



Southeast Health Group announces Weigh and Win County Sign-Up Challenge

Southeast Health Group is throwing down a sign-up challenge to residents of the six counties it serves over the next three months. Starting October 1st, residents of Baca, Bent, Crowley, Kiowa, Otero and Prowers will compete to earn a BBQ luncheon in January. The challenge is part of the new “Weigh and Win” program sponsored by Southeast.

Weigh and Win is a free program to Colorado residents over the age of 18. Participants create an online profile and visit their local kiosk periodically to track their progress. Each quarter, participants are eligible to receive cash prizes based on their weight and body mass index (BMI). People who maintain a healthy weight are also eligible for fitness incentives. All participants have access to encouraging daily text messages and health coaching.

The County Sign-Up Challenge will help get folks enrolled in the program. On December 31, the Weigh and Win system will tally up the number of residents enrolled in each county. The winning county will be determined by the most enrolled participants per capita over the three month period. People who are enrolled in the program from the winning county will be invited to the BBQ.



“We hope the counties will rally their communities to sign up for this program,” said JC Carrica, Chief Operating Officer of SHG. “We have installed six kiosks across the region, and it just takes a few minutes to sign-up. You may also sign up at www.weighandwin.com. This program has the potential to make a big difference in the long-term health outcomes for our communities.”

For more information about the Weigh and WIN County Challenge, call Southeast Health Group at 1-800-511-5446.

CLICK HERE TO SIGN UP NOW!

