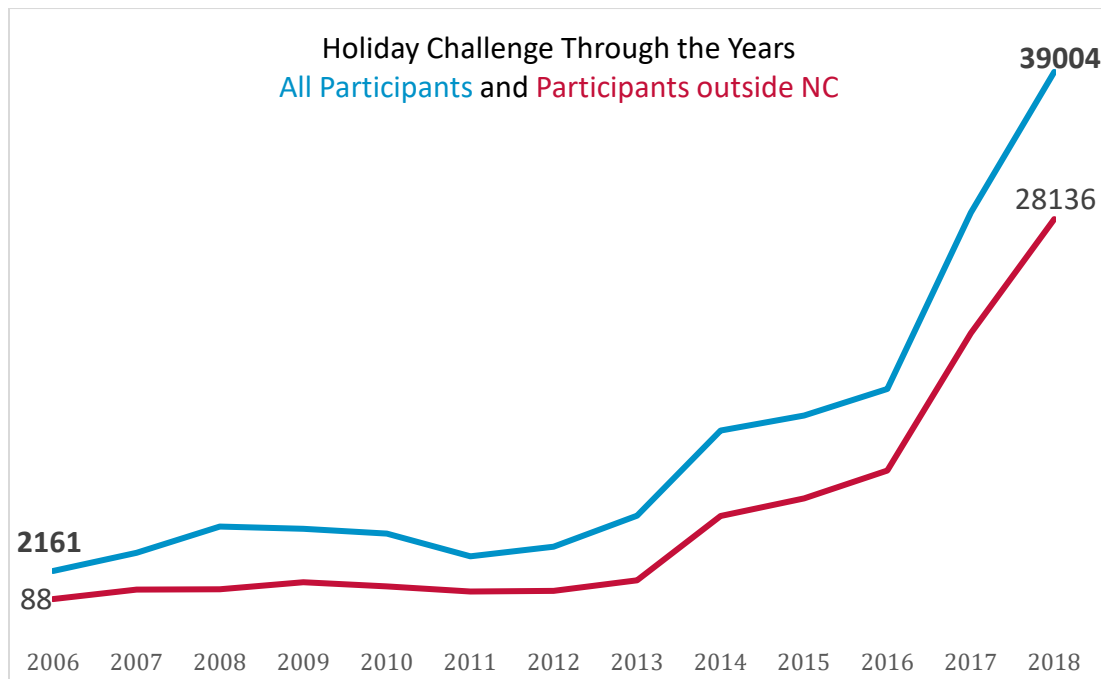


2018 Holiday Challenge Wrap Up Report



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 practical ways to increase physical activity during the holidays. The goal is to encourage participants to maintain their weight throughout the holiday season. The 2018 Holiday Challenge was the largest and most successful Holiday Challenge since it began in 2006.

39,004 people joined the 2018 Holiday Challenge. That represents a **36%** increase in participation from 2017.



There were over **900 employers** represented in the Holiday Challenge this year. This year, an Employer Package was offered which included customized reports, marketing kit, and certificate of completion. There were **125 employers** who purchased this package.



Wow, what an amazing response we are seeing with the Holiday Challenge this year. We have nine employer groups registered, with a total of 411 participants. This is up from last year's 240 participants; an increase of 71.25%! We are hearing nothing but positive feedback. Several of my groups are once again utilizing a points system to award prizes at the end of the challenge. It is generating a lot of conversation about healthy choices, and we are having a great time with it. I have personally tried a few of the recipes that have become favorites! Thank you Eat Smart, Move More Weigh Less for this wonderful, free resource I can share with my clients.

Sheila Bannister, Health and Wellness Director, ONI Risk Partners

Participants from **all 50** US States, Puerto Rico, and the District of Columbia joined the 2018 Holiday Challenge as well as participants from **27 additional countries**. The table below represents the top 10 participating states. A complete list of all states and countries is also included on pages 8 to 10.

Legend:

- Over 1,000
- 301-1,000
- 101-300
- 1-100

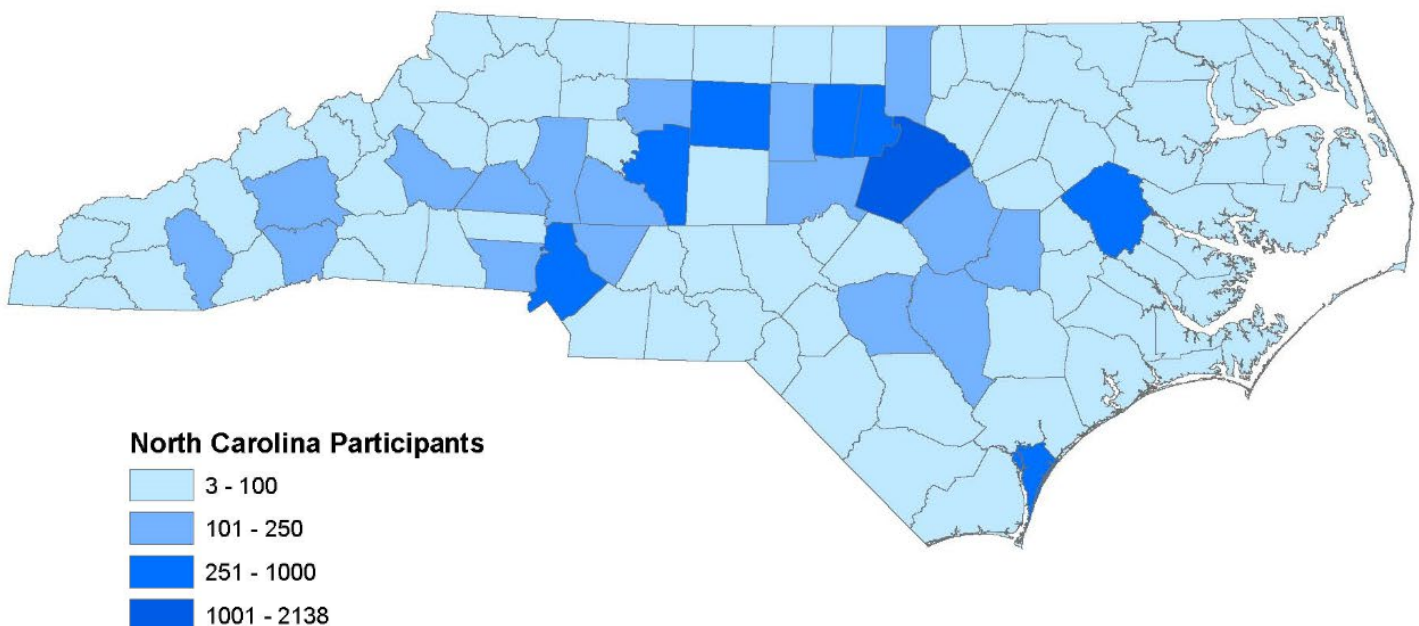
2018 Holiday Challenge Wrap Up Report

Participants in North Carolina

28% of those who joined the 2018 Holiday Challenge were from North Carolina.

The table below shows the top 15 counties in North Carolina. A complete list of counties is also found on pages 11 to 13.

County	2018 Participants	2017 Participants	Percent Increase
Wake	2,138	1,678	27%
Guilford	464	439	6%
Orange	441	297	48%
Mecklenburg	415	328	27%
Durham	369	279	32%
Pitt	360	273	32%
New Hanover	353	282	25%
Davidson	278	265	5%
Johnston	246	206	19%
Buncombe	235	145	62%
Forsyth	220	181	22%
Jackson	188	114	65%
Rowan	175	130	35%
Wayne	175	129	36%
Catawba	169	163	4%



2018 Holiday Challenge Wrap Up Report



Maintain. Don't Gain.

At the end of the Holiday Challenge, **93%** maintained or lost weight...

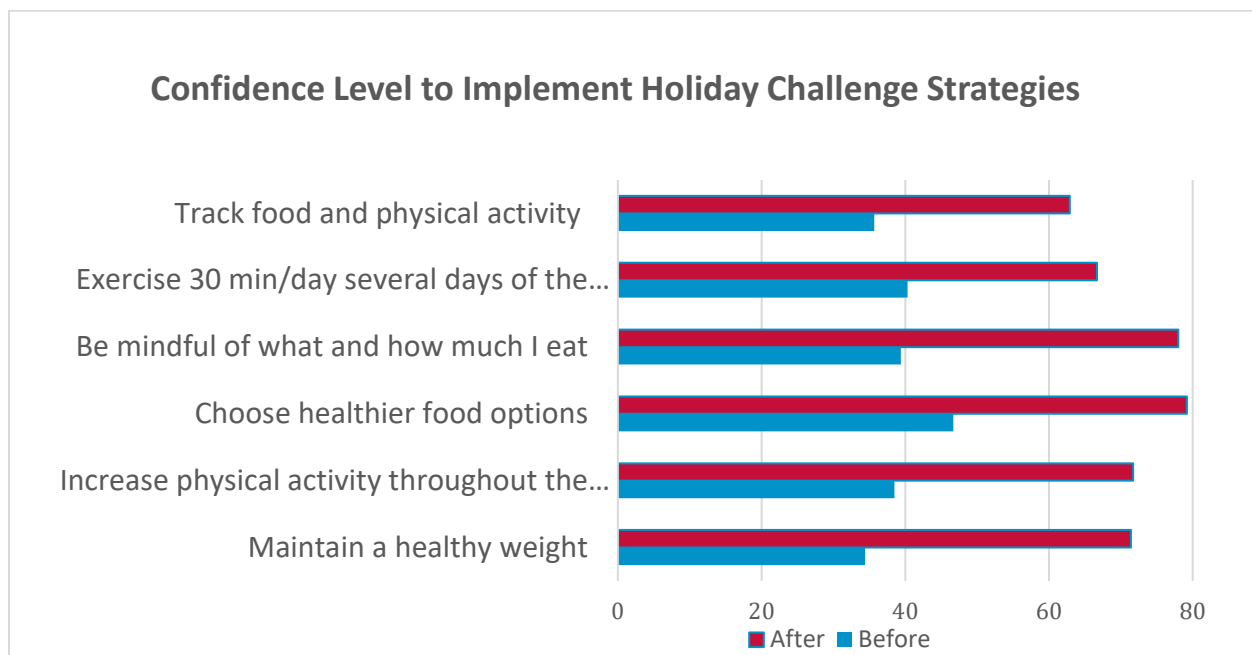
69% maintained their weight

17% lost 3-5 pounds

7% lost more than 5 pounds

6% gained 3-5 pounds

1% gained more than 5 pounds



83% were confident in their ability to continue to maintain or lose weight using Holiday Challenge strategies.

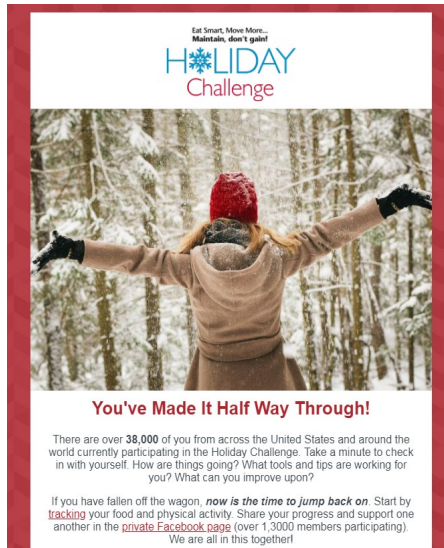
2018 Holiday Challenge Wrap Up Report



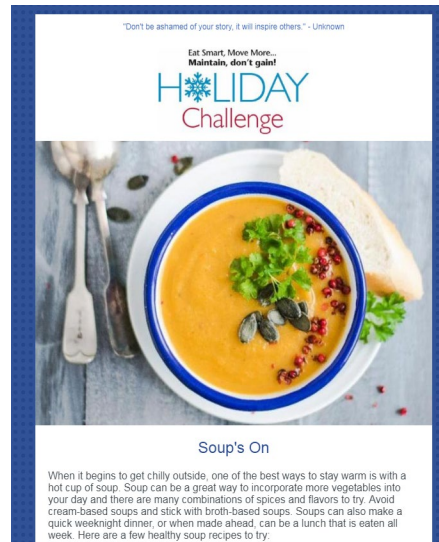
Holiday Challenge Features

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



Social Media



2018 Holiday Challenge Wrap Up Report



Private Facebook Community Group

The Holiday Challenge continued to host a private Facebook group. Participants shared their success and struggles, motivated one another, and developed a strong support system. There were over 1,400 members in the group.



Virtual Race Through Rome

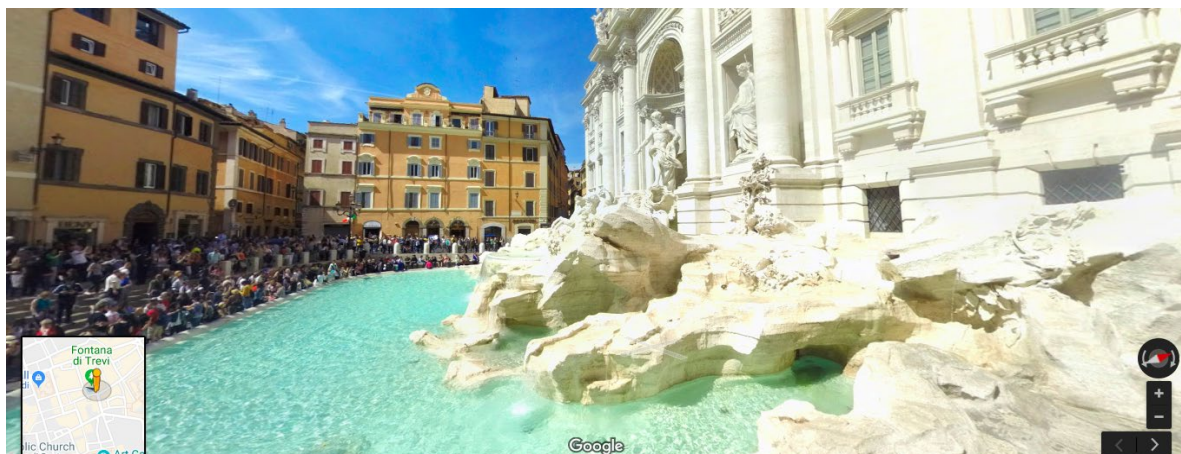
This was the third year the Holiday Challenge included a free virtual race for participants. In partnership with Racery, participants were able to virtually complete a 26.2-mile loop through Rome. Participants could walk independently or create teams and were encouraged to see how many loops (or marathons)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

While logging miles, participants viewed iconic sites such as the Colosseum and cathedrals while also seeing local streets, cafes, and museums.

Participation increased from 3,194 racers in 2017 to **4,299** in 2018.

Participants went **129,999** miles this year, a **34%** increase from last year.

Top groups this year included **#hawaiidoh**, **#olemiss**, and **#centurylink**



Participant Testimonials

"Every year is a struggle to not gain weight throughout the holidays. This year, the variety of strategies and tools gave me the ability to maintain, enjoy without guilt, and add a plan for the entire year. I loved the Roman Race Challenge, the recipes, and the multiple options of reminders and encouragement. There truly is something for everyone!" – Tamara, Holiday Challenge Participant



"I recently lost over 30 pounds (starting in July) and I was nervous about how I would manage in the holidays since I am still trying to lose some more weight. I really enjoyed the virtual race--it helped keep me motivated to go the gym and walk and I got to see parts of Rome I had never seen before! I enjoyed "competing" with other racers, both within my group and all over the country. I also enjoyed the recipes and tips. Eating well and exercise are forms of self-love and good health is the best present we can give

ourselves!"-Amanda, Holiday Challenge Participant

"This was the motivation that I really needed to make the healthy lifestyle I needed."
- 2018 Holiday Challenge Participant

"The Holiday Challenge has been an incredible inspiration. In previous years I always gave in to whatever was in front of me this time of year - holiday treats at meetings, a second (or third!) time through the Thanksgiving buffet, candy bowls at everyone's desks. And the natural consequence was a little extra winter weight. I even contributed to helping others suffer my same fate by giving edible treats as gifts (it's easy and affordable, unfortunately). But this year has been different. After reading that most of us don't lose the extra holiday weight, I was attracted to the Holiday Challenge because it's realistic and practical - maintain, don't gain. I'm enjoying the digital support, the actionable suggestions, and the regular reminders that we can do this! I feel stronger, healthier, and more motivated to make this the best holiday season yet. Thank you for sharing this opportunity for free!"
-Janneke, Holiday Challenge Participant



97% are likely to participate in a future Holiday Challenge.

2018 Holiday Challenge Wrap Up Report



US State and Territory Participation

US State	2017 Participants	2018 Participants	Percent Increase
North Carolina	8,907	10,868	22%
Florida	3,471	4,842	39%
Wisconsin	3,182	4,114	29%
South Dakota	1,353	1,236	-8%
Arkansas	1,217	1,485	22%
Georgia	750	908	21%
Louisiana	587	672	14%
Mississippi	579	891	54%
South Carolina	563	637	13%
Idaho	537	608	13%
New York	486	709	46%
Ohio	456	816	79%
Arizona	423	557	32%
Kansas	410	468	14%
Minnesota	394	844	114%
Texas	394	644	63%
Missouri	375	894	138%
Nevada	352	242	-31%
Indiana	339	845	149%
Wyoming	325	278	-14%
Kentucky	314	452	44%
Hawaii	11	333	2927%
Virginia	290	299	3%
New Jersey	263	263	0%
Washington	252	299	19%
Massachusetts	213	362	70%
California	205	233	14%
Illinois	189	296	57%
Pennsylvania	172	266	55%
Alaska	169	177	5%
Montana	164	379	131%
Oklahoma	149	227	52%
Tennessee	124	194	56%
Colorado	111	242	118%
Michigan	104	259	149%
Vermont	96	117	22%
Iowa	83	165	99%
West Virginia	81	80	-1%

2018 Holiday Challenge Wrap Up Report



US State	2017 Participants	2018 Participants	Percent Increase
North Dakota	76	147	93%
Maryland	63	118	87%
Alabama	58	144	148%
Nebraska	46	72	57%
Maine	41	41	0%
Delaware	40	39	-3%
Utah	26	47	81%
Oregon	23	40	74%
Connecticut	21	30	43%
New Hampshire	20	41	105%
New Mexico	11	11	0%
District of Columbia	10	11	10%
Rhode Island	4	10	150%
Puerto Rico	2	1	-50%

International Participation

Outside the United States:	2017 Participants	2018 Participants
AE	11	12
Afghanistan	0	9
Australia	0	1
Bahamas	1	1
Canada	13	23
Ontario	8	15
Newfoundland	2	2
Nova Scotia	2	2
Quebec	1	1
Denmark	2	1
Ecuador	0	1
Germany	1	1
India	1	1
Ireland	1	1
Kenya	0	1
Lesotho	1	1
Malaysia	1	1
Mexico	1	2
New Zealand	0	1
Nigeria	1	1
Panama	0	1
Portugal	0	1
Russia	0	1
South Africa	0	1
Spain	0	1
Swaziland	1	1
Switzerland	1	1
Tanzania	0	1
Trinidad and Tobago	1	1
United Kingdom	3	10
Zimbabwe	0	2

2018 Holiday Challenge Wrap Up Report



North Carolina County Participation

County	2017 Participants	2018 Participants	Percent Increase
Wake	1,678	2,138	27%
Guilford	439	464	6%
Orange	297	441	48%
Mecklenburg	328	415	27%
Durham	279	369	32%
Pitt	273	360	32%
New Hanover	282	353	25%
Davidson	265	278	5%
Johnston	206	246	19%
Buncombe	145	235	62%
Forsyth	181	220	22%
Jackson	114	188	65%
Rowan	130	175	35%
Wayne	129	175	36%
Catawba	163	169	4%
Cumberland	128	163	27%
Alamance	88	148	68%
Cabarrus	122	142	16%
Iredell	112	140	25%
Sampson	92	140	52%
Granville	119	139	17%
Burke	95	135	42%
Henderson	113	134	19%
Gaston	101	121	20%
Chatham	83	107	29%
Randolph	96	96	0%
Macon	89	92	3%
Craven	69	87	26%
Lee	53	82	55%
Haywood	68	78	15%
Wilson	58	76	31%
Brunswick	57	75	32%
Halifax	71	75	6%

2018 Holiday Challenge Wrap Up Report



County	2017 Participants	2018 Participants	Percent Increase
Harnett	61	75	23%
Union	56	73	30%
Robeson	51	70	37%
Beaufort	57	68	19%
Franklin	66	68	3%
Chowan	32	66	106%
Duplin	45	62	38%
Carteret	42	57	36%
Onslow	282	55	-160%
Nash	46	54	17%
Pasquotank	39	54	38%
Edgecombe	38	53	39%
Person	42	52	24%
Rutherford	47	51	9%
Surry	45	49	9%
Moore	42	47	12%
Cleveland	37	45	22%
Watauga	33	45	36%
Caldwell	38	44	16%
Lincoln	36	42	22%
Bertie	28	38	36%
Pender	33	37	12%
Vance	32	37	16%
Wilkes	31	37	19%
Lenoir	31	36	16%
Rockingham	32	35	9%
Columbus	23	34	48%
McDowell	35	34	-3%
Dare	34	33	-3%
Stanly	31	33	6%
Bladen	22	31	41%
Swain	34	30	-12%
Martin	29	29	0%
Scotland	25	27	8%
Stokes	25	27	8%

2018 Holiday Challenge Wrap Up Report



County	2017 Participants	2018 Participants	Percent Increase
Polk	23	25	9%
Yadkin	28	25	-11%
Richmond	18	24	33%
Transylvania	10	24	140%
Madison	20	23	15%
Hertford	14	22	27%
Greene	18	21	17%
Hoke	7	21	200%
Caswell	42	19	-55%
Alexander	12	18	50%
Alleghany	12	18	50%
Ashe	15	18	20%
Davie	12	16	33%
Montgomery	14	15	7%
Jones	9	14	56%
Northampton	10	14	40%
Perquimans	13	13	0%
Cherokee	10	11	10%
Currituck	10	11	10%
Warren	9	11	22%
Gates	7	10	43%
Avery	8	9	13%
Graham	9	9	0%
Washington	4	9	125%
Yancey	9	9	0%
Camden	7	8	14%
Pamlico	9	7	-22%
Hyde	3	6	100%
Mitchell	4	6	50%
Anson	4	4	0%
Clay	3	4	33%
Tyrrell	5	3	-40%