

How did Alabamians lose 1 million pounds?

Peer pressure, small goals and the lure of cash prizes

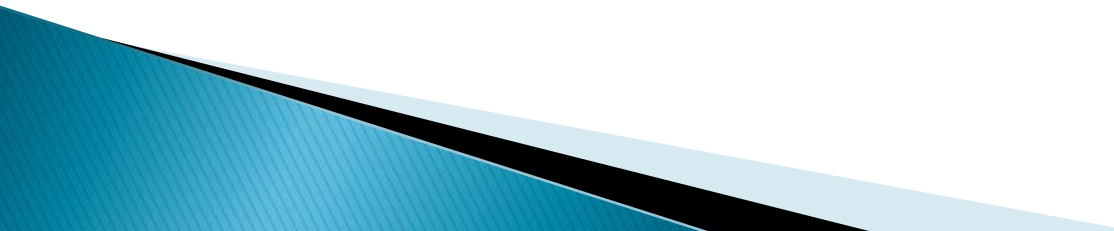




What is Scale Back Alabama?

- Campaign designed to encourage Alabamians to get healthy by eating less and moving more.
- 10-week contest – begins in January
- Focuses on adults in the workplace
- Utilizes almost 500 local coordinators to encourage participation and host weigh-in sites in all areas of the state
- Contest is free and sponsored by Alabama's hospitals, the Al. Dept. of Public Health, and Blue Cross and Blue Shield of Alabama

More about Scale Back

- ▶ Teams of four register and do initial weigh starting the third week in January
 - ▶ Goal is healthy weight loss ... one pound a week
 - ▶ Going into 8th year in 2014.
 - ▶ Need your help in soliciting coordinators:
 - All organizations interested must be based in Alabama and have at least 10 employees
 - Interested? Just send email to info@scalebackalabama.com, and we'll send link to register.
 - Visit www.scalebackalabama.com for more information on the contest and what's involved in being a local coordinator.
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Now in its eighth year, Scale Back Alabama is a statewide weight-loss contest designed to encourage Alabamians to get healthy and to have fun while doing it. The 2013 campaign drew nearly 30,000 people in almost every county, and the total statewide weight loss since the beginning of the contest is more than one million pounds!

The campaign is geared toward adults and is primarily operated with the help of local employers (companies with 10 employees or more), hospitals and health departments. Each organization appoints one person to serve as the coordinator for the contest, and individuals

compete on teams of four to win the chance at cash prizes. There is no charge for participating in the program.

Ready for 2014?

Find out how your team can [participate](#) next year.

[Click here](#) to learn more about the prizes.

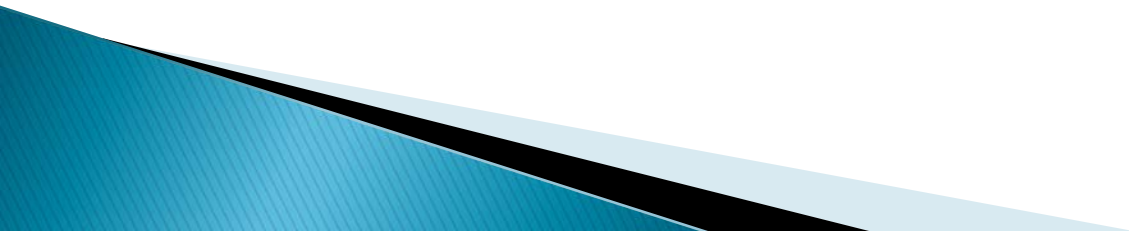
[Click here](#) to review the guidelines for participation.

Want to have your organization participate? - We welcome businesses, hospitals, health departments, gyms, churches ... basically all types of organizations to participate. All you need to do is select one person to be the local coordinator and have that person send an e-mail to info@scalebackalabama.com. Please provide the name of your organization and the number of employees, and we will follow up with an email with additional information. To participate, your organization must be located in Alabama, and all participating team members must work or live in Alabama.

We need you as a public weigh-in site - Since some organizations cannot open their doors for public weigh-ins, we are always in need of those who can. If you have 10 or more employees and would be willing to serve as a weigh-in site, we would love to hear from you. Again, if you'll select one person to coordinate the effort and have that person send an e-mail to info@scalebackalabama.com, we'll follow up with additional information. Don't forget to include the name of your organization and the number of employees in the email.

www.scalebackalabama.com

Questions?





Healthy Huntsville

- 100 free events
- Free iPhone App
- Crowd-sourced
- Gamified

Sterling Health and Wellness

Healthy Culture



Healthy Huntsville, Sterling Health and Wellness



Alabama's Largest Yoga Class
Healthy Huntsville, Sterling Health and Wellness



Healthy
communities
encourage
giving..

[My Lists](#)[My Badges](#)[Browse Feats](#)[Browse Challenges](#)[Members](#)[Rewards](#)[Go to My Profile](#)

Healthy Huntsville

[Leave this challenge](#)

In my challenges



Healthy Huntsville 2012

200 points from Healthy Huntsville

Healthy Huntsville is designed to build a community around healthy behavior, and features 100 free events between now and August. [Like us on Facebook](#) and join the conversation!

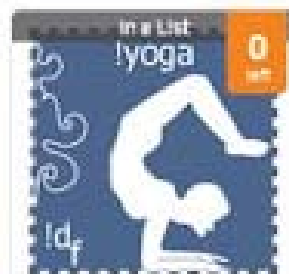
Challenge Feats



Register for the Double Helix Dash on 4/10



Learn how to cook with herbs on 4/15



Attend AL's largest yoga class on 4/28



Bike with the Mayor on 5/5

[Ann](#) joined the [It's Positively Present](#) challenge.

[Lindsey](#) joined the [It's Hip 2 Save](#) challenge.

[Samantha Beck](#) joined the [It's Hip 2 Save](#) challenge.



[Member](#) did [I save money](#) for 3 points.

[Member](#) did [I save money](#) and is working on the [It's Hip 2 Save](#) challenge.



[Krysia Folsom](#) gave props to [Laurel](#) for checking in [I tracksteps](#).



[Erin Payne](#) did [I tracksteps](#) for 3 points.

[vanessa](#) joined the [It's Hip 2 Save](#) challenge.



[Roland Karm](#) joined the [It's Hip 2 Save](#) challenge.

[Member](#) joined the [It's Hip 2 Save](#) challenge.

[Member](#) joined the [It's Hip 2 Save](#) challenge.



[kabe](#) joined the [It's Hip 2 Save](#) challenge.

[Melissa](#) did [I style on a budget](#) and is working on the [It's Hip 2 Save](#) challenge.

Engage Community

Empower Citizens

Improve Lives

“WE HAVE LEARNED A LOT TOGETHER. IT IS IMPORTANT FOR US TO KNOW WHAT IS GOING ON WITH [OUR BODIES]. THIS INITIATIVE HAS JUST SHOWN US WAYS TO COUNTERACT THAT AND HELP US ALONG THE WAY”

~SLI CHURCH ADVOCATE

Alabama's Wellness Rx:
Healthy Families,
Healthy Schools, and
Healthy Communities

October 29, 2013



SAVING LIVES INITIATIVE IS A UNIVERSITY FAITH-BASED PARTNERSHIP

◉ Program Objectives:

- Demonstrate ways to connect health and spirituality
- Empower participants to take charge of their health
 - Healthy Eating
 - Increased Physical Activity
 - Medication Adherence
- Provide access to vital health information at their church

◉ Program Methods

- Deliver once-monthly workshops
- Conduct semi-annual health screenings



WHAT MAKES THIS PROGRAM DIFFERENT?

- ◉ Collaboration between church and the university in the design and implementation of the program.
- ◉ Scripture based approach is used to support health care information and recommendations coming forward from health care providers.
- ◉ Continuous collection of data allows the research team to assess changes in each participant's health behaviors from the knowledge gained at each workshop.
- ◉ Data from health screenings are used to measure the progress of each participant.

SUCCESSSES

- Improved measures at health screenings

Cholesterol		Baseline	After 6 months
	Desirable	87.5%	90.0%
	Borderline Risk	10.0%	7.5%
	At Risk	2.5%	2.5%

sample of health measure

- Measured increase in health literacy and knowledge through participant survey responses
- Demonstrated culture of health at each participating church



The Saving Lives Initiative has provided the participants with an opportunity to connect faith, wellness, and health in ways that encourage happier and healthier lifestyles.

"The word of God teaches us that our body, mind and soul belong to Him,"
~ SLI Pastoral Leader

AUNT KATIE'S COMMUNITY GARDEN

GROWING COMMUNITIES THROUGH GARDENS

"Why a Community Garden"

A PROJECT OF THE DUBOIS INSTITUTE

Why a Community Garden

- Increase self-esteem and encourage learning in children
- Create beauty
- Provide positive work experience for at-risk youth
- Improve nutrition and fitness
- Reduce crime
- Can be a source of community economic development





Focus On Youth

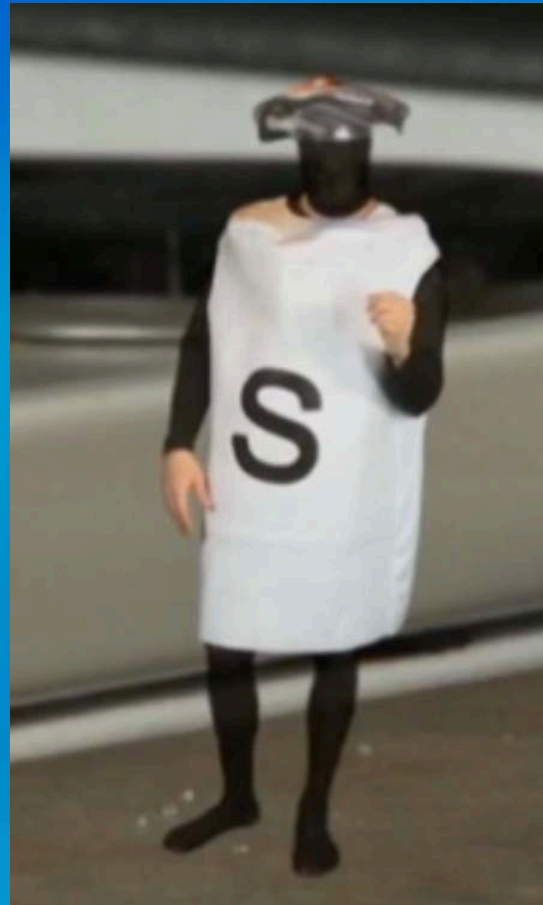
Participating in community gardening helps teach valuable life skills such as discipline, timeliness, pride, patience, leadership and responsibility. In gardens that function as a business like our , gardeners can learn skills such as marketing, packaging, customer service, trouble-shooting and leadership.



The Bottom-Line

We demonstrate that food production can be beautiful, it can be healthy, it can enhance the quality of life for folks, it can be a training ground for the youth and adults who are completely disconnected from any kind of positive, constructive environment.

The Salt Monster: From Concept to Reality



George L. Daniels, Ph.D.
*Associate Professor & Assistant Dean
College of Communication &
Information Sciences
The University of Alabama*

Eric Cooks, M.A., CHES
*QRIS Research Technician
Human Development and Family
Studies
The University of Alabama*

Service Learning Class Model

- **January 2010**- General Health Disparities Presentation by OMH (Office of Minority Health)
- **April 2010**- Student team presents Infant Mortality Social Media Campaign to ADPH staff in Montgomery
- **Spring 2012**- Another team develops anti-salt campaign (including “The Salt Monster” concept)
- **Spring 2013**- Media production class shoots, edits rough cut of “Salt Monster” Public Service Announcement
- **April 2013**- Students take part in focus groups on the Public Service Announcement

Key Insights of the project

- Most students do not watch how much salt they eat
- Many feel that they have no need to worry
- Perception of risk
- Family plays a key role in determining dietary patterns
- Taste is primary factor for excessive consumption
- Cooking vs. at table



Impact on community health

- Creation of an evidence-based health message
 - Developed by members of target audience
- Enhancing collaborative relationships with state agencies



Healthy Families, Healthy Schools, Healthy Communities

Produce in Pantries

Weekenders Backpacks

Mobile Pantries



Healthy Families, Healthy Schools, Healthy Communities



Produce In Pantries:

- Over 750,000 lbs distributed this year to Member Agencies
- Pepper Place Farmers Market (Gleaning)
- Society of St. Andrew: Green Bean and Sweet Potato Drops

Healthy Families, Healthy Schools, Healthy Communities

Weekenders Backpacks:

- 15+ Participating Schools
- 1500 Children
- Expanding to rural counties
- UAB Dietetic Analysis / Evaluation



Healthy Families, Healthy Schools, Healthy Communities



Mobile Pantries

- 2x a month - Community Centers, Housing Authorities, Agencies
- 250+ Families Served
- 8,000 lbs of Food - Includes protein, produce, and staple items