

START THE YEAR... WITH A HEALTHY CHALLENGE!



We all know the statistics. Over one-third of U.S. adults are overweight or obese, which is costly in terms of employees' healthcare and productivity. That's why a worksite weight-loss challenge is worth the investment. A well-designed program can provide the motivation and encouragement employees need to make positive lifestyle changes and effectively lose weight. This guide will help you start a successful weight-loss challenge at your workplace. Though any time of year is a fine time to start, many people resolve to lose weight in the New Year, making January the perfect month to implement your Challenge.

WHEN YOUR EMPLOYEES "LOSE", IT'S A "WIN" FOR EVERYONE!

The camaraderie and support of workplace weight loss challenges can make dropping pounds a lot more fun and a little less like work. You can help your employees "lose it" (weight, that is!) and stay healthy. **Here's how:**

PROGRAM DURATION

A weight-loss challenge should last 12-16 weeks. This is generally long enough for participants to see results and make lasting lifestyle changes.

APPROACH

You can choose to hold an individual or a team challenge. Both have benefits.

- Individual: participants proceed in their own way and aren't affected by lagging team members.
- Team: there is more motivation and accountability, and better odds of winning. Have each team choose a leader who will be responsible for communicating program updates and issues with their team.

KICKOFF

Announce your program with the Weight-Loss Challenge Event Poster, which allows you to write in where and when you're holding the first weigh-in. Also utilize internal newsletters, email, cork boards, intranet, or other resources for company-wide communication.

MATERIALS

Since weight loss is accomplished best by diet and exercise, supply educational tools to help participants get started and succeed.

WEIGH-INS

To record progress in a weight-loss challenge, every participant must weigh in. Weigh-ins should be done on the same scale, on the same day, at the same time. Weekly weigh-ins are most common. However, you could have weigh-ins at the start and completion of the program, at every four-week mark, or once a week.

GOAL SETTING

The objective of a weight-loss challenge is to encourage people to lose weight in a healthy way. Too much emphasis on losing the most pounds might encourage crash dieting, which can be very unhealthy. The best way to run a weight-loss challenge is to set a goal for each participant of no more than two pounds per week, which is what most health experts recommend. To enforce this, let participants know that any weight loss over 24 pounds for a 12-week program, 28 pounds for 14 weeks, etc., will not be counted in the challenge.

GROUP SUPPORT

Most successful worksite weight-loss programs include group activities, such as meetings, lunches, and workouts before or after work. Lunch events can be as simple as encouraging everyone to bring a healthy lunch and eat together in the break room, or holding a Lunch and Learn where participants take home a healthy message.

REWARDS AND INCENTIVES

You don't have to break the bank, but participation is greater when prizes are involved—for winners as well as for progress along the way. Your participants will be thrilled with our incentives such as Stainless Steel Water Bottles With Carabiners or Lunch Bags. Use our 50-Piece Incentive Pack and consider raffling a large-ticket item as well, such as an iPod, Kindle, or gym membership.

IT'S EASY TO HELP EMPLOYEES GET MOTIVATED TO SLIM DOWN & SHAPE UP!

Make Losing Fun! Enable Employees To Work Toward Attaining A Healthy Weight.

Weight Control Facts
Serving Size: Eat sensible portions.
Calories: Check nutrition labels and choose lower-calorie foods.
Fiber: Opt for whole grains, which make you feel more full.
Sugars: Have water instead of sugary drinks.
Exercise: Burn off calories with regular physical activity.
Fruits & Vegetables: Eat less junk food and more fruits and vegetables.
To find out how many calories you should eat to reach your goal, visit www.choosemyplate.gov

10 Tips For Losing Weight The Healthy Way
1. **Get Out Caloric:** To lose about a pound a week, take your calorie log, burn an extra 500 calories daily from physical activity or do a combination that adds up to 500.
2. **Keep a Food Diary:** Research shows that recording what you eat and drink every day can double your weight loss.
3. **Practice Portion Control:** Limiting portion sizes is key to weight loss. Choose sensible portions for every meal and snack.
4. **Be Smart About Beverages:** Drinks such as alcohol and sports drinks are high in calories. Have water or other healthy beverages instead.
5. **Don't Skip Meals:** Eat small, nutritious meals and snacks throughout the day to boost your metabolism and prevent overeating.
6. **Get The Exercise Routine:** To lose weight through exercise, you must combine cardio with strength training.
7. **Make Fitness Fun:** Find activities you enjoy and do them regularly.
8. **Take Extra Steps:** Move more throughout the day.
9. **Start Strength Training:** Training or weight training, it's called muscle, and it burns more calories than fat.
10. **Get Enough Rest:** Sleep gives your body the time it needs to recover and helps you stay alert and healthy.

Visual Reminders & Motivators
Keep staff encouraged and focused with the "10 Tips For Losing Weight The Healthy Way" Poster (KL-855F), "10 Steps To Losing The First 10 Pounds" Pocket Pal (BC-130T), or our "Weight Control Facts" Magnet (FM-209).

Get Started, Stay The Course
The "Complete Weight Loss Guide & Recorder" (ITP-151) has everything to get employees started, including a food and activity tracker—a proven aid for weight loss—and a nutritional guide so recipients can track the calories and fat they consume!

Steps Toward Success

Walking is one of the easiest exercises for almost anyone. **Pedometers** allow participants to track their steps and set goals. Our **Walking For Fitness Guide and Daily Log (ITP-86)** makes it easy!

For Good Measure

Body mass index (BMI) and waist measurements are considered better indicators of weight issues than just pounds. Distribute our **Tape Measure with BMI Scale (OS-6519)** to let participants know how they measure up.

Promote Portion Control

Proper portions are key for weight loss, and tools like our **"Be Wise About Portion Size" Pocket Pal & Measuring Cup Gift Set (SK-1838)** help your employees make smarter choices.

**Make Losing Fun!
Enable Employees To
Work Toward Attaining
A Healthy Weight.**

WEIGHT-LOSS CHALLENGE TIMETABLE & CHECKLIST

3 to 6 Weeks Before

- Obtain management approval
- Decide when to launch your program. Right after New Year's is a great time for a health-improvement program
- Create your program and reward design

3 Months Before

- Order promotional materials, incentive items, and prizes
- Get paperwork ready

1 Month Before

- Publicize the event
- Begin sign-up

1 Day to 1 Week Before

- Confirm with and remind all participants
- Hand out trackers and/or pedometers
- Hand out and collect pre-surveys and consent forms (if applicable)

During Program

- Monitor participant or team progress
- Provide encouraging communication and team reports (if applicable)
- Distribute incentives and rewards weekly or monthly for individual and team successes

After Program

- Hold a special event to announce winners and present prizes
- Announce challenge winners in a company-wide email or newsletter
- Get participant feedback so you can improve your program for next time

EXPANDING WAISTLINES = HIGHER HEALTHCARE COSTS

Overweight and obesity are known risk factors for diabetes, coronary heart disease, stroke, hypertension, some forms of cancer, pregnancy complications, depression, high blood cholesterol and more.

A 2010 Duke University study found that the cost to employers of obesity among full-time employees was \$73.1 billion a year. Workplace obesity prevention programs, like the Weigh To Go! Weight Loss Challenge, can be an effective way for employers to reduce obesity and lower their health care costs, cut absenteeism and boost employee productivity.

