

It's time for Scale Back Alabama 2011!



Set to kick off its fifth year on January 20, 2011, Scale Back Alabama is a free, confidential, statewide weight-loss contest for adults 18 years of age and older held the first of each year. The purpose of the 10-week contest is to encourage Alabamians to get healthier by losing weight, exercising, and having fun while doing it. Last year's campaign drew more than 30,000 people in almost every county with a cumulative reported weight loss of almost 200,000 pounds.

A new component was added last year to the Scale Back Alabama campaign. The new component allowed school personnel the opportunity to be healthy role models for their students by participating as a **Scale Back Alabama School**. School personnel again can participate in the Scale Back Alabama School program. It is a win-win situation as school personnel work to achieve a healthier lifestyle while their students cheer them on and learn the importance of healthy habits.

Schools with five or more teams participating in Scale Back Alabama are eligible to become a Scale Back Alabama School. These eligible schools receive special recognition and are entered into a separate school drawing for prizes that promote good nutrition and physical activity habits for the students. (These prizes are in addition to the cash prize drawings referenced below.) It is important to note that students are not allowed to participate and weight loss for students is not being encouraged. Read below to find out how to participate in Scale Back Alabama and how to sign up to become a Scale Back Alabama School.

Scale Back Alabama 2011 Dates

January 20, 2011

Scale Back Alabama kicks off

January 22 - 28, 2011

Participants register and weigh-ins are recorded

April 9 - 15, 2011

Scale Back 2011 concludes and ending weights are recorded

To take part in the program, teams of four can register and weigh in during the week of January 22-28, 2011, at any one of the hundreds of public weigh-in sites around the state. A complete list of Scale Back sites and hours for weigh-ins is available at www.scalebackalabama.com. To sign up to become a Scale Back Alabama School, contact Molly Killman at molly.killman@adph.state.al.us or call her at 334.206.5646.

Team Prizes

- ◆ To be eligible for team prizes, each team member must lose at least 10 pounds during the 10-week contest, as recorded by a coordinator at a Scale Back Alabama weigh-in site.
- ◆ Winning teams will be determined by a random drawing from all eligible teams.
- ◆ The first team drawn will win \$1,000 per team member, or a total of \$4,000 for the entire team.
- ◆ The second team drawn will win \$500 per team member, or a total of \$2,000 for the entire team.
- ◆ The third team drawn will be rewarded \$250 per team member, or a total of \$1,000 for the entire team.

Individual Prizes

- ◆ All individuals who lose at least 10 pounds, as recorded by a coordinator at a Scale Back Alabama weigh-in site, will be eligible for an individual prize, regardless of their team's achievement. However, individuals that are drawn for a team prize are not eligible to win the individual prizes.
- ◆ From the pool of eligible contestants, 50 individuals drawn will win one of 50 achievement prizes of \$100 per person.
- ◆ The individual prize drawings will be conducted after the Webcast on April 28 and posted on the Web site approximately two hours after the conclusion of the Webcast.

Get registered and get started on a healthier lifestyle of losing weight, exercising more and having fun while doing it!