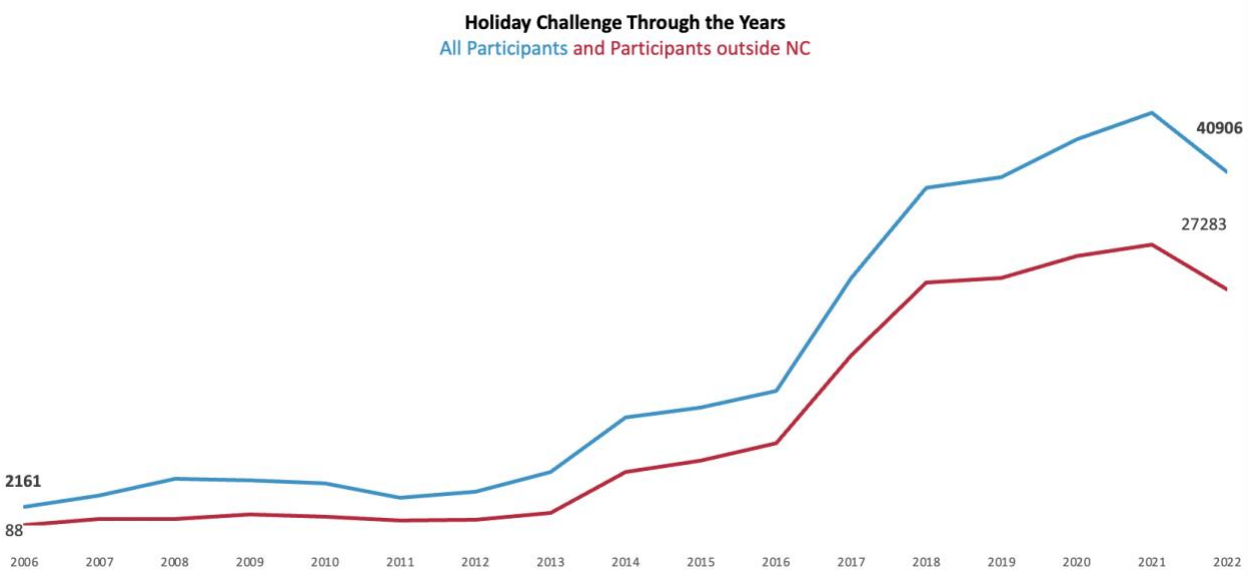


2022 Holiday Challenge Wrap Up Report



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.

40,906 people joined the 2022 Holiday Challenge.



* Inactive emails removed in 2022

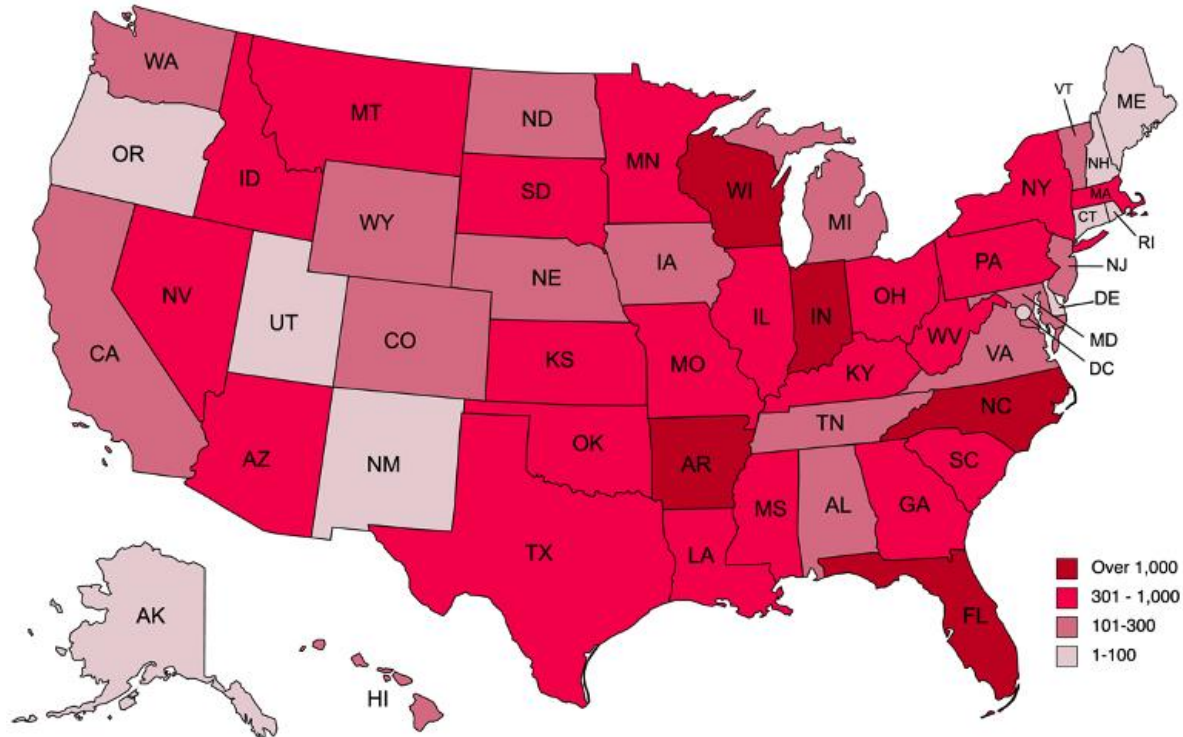
There were over **900 employers** represented in the Holiday Challenge again this year.

2022 Holiday Challenge Wrap Up Report

Participants

Participants from **all 50** US States, the District of Columbia, Puerto Rico, and US Military Bases joined the 2022 Holiday Challenge as well as participants from **32 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	2022 Participants	2021 Participants
North Carolina	13,623	15,232
Florida	5,407	6,164
Wisconsin	3,402	4,154
Arkansas	1,202	1,757
Indiana	1,029	1,356
Arizona	901	1,029
Mississippi	868	985
Georgia	844	1,013
Minnesota	834	998
Missouri	775	914



Created with mapchart.net



Participants in North Carolina

33% of those who joined the 2022 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	2022 Participants	2021 Participants
Wake	2,506	2,823
Guilford	569	714
Mecklenburg	532	628
Pitt	525	524
Orange	509	621
Durham	503	894
Buncombe	455	488
New Hanover	433	494
Forsyth	347	385
Johnston	260	305
Wayne	258	270
Cumberland	254	265
Henderson	245	220
Alamance	244	281
Rowan	231	262

Maintain. Don't Gain.

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

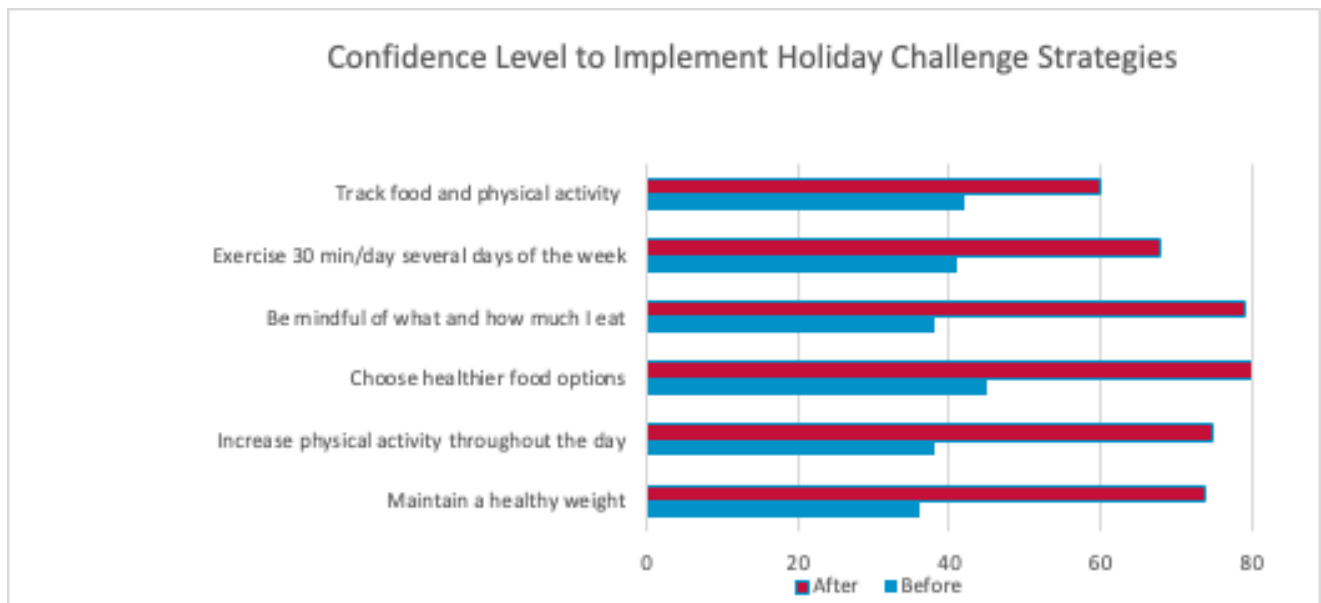
71% maintained their weight

15% lost 3-5 pounds

6% lost more than 5 pounds

7% 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.

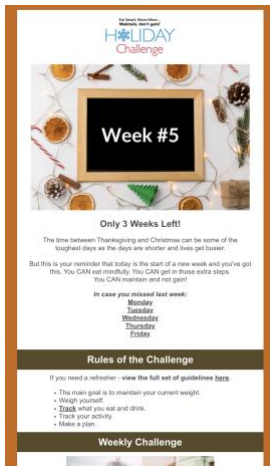
98% are likely to participate in a future Holiday Challenge.

2022 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



Challenges



Daily Tips



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 3,900 members in the group this year.



Participant Testimonials

*I have realized that every day is a holiday and this is not a seasonal thing but a journey, my journey. I found that the weekly challenges help me to set my own goals, determine my own success, and it was not what someone else thinks I should do. **Tawana, 2022 Holiday Challenge Participant***

*I started off not being very sure about the program because I have had 5 knee surgeries in the past year and I was worried about the physical part of the challenge. I liked the fact that it was very positive and pushed you to do your best but not to get upset or mad at yourself if you didn't succeed with something, I learned new recipes that I truly enjoyed and my family even enjoyed them. I was glad I was able to maintain and not gain and I am looking VERY FORWARD to next year's challenge. **Tracy, 2022 Holiday Challenge Participant***

*During the holiday challenge I wanted to maintain my weight! With the weekly newsletters, recipes and encouraging workout tips I did not gain any extra pounds!! I hope to continue throughout the new year! **Jen, 2022 Holiday Challenge Participant***

*I'm so glad I committed to this program this year. The Facebook group made me feel connected and supported. I maintained my existing weight and plan to continue on this journey. **2022 Holiday Challenge Participant***



Rich provided a testimonial last year. This year he has been keeping us inspired and motivated with his post run pictures and quotes in our community Facebook group.

US State and Territory Participation

US State or Territory	2202 Participants	2021 Participants
Alabama	165	200
Alaska	97	119
Arizona	901	1029
Arkansas	1,202	1,757
Armed Forces	12	0
California	271	290
Colorado	260	298
Connecticut	47	48
Delaware	41	41
District of Columbia	14	17
Florida	5,407	6,164
Georgia	844	1013
Hawaii	229	293
Idaho	399	513
Illinois	301	337
Indiana	1,029	1,356
Iowa	297	259
Kansas	571	444
Kentucky	385	438
Louisiana	752	787
Maine	32	37
Maryland	115	152
Massachusetts	381	474
Michigan	259	318
Minnesota	834	998
Mississippi	868	985
Missouri	775	914
Montana	345	454
Nebraska	173	200
Nevada	447	585
New Hampshire	34	39
New Jersey	266	317
New Mexico	13	17
New York	651	810
North Carolina	13,623	15,232
North Dakota	123	145
Ohio	753	868

2022 Holiday Challenge Wrap Up Report



US State or Territory	2202 Participants	2021 Participants
Oklahoma	343	405
Oregon	80	92
Pennsylvania	438	479
Puerto Rico	7	9
Rhode Island	13	11
South Carolina	704	773
South Dakota	655	1,178
Tennessee	195	218
Texas	773	809
Utah	70	64
Vermont	150	177
Virginia	271	323
Washington	240	309
West Virginia	316	323
Wisconsin	3,402	4,154
Wyoming	244	306

International Participation

2022 Holiday Challenge Wrap Up Report



Outside the United States:	2022 Participants	2021 Participants
Afghanistan	7	0
Angola	3	1
Australia	4	4
Austria	2	2
Bahamas	1	1
Barbados	1	1
Belgium	1	1
Canada	23	24
<i>Alberta</i>	2	1
<i>British Columbia</i>	2	2
<i>Newfoundland and Labrador</i>	3	3
<i>Ontario</i>	15	17
<i>Quebec</i>	1	1
Ecuador	1	1
Germany	1	1
Indonesia	1	0
Ireland	1	0
Japan	2	1
Kenya	1	1
Lesotho	1	1
Malaysia	1	1
Mexico	3	3
Netherlands	2	1
New Zealand	1	1
Nigeria	1	1
Panama	1	1
Philippines	2	2
Portugal	2	2
Romania	1	9
Russian Federation	5	1
South Africa	1	6
Swaziland	1	2
Switzerland	1	1
Trinidad and Tobago	1	1
United Arab Emirates	1	1
United Kingdom	6	3
Zimbabwe	2	1

North Carolina County Participation

2022 Holiday Challenge Wrap Up Report



County	2022 Participants	2021 Participants
Alamance	244	281
Alexander	17	21
Alleghany	52	60
Anson	18	17
Ashe	23	29
Avery	9	10
Beaufort	78	85
Bertie	54	59
Bladen	161	193
Brunswick	196	203
Buncombe	455	488
Burke	147	171
Cabarrus	185	210
Caldwell	43	55
Camden	5	8
Carteret	134	134
Caswell	23	29
Catawba	207	235
Chatham	146	148
Cherokee	14	19
Chowan	67	80
Clay	4	8
Cleveland	54	61
Columbus	36	46
Craven	117	116
Cumberland	254	265
Currituck	66	79
Dare	58	58
Davidson	204	276
Davie	64	64
Duplin	87	111
Durham	503	489
Edgecombe	77	64
Forsyth	347	385

2022 Holiday Challenge Wrap Up Report



County	2022 Participants	2021 Participants
Franklin	94	102
Gaston	139	150
Gates	19	26
Graham	15	17
Granville	151	160
Greene	28	31
Guilford	569	714
Halifax	94	92
Harnett	94	110
Haywood	113	115
Henderson	245	220
Hertford	29	44
Hoke	31	34
Hyde	12	15
Iredell	176	188
Jackson	180	226
Johnston	260	305
Jones	15	17
Lee	87	110
Lenoir	62	61
Lincoln	49	56
Macon	67	98
Madison	44	48
Martin	34	35
McDowell	61	72
Mecklenburg	532	628
Mitchell	9	9
Montgomery	14	17
Moore	71	67
Nash	100	105
New Hanover	433	494
Northampton	14	18
Onslow	81	89
Orange	509	621
Pamlico	4	8

2022 Holiday Challenge Wrap Up Report



County	2022 Participants	2021 Participants
Pasquotank	59	73
Pender	37	45
Perquimans	17	15
Person	81	96
Pitt	525	524
Polk	26	29
Randolph	93	115
Richmond	20	23
Robeson	76	91
Rockingham	71	79
Rowan	231	262
Rutherford	62	65
Sampson	213	238
Scotland	61	78
Stanly	40	45
Stokes	43	41
Surry	81	83
Swain	75	70
Transylvania	46	55
Tyrrell	13	10
Union	87	97
Vance	38	43
Wake	2,506	2,823
Warren	22	21
Washington	10	15
Watauga	49	48
Wayne	258	270
Wilkes	38	51
Wilson	93	102
Yadkin	24	28
Yancey	19	17