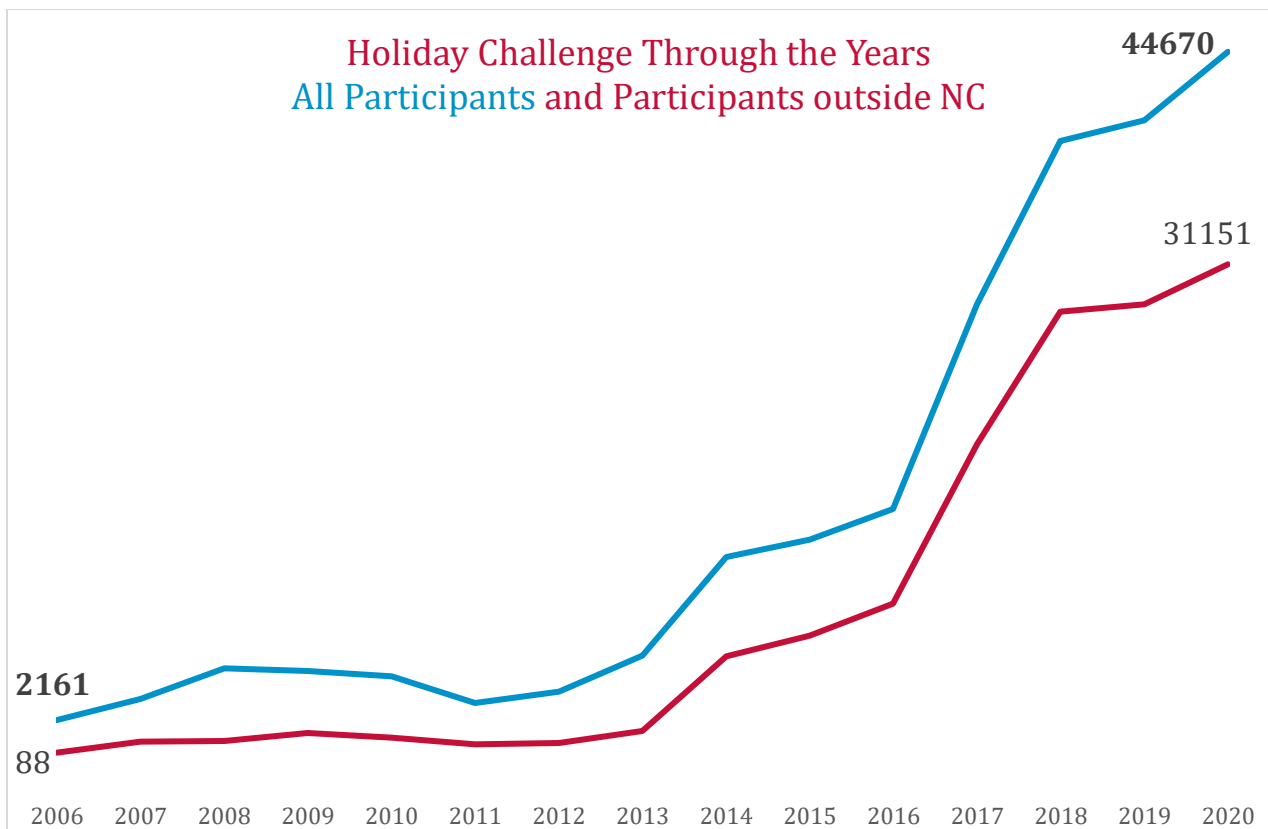


2020 Holiday Challenge Wrap Up Report



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 2020 Holiday Challenge was the largest Holiday Challenge since it began in 2006.

44,670 people joined the 2020 Holiday Challenge.



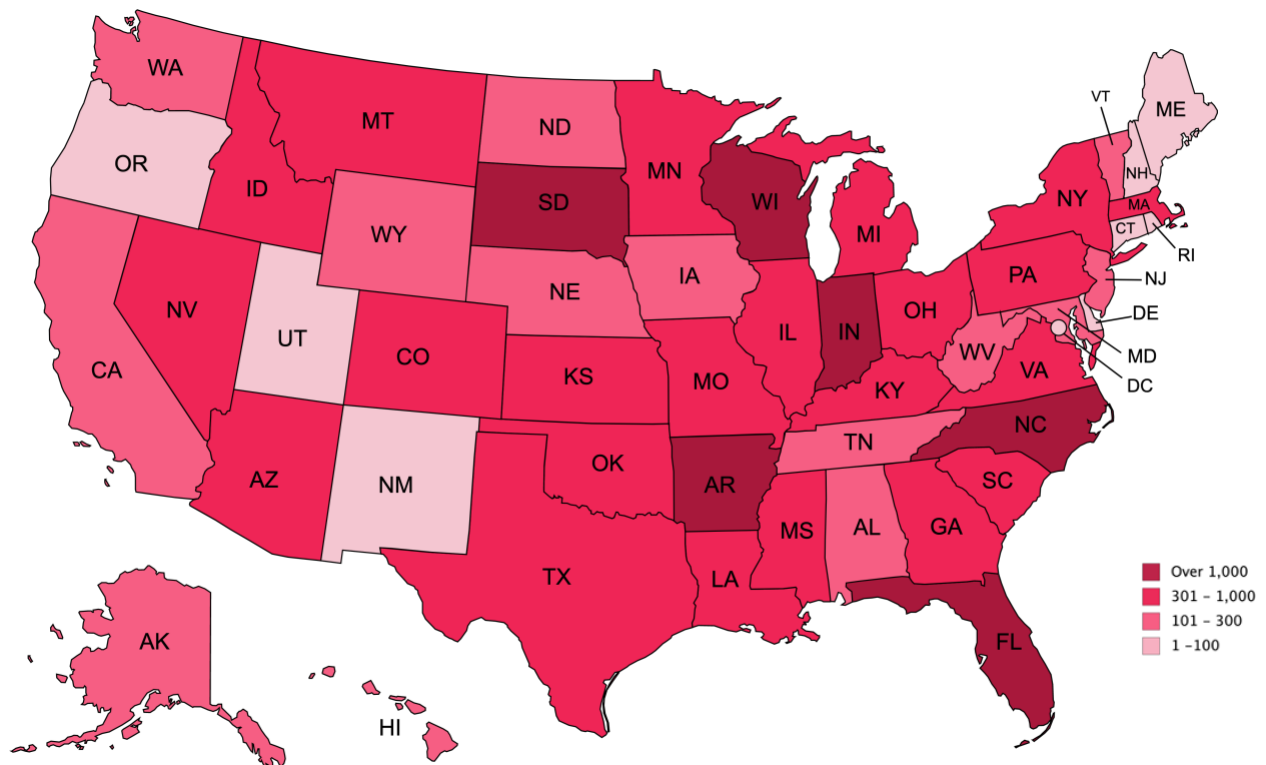
There were over **900 employers** represented in the Holiday Challenge this year.

2020 Holiday Challenge Wrap Up Report

Participants

Participants from **all 50** US States, the District of Columbia, Puerto Rico, and the US Virgin Islands joined the 2020 Holiday Challenge as well as participants from **33 additional countries**. The table below represents the top 10 participating states. A complete list of all states and countries is also included on pages 7 to 9.

| State | 2020 Participants | 2019 Participants |
|----------------|-------------------|-------------------|
| North Carolina | 13,519 | 11,702 |
| Florida | 5,188 | 4,867 |
| Wisconsin | 4,138 | 4,076 |
| Arkansas | 1,666 | 1,504 |
| Indiana | 1,307 | 1,160 |
| South Dakota | 1,104 | 1,018 |
| Mississippi | 998 | 899 |
| Georgia | 992 | 961 |
| Arizona | 979 | 965 |
| Minnesota | 921 | 830 |



Participants in North Carolina

30% of those who joined the 2020 Holiday Challenge were from North Carolina. The table below shows the top 15 counties in North Carolina. A complete list of all 100 counties is also found on pages 10 to 12.

| County | 2020 Participants | 2019 Participants |
|-------------|-------------------|-------------------|
| Wake | 2704 | 2304 |
| Guilford | 662 | 560 |
| Mecklenburg | 610 | 464 |
| Orange | 585 | 512 |
| Pitt | 490 | 422 |
| Durham | 439 | 386 |
| Buncombe | 421 | 286 |
| New Hanover | 390 | 346 |
| Forsyth | 354 | 246 |
| Johnston | 298 | 289 |
| Davidson | 269 | 260 |
| Cumberland | 242 | 187 |
| Rowan | 237 | 183 |
| Alamance | 236 | 212 |
| Jackson | 235 | 230 |

Maintain. Don't Gain.

At the end of the Holiday Challenge, **92%** maintained or lost weight...

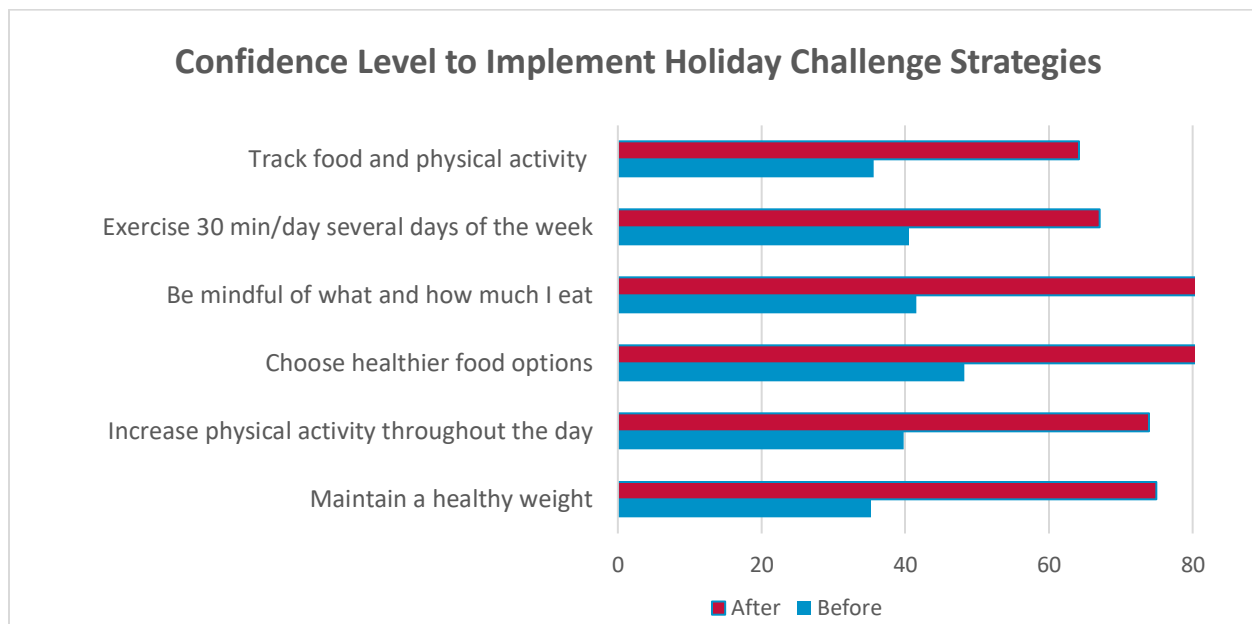
70% maintained their weight

16% lost 3-5 pounds

6% lost more than 5 pounds

7% gained 3-5 pounds

1% gained more than 5 pounds



84% were confident in their ability to continue to maintain or lose weight using Holiday Challenge strategies.

98% are likely to participate in a future Holiday Challenge.

2020 Holiday Challenge Wrap Up Report

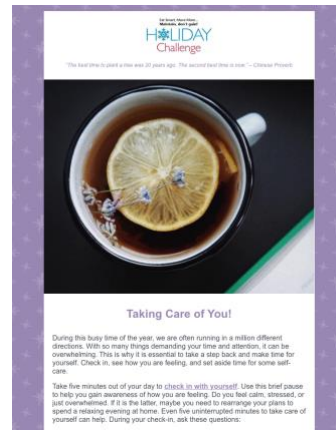
Holiday Challenge Features

Holiday Challenge features include newsletters, challenges, daily tips, healthy recipes, blogs, and social media support. 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.

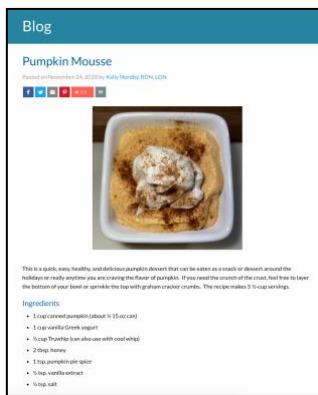
Weekly Newsletters



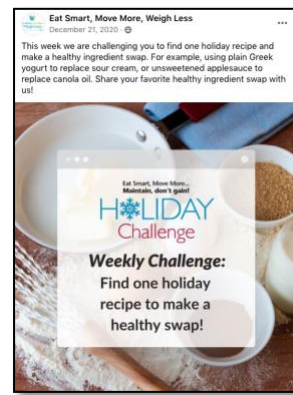
Daily Tips



Blog Posts



Social Media



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 2,900 members in the group. That is almost 600 more people than last year!



Participant Testimonials

*I look forward to the Holiday Challenge every year. It's become part of my holiday routine and it works really well for me. I love the challenge and the support is phenomenal! - **Holiday Challenge Participant 2017 - 2020***

I was happy to participate in this program. It motivated me to be more mindful of what I ate and becoming more active. I was so excited to maintain my weight throughout the holiday season.
Alexa, 2020 Holiday Challenge Participant



This year I was nominated to be the captain of our Holiday Challenge Team and I enjoyed it. Each week I provided a weekly challenge, motivational quote and fitness opportunities for teammates. I personally posted in the Holiday Challenge Facebook page to encourage others. Personally, because of the challenge, I have a better relationship towards food and finding alternatives for holiday dinners that are healthy and still enjoyable.
Sara, 2020 Holiday Challenge Participant



I made it through the holidays without gaining a pound. Now I'm focusing on losing more weight.
Patsy, 2020 Holiday Challenge Participant

The Holiday Challenge was especially useful to my husband and I as we are both consciously striving for optimal health. We were able to be more mindful of what was planned for meals and activities with the help of the Meal and Activity Guides. I'm grateful that Youth and Family Services promoted the Holiday Challenge for the employees. During this time of COVID-19, it is especially important for all of us to focus on healthier activities and nutrition.
Sherry, 2020 Holiday Challenge Participant

This time of year can sometimes bring on mindless eating and drinking. The Holiday Challenge helped me to be more conscious of my choices and provided inspiration when I was stuck.
Nancy, 2020 Holiday Challenge Participant



US State and Territory Participation

| US State or Territory | 2020 Participants | 2019 Participants |
|-----------------------|----------------------|----------------------|
| Alabama | 195 | 187 |
| Alaska | 122 | 118 |
| Arizona | 979 | 965 |
| Arkansas | 1666 | 1,504 |
| California | 280 | 246 |
| Colorado | 304 | 265 |
| Connecticut | 44 | 30 |
| Delaware | 41 | 40 |
| District of Columbia | 16 | 12 |
| Florida | 5,188 | 4,867 |
| Georgia | 992 | 961 |
| Hawaii | 299 | 297 |
| Idaho | 522 | 522 |
| Illinois | 324 | 290 |
| Indiana | 1,307 | 1,160 |
| Iowa | 218 | 185 |
| Kansas | 457 | 451 |
| Kentucky | 447 | 401 |
| Louisiana | 782 | 772 |
| Maine | 38 | 37 |
| Maryland | 147 | 134 |
| Massachusetts | 460 | 436 |
| Michigan | 334 | 305 |
| Minnesota | 921 | 830 |
| Mississippi | 998 | 899 |
| Missouri | 837 | 1,029 |
| Montana | 395 | 369 |
| Nebraska | 182 | 169 |
| Nevada | 551 | 463 |
| New Hampshire | 40 | 38 |
| New Jersey | 290 | 277 |
| New Mexico | 17 | 14 |
| New York | 811 | 796 |
| North Carolina | 13,519 | 11,702 |
| North Dakota | 139 | 137 |
| Ohio | 835 | 794 |
| Oklahoma | 340 | 257 |
| Oregon | 80 | 50 |

2020 Holiday Challenge Wrap Up Report



| US State or Territory | 2020 Participants | 2019 Participants |
|------------------------------|--------------------------|--------------------------|
| Pennsylvania | 433 | 354 |
| Puerto Rico | 6 | 7 |
| Rhode Island | 7 | 7 |
| South Carolina | 762 | 705 |
| South Dakota | 1,104 | 1,018 |
| Tennessee | 212 | 186 |
| Texas | 771 | 693 |
| Utah | 59 | 49 |
| Vermont | 177 | 138 |
| U.S. Virgin Islands | 1 | 1 |
| Virginia | 312 | 297 |
| Washington | 290 | 275 |
| West Virginia | 199 | 79 |
| Wisconsin | 4,138 | 4,076 |
| Wyoming | 286 | 307 |

International Participation

| Outside the United States: | 2020 Participants | 2019 Participants |
|-----------------------------------|--------------------------|--------------------------|
| AE | 7 | 7 |
| Afghanistan | 7 | 9 |
| Australia | 3 | 3 |
| Austria | 2 | 0 |
| Bahamas | 1 | 0 |
| Belgium | 1 | 0 |
| Canada | 21 | 19 |
| <i>Alberta</i> | 1 | 0 |
| <i>British Columbia</i> | 2 | 2 |
| <i>Ontario</i> | 15 | 14 |
| <i>Newfoundland</i> | 2 | 3 |
| <i>Quebec</i> | 1 | 0 |
| Denmark | 2 | 0 |
| Ecuador | 1 | 1 |
| Germany | 1 | 1 |
| Kenya | 1 | 1 |
| Lesotho | 1 | 1 |
| Malaysia | 1 | 1 |
| Mexico | 2 | 2 |
| Netherlands | 1 | 0 |
| New Zealand | 1 | 1 |
| Nigeria | 1 | 1 |
| Panama | 1 | 1 |
| Philippines | 2 | 0 |
| Portugal | 2 | 2 |
| Romania | 1 | 0 |
| Russia | 6 | 6 |
| South Africa | 2 | 2 |
| Swaziland | 1 | 1 |
| Switzerland | 1 | 1 |
| Trinidad and Tobago | 1 | 1 |
| United Kingdom | 9 | 13 |
| Uruguay | 1 | 0 |
| Zimbabwe | 2 | 2 |

North Carolina County Participation

| County | 2020 Participants | 2019 Participants |
|------------|-------------------|-------------------|
| Alamance | 236 | 212 |
| Alexander | 21 | 19 |
| Alleghany | 62 | 58 |
| Anson | 9 | 8 |
| Ashe | 29 | 20 |
| Avery | 12 | 9 |
| Beaufort | 76 | 70 |
| Bertie | 58 | 50 |
| Bladen | 82 | 56 |
| Brunswick | 151 | 104 |
| Buncombe | 421 | 286 |
| Burke | 164 | 142 |
| Cabarrus | 194 | 153 |
| Caldwell | 52 | 51 |
| Camden | 8 | 6 |
| Carteret | 125 | 72 |
| Caswell | 29 | 21 |
| Catawba | 224 | 193 |
| Chatham | 136 | 108 |
| Cherokee | 14 | 17 |
| Chowan | 80 | 81 |
| Clay | 6 | 5 |
| Cleveland | 62 | 53 |
| Columbus | 38 | 38 |
| Craven | 106 | 84 |
| Cumberland | 242 | 187 |
| Currituck | 15 | 10 |
| Dare | 58 | 38 |
| Davidson | 269 | 260 |
| Davie | 59 | 56 |
| Duplin | 106 | 86 |
| Durham | 439 | 386 |

2020 Holiday Challenge Wrap Up Report



| County | 2020 Participants | 2019 Participants |
|-------------|-------------------|-------------------|
| Edgecombe | 58 | 56 |
| Forsyth | 354 | 246 |
| Franklin | 93 | 80 |
| Gaston | 137 | 118 |
| Gates | 23 | 14 |
| Graham | 17 | 14 |
| Granville | 153 | 138 |
| Greene | 27 | 24 |
| Guilford | 662 | 560 |
| Halifax | 76 | 67 |
| Harnett | 94 | 86 |
| Haywood | 100 | 81 |
| Henderson | 190 | 133 |
| Hertford | 40 | 27 |
| Hoke | 27 | 22 |
| Hyde | 13 | 13 |
| Iredell | 179 | 149 |
| Jackson | 235 | 230 |
| Johnston | 298 | 289 |
| Jones | 20 | 12 |
| Lee | 108 | 97 |
| Lenoir | 58 | 40 |
| Lincoln | 51 | 51 |
| Macon | 98 | 94 |
| Madison | 43 | 26 |
| Martin | 28 | 28 |
| McDowell | 71 | 37 |
| Mecklenburg | 610 | 464 |
| Mitchell | 7 | 5 |
| Montgomery | 17 | 14 |
| Moore | 56 | 57 |
| Nash | 88 | 70 |
| New Hanover | 390 | 346 |
| Northampton | 19 | 15 |
| Onslow | 81 | 65 |

2020 Holiday Challenge Wrap Up Report



| County | 2020 Participants | 2019 Participants |
|--------------|-------------------|-------------------|
| Orange | 585 | 512 |
| Pamlico | 9 | 7 |
| Pasquotank | 67 | 58 |
| Pender | 40 | 38 |
| Perquimans | 15 | 13 |
| Person | 85 | 60 |
| Pitt | 490 | 422 |
| Polk | 30 | 26 |
| Randolph | 116 | 105 |
| Richmond | 23 | 22 |
| Robeson | 88 | 74 |
| Rockingham | 65 | 37 |
| Rowan | 237 | 183 |
| Rutherford | 64 | 61 |
| Sampson | 211 | 164 |
| Scotland | 74 | 53 |
| Stanly | 34 | 31 |
| Stokes | 44 | 34 |
| Surry | 72 | 66 |
| Swain | 66 | 59 |
| Transylvania | 47 | 38 |
| Tyrrell | 5 | 3 |
| Union | 90 | 78 |
| Vance | 41 | 41 |
| Wake | 2,704 | 2,304 |
| Warren | 20 | 19 |
| Washington | 13 | 10 |
| Watauga | 48 | 46 |
| Wayne | 221 | 219 |
| Wilkes | 54 | 47 |
| Wilson | 91 | 82 |
| Yadkin | 23 | 20 |
| Yancey | 10 | 11 |