

Weight Loss Challenge

Hold a community event to slim down by increasing activity and eating healthy together. A community weight loss challenge can be a fun and motivating way to lose weight.

Choose a Date and Registration – Decide on a timeline for your weight loss challenge. When will it start? When will it end? What is the registration time period? Have a way people can officially register. It can be through a website, at designated locations (i.e. gyms, grocery stores, schools etc.) or a kick-off event.

Get Registration Packets Together – Registration packets should include challenge rules, a schedule of educational fitness events, food logs, weigh-in sheets and fitness center passes.

Hold a Kick-Off Day – Throw a party! Get the community out and excited for the upcoming weeks of the challenge. Participants can be measured and assessed by their body weight, body fat percentage and body mass index, cardiorespiratory fitness, muscular endurance and strength tests, and body dimensions. Have educational material and healthy food. Invite local gyms, restaurants and stores to come out and market any products that might help people through the challenge.

Communicate and Motivate – Communicating with participants throughout the challenge will help in retention and active participation. Provide motivation during the challenge: tips on how to lose weight in a healthy way, different exercises, healthy recipes and other best practices. Send out weekly email updates and announcements or utilize social media to keep people involved.

Weigh-In Locations - Identify and advertise places where people can do regular weigh-ins. Encourage volunteers to assist in weigh-ins and provide consulting. Participants receive points for every pound and percent of body fat lost.

Grand Finale – Hold a closing event at the end of the challenge. Tally all the weight lost.

Resources –

[Livestrong Weight Loss Challenge](#)

[Real Appeal](#)

[Team-Based Fitness Program Uses Online Social Networking and Competition to Promote Exercise and Weight Loss in Adults](#)

MWC Success Stories –

In 2012, Paramus hosted its very first weight loss challenge. It was a 12-week challenge with roughly 140 participants. With the help of the Paramus Board of Health, Paramus' Gold's Gym and the Valley Hospital, Paramus offered the community a chance to learn about nutrition and weight-loss and join the challenge at no cost. The town was successful in reaching its goal of losing 500 lbs! In fact, the challenge was so successful it was extended to all of Bergen County! To learn more click [here](#).



Mayors Wellness Campaign
Put your community in motion.