

In an effort to increase overall community health and wellness, Southwest Nebraska Public Health Department (SWNPHD) would like to introduce a program to the workplace which has garnered much success over the past decade.

The Nebraska Sports Council is proud and excited to roll out the 2011 Live Healthy Nebraska 100-Day Challenge, which begins Jan. 20. Businesses and respective employees are invited to participate in this 100-Day Challenge.

This program provides a team-based weight-loss and physical activity challenge that has assisted more than 50,000 participants in accumulating 25,000 activity miles and losing 110,000 unwanted pounds over the past nine years.

Better still, surveys show that 70 percent of the participants keep the weight off and/or maintain their exercise habits six months after the program ends.

Live Healthy is a successful, slow-and-steady way to build healthy habits!

Mindful of company efficiency, the Live Healthy staff and software provide a turn-key tool for an overall wellness program.

Included in the software is a comprehensive eight-page report of participant results and statistics, including ROI based on BMI (body-mass index) reduction.

These statistics have been proven to significantly reduce health care costs and increase employee productivity and morale.

This program is also suitable for a church, civic organization, or simply a group of neighbors or friends. This should help to accommodate some of the smaller communities with the task of

promoting wellness.

For more information contact SWNPHD at 345-4223 or online at www.swhealthdept.com.

“The Live Healthy 100 Day Challenge is an excellent way to jumpstart a new year’s resolution to become healthier and more physically fit,” states Michelle Reiners Health Educator at SWNPHD. “The opportunity to join co-workers, neighbors and friends in this challenge is an excellent tool to help each other reach our health and fitness goals.”

Visit www.nebraskasportscouncil.com to get started today! SWNPHD looks forward to helping participants meet their wellness goals in 2011 with the Live Healthy 100-Day Challenge!

- Program Dates: 1/20 - 4/29/2011

- Registration Dates: 12/15/2010 - 2/28/2011

- Cost—\$20 per registrant

- Teams—There can be between two and 10 registrants per team

- Program Tracking – Weight Loss and/or Activity Tracking

- Age Range – Minimum Age: 18

Southwest Nebraska Public Health Department serves Chase, Dundy, Frontier, Furnas, Hayes, Hitchcock, Perkins and Red Willow counties.

