

HOW TO SPONSOR A WEIGHT LOSS CHALLENGE

Identify the Program Sponsor

- Program Sponsor will champion the initiative and is responsible for providing the necessary resources and support to sustain the program
 - He/she must determine which groups or departments will participate
 - *Recommendation: Ideally, the Program Sponsor would in a director-level position or above*

Determine the structure of the program

- Timeframe
 - Allow realistic timeframe in order to maximize success
 - *Recommendation: 8 to 12 weeks – no less than 6 weeks*
- Participants
 - Determine if it will be competition or a support program
 - If a competition, will the participants compete as individuals or in teams
 - *Recommendations: Large groups are best managed as teams with a designated team captain acting as leader and record-keeper*
- Weigh-ins
 - Determine location and frequency of weigh-ins
 - *Recommendation: Weekly weigh-ins are highly encouraged to keep participants motivated. Start and end weight should be done on the same scale*
- Consider incentives for participation
 - *Recommendation: Incentives should be based on % weight lost or for those who meet their weight loss goal (if sufficient resources are available)*

Designate person(s) who will be responsible for program administration

- Responsible for group/individual sign up
- Monitoring and recording weigh-ins
- Ensure participants are provided (or directed to) the educational resources listed on the P2H website (www.partners2health.com)
- Post a leader board or email participants weekly with percentages of loss
 - Must obtain consent of participants to post individual results

Have fun with it!!

- Come up with a catchy title, such as
 - Race across the Ramp - around the site, around the departments, etc.
 - 5-F to Fitness
 - 10,000 lbs challenge
 - Lose to Win in 2010
 - Race to Health
- Encourage participation in group activities that promote healthy weight loss