

# Profiles of Integrated Care: Happy Bucks Exercise Incentive Program



## Description

To provide an incentive for consumers to exercise regularly, the Gathering Hope House created the Happy Bucks Exercise Incentive Program. Consumers can earn one Happy Buck per hour for up to three hours of exercise a week. Three hours of exercise a week is enough to make a major change in a person's lifestyle in terms of losing weight, building strength and endurance, improving cardiovascular health, and feeling better overall. Consumers can redeem their Happy Bucks for lunch, van rides, bus tickets, and snack bar items such as energy drinks, fitness snacks, and bottled water.

## Operational Resources

The Gathering Hope House has a 19-station Fitness Center on site, which makes it easier for consumers to exercise and for staff to track participation. Consumers sign in and out at the Fitness Center desk, which is staffed by Recovery Specialists and community volunteers. The Recovery Specialists use this log to award Happy Bucks. The incentive program would also work in organizations without the capacity for a full fitness center. Any exercise is beneficial and organizations can reward consumers for self-reported exercise time. Organizations could also start walking groups or hold dance, martial arts, Pilates, aerobics, or other exercise classes in a large meeting room. Even the purchase of a single treadmill, exercise bike, elliptical machine, or rowing machine could benefit consumers and would not take up much room.

## Financial Resources

The cost of the program is minimal, as the Gathering Hope House already had the Fitness Center before the incentive program started. The Happy Bucks cause a reduction in revenues from lunches, van rides, bus tickets, and snack bar items. However, the normal sale of these items subsidizes the program. The 19-station Fitness Center cost about \$50,000 to furnish, but a single commercial treadmill or elliptical exercise machine is about \$3,500.

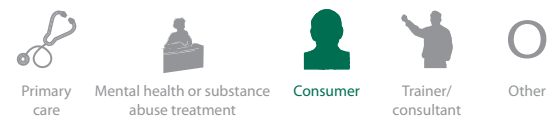
### Program Type



### Location



### Provider



The scales below are meant to be at-a-glance graphic descriptions of this provider's perspectives of issues related to integration projects. For more information, please contact the provider or the Ohio Coordinating Center for Integrating Care.

### Cost



### Staffing



### Ease of Implementation



## Contact information

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