

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

2016 Final Report

Holiday Challenge Registration: 15,605

Pre-Challenge Survey: 7,732 (49.5% response rate)

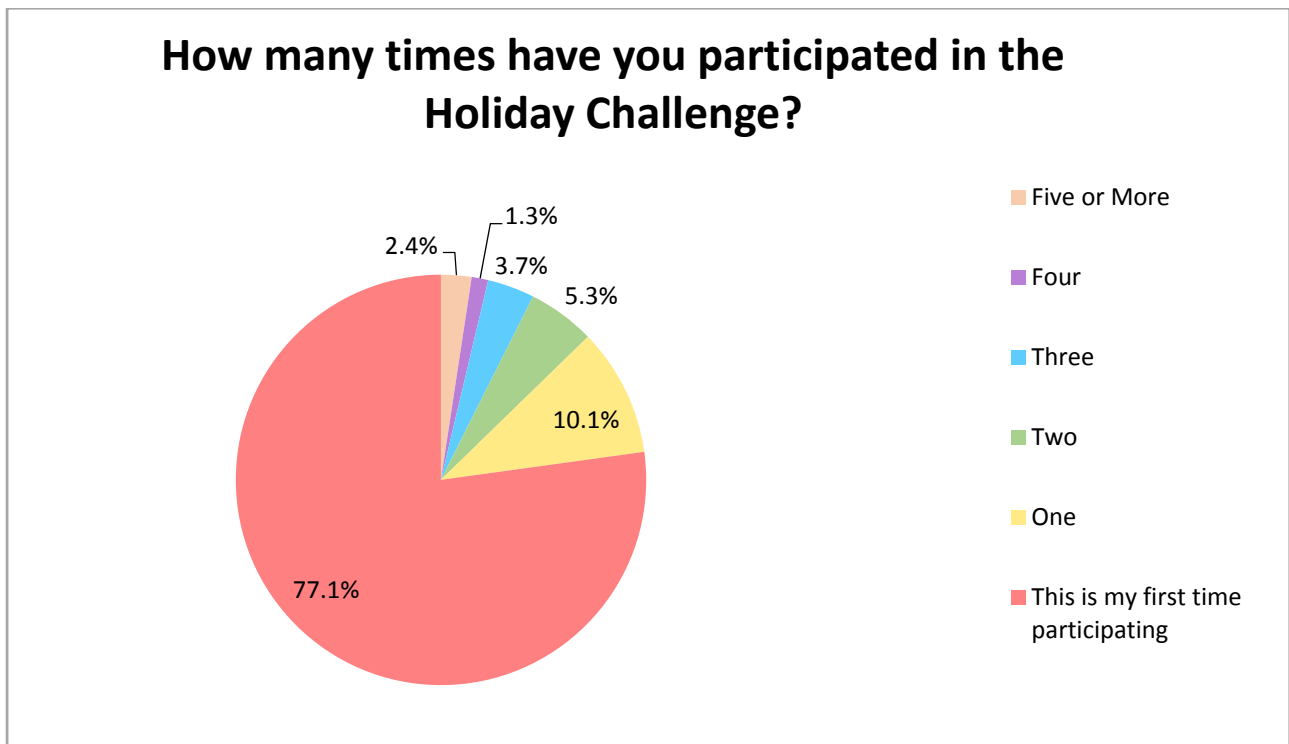
Post-Challenge Survey: 2,428 (15.6% response rate)

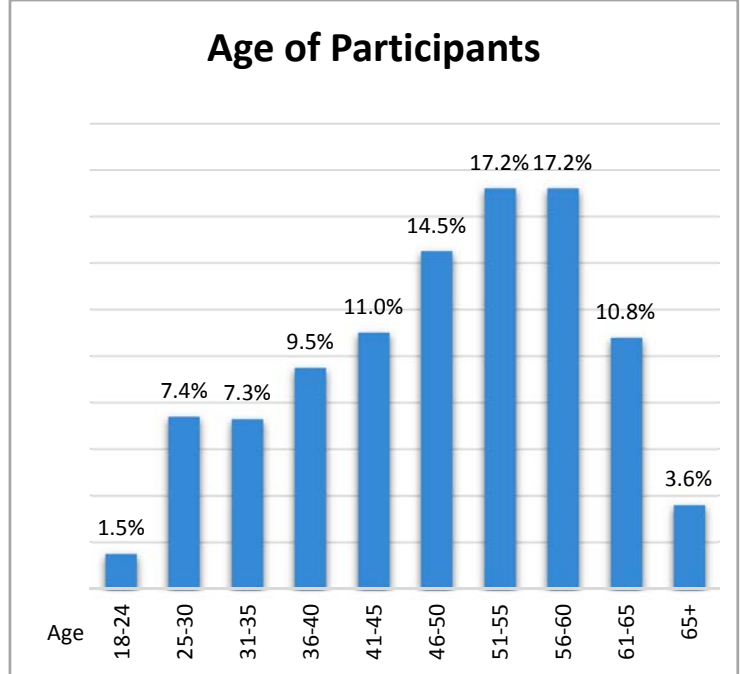
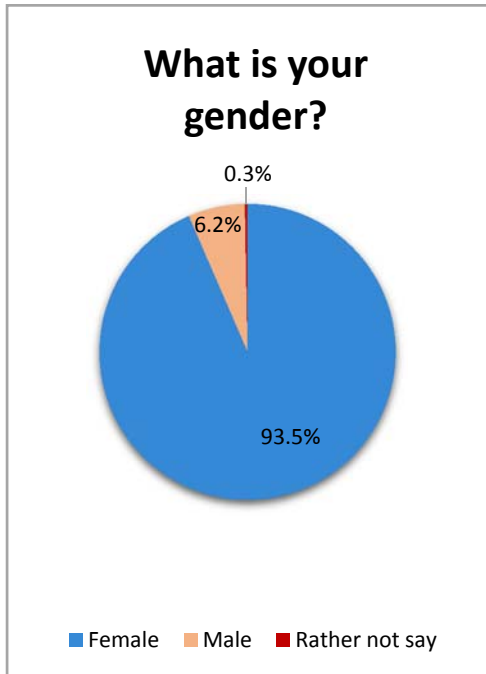
Weight gain during the holidays is common, with many Americans gaining between 1 to 5 pounds. Too often these extra pounds are not lost. To address this, the Holiday Challenge offers resources to help and encourage participants maintain their weight throughout the holiday season.

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.

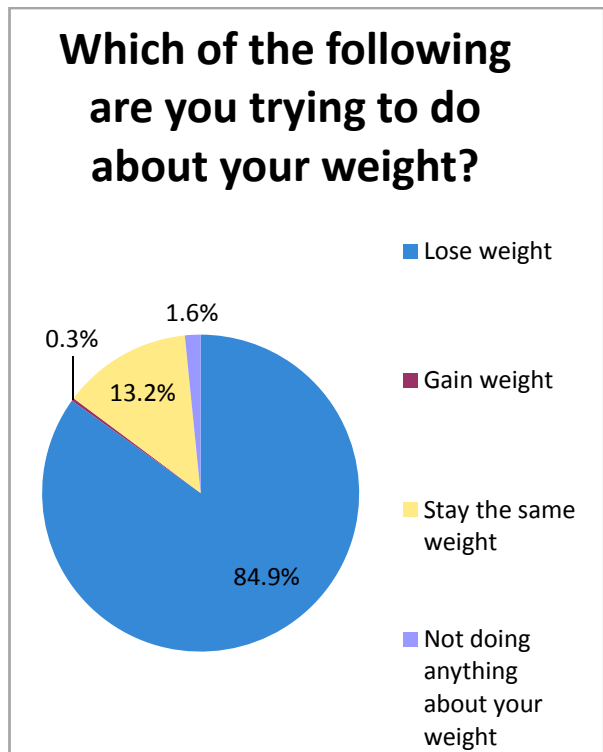
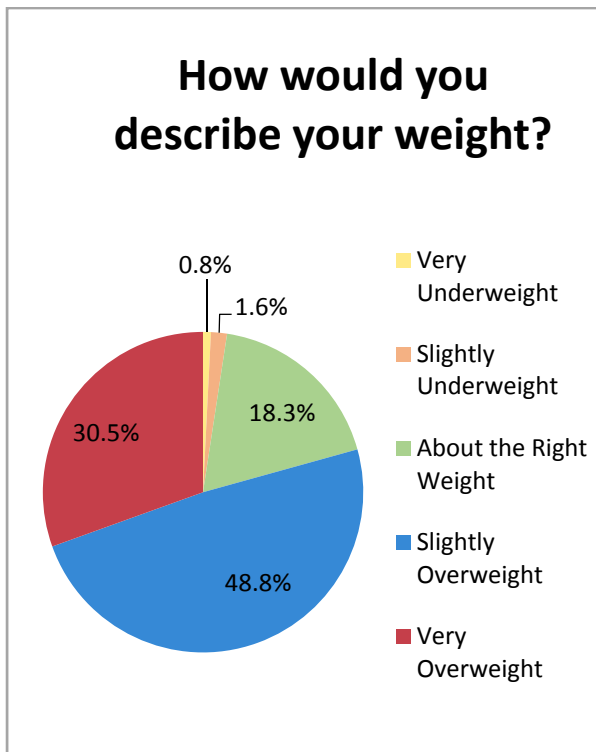
1. Participant Profile

In 2016, 15,605 people participated in the Holiday Challenge. This represents an increase of 14.5% when compared to 2015. This year, 77.1% of participants joined the Holiday Challenge for the first time.

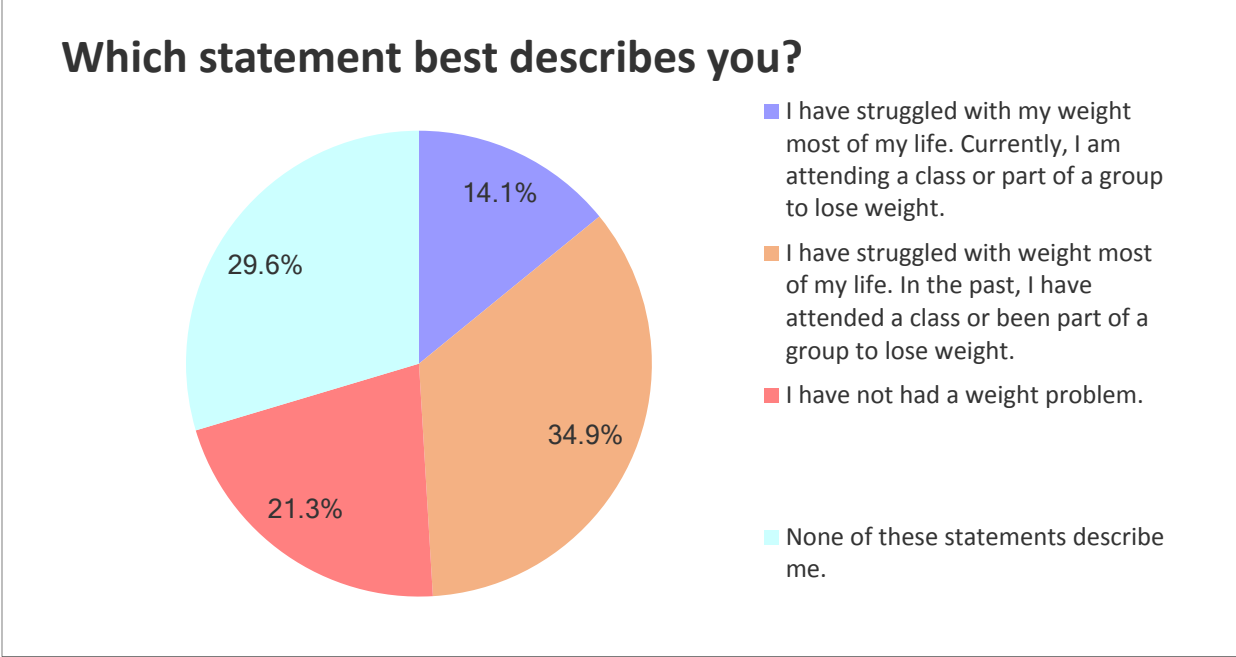




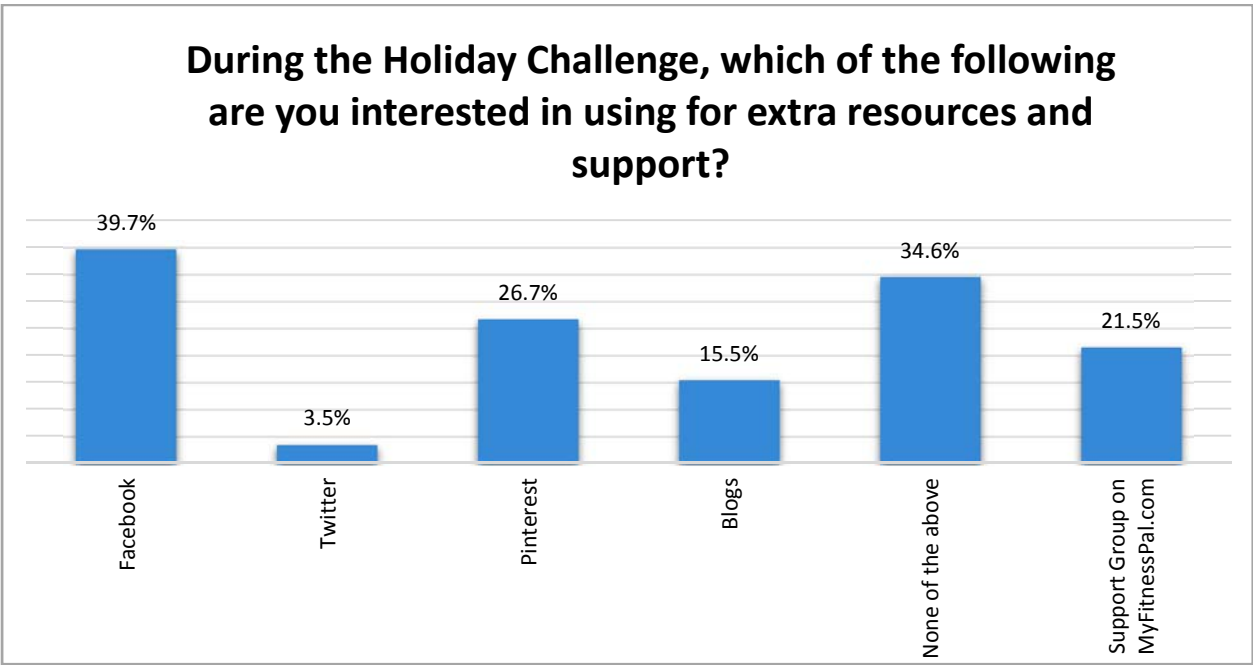
When asked about their weight, 79.3% reported being slightly or very overweight. When asked what they were trying to do about their weight, 84.9% of participants said that they were trying to lose weight, and 13.2% said they were trying to maintain their weight.



When asked about their weight, 49% percent of participants reported they have struggled with their weight for most of their life. Of those participants, 14.1% reported they are currently attending a class or are part of a group to lose weight. Approximately 35% reported they have attended a class or have been part of a group to lose weight in the past.



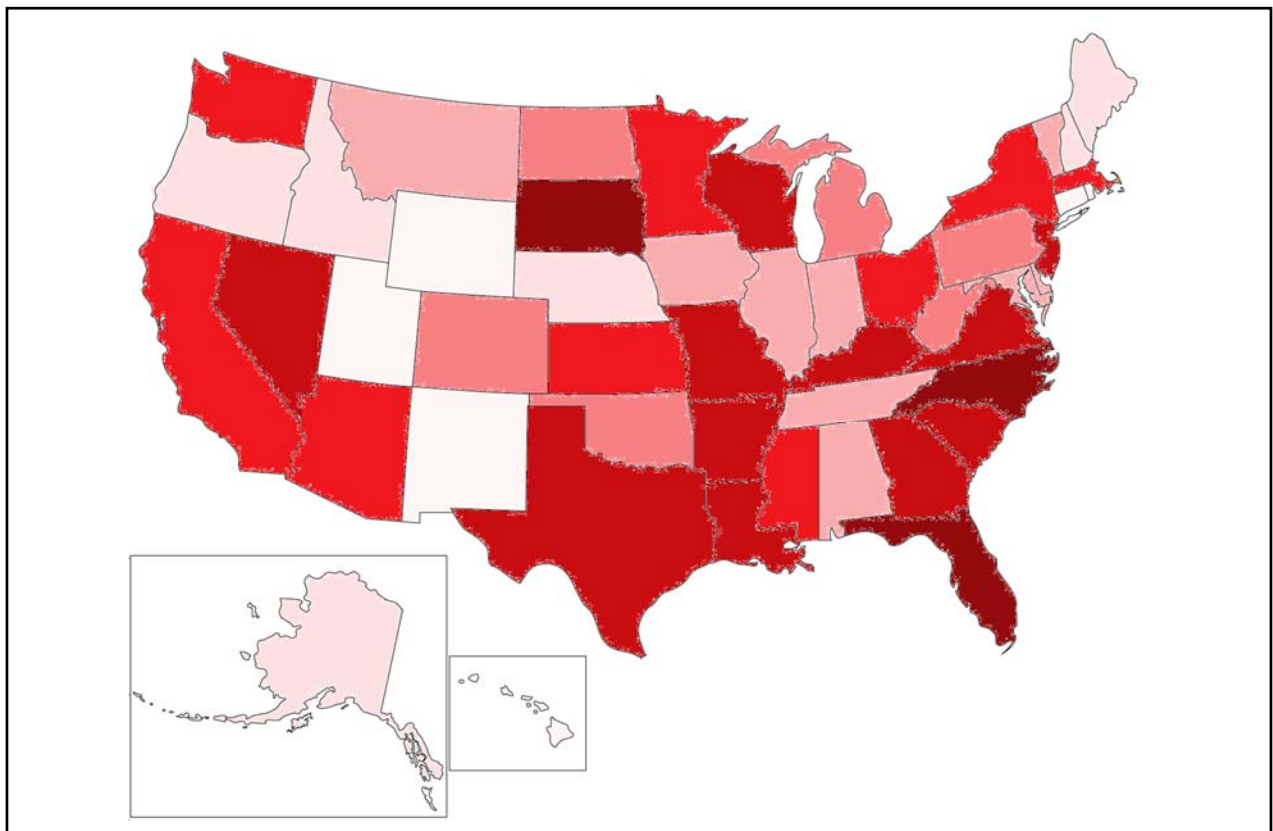
Before the Holiday Challenge began, participants were most interested in the Facebook feature as an extra resource.



All 50 states participated in the Holiday Challenge. In addition, 13 other countries joined the Holiday Challenge for the first time. The table below represents the top 10 participating states (a complete listing of all states and countries is also included on page 12 and 14).

State	Number of Participants	Percentage of Total Participants
North Carolina	6,040	38.7%
Florida	2,145	13.7%
South Dakota	1,292	8.3%
Wisconsin	751	4.8%
Arkansas	617	4.0%
Louisiana	476	3.1%
Texas	290	1.9%
New Jersey	248	1.6%
Georgia	243	1.6%
Missouri	237	1.5%

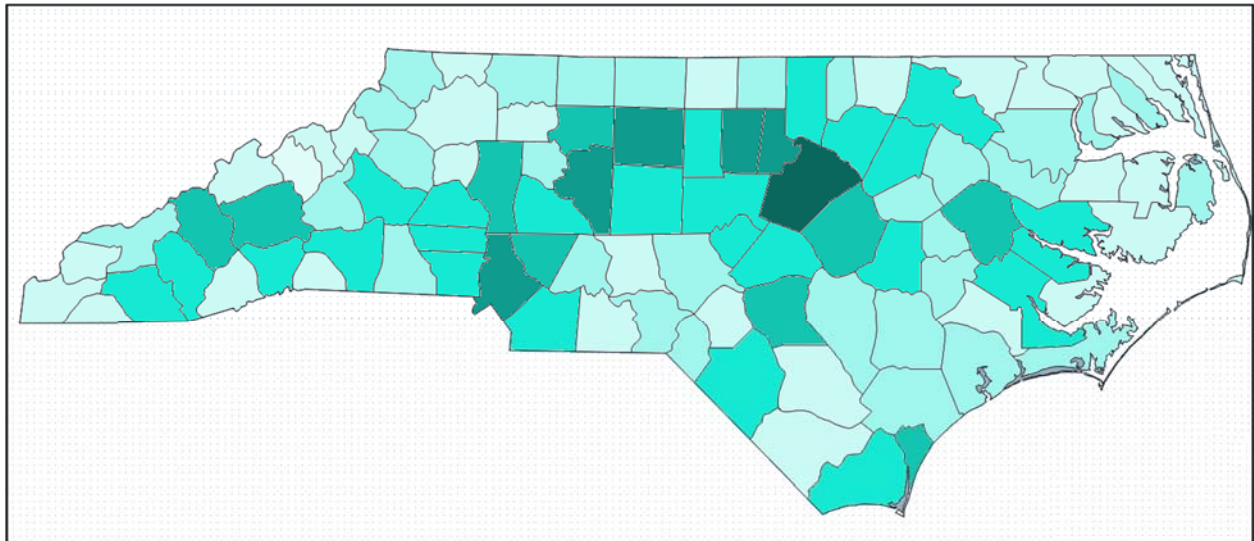
The map below represents the number of participants from each state with pink displaying the least amount and red displaying the most.



Of the 15,605 participants that registered for the Holiday Challenge, 38.7% of 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 15).

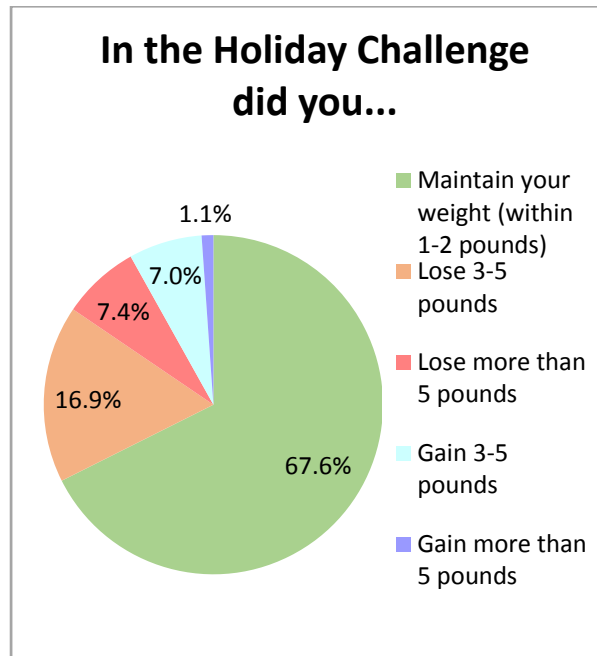
Counties	Number of Participants	Percentage of North Carolina Participants
Wake	1041	17%
Mecklenburg	296	5%
Guilford	272	5%
Davidson	242	4%
Orange	226	4%
Durham	213	4%
Haywood	172	3%
New Hanover	171	3%
Pitt	157	3%
Johnston	149	2%
Forsyth	129	2%
Cabarrus	120	2%
Buncombe	119	2%
Cumberland	103	2%
Iredell	100	2%

The map below shows the concentration of participants across North Carolina. The counties are colored with dark to light green to show the highest to lowest concentration of participants, respectively.

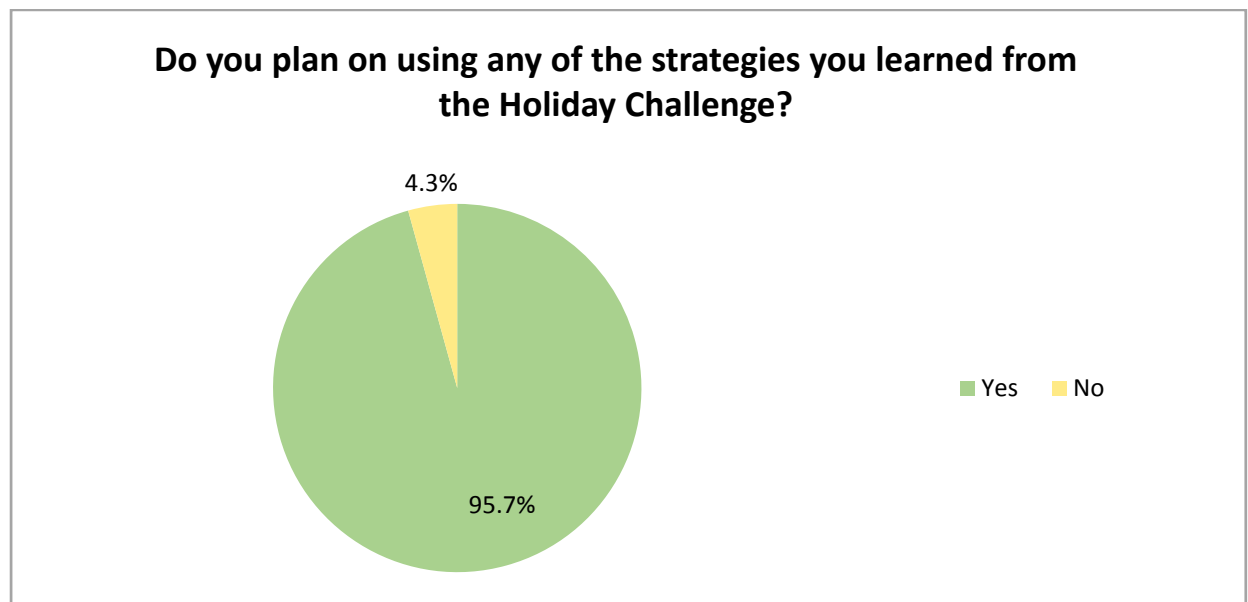


2. Holiday Challenge Results

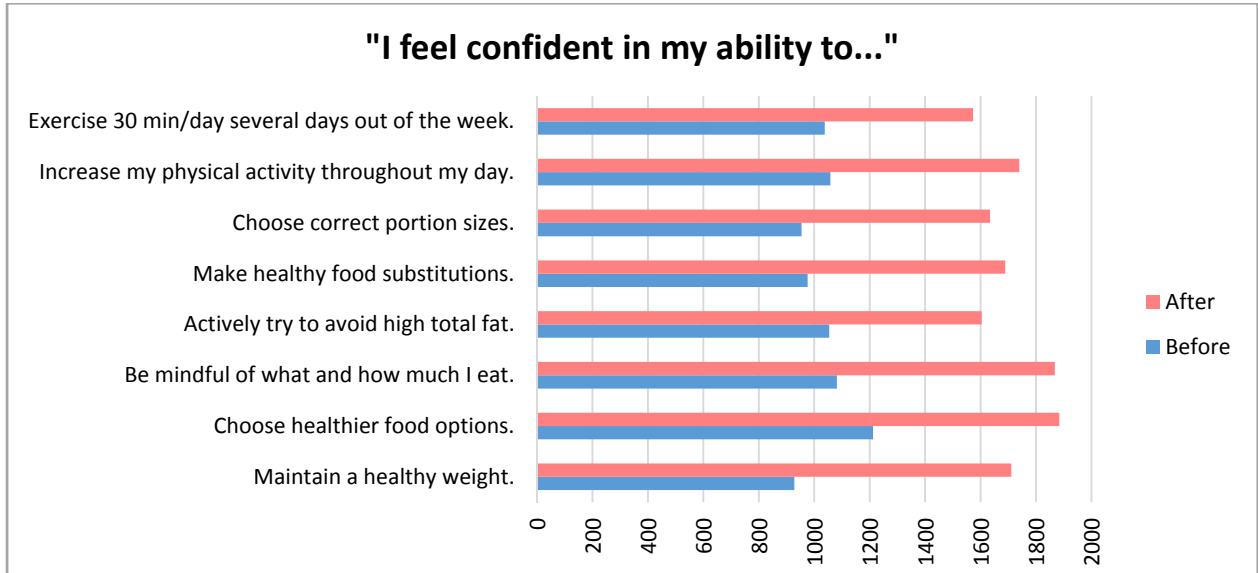
- 67.6% Maintained their weight
- 16.9% Lost 3-5 pounds
- 7.4% Lost more than 5 pounds
- 8.1% Gained weight



- 73.4% of participants were confident they could continue to maintain or lose weight.
- 95.7% of participants will continue to use the strategies learned during the Holiday Challenge.



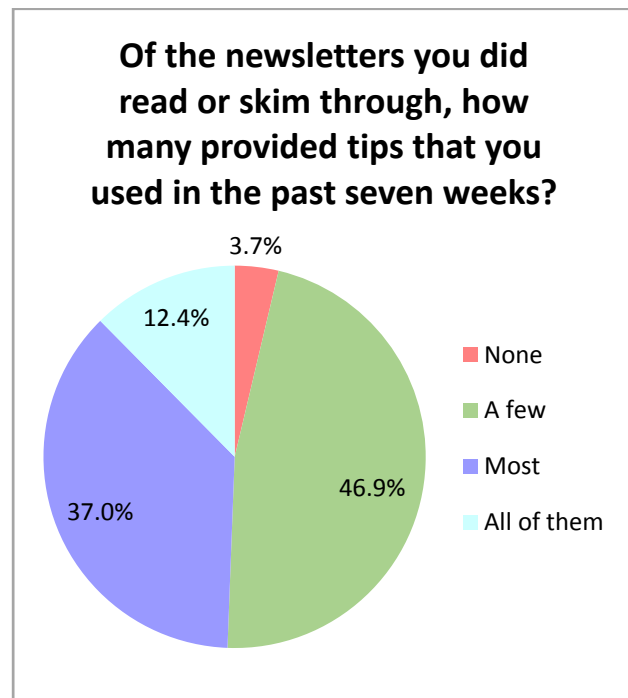
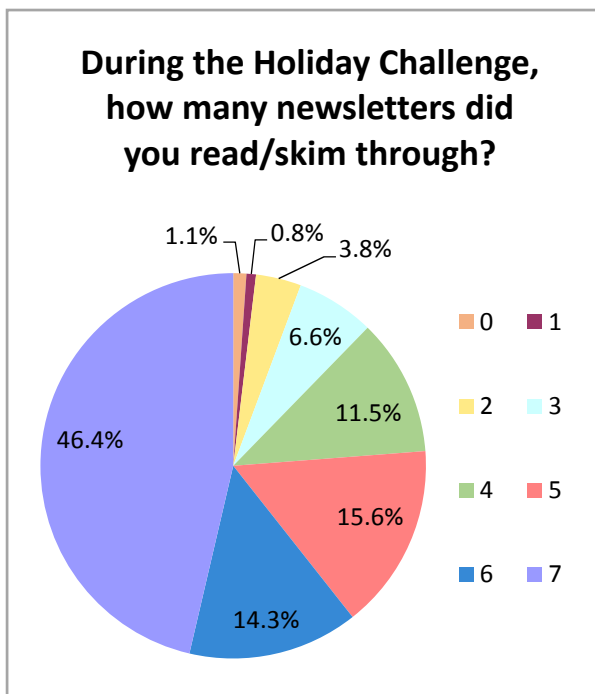
Once the Holiday Challenge was completed, participants reported their confidence level in regards to their ability to implement healthy behaviors. **The majority of participants noted they felt more confident in themselves to implement and maintain healthy behaviors after participating in the Holiday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



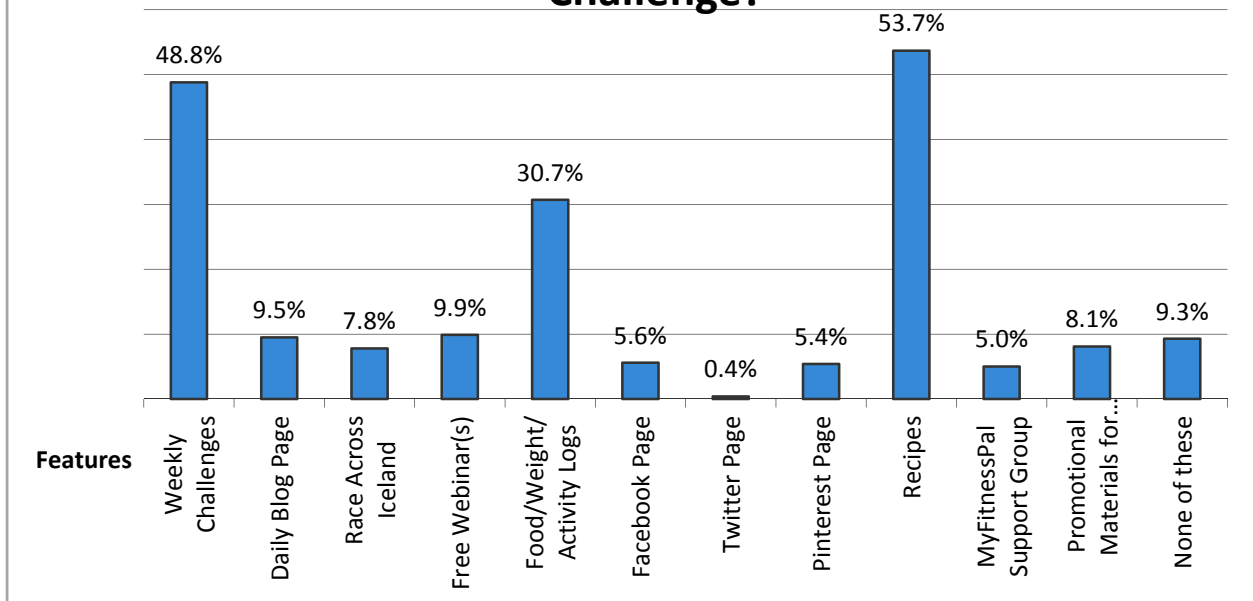
3. Holiday Challenge Participation

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

- 46.4% of participants reported skimming or reading through all 7 newsletters.
- 87.8% of participants reported reading four of more newsletters.
- 96.3% reported using the tips found in the newsletters they skimmed or read.

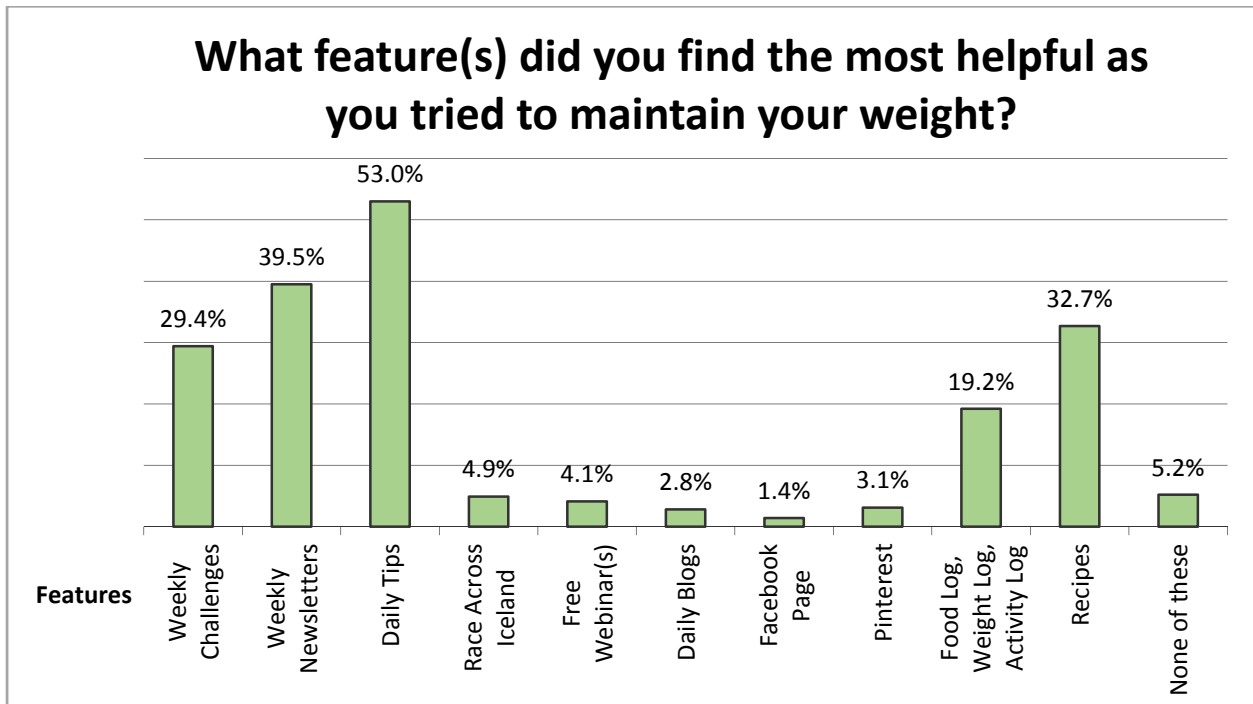


What features did you utilize during the Holiday Challenge?

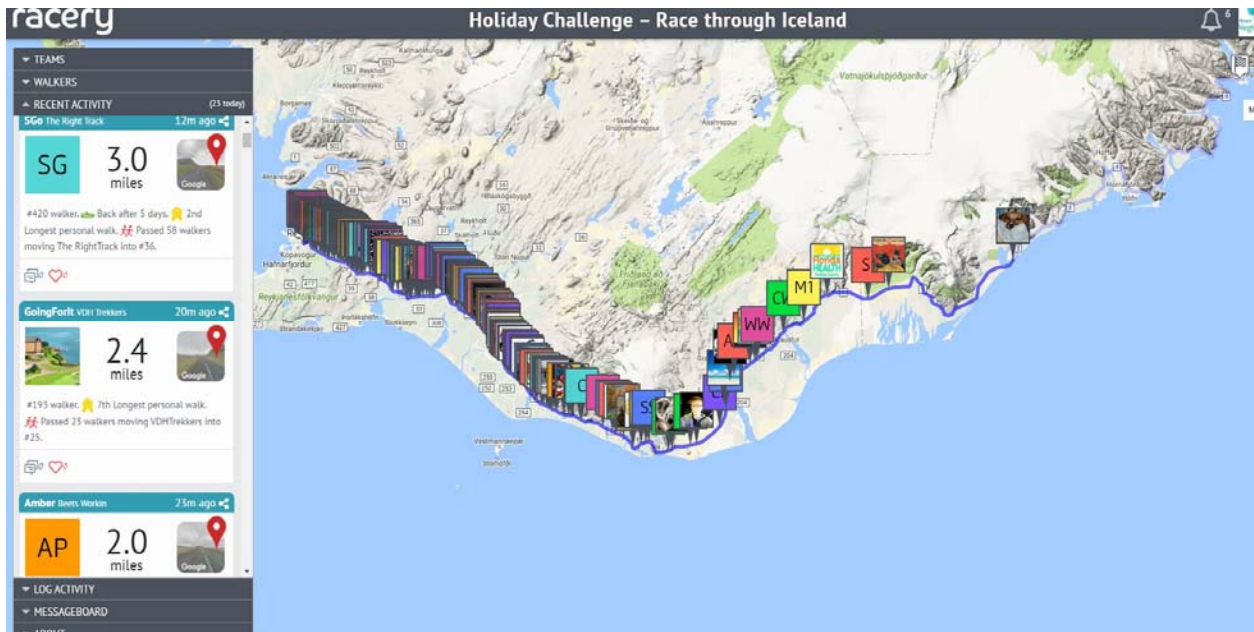


Participants provided feedback as to what features they utilized throughout the Holiday Challenge. Recipes were reported to be the most popular feature, followed by weekly challenges and the food log, weight log, and activity log. The social media websites were the least utilized features. Daily tips were considered to be most *useful* Holiday Challenge resource reported by participants.

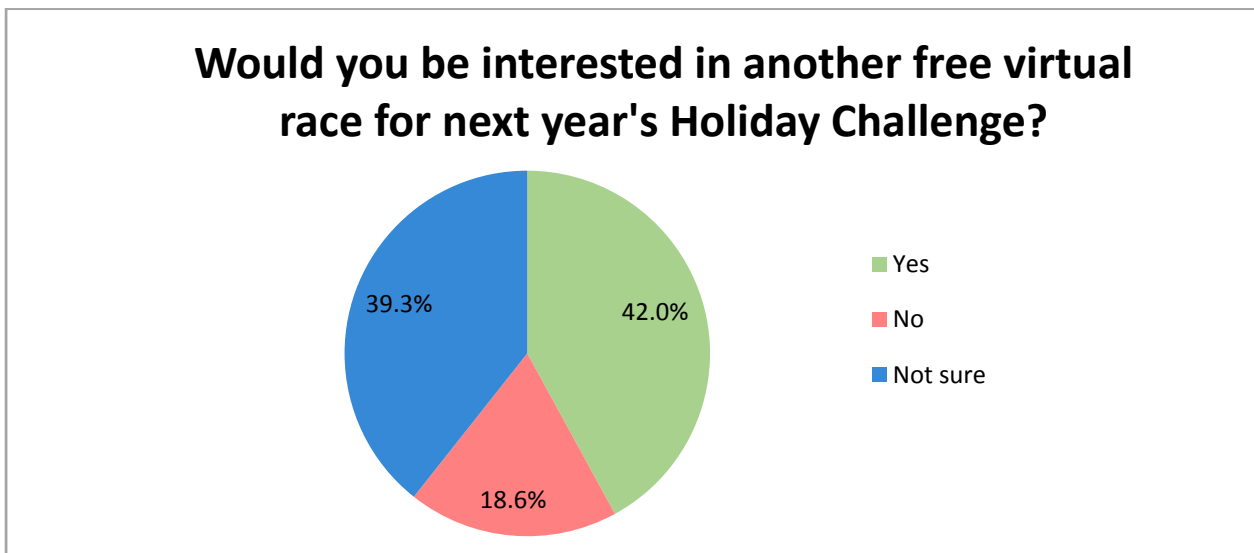
What feature(s) did you find the most helpful as you tried to maintain your weight?



The Race Across Iceland was a new feature for the 2016 Holiday Challenge. Participants created teams of up to five people and virtually “raced” across the coast of Iceland by reporting the miles they walked each day. As participants logged miles, they saw Google Street Views of waterfalls and mountain peaks throughout Iceland. There were also a message board to support and cheer on fellow participants.



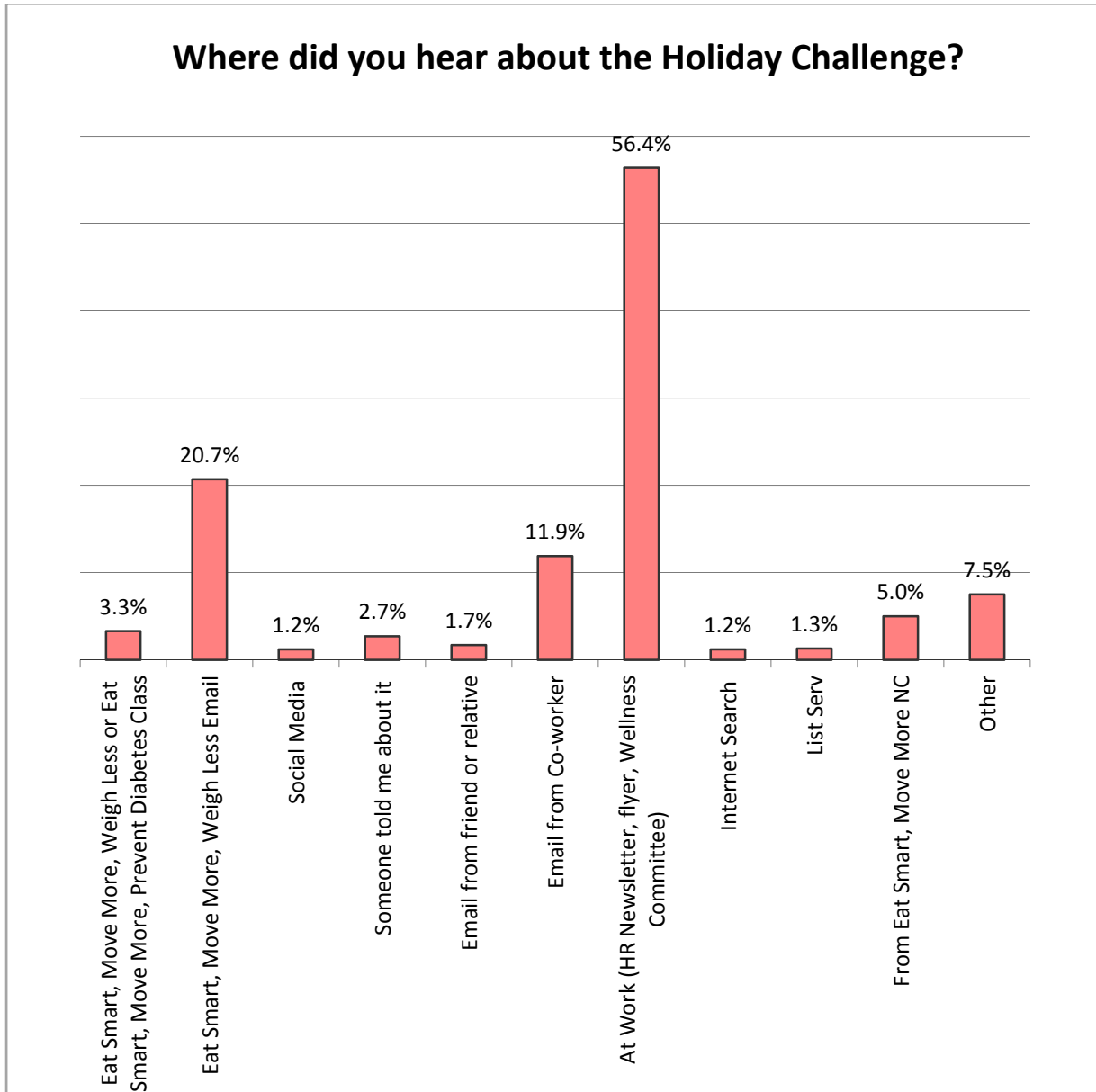
This year, 7.9% of participants had joined the virtual race. The race had 876 participants and 286 teams. Forty-two percent of participants were interested in another free virtual race for next year’s Holiday Challenge.



Over 98% of participants reported they were likely to participate in the Holiday Challenge again next year.

4. Holiday Challenge Promotion

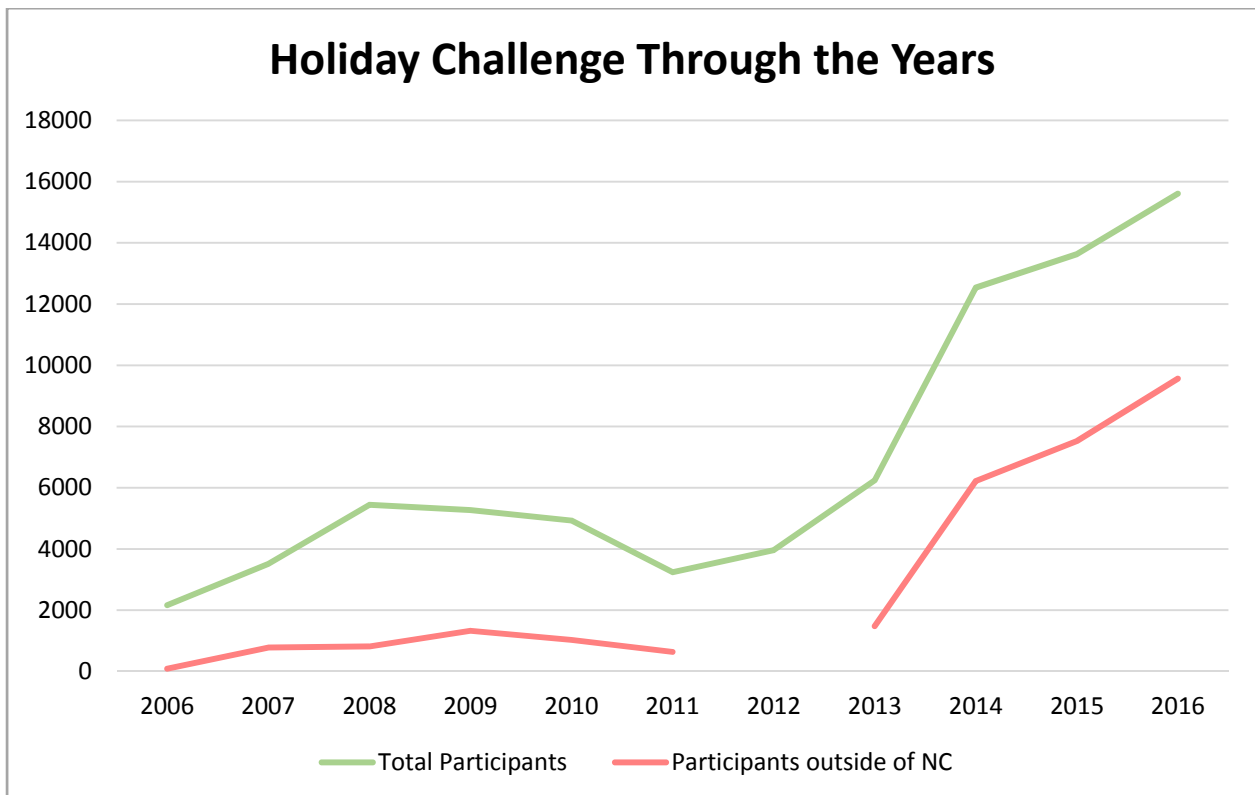
A majority of participants heard about the Holiday Challenge through their workplace. Twenty-one percent were informed about the Holiday Challenge from an Eat Smart, Move More, Weigh Less email and 12% heard about it through a co-worker.



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 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 newsletters and announcements), myeatSMARTmoveMore.com, Facebook.com, and shpnc.org.

The 2016 Holiday Challenge was the largest and most successful Holiday Challenge since it began in 2006. The popularity of the Holiday Challenge across the United States, and around the world, demonstrates a need for convenient online programs to address the issue of weight gain during the holiday season.



The chart below ranks The United States from highest to lowest number of participants.

State	Number of Participants	Percentage of Total Participants
North Carolina	6,040	38.7%
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Georgia	243	1.6%
Missouri	237	1.5%
Nevada	230	1.5%
Kentucky	224	1.4%
South Carolina	210	1.3%
Virginia	209	1.3%
Arizona	196	1.3%
Kansas	192	1.2%
California	181	1.2%
Mississippi	166	1.1%
New York	163	1.0%
Washington	153	1.0%
Massachusetts	144	0.9%
Minnesota	128	0.8%
Ohio	110	0.7%
Colorado	85	0.5%
Oklahoma	76	0.5%
West Virginia	72	0.5%
Pennsylvania	70	0.4%
Michigan	55	0.4%
North Dakota	55	0.4%
Illinois	49	0.3%
Indiana	46	0.3%
Tennessee	43	0.3%
Alabama	41	0.3%
Iowa	41	0.3%
Vermont	40	0.3%
Delaware	37	0.2%
Maryland	36	0.2%
Montana	34	0.2%

Maine	19	0.1%
New Hampshire	17	0.1%
Idaho	16	0.1%
Nebraska	14	0.1%
Alaska	12	0.1%
Oregon	12	0.1%
Connecticut	9	0.1%
Utah	9	0.1%
District of Columbia	7	0.0%
Wyoming	7	0.0%
Hawaii	6	0.0%
New Mexico	6	0.0%
Rhode Island	2	0.0%

The chart below demonstrates the participation from other countries in the 2016 Holiday Challenge.

Country:	Number of Participants	Percentage of Total Participants
United Arab Emirates	12	0.1%
Ontario, Canada	6	0.0%
Denmark	1	0.0%
Switzerland	1	0.0%
Germany	1	0.0%
United Kingdom	1	0.0%
Ireland	1	0.0%
Swaziland	1	0.0%
Nigeria	1	0.0%
Lesotho	1	0.0%
India	1	0.0%
Mexico	1	0.0%
Quebec, Canada	1	0.0%
Malaysia	1	0.0%

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

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Forsyth	129	2%
Cabarrus	120	2%
Buncombe	119	2%
Cumberland	103	2%
Iredell	100	2%
Randolph	90	1%
Catawba	83	1%
Henderson	80	1%
Craven	77	1%
Alamance	76	1%
Wayne	76	1%
Halifax	73	1%
Rowan	64	1%
Granville	63	1%
Jackson	62	1%
Burke	61	1%
Macon	61	1%
Union	56	1%
Chatham	54	1%
Nash	52	1%
Rutherford	51	1%
Robeson	50	1%
Brunswick	47	1%
Gaston	47	1%
Beaufort	46	1%
Harnett	46	1%

Franklin	41	1%
Lincoln	41	1%
Lee	40	1%
Cleveland	38	1%
Moore	38	1%
Onslow	37	1%
Surry	37	1%
Wilson	37	1%
Pasquotank	34	1%
Lenoir	33	1%
Watauga	33	1%
Carteret	32	1%
Edgecombe	32	1%
Pender	32	1%
Sampson	32	1%
Stokes	32	1%
Caldwell	31	1%
Chowan	30	0%
Bertie	29	0%
Person	29	0%
Dare	28	0%
Martin	27	0%
McDowell	27	0%
Stanly	27	0%
Duplin	26	0%
Rockingham	26	0%
Scotland	26	0%
Richmond	18	0%
Vance	18	0%
Ashe	17	0%
Davie	16	0%
Greene	16	0%
Swain	16	0%
Alexander	15	0%
Bladen	15	0%
Columbus	14	0%
Northampton	14	0%
Hertford	13	0%
Perquimans	12	0%

Warren	11	0%
Camden	10	0%
Currituck	10	0%
Polk	10	0%
Transylvania	10	0%
Jones	9	0%
Alleghany	8	0%
Hoke	8	0%
Cherokee	7	0%
Graham	7	0%
Pamlico	7	0%
Yancey	7	0%
Anson	6	0%
Avery	6	0%
Madison	6	0%
Mitchell	5	0%
Tyrrell	5	0%
Washington	5	0%
Gates	4	0%
Hyde	4	0%
Caswell	3	0%
Clay	3	0%
Montgomery	3	0%
Wilkes	1	0%
Yadkin	1	0%

TESTIMONIALS FROM PARTICIPANTS OF THE HOLIDAY CHALLENGE:

"I went into this challenge thinking it was just another pointless challenge, The Holiday Challenge is definitely different. The daily reminders and tips really helped me stay motivated and provided excellent information."

"I really love the quotes at the beginning of the newsletters, I wrote down several of them to share with and motivate my children."

"Each year I look forward to participating. It gives me the motivation and challenge to be aware of what and how much I eat throughout the holidays."

"I feel more sure of myself and in my ability to continue being motivated to build a stronger, healthier me."

"This was the best challenge for me because I always gain weight during the holidays, but to see that I was not only maintaining but losing just made the holidays more enjoyable."

"This was the first time I have joined the Holiday Challenge. I was surprised by how much I liked the daily tips, emails, and boost it gave me."

"While I didn't succeed in my goal of losing weight, I did maintain, which is a start. If it weren't for the Holiday Challenge, I wouldn't have done what little I did, so I'm grateful for that."

"I enjoyed taking part of the Holiday Challenge. This is my third year of participation and I find that it's a helpful strategy as part of a maintenance program."

"Most helpful article was the one about picking yourself up after an overindulgence and getting right back on track! I printed that on to refer back to throughout the coming year."

"I want to thank the program team and efforts of everyone who did a wonderful job to put this together."