

# The Community Health Improvement Partnership (CHIP) of Bergen County and the Bergen County Department of Health Services Announce The 2016 Wellness/Weight Loss Challenge March 2016 – June 2016 (8-12 weeks)

## Target Audience

Bergen County adults aged 18 years and older as well as families in all participating municipalities with town champions

## Program Objectives and Highlights

Increase Physical Activity:

- Partner with local fitness centers, recreation centers, and parks to offer free and/or discounted exercise programs
- Establish regular walks led by town leaders (optional)

Increase Healthy Eating:

- Offer nutrition programs to include food preparation skills, food safety, and identifying healthy eating options for ethnic and regional foods
- Work with ShopRite dietitians (if available in your area.) for weigh-ins, educational programs and store tours

Offer Health Screenings:

- Weight, height and BMI initially, then weekly weights, and at conclusion of program
- Free adult blood pressure screening and health consultation (if available)

Offer Stanford University's Chronic Disease Self-Management program (*Take Control of Your Health*):

- Provide 6 week community workshops for ~10-15 participants (optional and if available)

Provide motivational e-mails/newsletters:

- Provide nutrition and fitness information to promote wellness. The BCDHS is offering to send out general emails weekly.

**\*\*Some towns/cities may decide to sponsor the Challenge for 8 or 10 weeks instead of 12 weeks, if resources are limited.**

## How do we track improved wellness?

- Bergen County Department of Health Services will offer centralized registration and motivational emails for participants.
- Towns may conduct pre- and post- health survey to assess nutrition and physical activity levels (Optional)
- Towns offer weekly weigh-ins at local health departments and at other partners' facilities and encourage weigh-ins every 2 weeks during the 12-week challenge.
- Participants can complete an optional nutrition and exercise journal – submit journals at the end of the 12 weeks to be entered in prize drawing
- Each participant that loses at least 2 pounds or more of their initial body weight at the final weigh-in will be eligible for prize drawing in their town

## Why Participate?

Based on the Bergen County Community Health Needs Assessment & Improvement Plan 2013, Obesity and Chronic Disease Prevention, Fitness, and Nutrition were identified as the number one community health priorities for residents of Bergen County. The goals for this 8-12-week challenge are to achieve the following strategic objectives: increase physical activity, increase healthy eating, increase knowledge concerning chronic diseases and their risk factors, and promote healthy behavior changes. To be eligible for the final drawing and gifts the participant must have been weighed at least 6 times and attended one education program and one exercise class. Completing a food/exercise journal, will allow for a second chance at the drawing.

## How to Participate

**Please identify one to two town champions to oversee the coordination of the Challenge with guidance and support of the CHIP and the Bergen County Department of Health Services.**

To participate in the Challenge, contact: Eric Ciavaglia [eciavaglia@co.bergen.nj.us](mailto:eciavaglia@co.bergen.nj.us) or 201-634-2709