

Weigh and Win helps Coloradans lose more than 178,000 pounds

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New participants can enroll in the program at www.weighandwin.com or at any of the 66 kiosks located throughout the state.

Kiosk locations can be found at www.weighandwind.com/KioskLocator.aspx.

At the end of the program's fourth year, Kaiser Permanente's weight management program saw an increase of 15,000 participants.

Weigh and Win, which began in 2011, has seen a total enrollment of over 60,000 participants with a combined weight loss of 178,872 pounds, according to a news release from Kaiser.

"When we launched Weigh and Win more than four years ago, we hoped to inspire and motivate Coloradans to live healthier lifestyles," said Dr. Jandel Allen-Davis, vice president of government, external relations and research for Kaiser Permanente Colorado, in the release. "We couldn't be more excited about the tremendous success of Weigh and Win and we look forward to what's ahead."

Program progress is tracked quarterly using Kaiser's 66 statewide kiosks.

Kiosks measure the weight and Body Mass Index of each participant and catalog a photograph to keep visual progress, according to the release.

On average, a successful participant loses 17.7 pounds per year, or 8 percent of their body weight.

Of the more than 60,000 participants, 47 percent of those involved for six months or more have lost 5 percent of their weight.

Kaiser awarded participants over \$300,000 in the four-year period for their work and weight loss, according to the release.

In addition to cash-prizes, the physical challenge has monetary advantages when it comes to healthcare costs as well.

For every \$1 invested in the project, \$3.42 is saved in reduced health care costs, said Kaytee Long, health promotion manager for Weigh and Win.

Kiosk locations are selected based on interest of Kaiser's partners and other government and education agencies with an interest in public outreach, she said.

As part of the partnership, Kaiser awarded grants to eight kiosk partners in December 2014.

The partners included Boulder Valley School District, City of Arvada, Clinica Family Services, Elizabeth School District, Lake County Public Health Services, North Colorado Health Alliance/Sunrise Community Health, Northwest Colorado Visiting Nurse Association: Craig and Northwest Colorado Visiting Nurse Association: Steamboat Springs.

Kaiser also continues to work on the launch of a new smart phone app that allows participants access to a personalized meal plan and exercise plan on the go.

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