

Minutes	Calories Burned
---------	-----------------

Daily Total / Goal	0 / 45	0 / 380
Weekly Total / Goal	0 / 90	0 / 760

Strength Training

[Add Exercise](#) | [Quick Tools](#)

Sets	Reps/Set	Weight/Set
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By clicking on the exercise tab you are brought to the Exercise Diary Log. Click add exercise to documents your foods for that meal.

After clicking on add exercise you will be brought to a page that you can search your exercise type and add it to your diary. Depending on the exercises, calories will be subtracted from your overall current total.

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Proper Measurement

Waist Circumference

- Most common measurement
- In line with belly button
- Make sure tape measure is snug to skin, not clothing
- Read number of inches on tape where it meets back with the zero point

Arm Circumference

- Locate middle point between elbow and shoulder
- Relax your arm
- Place zero mark on arm and wrap around arm (make sure it is parallel) (most accurate with help!)

Mid-Thigh Measurement

- Locate center point of thigh between top of kneecap and crease of thigh

Information provided by healthyeating.sfgate.com

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Recommended Websites

Recipes

<https://www.foodnetwork.com/healthy/packages/healthy-every-week/healthy-mains/foodnetwork-most-saved-healthy-recipes>

<https://fruitsandveggies.org/>

Blogs

<https://www.nerdfitness.com/blog/>

<https://store.draxe.com/blogs/all>

Exercise

<https://www.youtube.com/user/BeFit>

<http://www.bodybuilding.com/fun/find-a-plan.html>

General Information

<https://www.healthypeople.gov/>

<https://www.livestrong.com/>

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