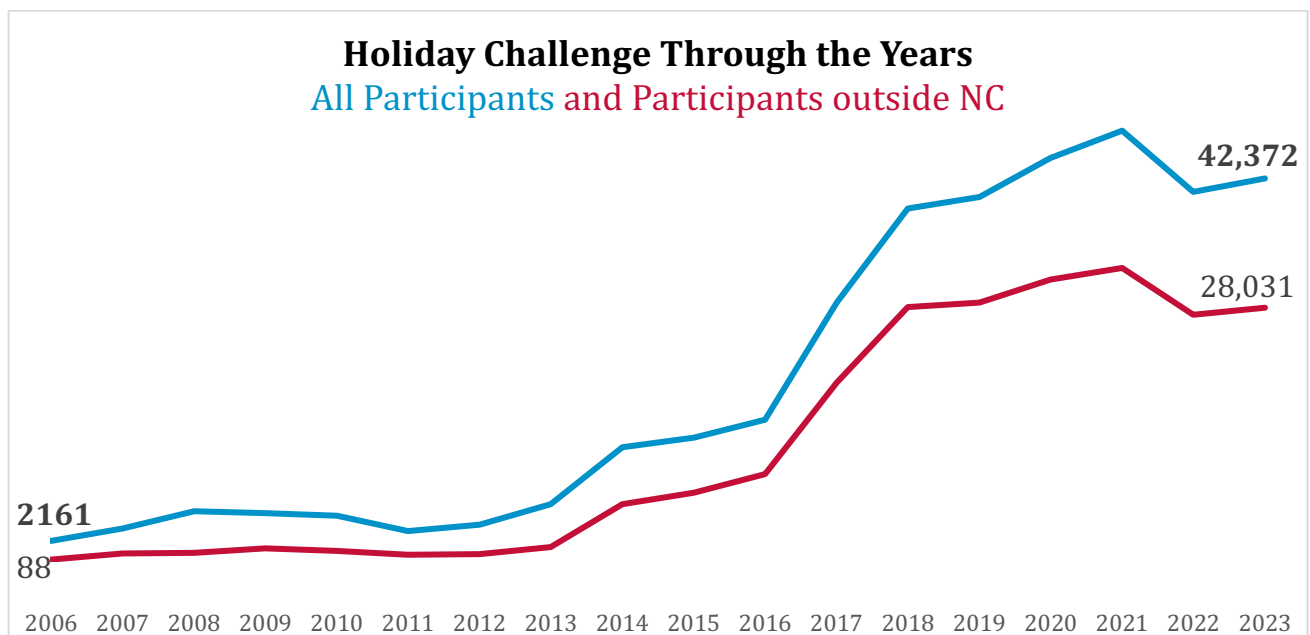


2023 Holiday Challenge Wrap Up Report



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.

42,372 people joined the 2023 Holiday Challenge.



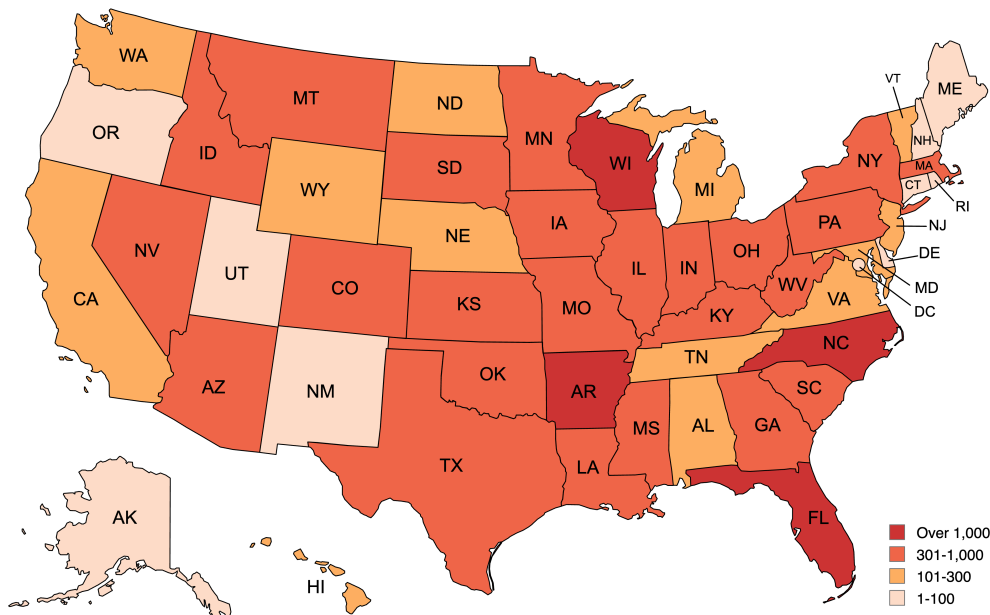
* Inactive emails removed in 2022

2023 Holiday Challenge Wrap Up Report

Participants

Participants from **all 50** US States, the District of Columbia, Puerto Rico, and US Military Bases joined the 2023 Holiday Challenge as well as participants from **44 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	2023 Participants	2022 Participants
North Carolina	13,887	13,623
Florida	5,603	5,407
Wisconsin	3,397	3,402
Arkansas	1,183	1,202
Indiana	986	1,029
South Carolina	967	704
Arizona	928	901
New York	919	651
Mississippi	856	868
Georgia	841	844



Participants in North Carolina

33% of those who joined the 2023 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	2023 Participants	2022 Participants
Wake	2,384	2,506
Pitt	544	525
Orange	514	509
Guilford	513	569
Durham	507	503
Mecklenburg	495	532
Buncombe	472	455
New Hanover	410	433
Forsyth	344	347
Cumberland	257	254
Wayne	253	258
Johnston	245	260
Rowan	230	231
Alamance	229	244
Henderson	238	245

2023 Holiday Challenge Wrap Up Report



Maintain. Don't Gain.

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

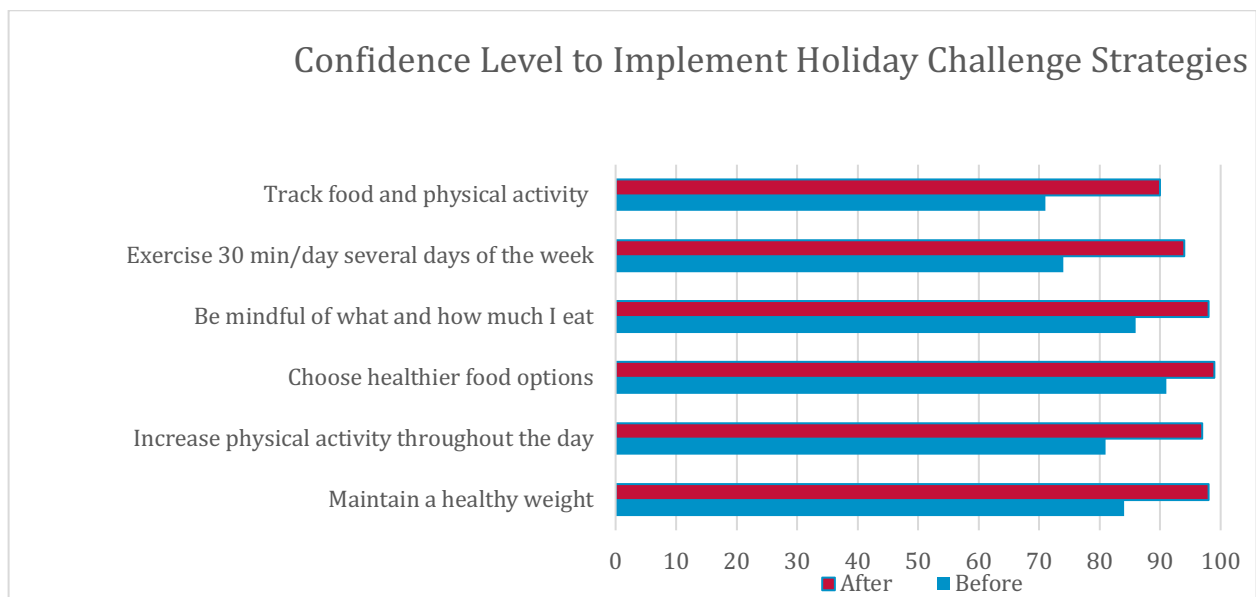
74% maintained their weight

13% lost 3-5 pounds

5% 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.

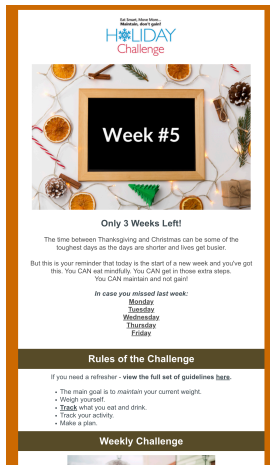
95% are likely to participate in a future Holiday Challenge.

2023 Holiday Challenge Wrap Up Report

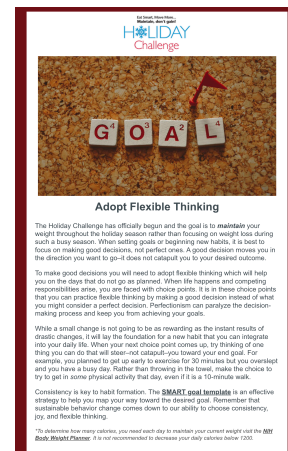
Holiday Challenge Features

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



Challenges



Social Media



2023 Holiday Challenge Wrap Up Report



Private Facebook Community Group

The Holiday Challenge continued to host a private Facebook group. Participants shared their successes and struggles, motivated one another, and developed a strong support system. There were 4,318 members in the group this year.



Participant Testimonials

*I am so thankful for the Holiday Challenge to keep me on track with mindful eating and reminders to keep physically active. Once again, I was able to maintain my weight and actually lose a pound or two over the holiday season. **2023 Holiday Challenge Participant***

*Before starting the challenge two years ago I weighed 235lbs and every holiday season I gained a little more. Because of the challenge and carrying over what I learn to my eating and exercising habits during the entire year, I am down to 210lbs and have not gained any weight over the holidays. Thanks for the ideas. **Gary, 2023 Holiday Challenge Participant***

*Reading the daily challenges while I was on vacation helped me to keep on track during the holidays. **2023 Holiday Challenge Participant***

*[This year's] Holiday Challenge went beyond past years. I was able to keep calm. I experienced nuggets for exercise and how to overcome the mental moments. Newsletters were concise and gave me the option to read now or later. You can see the awesome work put into this year. Thank you! **Antoinette, 2023 Holiday Challenge Participant***

US State and Territory Participation

US State or Territory	2023 Participants	2022 Participants
Alabama	168	165
Alaska	93	97
Arizona	929	901
Arkansas	1,184	1,202
Armed Forces	8	12
California	265	271
Colorado	305	260
Connecticut	47	47
Delaware	44	41
District of Columbia	13	14
Florida	5,604	5,407
Georgia	842	844
Hawaii	227	229
Idaho	391	399
Illinois	319	301
Indiana	988	1,029
Iowa	316	297
Kansas	552	571
Kentucky	365	385
Louisiana	731	752
Maine	33	32
Maryland	120	115
Massachusetts	361	381
Michigan	268	259
Minnesota	821	834
Mississippi	857	868
Missouri	819	775
Montana	351	345
Nebraska	172	173
Nevada	413	447
New Hampshire	37	34
New Jersey	265	266
New Mexico	15	13
New York	920	651
North Carolina	13,898	13,623
North Dakota	129	123
Ohio	751	753
Oklahoma	329	343

2023 Holiday Challenge Wrap Up Report

US State or Territory	2023 Participants	2022 Participants
Oregon	81	80
Pennsylvania	471	438
Puerto Rico	8	7
Rhode Island	10	13
South Carolina	967	704
South Dakota	685	655
Tennessee	194	195
Texas	786	773
United States Minor Outlying Islands	5	0
Utah	69	70
Vermont	158	150
Virginia	268	271
Washington	234	240
West Virginia	353	316
Wisconsin	3,397	3,402
Wyoming	244	244

International Participation

Outside the United States:	2023 Participants	2022 Participants
Afghanistan	9	7
Algeria	1	0
Andorra	1	0
Angola	3	3
Argentina	1	0
Armenia	1	0
Australia	4	4
Austria	1	2
Bahamas	1	1
Barbados	1	1
Belgium	1	1
Bolivia	1	0
Canada	20	23
Alberta	2	2
British Columbia	2	2
Newfoundland and Labrador	1	3
Ontario	14	15
Quebec	1	1

2023 Holiday Challenge Wrap Up Report

Outside the United States:	2023 Participants	2022 Participants
Ecuador	1	1
Finland	1	0
Georgia	6	0
Germany	1	1
Iceland	1	0
Indonesia	1	1
Ireland	1	1
Japan	2	2
Kenya	1	1
Lesotho	1	1
Malaysia	0	1
Mexico	3	3
Netherlands	2	2
New Caledonia	5	0
New Zealand	1	1
Nigeria	1	1
Norway	1	0
Panama	1	1
Philippines	2	2
Portugal	1	2
Romania	1	1
Russian Federation	5	5
Slovenia	1	0
South Africa	1	1
Swaziland	1	1
Switzerland	1	1
Trinidad and Tobago	1	1
United Arab Emirates	0	1
United Kingdom	11	6
Uruguay	1	0
Uzbekistan	1	0
Zimbabwe	2	2

North Carolina County Participation

2023 Holiday Challenge Wrap Up Report

County	2023 Participants	2022 Participants
Alamance	234	244
Alexander	15	17
Alleghany	52	52
Anson	17	18
Ashe	23	23
Avery	8	9
Beaufort	77	78
Bertie	58	54
Bladen	161	161
Brunswick	204	196
Buncombe	472	455
Burke	141	147
Cabarrus	164	185
Caldwell	42	43
Camden	5	5
Carteret	138	134
Caswell	20	23
Catawba	213	207
Chatham	140	146
Cherokee	19	14
Chowan	70	67
Clay	5	4
Cleveland	58	54
Columbus	35	36
Craven	123	117
Cumberland	257	254
Currituck	109	66
Dare	53	58
Davidson	194	204
Davie	64	64
Duplin	80	87
Durham	509	503
Edgecombe	78	77
Forsyth	344	347
Franklin	83	94

2023 Holiday Challenge Wrap Up Report

County	2023 Participants	2022 Participants
Gaston	131	139
Gates	17	19
Graham	16	15
Granville	144	151
Greene	25	28
Guilford	514	569
Halifax	90	94
Harnett	89	94
Haywood	114	113
Henderson	231	245
Hertford	28	29
Hoke	30	31
Hyde	17	12
Iredell	154	176
Jackson	179	180
Johnston	245	260
Jones	15	15
Lee	97	87
Lenoir	58	62
Lincoln	45	49
Macon	63	67
Madison	50	44
Martin	33	34
McDowell	64	61
Mecklenburg	498	532
Mitchell	9	9
Montgomery	14	14
Moore	71	71
Nash	100	100
New Hanover	410	433
Northampton	14	14
Onslow	76	81
Orange	514	509
Pamlico	4	4
Pasquotank	54	59

2023 Holiday Challenge Wrap Up Report

County	2023 Participants	2022 Participants
Pender	38	37
Perquimans	20	17
Person	74	81
Pitt	543	525
Polk	24	26
Randolph	89	93
Richmond	20	20
Robeson	79	76
Rockingham	69	71
Rowan	230	231
Rutherford	59	62
Sampson	200	213
Scotland	61	61
Stanly	36	40
Stokes	39	43
Surry	73	81
Swain	69	75
Transylvania	38	46
Tyrrell	14	13
Union	76	87
Vance	34	38
Wake	2,393	2,506
Warren	20	22
Washington	10	10
Watauga	54	49
Wayne	252	258
Wilkes	44	38
Wilson	95	93
Yadkin	23	24
Yancey	19	19