



Scale Back Alabama kicks off 2019 campaign

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The beginning of a new year is a perfect time to commit or re-commit to a healthier lifestyle and dispel some of the common health myths along the way. Scale Back Alabama, the state's largest weight loss and physical activity challenge, will focus this year on setting the record straight on some common health myths, while assisting participants with developing healthier lifestyles and losing weight.

This year's challenge begins with weigh-in week, January 21-27. It's free, and participants must be at least 18 years of age and live or work in Alabama. At the end of the challenge, those who weigh-out during the week of April 1–7 and succeed in losing at least 10 pounds have a chance to win cash prizes. Teams are comprised of two people (no more, no less).

It is easy to register a two-person team:

- Visit scalebackalabama.com/project/register or via the Scale Back Alabama app (only one registration per team of two).
- If possible, print your registration confirmation page.
- Visit an official public weigh-in location during the week of January 21 – 27 (bring registration confirmation with you).
- **Important:** Search for public weigh-in sites at scalebackalabama.com/sites. *Weigh-in sites are still being added, so check back if there is not currently a weigh-in site in your county.*

Prizes

- Team prizes (if both team members lose 10 pounds) – Three teams are drawn to win \$1,000 per team member; three teams are drawn to win \$500 per team member; and three teams are drawn to win \$250 per team member.

- Individual prizes (if a team member loses 10 pounds, but his or her teammate does not)
 - 40 individual names are drawn to win \$100 each.
- The final event and cash prize drawing will be held April 16.

Facts about Scale Back Alabama:

- Inaugural contest started in January 2007
- Now in its 13th consecutive year
- Cumulative number of pounds lost statewide: 1.4 million
- Cumulative number of participants statewide: 335,752
- Why? Although our state has made some progress, Alabama is fifth in the nation in terms of adult obesity with a rate of 36.3 percent. A variety of health issues result from and are compounded by being overweight or obese. Scale Back Alabama seeks to empower Alabamians to live healthier lifestyles and reverse this trend.

Scale Back Alabama is a public awareness campaign hosted by the Alabama Hospital Association, the Alabama Department of Public Health, and Blue Cross Blue Shield of Alabama.