

Eat Smart, Move More, Maintain, don't gain! Holiday Challenge

2015 Final Report

Holiday Challenge Registration: 13,632

Pre-Challenge Survey: 5,967 (43.8% response rate)

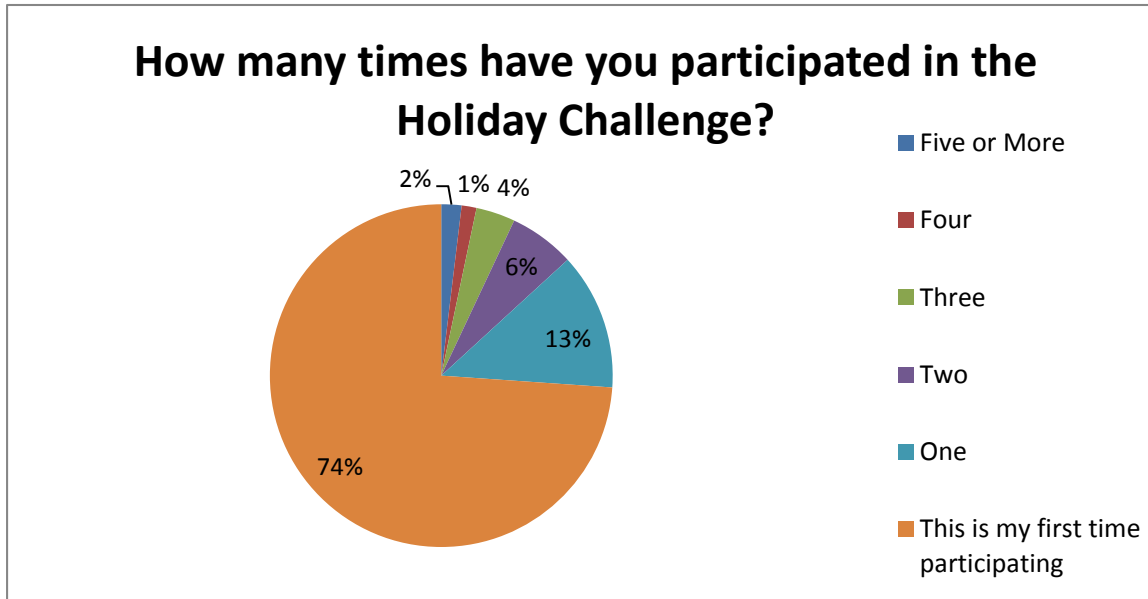
Post-Challenge Survey: 2,503 (18.4% response rate)

Weight gain during the holidays is common with many Americans gaining between 1 to 5 pounds. Too often these extra pounds are not lost. To address this, the Holiday Challenge offers resources to help and encourage participants maintain their weight throughout the holiday season.

The Holiday Challenge is a free online weight maintenance program, offered from Thanksgiving to New Year's Eve. This 7-week program includes weekly e-newsletters, daily tips, healthy recipes, and small ways to increase physical activity during the holidays.

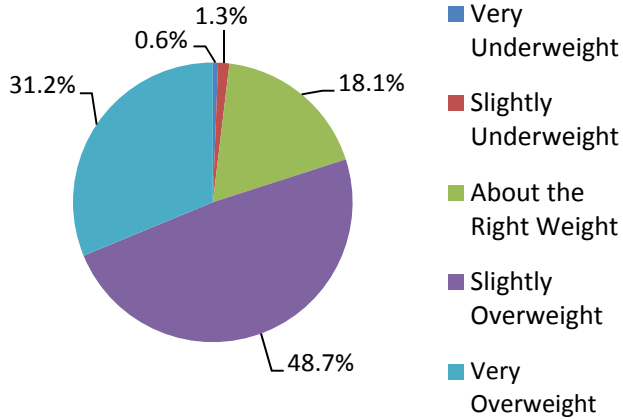
1. Participant Profile

In 2015, 13,632 people participated in the Holiday Challenge. This represents an increase in participants when compared to 2014. This year, 73.9% percent of participants were new to the Holiday Challenge.

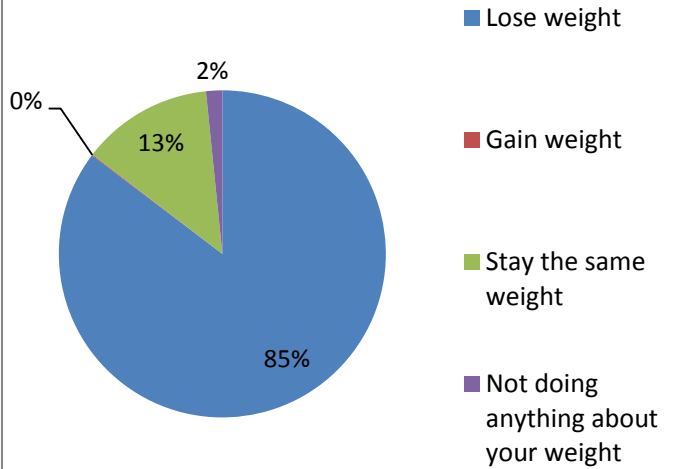


When asked about their weight, 79.9% reported being slightly or very overweight. 85.3% of participants said that they were trying to lose weight, and only 13.0% said they were trying to maintain their weight.

How would you describe your weight?

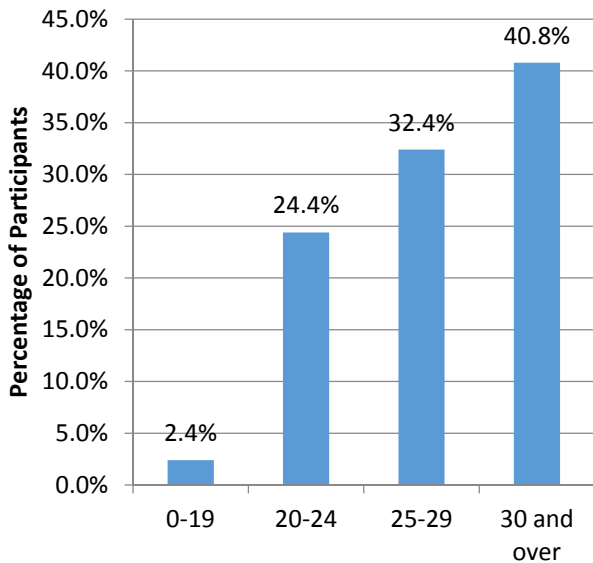


Which of the following are you trying to do about your weight?

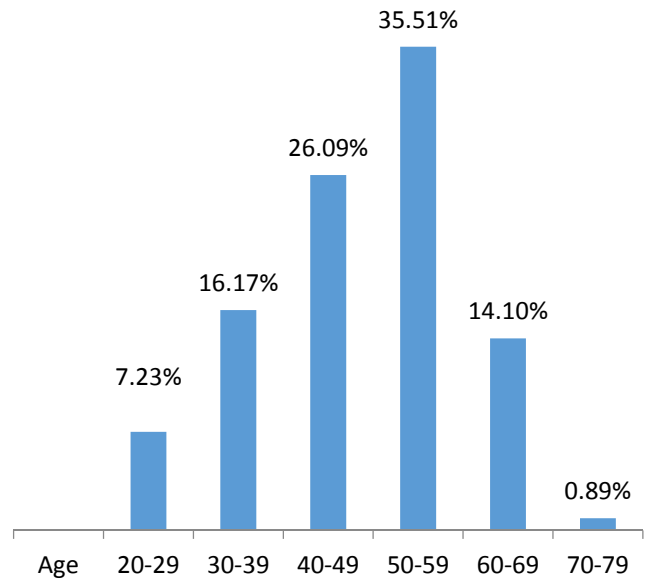


73.2% of participants had a BMI indicating they were overweight or obese.

Holiday Challenge Beginning BMI



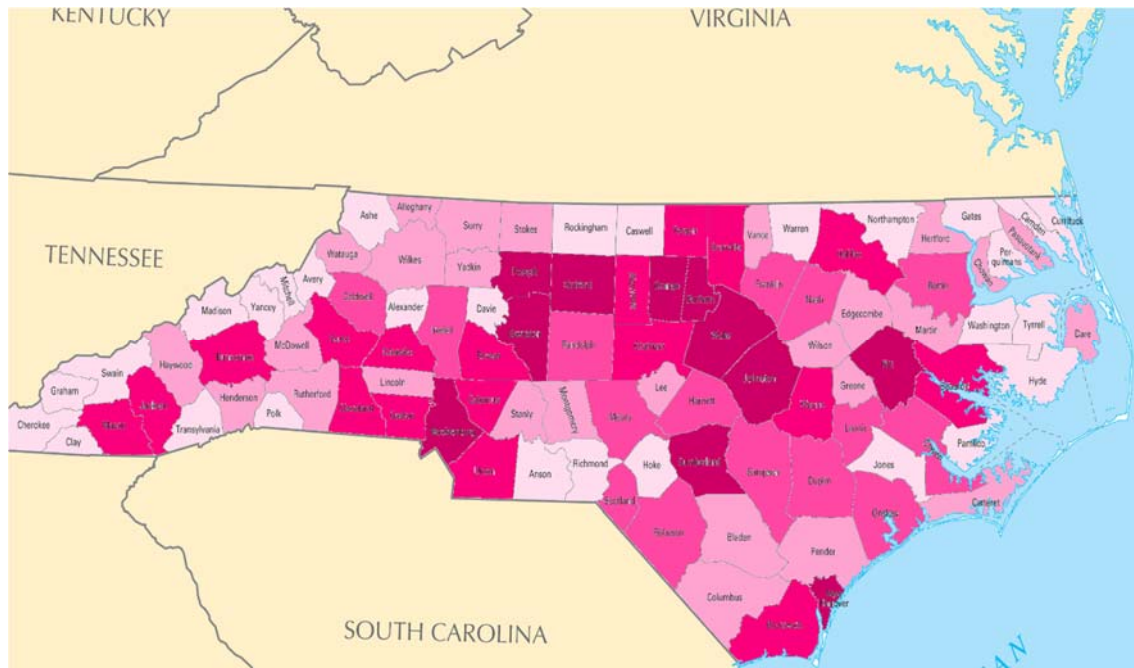
Age of Participants



Forty- four percent of Holiday Challenge participants were from North Carolina. The table below shows the top 15 counties in North Carolina (a complete list of counties is also found on page 10).

County	Number of Participants	Percentage of North Carolina Participants
Wake	1011	18.2%
Pitt	328	5.9%
Mecklenburg	244	4.4%
Guilford	225	4.0%
Durham	212	3.8%
Forsyth	175	3.1%
Orange	165	3.0%
Davidson	159	2.9%
New Hanover	139	2.5%
Johnston	123	2.2%
Cumberland	119	2.1%
Beaufort	83	1.5%
Brunswick	82	1.5%
Buncombe	78	1.4%
Wayne	78	1.4%

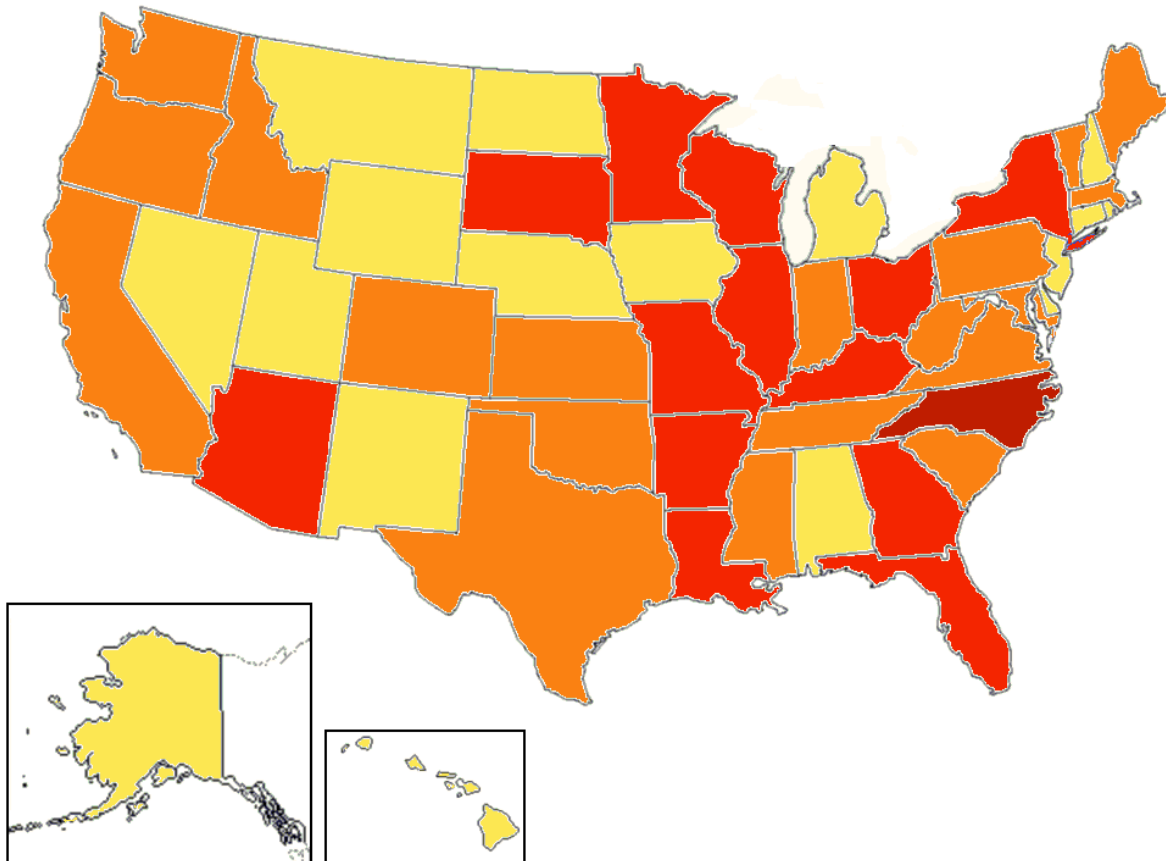
The map below shows the concentration of participants across North Carolina. The counties are colored with light to dark pink to show the lowest to highest concentrations of participants, respectively. The darker the pink means the higher percentage of participation in that county.



All 50 states participated in the Holiday Challenge, along with Canada. The table below represents the top 5 participating states (a complete listing of all states is also included on page 13).

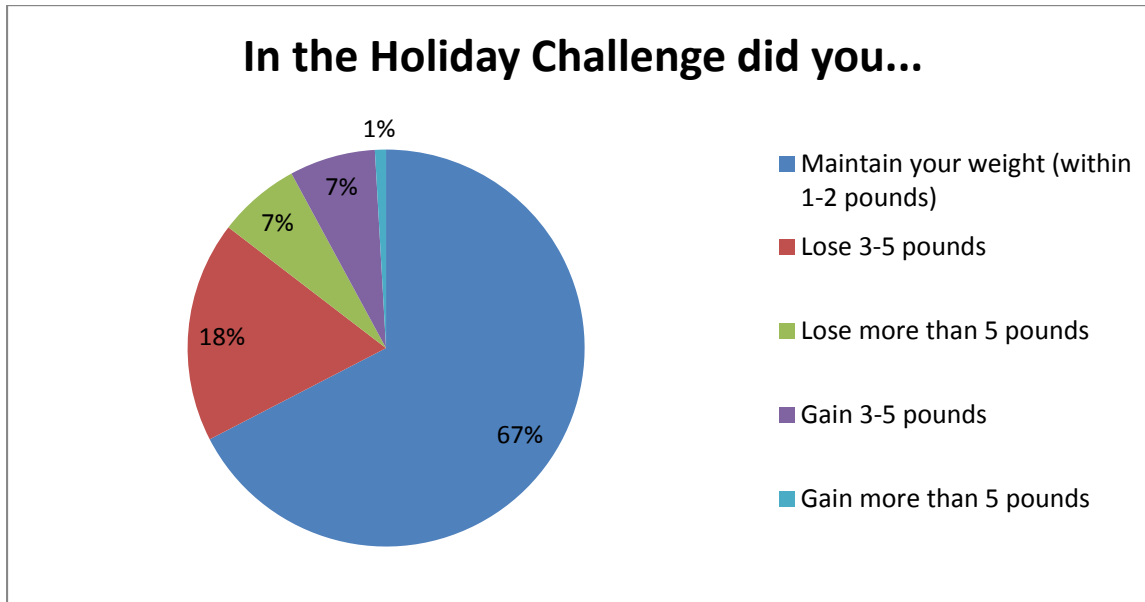
State	Number of Participants	Percentage of Total Participants
North Carolina	6090	44.7%
Florida	1608	11.8%
Wisconsin	1247	9.2%
Arkansas	577	4.2%
South Dakota	531	3.9%
Kentucky	326	2.4%
Georgia	293	2.2%
Arizona	229	1.7%
New York	229	1.7%
Missouri	222	1.6%

The map below represents the number of participants from each state with yellow displaying the least amount and red displaying the most.

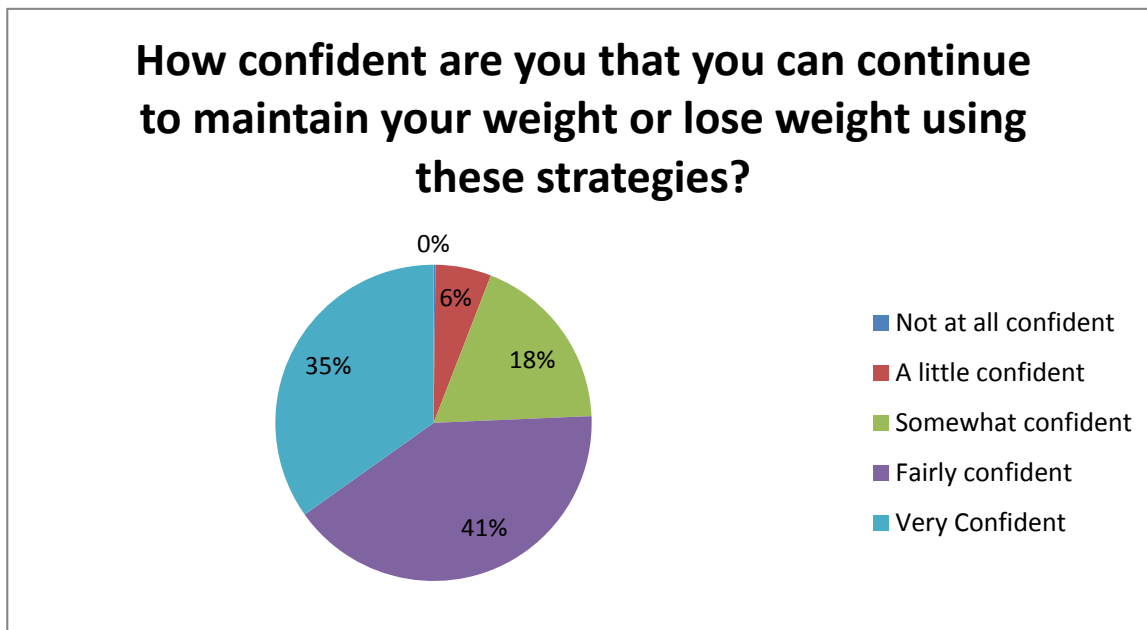


2. Holiday Challenge Results

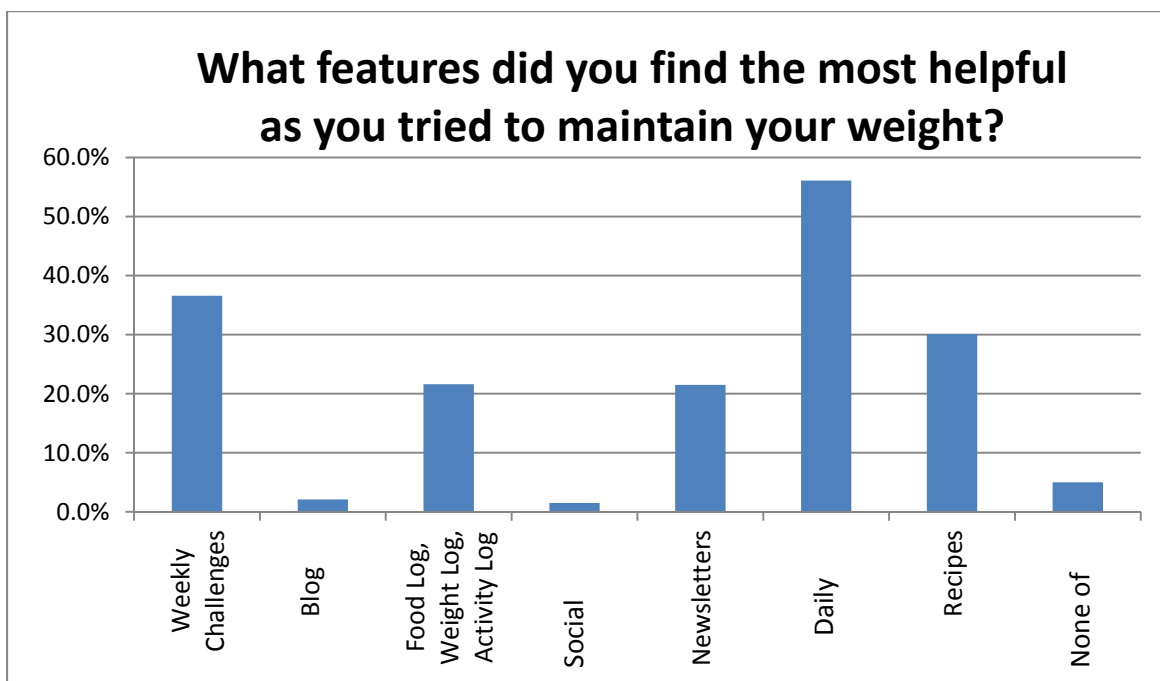
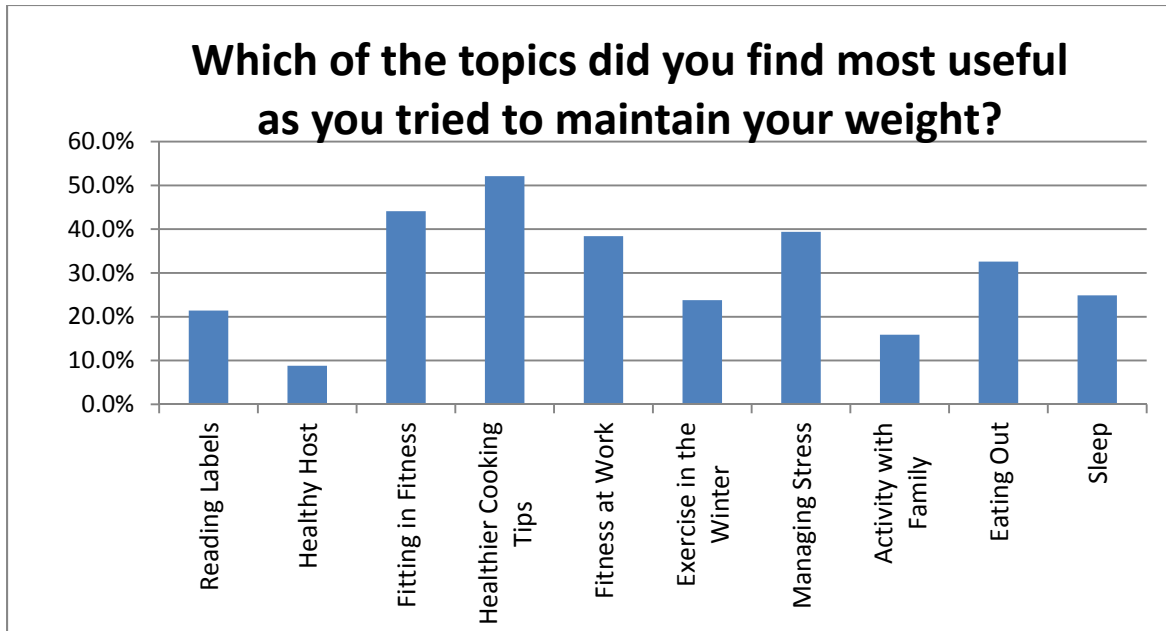
- 67% Maintained their weight
- 18% Lost 3-5 pounds
- 7% Lost more than 5 pounds
- 8% Gained weight



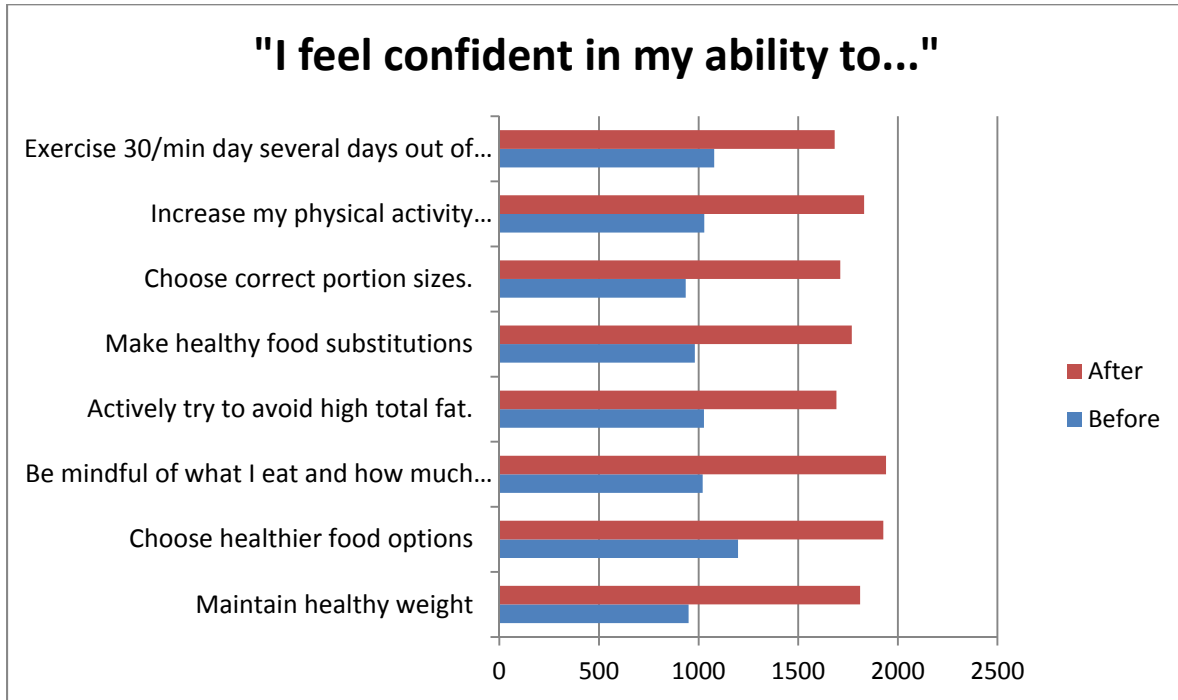
- 76% of participants were confident they can continue to maintain or lose weight.
- 98% of participants will continue to use the strategies learned during the Holiday Challenge.



Participants provided feedback as to which topics they found most useful throughout the Holiday Challenge. Over the past six years participants have consistently reported that tips on healthier cooking were most popular. Topics on being a healthy host and activities with the family were the least popular. The daily tips feature of the Holiday Challenge was reported to be the most useful by participants trying to maintain their weight. Other popular features of the program included weekly challenges and the recipes. The social media websites were the least useful features provided for a second year in a row.



Once the Holiday Challenge was completed, participants reported their confidence level in regards to their ability to implement healthy behaviors. The majority of participants noted they felt more confident in themselves to implement and maintain healthy behaviors after participating in the Holiday Challenge.



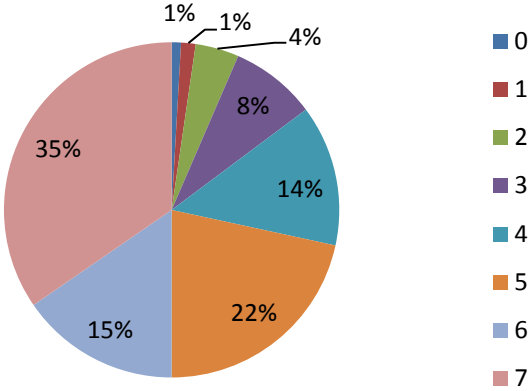
3. Holiday Challenge Participation

Those that signed up for the Holiday Challenge participated in varying degrees.

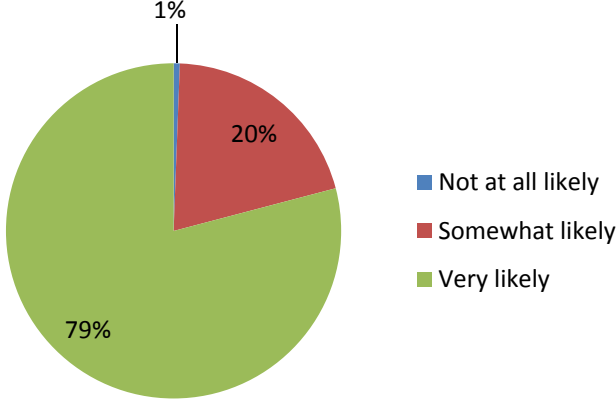
- 35% of participants reported skimming or reading through all seven newsletters.
- 51% of participants reported reading four or more newsletters.
- 83% reported using the tips and strategies found in the newsletters they skimmed or read.

Over 99% of participants reported they were very likely to participate in the Holiday Challenge again next year.

During the Challenge, how many newsletters did you read/skim through?



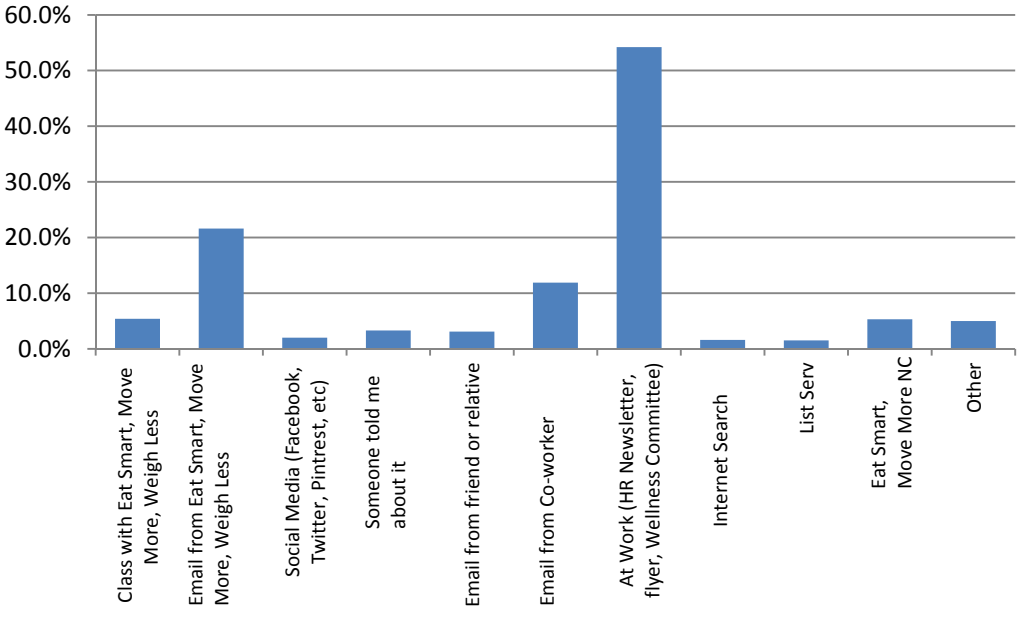
How likely are you to participate in the Holiday Challenge next year?



4. Holiday Challenge Promotion

The majority of participants heard about the Holiday Challenge at work, through email, and through Eat Smart, Move More, Weigh Less.

Where did you hear about the Holiday Challenge? (Please answer all that apply)



Email was the primary method of promotion for the Holiday Challenge. Emails were distributed through various professional organizations and partners of Eat Smart, Move More, Weigh Less, the North Carolina Division of Public Health, and NC State University. Four different fliers were available for download on the Eat Smart, Move More, Weigh Less website as well as a worksite guide. These were distributed via partner organizations and by other interested parties.

A direct link to the Holiday Challenge page (located on www.esmmweighless.com) was the most used method for page visits. The top referring websites (external) include: Google.com, Constant Contact (via the newsletters and announcements), myeatSMARTmoveMORE.com, Facebook.com, and shpnc.org.

The chart below ranks North Carolina counties in highest to lowest number of participants.

County	Number of Participants	Percentage of North Carolina Participants
Wake	1011	18.2%
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Johnston	123	2.2%
Cumberland	119	2.1%
Beaufort	83	1.5%
Brunswick	82	1.5%
Buncombe	78	1.4%
Wayne	78	1.4%
Alamance	73	1.3%
Catawba	70	1.3%
Burke	66	1.2%
Cabarrus	66	1.2%
Union	65	1.2%
Jackson	64	1.2%
Rowan	64	1.2%
Cleveland	61	1.1%
Gaston	60	1.1%
Halifax	58	1.0%
Chatham	55	1.0%
Macon	53	1.0%
Person	53	1.0%
Granville	51	0.9%
Iredell	50	0.9%
Bertie	49	0.9%
Nash	47	0.8%
Onslow	47	0.8%
Sampson	46	0.8%
Duplin	45	0.8%
Robeson	43	0.8%
Caldwell	41	0.7%
Moore	40	0.7%

Craven	39	0.7%
Lenoir	37	0.7%
Randolph	37	0.7%
Franklin	36	0.6%
Harnett	36	0.6%
Scotland	31	0.6%
Wilkes	30	0.5%
Edgecombe	29	0.5%
Surry	29	0.5%
Carteret	28	0.5%
McDowell	28	0.5%
Stanly	28	0.5%
Stokes	28	0.5%
Haywood	27	0.5%
Vance	27	0.5%
Chowan	26	0.5%
Pender	25	0.4%
Greene	23	0.4%
Henderson	23	0.4%
Lincoln	23	0.4%
Pasquotank	23	0.4%
Watauga	23	0.4%
Wilson	23	0.4%
Martin	20	0.4%
Rutherford	20	0.4%
Dare	18	0.3%
Lee	18	0.3%
Montgomery	18	0.3%
Yadkin	18	0.3%
Hertford	17	0.3%
Alleghany	16	0.3%
Bladen	16	0.3%
Columbus	16	0.3%
Caswell	15	0.3%
Washington	15	0.3%
Hoke	14	0.3%
Davie	13	0.2%
Ashe	11	0.2%
Hyde	11	0.2%
Rockingham	11	0.2%
Warren	11	0.2%

Richmond	10	0.2%
Transylvania	10	0.2%
Currituck	9	0.2%
Northampton	9	0.2%
Perquimans	9	0.2%
Graham	8	0.1%
Mitchell	8	0.1%
Anson	7	0.1%
Avery	7	0.1%
Cherokee	7	0.1%
Pamlico	7	0.1%
Camden	6	0.1%
Jones	6	0.1%
Alexander	5	0.1%
Madison	5	0.1%
Swain	5	0.1%
Tyrrell	5	0.1%
Gates	4	0.1%
Clay	3	0.1%
Yancey	3	0.1%
Polk	1	0.0%

The chart below ranks The United States and Canada in highest to lowest number of participants.

State	Number of Participants	Percentage of Total Participants
North Carolina	6090	44.7%
Florida	1608	11.8%
Wisconsin	1247	9.2%
Arkansas	577	4.2%
South Dakota	531	3.9%
Kentucky	326	2.4%
Georgia	293	2.2%
Arizona	229	1.7%
New York	229	1.7%
Missouri	222	1.6%
Minnesota	190	1.4%
Louisiana	177	1.3%
Ohio	148	1.1%
Illinois	130	1.0%
Virginia	118	0.9%
Vermont	116	0.9%
California	101	0.7%
Oklahoma	99	0.7%
Pennsylvania	97	0.7%
Massachusetts	88	0.6%
Kansas	87	0.6%
Washington	82	0.6%
Idaho	82	0.6%
Texas	66	0.5%
South Carolina	62	0.5%
Maine	60	0.4%
Mississippi	56	0.4%
Tennessee	53	0.4%
Maryland	52	0.4%
Colorado	51	0.4%
Indiana	45	0.3%
Oregon	44	0.3%
West Virginia	43	0.3%
New Jersey	27	0.2%
Iowa	20	0.1%
Alabama	19	0.1%
North Dakota	18	0.1%

Michigan	18	0.1%
Nebraska	17	0.1%
Utah	16	0.1%
Connecticut	13	0.1%
Alaska	13	0.1%
Delaware	11	0.1%
New Hampshire	9	0.1%
New Mexico	8	0.1%
Canada	7	0.1%
Montana	6	0.0%
Hawaii	4	0.0%
Wyoming	4	0.0%
Rhode Island	3	0.0%
Nevada	2	0.0%

Testimonials from participants of the Holiday Challenge:

“I am more empowered because of this challenge. I also feel that losing weight is not as impossible as it seemed in the beginning.”

“This is the first year I have ever not gained weight during the holidays. At first I was in denial that it would be a problem. As the years went by and weight crept on, I felt that it was inevitable. With the encouragement of this program I have been able to maintain my weight.”

“This is such a wonderful program with compelling subjects each day and easy to read tips. I've done the holiday challenge for 3 years and this is by far the best one!”

“I found the Holiday Challenge to be a fun way to stay motivated and be accountable with my diet and fitness, especially during the holidays. We even took a cruise during the Holiday Challenge and I was able to avoid gaining any weight! I was able to recruit a few co-workers to join the Challenge and it really does make a difference when people around you at work are also being health-conscious....it makes it easier for all of us to stay on track!”

“This is one of the best programs I have ever participated in for Holiday health! Please keep it up, I would love to do it again next year! I did it with my coworker this year, and we encouraged each other to keep going! It was great!”

“Thanks so much for offering this program. My employer gave us information about the Holiday Challenge. The program effectively supported an increase in mindfulness, and as a result, I maintained my weight precisely throughout the season.”

