



Scale Back Alabama 2010 Program

It's time for Scale Back Alabama! Now in its fourth year, 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 40,000 people in almost every county with a cumulative reported weight loss of almost 200,000 pounds.

A **new component** has been added to the Scale Back Alabama campaign this year. The successful health campaign will be introducing the new Scale Back Alabama School program! School personnel will have the opportunity to be healthy role models for their students by participating as a Scale Back Alabama School. It's 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 2010 Dates

January 23 – 29	Scale Back 2010 begins and starting weights are recorded
April 10 – 16	Scale Back 2010 concludes and ending weights are recorded
April 28	Final event is the announcement of winners and prizes

Here's how Scale Back Alabama works

- ◆ Teams of four can compete for money. Team members will be provided with information about healthy eating habits and exercise through weekly lesson plans.
- ◆ If all four team members lose at least 10 pounds in 10 weeks, that team will be placed in a drawing for one of three grand prizes: \$1000 per team member, \$500 per team member, or \$250 per team member.
- ◆ Participants who lose at least 10 pounds, even if other team members do not, will be placed in a drawing for 50 cash prizes of \$100.
- ◆ To take part in the program, teams of four can register and weigh in during the week of January 23 – 29, 2010, 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.
- ◆ Get registered and get started on a healthier lifestyle of losing weight, exercising more and having fun while doing it!

The Scale Back Alabama Web site also has an excellent Resources page at www.scalebackalabama.com/resources.html that provides great nutrition tips, and other informative items and programs to help maintain healthy eating habits and exercise.

Scale Back Alabama is a joint project of the Alabama Hospital Association and the Alabama Department of Public Health, with generous underwriting from Barber's Dairies and Blue Cross and Blue Shield of Alabama. Alabama Action for Healthy Kids is providing support for the Scale Back Alabama School program. ■