UNDERSTANDING REDBRICK HEALTH JOURNEYS

RedBrick Journeys are a breakthrough behavior change system that help your participants build healthier habits one small step at a time. They create a highly personalized and persuasive experience that drives more frequent and ongoing engagement than traditional health improvement programs. The result is a fundamentally different approach to changing behaviors that is fresh, fun and really works.

Journeys are available in the following FOCUS areas:

Get Active: There’s a Get Active journey for users at all points on the fitness spectrum—from those who don’t exercise at all to those who simply need to increase the intensity of what they’re already doing.

Stress Less: The small steps within these journeys can help users refocus their energy and regain their sense of calm.

Eat Healthier: It takes more than nutritional guidance to change behavior—especially when culture and environment keep us stuck in old habits. Eat Healthier journeys help users make the leap from concept to everyday practice one focused pathway at a time.

Sleep Well: Sleep Well journeys help users set up their daily lives for the rest they need to boost energy and build health.

Live Well with Asthma: Live Well with Asthma journeys help people with asthma actually practice the habits that will help them breathe better.

Weigh Less: For every person who wants to lose weight, there is a key to success. Weigh Less journeys help users find the key for themselves by “trying on” small, concrete steps that engage rather than overwhelm.

Be Tobacco Free: Real change is possible when tobacco users can replace current habits with healthy new ones. Each journey moves participants down the road to quitting for good through real-time practice gathering social support, prepping the environment and getting past triggers.

Diabetes Life: Diabetes Life journeys start with the premise that each individual is his or her own best coach. Journeys in this focus area help users try on and extend new habits by practicing fresh new ways to eat and move more, to engage their care team effectively and to monitor their own health at home.

Blood Pressure in Check: Whether they’ve been diagnosed with high blood pressure or are like the millions living with pre-hypertension, RedBrick’s Blood Pressure in Check journeys help users move their numbers to a healthier zone. Small, doable—even fun—steps center on eating healthier, getting active and managing medications.

Heart-Healthy Cholesterol: Journeys in this focus area pinpoint specific and memorable habit areas such as Good Fat, Bad Fat and Master Your Cholesterol Meds.

Healthy Back: The focus of these journeys is on safe, gentle movement, improved posture, strength-building exercises and lifestyle choices that ease the effects of tension and stress.

Journey Tips

How to learn about a Journey: If you are interested in learning about a Journey, but unsure if you want to commit, just click on the Quick Look icon for more information.

How to delete a Journey that you do not want to continue: If you want to stop a journey that you have already started, you simply need to click the STOP (hand icon), which is visible in the upper right corner of a journey.

How to customize your personal Reminders: You do NOT have to receive reminders everyday. It is up to you to choose the frequency and means (i.e., email or text) in which you want to receive reminders. When you decide to commit to an assignment/task within a journey, you can click on Change Reminder to set it up in a way that is most convenient for you.

How to complete a Journey: When you begin a Journey, you will see that there are STAGES (i.e., STAGE 1, STAGE 2, etc.). You are asked to earn a certain number of Experience Points (XP) to unlock the Challenge Step within a stage (i.e., 1,200 XP). Each task is worth a certain number of points (i.e., 400 XP). So, in this example, all that you are being asked to do is complete three assignments in order to unlock the Challenge Step. Once you complete the Challenge Step, the next Stage will become “unlocked”. When you complete all the Stages, you have completed a Journey.