

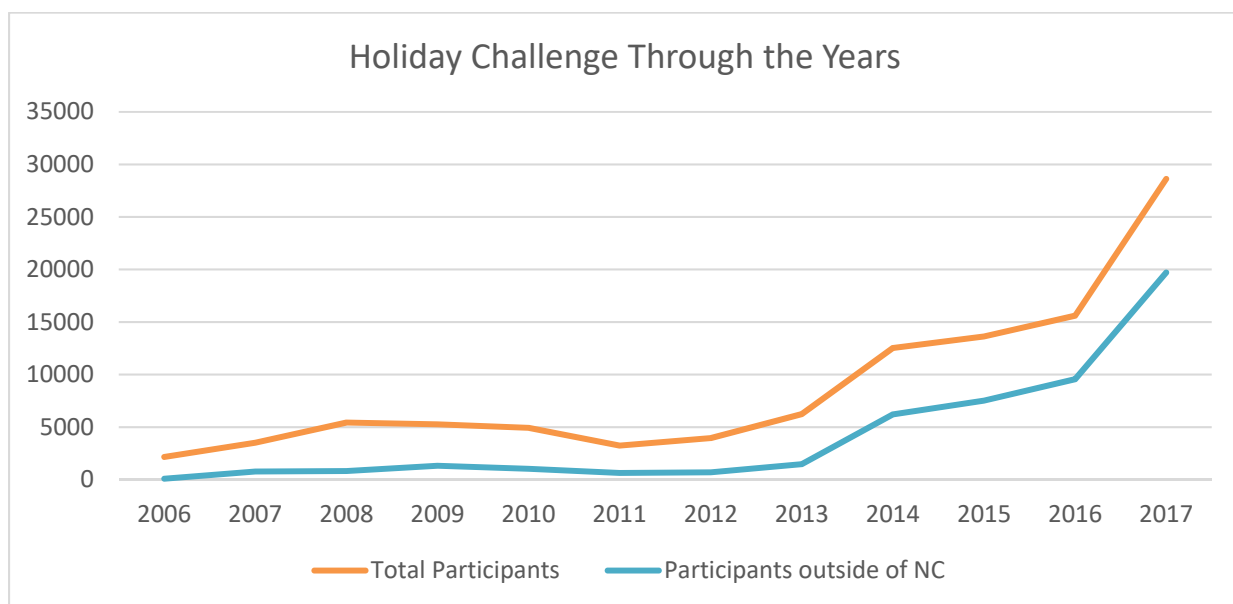
2017 Holiday Challenge Wrap Up Report



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. The goal is to encourage participants to maintain their weight throughout the holiday season. The 2017 Holiday Challenge was the largest and most successful Holiday Challenge since it began in 2006.

28,618 people joined the 2017 Holiday Challenge.

That represents an **83%** increase in participation from 2016.



There were over **700 employers** represented in the Holiday Challenge this year. The employer with the most participation had **1,165** employees in the Holiday Challenge. People were most likely to hear about the Holiday Challenge from their coworkers or employers.

"I had a wonderful time. It brought my coworkers and I together as a support group for physical activity and nutrition strategies." – 2017 Holiday Challenge Participant



*In all, we had **240 participants** register for the Holiday Challenge, and heard great feedback. I learned about the challenge just a few weeks before it launched, so I was very pleased at how easy it was to implement. I will start promoting this earlier next year so more of my clients can take advantage of this amazing resource! Thank you Eat Smart, Move More, Weigh Less!*
-Sheila Bannister, Health and Wellness Director, ONI Risk Partners

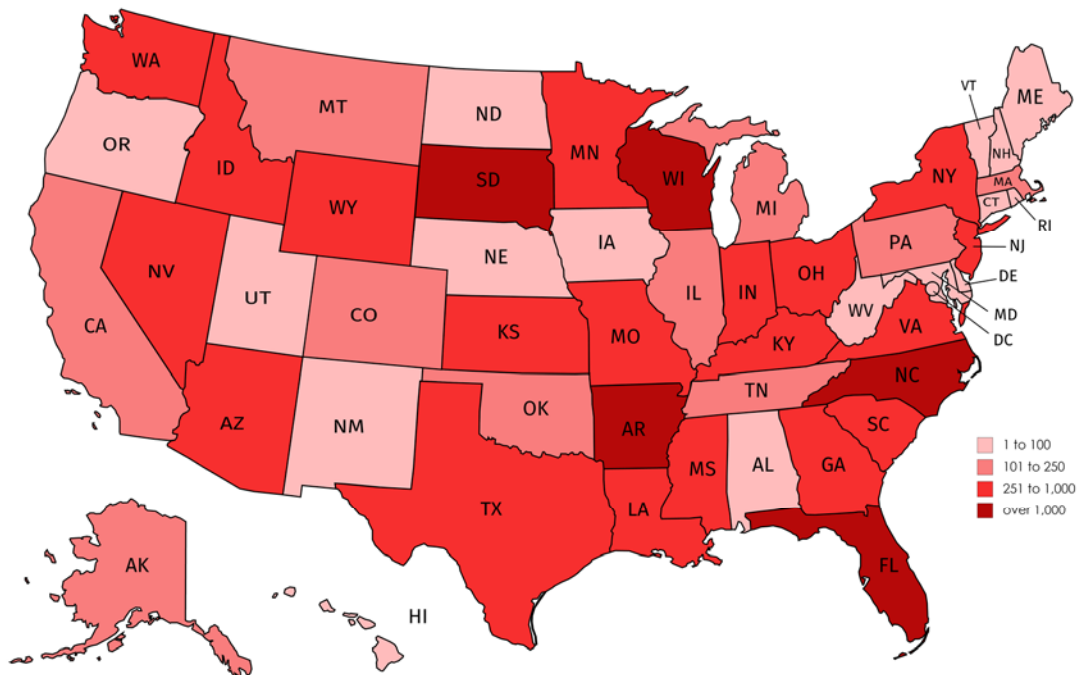
2017 Holiday Challenge Wrap Up Report



Participants

Participants from **all 50 US States, Puerto Rico, and the District of Columbia** joined the 2017 Holiday Challenge as well as participants from **14 additional countries**. The table below represents the top 15 participating states. A complete list of all states and countries is also included on pages 8 and 9.

State	2017 Participants	2016 Participants	Percent Increase
North Carolina	8,907	6,040	48%
Florida	3,471	2,145	62%
Wisconsin	3,182	751	324%
South Dakota	1,353	1,292	5%
Arkansas	1,217	617	97%
Georgia	750	243	209%
Louisiana	587	476	23%
Mississippi	579	166	248%
South Carolina	563	210	168%
Idaho	537	16	3256%



Created with mapchart.net ©

2017 Holiday Challenge Wrap Up Report

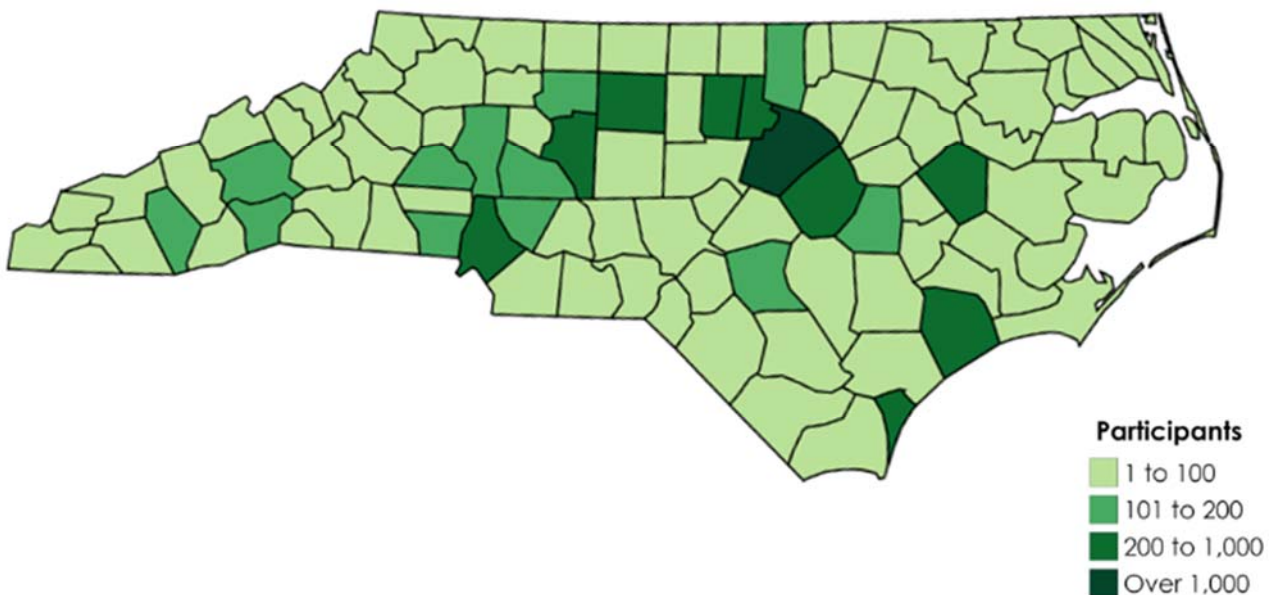


Participants in North Carolina

31% of those who joined the 2017 Holiday Challenge from North Carolina.

The table below shows the top 15 counties in North Carolina. A complete list of counties is also found on pages 10 to 12.

County	2017 Participants	2016 Participants	Percent Increase
Wake	1,678	1041	61%
Guilford	439	272	61%
Mecklenburg	328	296	11%
Orange	297	226	31%
New Hanover	282	171	65%
Onslow	282	37	662%
Durham	279	213	31%
Pitt	273	157	74%
Davidson	265	242	10%
Johnston	206	149	38%
Forsyth	181	129	40%
Catawba	163	83	96%
Buncombe	145	119	22%
Rowan	130	64	103%
Wayne	129	76	71%



2017 Holiday Challenge Wrap Up Report



Maintain. Don't Gain.

At the end of the Holiday Challenge...

64% maintained their weight

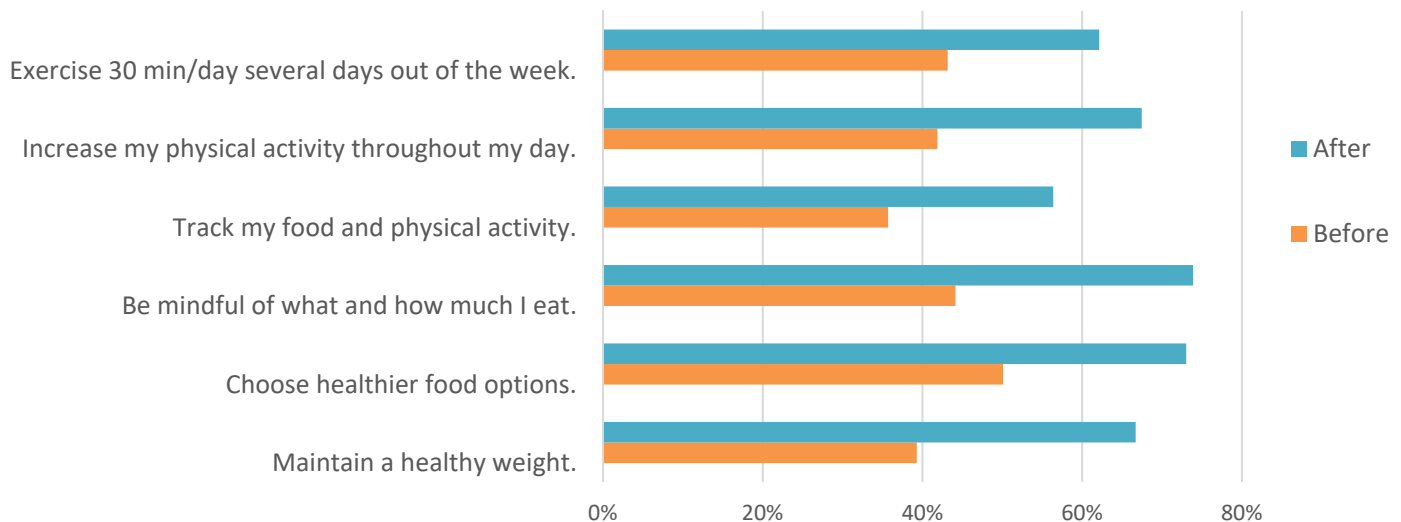
18% lost 3-5 pounds

9% lost more than 5 pounds

8% gained 3-5 pounds

1% gained more than 5 pounds

Confidence to Implement Holiday Challenge Strategies



85% were confident in their ability to continue to maintain or lose weight using Holiday Challenge strategies.

2017 Holiday Challenge Wrap Up Report



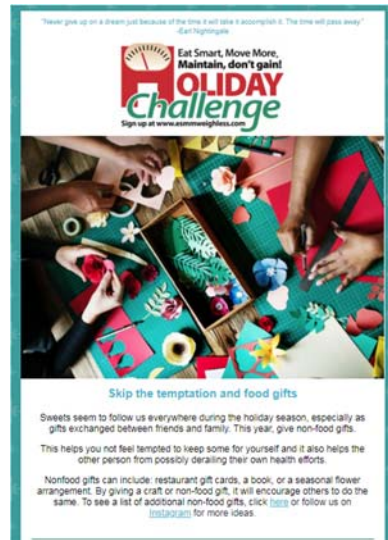
Holiday Challenge Features

Holiday Challenge features include newsletters, challenges, daily tips, healthy recipes, blogs, social media support, and a virtual walking race. Weekly Challenges continue to be the most utilized feature during the program. The daily tips continue to be the most helpful feature. Support of friends and coworkers was also considered invaluable to the success of many participants.

Weekly Newsletters



Daily Tips



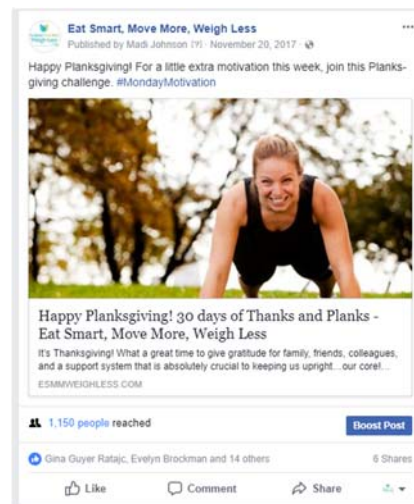
Blog Posts



WEIGHLESS Grey's Anatomy Taught Us What a Heart Attack Looks Like for Women

If you are a Grey's Anatomy fan, you recently witnessed Dr. Bailey, played by actress Chandra Wilson, have a very real brush with death. In the scene, Dr. Bailey complains of physical symptoms and visits the emergency room, unaware she was experiencing a heart attack. "When your day starts off and you have no intention of... [Continue reading](#) »

Social Media

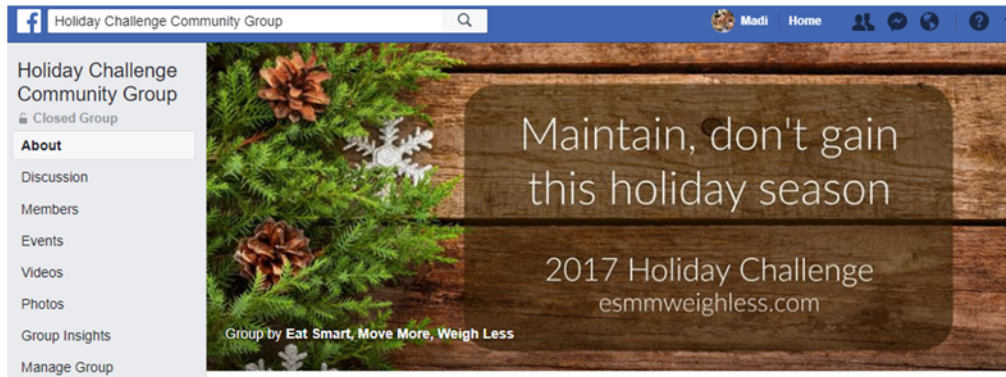


2017 Holiday Challenge Wrap Up Report



Private Facebook Community Group

This was the first year the Holiday Challenge featured a private Facebook group. Participants shared their success and struggles, motivated one another, and developed a strong support system. There were over 1,000 members in the group.

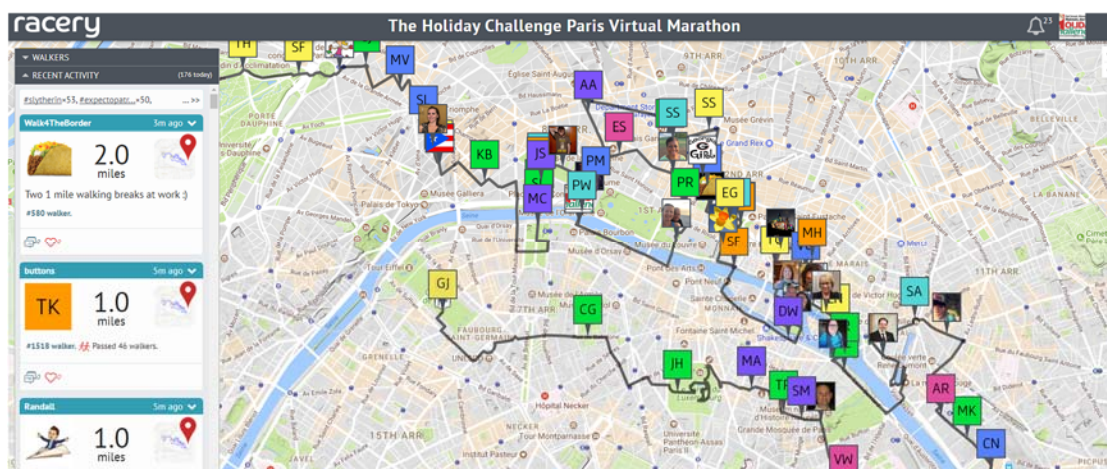


Virtual Race

This was the second year the Holiday Challenge included a free virtual race for participants. In partnership with Racery, participants were able to virtually walk or run along a 26.2-mile loop through Paris. Participants could walk independently or create teams and were encouraged to see how many loops (or marathons) they could get.

As participants logged their miles, they watched their name move further down the route, all while seeing Google Street views of cafes, shops, and iconic spots along the way. The race ended with a Google Street view of the Eiffel Tower. There was also a message board to support and cheer on fellow participants. More than **96,952** miles were walked during the race.

Participation increased from 832 racers in 2016 to **3,194** racers in 2017.



2017 Holiday Challenge Wrap Up Report



Participant Testimonials

"Thank you for providing this program. This is the 3rd year that I have participated. Each year I have maintained my current weight through the holidays with the program's support. Thank you very much! It is such a good feeling to step into 2018 knowing that I have a plan to follow for a happy and healthy lifestyle." - **2017 Holiday Challenge Participant**



"As of September, I have lost 65 lbs. I'm still not quite where I want to be, but I don't plan on gaining any weight over the holidays. Thanks to the Holiday Challenge I should be able to keep the weight off. I use your tips to help me stay on track & I am doing the virtual walk around Paris. I have already completed over 100 miles!!! Thank you Holiday Challenge!!"
- **Laura, Holiday Challenge Participant**

"It is very possible to maintain and even lose weight during the holidays! Thanks for the info, encouragement and help!" - **2017 Holiday Challenge Participant**

*"I really enjoyed participating in the holiday challenge. I was able to really focus on my daily intake, portion size, and physical activity. This made me more accountable for my actions. My goal was not to gain during the holidays and I did not... I actually lost about 5 pounds. I did eat some foods that I should not have eaten but the next day I made sure I got back on track. Also, I was very conscientious of eating slower and once I was full, I would stop eating. I did not go back for seconds (even though I was very tempted). Hallelujah!!! I ate only the foods that I do not normally get a chance to eat until the holidays. I continued to exercise even when I did not want to. I parked in the farthest park spaces most of the time. **I can say that I AM PROUD OF MYSELF!!!** Goal for 2018: "Be a Better Me, in order to Be Better to Someone Else"*
- **2017 Holiday Challenge Participant**



"We did it! A group of coworkers participated in the virtual marathon through Paris. We got into character while sightseeing in Paris. Once everyone in the group completed the 26.2-mile marathon, they were proudly awarded an ornament of the Eiffel Tower. Our experience with the virtual marathon through Paris has inspired us to travel the world together." - **2017 Holiday Challenge Participants**

"Excellent motivation tool to maintain my weight and eat healthy during the holidays. Thanks for this awesome program!" - **2017 Holiday Challenge Participant**

96% are likely to participate in a future Holiday Challenge.

2017 Holiday Challenge Wrap Up Report



State and Country Participation

US State	2016 Participants	2017 Participants	Percent Increase
North Carolina	6,040	8,907	48%
Florida	2,145	3,471	62%
Wisconsin	751	3,182	324%
South Dakota	1,292	1,353	5%
Arkansas	617	1,217	97%
Georgia	243	750	209%
Louisiana	476	587	23%
Mississippi	166	579	248%
South Carolina	210	563	168%
Idaho	16	537	3256%
New York	163	486	198%
Ohio	110	456	315%
Arizona	196	423	116%
Kansas	192	410	114%
Minnesota	128	394	208%
Texas	290	394	36%
Missouri	237	375	58%
Nevada	230	352	53%
Indiana	46	339	637%
Wyoming	7	325	4543%
Kentucky	224	314	40%
Virginia	209	290	39%
New Jersey	248	263	6%
Washington	153	252	65%
Massachusetts	144	213	48%
California	181	205	13%
Illinois	49	189	286%
Pennsylvania	70	172	146%
Alaska	12	169	1308%
Montana	34	164	382%
Oklahoma	76	149	96%
Tennessee	43	124	188%
Colorado	85	111	31%
Michigan	55	104	89%
Vermont	40	96	140%
Iowa	41	83	102%
West Virginia	72	81	13%

2017 Holiday Challenge Wrap Up Report



North Dakota	55	76	38%
Maryland	36	63	75%
Alabama	41	58	42%
Nebraska	14	46	229%
Maine	19	41	116%
Delaware	37	40	8%
Utah	9	26	189%
Oregon	12	23	92%
Connecticut	9	21	133%
New Hampshire	17	20	18%
Hawaii	6	11	83%
New Mexico	6	11	83%
District of Columbia	7	10	43%
Rhode Island	2	4	100%
Puerto Rico	0	2	200%

Outside the United States:	2016 Participants	2017 Participants
AE	13	11
Canada	7	13
<i>Ontario</i>	6	8
<i>Newfoundland</i>	0	2
<i>Nova Scotia</i>	0	2
<i>Quebec</i>	1	1
United Kingdom	1	3
Bahamas	0	1
Denmark	1	1
Germany	1	1
India	1	1
Ireland	1	1
Lesotho	1	1
Malaysia	1	1
Mexico	1	1
Nigeria	1	1
Swaziland	1	1
Switzerland	1	1
Trinidad	0	1

2017 Holiday Challenge Wrap Up Report



North Carolina County Participation

County	2016 Participants	2017 Participants	Percent Increase
Wake	1041	1,678	61%
Guilford	272	439	61%
Mecklenburg	296	328	11%
Orange	226	297	31%
New Hanover	171	282	65%
Onslow	37	282	662%
Durham	213	279	31%
Pitt	157	273	74%
Davidson	242	265	10%
Johnston	149	206	38%
Forsyth	129	181	40%
Catawba	83	163	96%
Buncombe	119	145	22%
Rowan	64	130	103%
Wayne	76	129	71%
Cumberland	103	128	24%
Cabarrus	120	122	2%
Granville	63	119	89%
Jackson	62	114	81%
Henderson	80	113	41%
Iredell	100	112	12%
Gaston	47	101	115%
Randolph	90	96	7%
Burke	61	95	56%
Sampson	32	92	188%
Macon	61	89	46%
Alamance	76	88	16%
Chatham	54	83	54%
Halifax	73	71	-3%
Craven	77	69	-10%
Haywood	172	68	-61%
Franklin	41	66	61%

2017 Holiday Challenge Wrap Up Report



Harnett	46	61	33%
Wilson	37	58	57%
Beaufort	46	57	24%
Brunswick	47	57	21%
Union	56	56	0%
Lee	40	53	33%
Robeson	50	51	2%
Rutherford	51	47	-8%
Nash	52	46	-12%
Duplin	26	45	73%
Surry	37	45	22%
Carteret	32	42	41%
Caswell	3	42	1400%
Moore	38	42	11%
Person	29	42	45%
Pasquotank	34	39	15%
Caldwell	31	38	23%
Edgecombe	32	38	19%
Cleveland	38	37	-3%
Lincoln	41	36	-12%
McDowell	27	35	30%
Dare	28	34	21%
Swain	16	34	113%
Pender	32	33	3%
Watauga	33	33	0%
Chowan	30	32	7%
Rockingham	26	32	23%
Vance	18	32	78%
Lenoir	33	31	-6%
Stanly	27	31	15%
Wilkes	1	31	3000%
Martin	27	29	7%
Bertie	29	28	-3%
Yadkin	1	28	2700%
Scotland	26	25	-4%
Stokes	32	25	-22%
Columbus	14	23	65%

2017 Holiday Challenge Wrap Up Report



Polk	10	23	130%
Bladen	15	22	47%
Madison	6	20	233%
Richmond	18	19	-6%
Transylvania	10	19	90%
Greene	16	18	13%
Ashe	17	15	-12%
Hertford	13	14	8%
Montgomery	3	14	367%
Perquimans	12	13	8%
Alexander	15	12	-20%
Alleghany	8	12	50%
Davie	16	12	-25%
Cherokee	7	10	43%
Currituck	10	10	0%
Northampton	14	10	-29%
Graham	7	9	29%
Jones	9	9	0%
Pamlico	7	9	29%
Warren	11	9	-18%
Yancey	7	9	29%
Avery	6	8	33%
Camden	10	7	-30%
Gates	4	7	75%
Hoke	8	7	-13%
Tyrrell	5	5	0%
Anson	6	4	-33%
Mitchell	5	4	-20%
Washington	5	4	-20%
Clay	3	3	0%
Hyde	4	3	-25%