

# Dump Your Plump

## Overview



- **Program Objective:** Encourage weight loss via team-based competition that harnesses the power of prize motivation and New Year's resolutions; Success driven through 8 weeks of exercise, accountability, weekly check-ins, and open access to all members of the installation community
- **MTF:** Ft. Meade
- **Implementation Dates:** 2010- present
- **To reach local point of contacts, visit [MilitaryInstallations](#)**
- **Total Force Fitness Domains:** Physical, Behavioral, and Social

## Program Description



- 8 week weight loss competition that runs from early January to late February at Fort Meade and is open to all eligible Fort Mead MWR patrons 18 years and older, all Fort Meade/NSA military and their family members, DoD civilians, and Fort Meade contractors
- Weekly weigh-ins are required (M-W), with penalties (1 lb. per missed weigh-in) in awards for failure to do so, and workouts can occur anywhere
- Teams of 4 and individuals compete, tracking progress on a leader board, to lose the greatest percentage of total body weight

## Evidence of Program Effectiveness



- 2011: **267 participants** lost an average of ~6 lbs. over the 8 weeks for a total of **1,527 lbs. lost**
- Prize program is especially notable as it has been structured to maximize cost effectiveness, market MWR facilities, resulting in high participation rates and weight-loss
- Weekly weigh-ins at a self-printing scale improves data efficacy and accountability
- Partnership with the AWC, new as of 2014, improved visibility and use of AWC facilities

## Costs and Required Resources



- 3-4 hrs./week for 8 weeks for 1 FTE (any fitness/health personnel) to collect measurements and winners
- ~\$2K/year for prizes, advertising, and education. Prizes are purchased in bulk and rolled over for future years.

## Lessons Learned

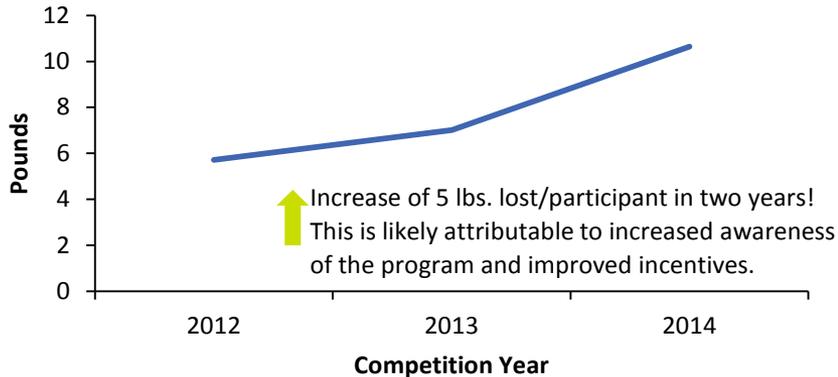


- Locating the competition at the AWC versus the gym has pros and cons. Due to a broken scale early on in the competition the competition weigh-ins had to be moved a mile away from the gym to the AWC. While this benefited the visibility of the services provided, it made it more difficult for people to easily weigh-in on the way to/from the gym. Future competitions could include weigh-ins at both locations.
- Extreme/unhealthy weight loss has become an increasing problem. The team is brainstorming to restructure the competition to improve safety. Currently the dietician from Kimbrough Health Clinic is brought in for lunch talks for participants (open to the public), but due to her limited availability having consistent guidance and input from an additional registered dietician would be extremely beneficial to improve safety.

# Positive Impact of Dump Your Plump

## Quantitative Evidence

Average Pounds Lost



## Best Practices & Resources

### Incentive Structure: Prizes = Results & Participation

- **Overall winner:** I-pad, I-pad mini, I-pod, Fitbit, etc.
- **Winners:** The top 2 male and female, and top 3 teams receive the following prize: gym bag with towel, bodyball or mini foam roller, water bottle, and headband/sweatband; everything themed towards workouts
- **Weekly winners:** Top 2 males and females received one of these each week: snack bars, vitamin water, lunch bag, earbuds, pedometers, sweatbands, jump ropes – all purchased in bulk year
- **Participants:** All participants receive a sampling of the following prizes: free punch card for aerobics classes, 5-punch card for classes, nutrition class, guest speakers for participants, bowling parties, gift card for the commissary, shoe wallet, stress ball, measuring tape. Asking for leftover materials from MWR can jump-start a low/no-budget program or replication of Dump Your Plump

### Marketing/Advertising:

- Examples include: Flyers and marquees across the installation, inserts in the SoundOFF, Facebook advertising, word of mouth at gym and AWC
- Marketing flyer for 2013: [Front](#) & [Back](#)
- SoundOFF stories: [2012 wrap-up](#), [2013 kick-off](#), [2013 wrap-up](#), and [2014 wrap-up](#)

## Qualitative Evidence

### Testimonials

"I actually ran on the treadmill, I actually took **four minutes off of my mile** since I've been doing it... I'm still continuing it every day."

- Edward Lindsay, Fire and Emergency Services Captain, 2014 overall male winner

"If people can see I can do it and lose **140 [lbs]**, they can do it"

-Leonard Frett, 2011 & 2012 overall winner, Technician at the Family Pet Care Center

### Participation

Year	Individuals	Teams
2010	60	40
2011	127	47
2012	129	35
2013	147	31
2014 *	49	N/A
2015	75	12

### Education & Cross Promotion

Courses hosted by the AWC in 2014, with help from the registered dietician at the hospital, for participants:

- Nutrition
- Fitness
- Stress management

## Success Stories & Use of MWR Programs



2014 winners Maricela Perez and Leonard Frett incorporated spin classes as part of their weight-loss. Perez lost 22.4 pounds, while Frett dropped 51.4 pounds!

\* Note: Participation numbers for 2014 were abnormally low due to technological difficulties mid-competition (broken scale) and the relocation of weigh-ins to a new site, the AWC