

Results from the 2016 Holiday Challenge

The Holiday Challenge is a free weight maintenance program offered from Thanksgiving to New Year's Eve.

Problem



2 in 3 adults are considered to be **overweight or obese**.

Weight gain is common during the holiday season.



Most gain
1 to 5 pounds.

Holiday weight gain accounts for

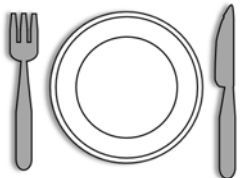
51%

of annual weight gain.

Strategies

Eat Smart.

Healthy Holiday Recipes
Daily Tips



Move More.

Weekly Challenges
Virtual Race



Stay Motivated.

Social Support
Worksite Guide



Maintain Don't Gain!

Results

In 2016, the Holiday Challenge had **15,605** participants to sign-up.



77.1% of participants were new to the Holiday Challenge.



92% of participants reported being able to **maintain or lose weight** during the 2016 Holiday Challenge.

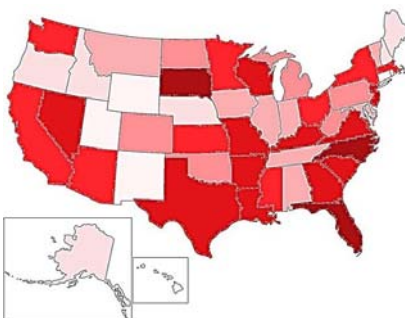
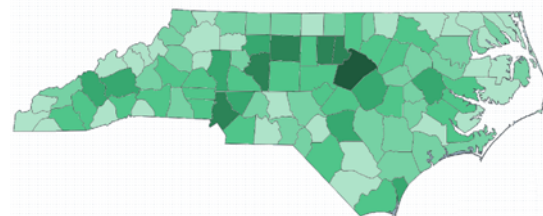
The virtual walking race had **876** participants.



Participants collectively walked **37,663 miles**.



All **100** counties in North Carolina participated in the 2016 Holiday Challenge.

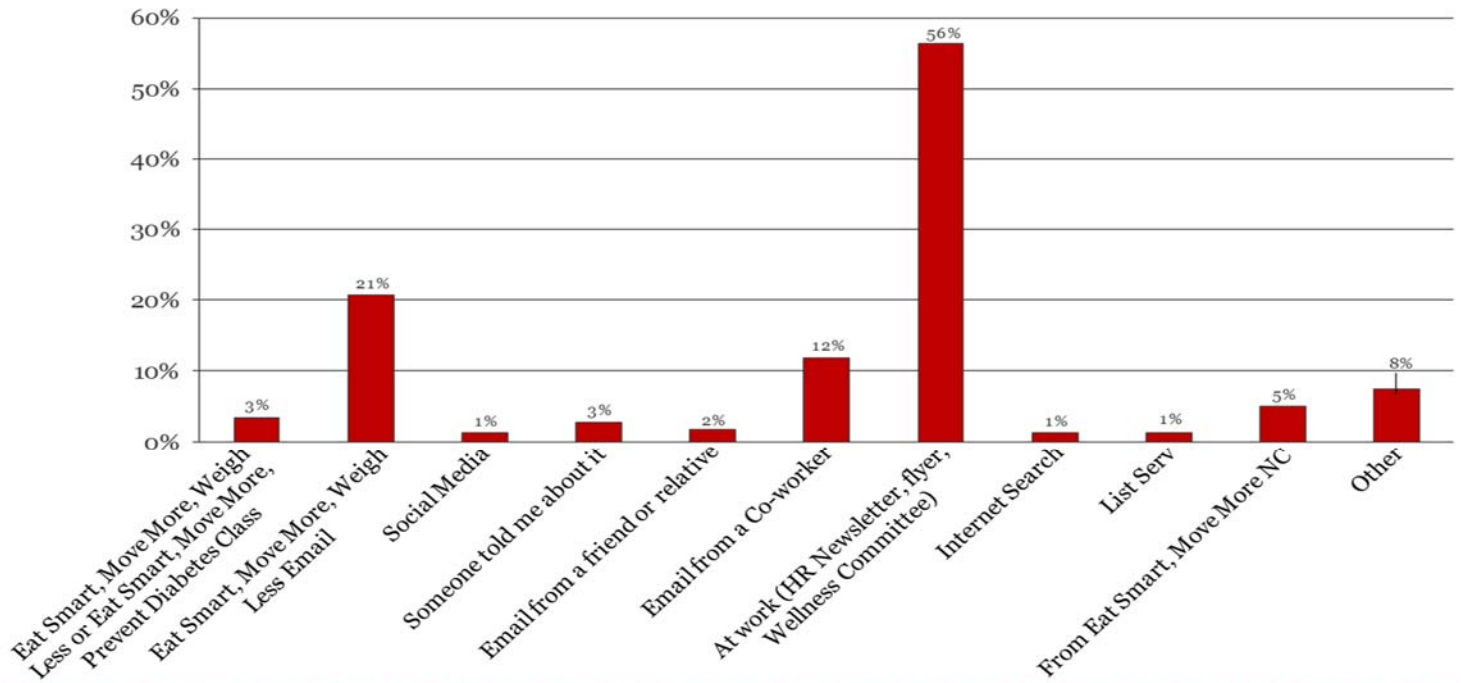


All **50** states participated in the 2016 Holiday Challenge.

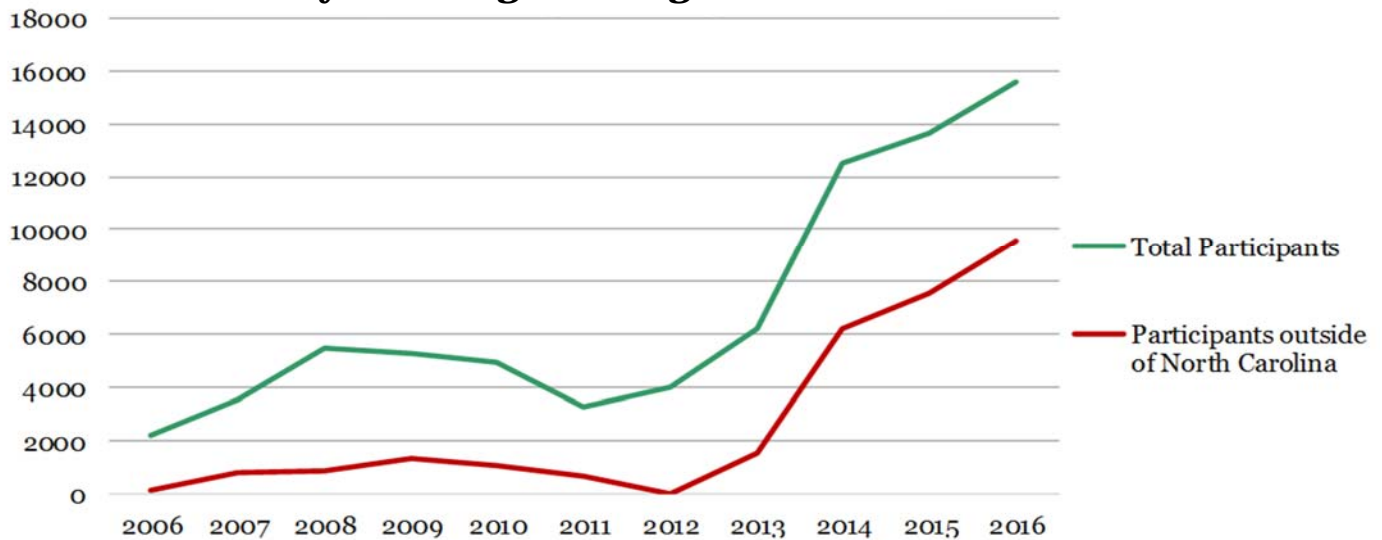
13 additional countries joined the 2016 Holiday Challenge.



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



Holiday Challenge Through the Years



Registration for the 2017 Holiday Challenge is now open.

To register, please visit esmmweighless.com.

The Holiday Challenge is provided by Eat Smart, Move More, Weigh Less and Eat Smart, Move More, Prevent Diabetes.

Eat Smart, Move More, Weigh Less is a 15-week weight management program delivered online in real-time with a live instructor. To learn more, visit esmmweighless.com.

Eat Smart, Move More, Prevent Diabetes is a 12-month online diabetes prevention program recognized by the CDC. To learn more, visit esmmpreventdiabetes.com.

