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“SCALE BACK ALABAMA” BEGINS NEXT WEEK

AT LANIER HEALTH SERVICES

LANIER HEALTH SERVICES, Valley, AL -- Beginning January 24, 2012, local residents are invited to sign up for a statewide weight-loss contest called “Scale Back Alabama”. Scale Back Alabama is a public awareness campaign hosted by Alabama’s hospitals and the Alabama Department of Public Health, with generous support from Blue Cross and Blue Shield of Alabama. Now in its sixth year, the 10-week contest is an attempt to encourage Alabamians to lose weight, to exercise and to have fun while doing it. Last year’s campaign drew more than 33,000 people in almost every county with a cumulative reported weight loss of 143,309 pounds.

“The new year is a perfect time to think about establishing good habits that will make you healthier,” said Allison Drake, RD, LD. “All you have to do to participate in Scale Back Alabama is find three individuals to be on your team and come to the front lobby of Lanier Memorial Hospital in January 24, 25 or 26 between 10:00 am- 1:00 pm to weigh in and register. The contest is free, and there are cash prize drawings at the end.”

According to Drake, the goal is to lose a pound a week during the 10-week period. “We’re really encouraging healthy weight loss, not crash dieting,” added Drake. “Throughout the contest participants will be provided with tips such as how to eat healthier portions and how to make exercise a part of their normal routine. The contest is geared toward adults age 18 and older, and we are particularly encouraging businesses and other organizations to participate.”

Information on the times and locations for all public weigh-in sites is listed on the Scale Back Alabama Web site, www.scalebackalabama.com.
