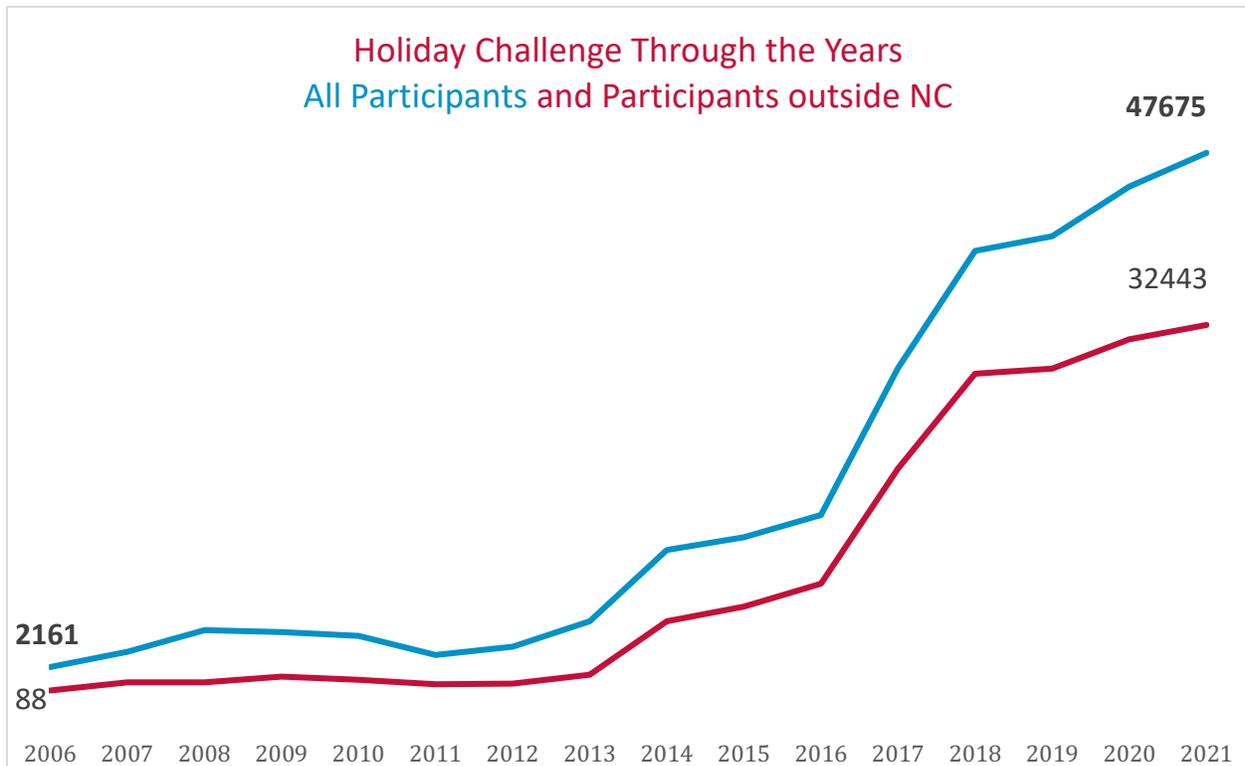


2021 Holiday Challenge Wrap Up Report



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 2021 Holiday Challenge was the largest Holiday Challenge since it began in 2006.

47,675 people joined the 2021 Holiday Challenge.



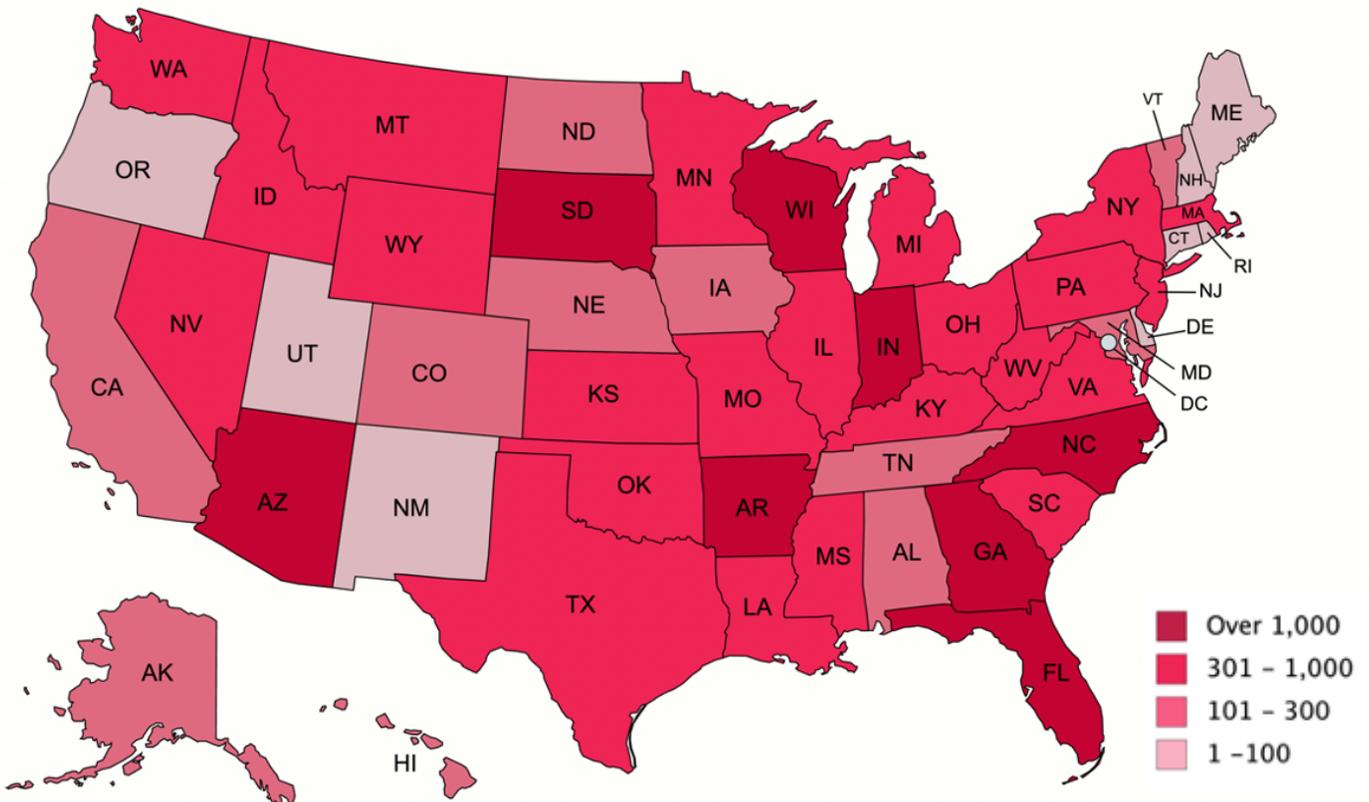
There were over **900 employers** represented in the Holiday Challenge this year.

2021 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 2021 Holiday Challenge as well as participants from **28 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	2021 Participants	2020 Participants
North Carolina	15,232	13,519
Florida	6,164	5,188
Wisconsin	4,154	4,138
Arkansas	1,757	1,667
Indiana	1,356	1,307
South Dakota	1,178	1,104
Arizona	1,029	979
Georgia	1,013	992
Minnesota	998	921
Mississippi	985	998



Participants in North Carolina

32% of those who joined the 2021 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	2021 Participants	2020 Participants
Wake	2,823	2,704
Guilford	714	662
Mecklenburg	628	610
Orange	621	585
Pitt	524	490
New Hanover	494	390
Durham	489	439
Buncombe	488	421
Forsyth	385	354
Johnston	305	298
Alamance	281	236
Davidson	276	269
Wayne	270	221
Cumberland	265	242
Rowan	262	237

Maintain. Don't Gain.

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

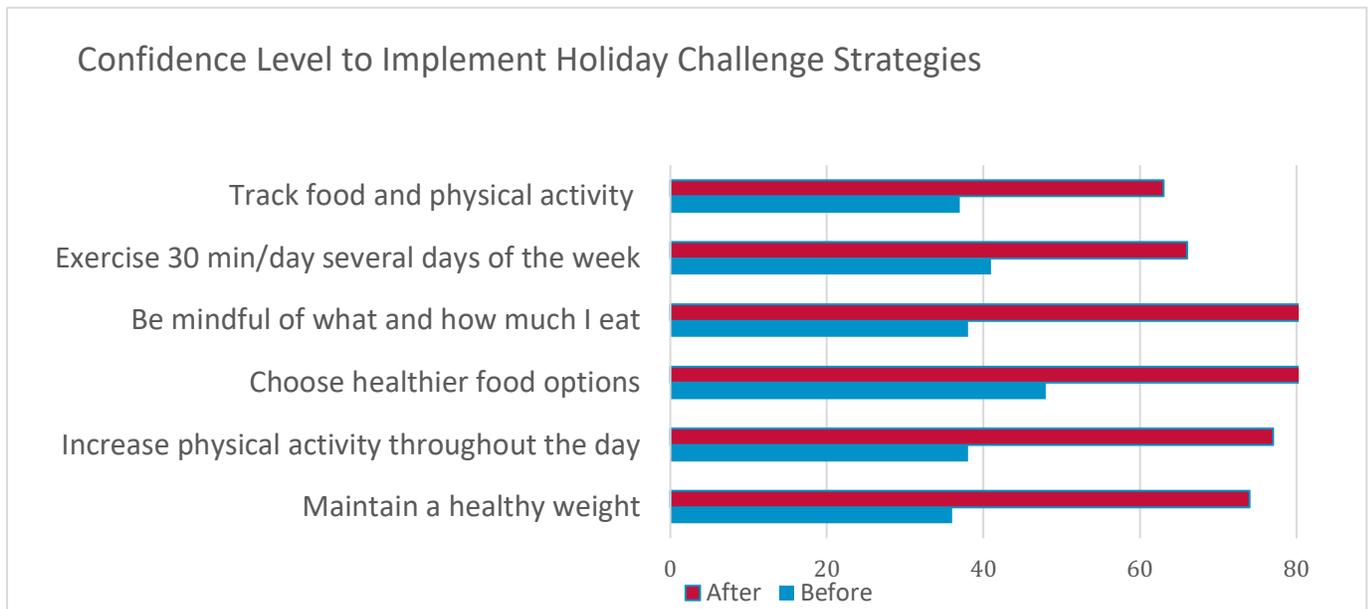
70% maintained their weight

16% lost 3-5 pounds

6% lost more than 5 pounds

7% gained 3-5 pounds

1% gained more than 5 pounds



83% were confident in their ability to continue to maintain or lose weight using Holiday Challenge strategies.

96% are likely to participate in a future Holiday Challenge.

2021 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



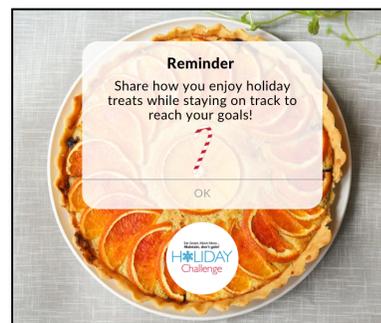
Daily Tips



Weekly Challenge



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 3,600 members in the group. That is almost 700 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!

2017-2021 Holiday Challenge Participant

I was able to enjoy the holidays with healthy eating and fun exercise (walking and hiking). I actually lost 1 pound which makes this the first holiday I haven't gained weight in twenty years.

Gary, 2021 Holiday Challenge Participant

This program provided a lot of ideas to use in our church-based health promotion program In addition to getting support for my personal health goals,

Barbara, 2021 Holiday Challenge Participant

The Holiday Challenge was great fun! I was already running and eating well but the Challenge held me accountable to do more! I was able to share in the Facebook Group daily with others around the US. I know that I inspired others. I was also inspired by others. I've gained many new friends without having to know them! I'm truly grateful to have been a part of this great Challenge.

Rich, 2021 Holiday Challenge Participant



I love to bake and we typically eat a lot with family around the holidays. I signed up in hopes that I'd maintain my weight, but I actually lost four pounds! It made me more aware of how much I was snacking. Simply cutting back on snacking made such a difference for how I felt. I'm going to do my best to continue this into the new year.

Teresa, 2021 Holiday Challenge Participant

I have always done the Holiday Challenge, but this year I needed it more than ever. Over the last 6 months I have lost almost 70 pounds by making lifestyle changes. I didn't want to lose traction over the holidays, but also didn't want to miss out on my favorite holiday traditions, including parties, family meals etc. I knew I probably wouldn't lose weight, but would be very happy to just stay about the same weight and start losing again after the holidays. The Holiday Challenge helped me do just that without feeling guilty. I found a balance of making good choices for day-to-day meals and indulging a little more during holiday parties, dinners, and special events.

Thanks!

Riki, 2017-2021 Holiday Challenge Participant

US State and Territory Participation

US State or Territory	2021 Participants	2020 Participants
Alabama	200	195
Alaska	119	122
Arizona	1029	979
Arkansas	1,757	1,666
California	290	280
Colorado	298	304
Connecticut	48	44
Delaware	41	41
District of Columbia	17	16
Florida	6,164	5,188
Georgia	1013	992
Hawaii	293	299
Idaho	513	522
Illinois	337	324
Indiana	1,356	1,307
Iowa	259	218
Kansas	444	457
Kentucky	438	447
Louisiana	787	782
Maine	37	38
Maryland	152	147
Massachusetts	474	460
Michigan	318	334
Minnesota	998	921
Mississippi	985	998
Missouri	914	837
Montana	454	395
Nebraska	200	182
Nevada	585	551
New Hampshire	39	40
New Jersey	317	290
New Mexico	17	17
New York	810	811
North Carolina	15,232	13,519
North Dakota	145	139
Ohio	868	835
Oklahoma	405	340

2021 Holiday Challenge Wrap Up Report



US State or Territory	2021 Participants	2020 Participants
Oregon	92	80
Pennsylvania	479	433
Puerto Rico	9	6
Rhode Island	11	7
South Carolina	773	762
South Dakota	1,178	1,104
Tennessee	218	212
Texas	809	771
Utah	64	59
Vermont	177	177
U.S. Virgin Islands	1	1
Virginia	323	312
Washington	309	290
West Virginia	323	199
Wisconsin	4,154	4,138
Wyoming	306	286

International Participation

Outside the United States:	2021 Participants	2020 Participants
Angola	1	0
Australia	4	3
Austria	2	2
Bahamas	1	1
Belgium	1	1
Canada	24	21
<i>Alberta</i>	1	1
<i>British Columbia</i>	2	2
<i>Newfoundland and Labrador</i>	3	2
<i>Ontario</i>	17	15
<i>Quebec</i>	1	1
Ecuador	1	1
Germany	1	1
Japan	1	0
Kenya	1	1
Lesotho	1	1
Malaysia	1	1
Mexico	3	2
Netherlands	1	1
New Zealand	1	1
Nigeria	1	1
Panama	1	1
Philippines	2	2
Portugal	2	2
Romania	9	1
Russian Federation	1	6
South Africa	6	2
Swaziland	2	1
Switzerland	1	1
Trinidad and Tobago	1	1
United Arab Emirates	1	2
United Kingdom	3	9
Zimbabwe	1	2

North Carolina County Participation

County	2021 Participants	2020 Participants
Alamance	281	236
Alexander	21	21
Alleghany	60	62
Anson	17	9
Ashe	29	29
Avery	10	12
Beaufort	85	76
Bertie	59	58
Bladen	193	82
Brunswick	203	151
Buncombe	488	421
Burke	171	164
Cabarrus	210	194
Caldwell	55	52
Camden	8	8
Carteret	134	125
Caswell	29	29
Catawba	235	224
Chatham	148	136
Cherokee	19	14
Chowan	80	80
Clay	8	6
Cleveland	61	62
Columbus	46	38
Craven	116	106
Cumberland	265	242
Currituck	79	15
Dare	58	58
Davidson	276	269
Davie	64	59
Duplin	111	106
Durham	489	439

2021 Holiday Challenge Wrap Up Report



County	2021 Participants	2020 Participants
Edgecombe	64	58
Forsyth	385	354
Franklin	102	93
Gaston	150	137
Gates	26	23
Graham	17	17
Granville	160	153
Greene	31	27
Guilford	714	662
Halifax	92	76
Harnett	110	94
Haywood	115	100
Henderson	220	190
Hertford	44	40
Hoke	34	27
Hyde	15	13
Iredell	188	179
Jackson	226	235
Johnston	305	298
Jones	17	20
Lee	110	108
Lenoir	61	58
Lincoln	56	51
Macon	98	98
Madison	48	43
Martin	35	28
McDowell	72	71
Mecklenburg	628	610
Mitchell	9	7
Montgomery	17	17
Moore	67	56
Nash	105	88
New Hanover	494	390
Northampton	18	19
Onslow	89	81

2021 Holiday Challenge Wrap Up Report



County	2021 Participants	2020 Participants
Orange	621	585
Pamlico	8	9
Pasquotank	73	67
Pender	45	40
Perquimans	15	15
Person	96	85
Pitt	524	490
Polk	29	30
Randolph	115	116
Richmond	23	23
Robeson	91	88
Rockingham	79	65
Rowan	262	237
Rutherford	65	64
Sampson	238	211
Scotland	78	74
Stanly	45	34
Stokes	41	44
Surry	83	72
Swain	70	66
Transylvania	55	47
Tyrrell	10	5
Union	97	90
Vance	43	41
Wake	2,823	2,704
Warren	21	20
Washington	15	13
Watauga	48	48
Wayne	270	221
Wilkes	51	54
Wilson	102	91
Yadkin	28	23
Yancey	17	10