



Eat Smart, Move More...

Maintain, don't Gain! Holiday Challenge

Every year, the average American gains 2-5 pounds over the holidays. Congratulations on helping your employees maintain instead of gain by taking the first step towards implementing the Holiday Challenge at your worksite.

Here are the tools, resources and step-by-step instructions you need to implement the Challenge.



Getting Started with the Holiday Challenge

What is it? The Holiday Challenge is a fun way to help employees avoid holiday weight gain. Everyone can participate – those with a few pounds to lose, those who have already lost weight and are looking to keep it off, as well as those who are already at a healthy weight.



During the six-week program, participants will receive practical tips, recipes and other information to help them successfully navigate their way through the holiday season.

Registration is free and easy with a valid email address. Beginning in November, participants can sign up at www.ESMMWeighLess.com. Each participant enters their email address and completes a brief confidential survey. Participant information is kept confidential and will not be shared with anyone for any reason.

What are the Holiday Challenge components? Participants receive a free weekly electronic newsletter from Eat Smart, Move More, Weigh Less filled with the information and tools needed to avoid holiday weight gain.

The newsletter features practical tips from an expert, articles and weekly healthy recipes. Also included are links to blog entries highlighting a participant and his/her particular challenges and successes over the holidays.

In addition, participants can download and print activity logs, weight logs and a food journal from www.ESMMWeighLess.com to help them track their progress.

Advertisements to promote the Challenge in your worksite are available for download from www.ESMMWeighLess.com.

Organizing the Challenge

1. Talk with management about implementing the Holiday Challenge at your worksite. Show them the Challenge materials and discuss options for incentives and prizes for participants. Make sure management realizes the benefits of the Holiday Challenge: happier, healthier employees throughout the holiday season and into the New Year.
2. Designate a Holiday Challenge Coordinator. This individual will organize the Challenge, plan activities and delegate responsibilities related to the Challenge to other Worksite Wellness Committee members.
3. Consider offering incentives or prizes. Determine incentives and/or prizes that will be offered or awarded to participants. Prizes do not have to be expensive and some may be free. Local establishments may be willing to provide incentives and prizes.
4. Announce the Holiday Challenge to employees. Announcements should be posted and/or e-mailed to employees about two weeks before the Challenge begins. Announcement posters can be downloaded at: www.MyEatSmartMoveMore.com. Place posters in various locations throughout the worksite in areas that employees frequent during the workday.
5. Make sure employees know how to sign up for the Challenge at least one week before the start of the Challenge. Include information about group activities, incentives, awards, prizes or other recognition in this announcement.

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6. Encourage employees who sign up for the Holiday Challenge to download and print a weight log, food journal and physical activity log at www.MyEatSmartMoveMore.com, or provide hard copies to employees who do not have access to a printer.
7. Create a bulletin board for healthy recipes and physical activity tips, or provide these one-page hand- outs to employees via e-mail or in print. Recipes can be downloaded at www.MyEatSmartMoveMore.com.
8. Remind participants of the Challenge end date about one week in advance. If your worksite is providing incentives, awards or prizes, remind employees of when and where these will be available.
9. Evaluate the Holiday Challenge. Keep a record of the number of Challenge participants. Gain feedback from participants. Consider creating your own online survey using www.surveymonkey.com.
10. Talk with management about the success of the Holiday Challenge. Report how many employees participated and any feedback you received about what worked well. If you received additional ideas from employees through your evaluation survey, report these to your management as well.

Online Resources

- ❖ Announcement Posters
- ❖ Weight Log
- ❖ Food Diary
- ❖ Recipes
- ❖ Physical Activity Log
- ❖ Physical Activity Tips
- ❖ Weekly E-letters
- ❖ Holiday Challenge Blog



Download these printable materials at www.ESMMWeighLess.com

Offer Prizes for Participants

- ❖ Gift card to a grocery store, farmer's market, or sporting goods store
- ❖ Pedometer
- ❖ Digital Scale
- ❖ Insulated lunch bag
- ❖ Coupon to a restaurant offering healthy lunch and dinner options
- ❖ Healthy cooking equipment (such as a steamer basket, blender, grill pan, etc.)
- ❖ Healthy recipe book or subscription to a healthy cooking magazine
- ❖ Designated parking spot
- ❖ One hour of leave time
- ❖ Certificate from the management
- ❖ Water bottle, t-shirt, reusable shopping bag, or a hat

Prizes do not have to be expensive and some may be free. Local establishments may be willing to provide items, coupons and/or gift certificates.



NC STATE UNIVERSITY

The Holiday Challenge is brought to you by *Eat Smart Move More Weigh Less*, which was developed by the NC Division of Public Health and NC State University. *Eat Smart Move More Weigh Less* is a 15 week online weight management program that promotes healthy lifestyle changes.
www.ESMMWeighLess.com

