

January Wine Night & Detox Kickoff

Notes:

- All are welcome
- Evening, 6-7:30pm sometime
- RSVP's encouraged
 - Promote as free event on Event Brite
 - Promote on social media
- Look into a registration form of some kind
 - Jotform for forms and payments
- Detox options
 - 30 day detox kit is \$274
 - 10 day kit \$91
- Purification program as an option (21 days)
- Define Support & Intended outcomes

Dates:

- Wednesday January 21st 6:15-7:30pm
 - 6:15pm Mingle, Wine & Cheese
 - 6:45 Wellness Talk: Chelsea
 - 7:05pm Questions & Program selection/Enrollment
- Kit pickup Tuesday before start between 8am-1pm
- Day 1 of detox: Wednesday January 28th

The Program (from SP website):

You're exposed to toxins every day. They're in the air, our food, our water, and the products we touch. The SP Detox Balance™ Program is a comprehensive program that provides nutritional support to expel toxins safely during each of the three phases of metabolic detoxification.*

SP Detox Balance Program: <https://vimeo.com/272614156?fl=pl&fe=sh>

Phase 1: Unlock

The body transforms fat-soluble toxins to an “unlocked” state that is more water-soluble, and in many cases, more toxic than its original form.

Phase 2: Neutralize

The highly toxic substances produced in Phase 1 convert to non-toxic molecules and become even more water-soluble.

Phase 3: Eliminate

Water-soluble toxins leave cells, and the body eliminates them. SP Detox Balance delivers plant-based fiber to aid toxin elimination.

Process:

1. Evaluate your toxicity levels
<https://my.standardprocess.com/Standard-Process/Purification-Program/Toxicity>
 - a. Choose detox plan & register [Metabolic Reset Registration Form](#)
 - b. Review Program Guide
 - i. <https://my.standardprocess.com/Products/Literature/SP-Detox-Balance-Program-Guide?aliaspath=%2fProducts%2fLiterature%2fSP-Detox-Balance-Program-Guide>
 - c. Complete goals sheet! (make a copy for us and encourage them to put it somewhere they can see it everyday)
2. Prepare your pantry!
 - a. Get rid of/eat through all of the temptation foods that we want to avoid during the program
 - b. Stock up and purchase foods for meals of choice from the meal guide provided
3. Pickup kit on specific pickup date
4. Start your program
 - a. Set reminders in your phone, sticky notes in your home, set yourself up for success
 - b. VISIBLY track your progress each day! Mark your calendar, keep your daily log visible, journal- do whatever feels right for you
5. Cook meals at home, prep your ingredients the night before, and try to schedule shakes for times when you are most hungry
6. Stay engaged!
 - a. Make a buddy
 - b. Share your struggles and successes
 - i. Photos of favorite meals
 - ii. Share your movement plan
 - iii. Take photos of your process!
 - iv. Encourage others in their efforts
 - v. When it's hard, say it's hard and seek support
 - c. Ask questions
 - d. Show up to support calls/events (2-3 touchpoints per week: 1 weekly live chat, 1-2 reminders/encouragement check in's with the group)
 - i. Emotional Check-in:
 1. What went well?
 2. Where did motivation dip? And how are you moving through it?
 3. What surprised you?
 - ii. Buddy/Pair Check-in:
 1. How is your energy today?
 2. Which intention are you practicing?
 3. What identity statement are you driven by?
 4. What's one small win?
 5. Tell me your why?
 - iii. Normalize Barriers:
 1. Expect cravings

- 2. Energy and motivation will fluctuate
 - 3. Expect moments of doubt
 - 4. Expect social triggers
- iv. Offer one skill each live check-in/per week:
 - 1. Habit anchoring (tying new habits to existing ones)
 - 2. Environmental design (making success easier)
 - 3. Urge surfing (managing cravings)
 - 4. Positive reframing of thoughts
 - 5. Nutrition/sleep habits
 - 6. Stress management
- v. Group Problem-Solving
 - 1. What? So-what? Now what?
 - 2. What's one next doable step?
 - 3. Focus on solutions not pushing advice
 - 4. Celebrate wins as a group
- vi. Close with a commitment ritual
 - 1. One sentence intention
 - 2. ID what they're practicing this week
 - 3. One small action they will commit to
- e. Trust yourself that you have made a healthy choice for future YOU
- 7. Celebrate your hard work!
 - a. Post-cleanse support
 - i. Complete a post-cleanse toxicity survey to review any changes
 - ii. Schedule a discussion about results, next steps for individuals and their nutrition and health goals, and how to maintain momentum towards continued health (read food labels, become 1% more toxin free each day/week by eliminating household toxins etc.)
 - iii. Tell us how we did! (send a feedback survey to participants)

Tasks:

- ☐ Promote event online, in office, and with existing patients
 - ☐ Eventbrite
 - ☒ Facebook Event
 - ☐ Update to move RSVP link to the top
 - ☐ Edit content to be more easily read and appealing
- ☐ Create flyer for event
- ☒ Create registration link & payment portal
 - ☐ Finalize Jotform reg form
- ☒ Create Facebook group for participants who have enrolled (print QR code to group if possible, or add everyone to the group who registers)
 - ☐ Plan for participants who don't use Facebook?
- ☒ Order printables from SP
- ☐ Make a "day #1" or "getting started" flyer

- ☐ Purchase wine, cups, cheese and fruit, plates and napkins for the event
- ☐ Create packets
 - ☐ **Kickoff Event/Info Session**
 - ☐ Program Guide [Detox Program Guide/ Purification Program Guide](#)
 - ☐ Meal Guide (prepare your pantry, shop ahead) [Detox Meal Guide/ Purification Meal Guide, Pantry Guide](#)
 - ☐ Toxicity Questionnaire (need to order prints from SP) [Toxicity Eval](#)
 - ☐ Goals Sheet [Detox/Purification Program Goals Sheet](#)
 - ☐ QR code for program registration
 - ☐ **10-day packet**
 - ☐ Daily journal (10d) [10 Day Journal](#)
 - ☐ Toxicity Questionnaire (for post program review)
 - ☐ **21-day Purification**
 - ☐ Daily Journal [Daily Record of Food Intake](#)
 - ☐ Toxicity Questionnaire (for post program review)