



## **TAKING THE CHALLENGE: TOP TEN TIPS & TOOLS**

### **Give Up The Pounds, Not The Fight**

Dr. Ian Smith is teaming with State Farm on **The 50 Million Pound Challenge**, a historic opportunity to lose weight and take control of our lives and good health. The Challenge is a remarkable commitment by the African-American community to join hands and turn back the deadly health risks of being overweight, which threaten nearly half of all Americans and take the lives of too many loved ones from heart disease, stroke, diabetes, cancer and other illnesses.

The African-American community has been hit especially hard and now is fighting back. To reach its ambitious goal, The Challenge is making it easier for participants to lose the weight and keep it off! Joining is free, simple and anyone can sign up, by going to [50millionpounds.com](http://50millionpounds.com). Use the tools, tips and personal weight tracker to shed the pounds—and enjoy a new, healthier you!

#### **S** **tart Now—Take The First Step, Sign Up For The Challenge**

Taking off the weight is about taking back control of your health. It's never been easier. What counts is getting started. If you're ready to look good and feel great, take the first step. Sign up at [50millionpounds.com](http://50millionpounds.com) and take The Challenge!

#### **H** **ave A Good Plan and Stick With It**

Tip the scales in your favor. Forget the fads and quick fixes. Pick a plan that works for you, embrace it and follow through. You don't have to be perfect, just persistent. Start with The Challenge Brochure. It's loaded with helpful weight-loss tips and advice from Dr. Ian Smith, #1 bestselling author of The Fat Smash Diet. It's free for all participant in their Challenge kits, which can be picked up at any participating State Farm agent's office across the nation.

#### **E** **xercise—Enjoy Your Meal, Then Take A Walk**

If ever there were a silver bullet to help trim excess pounds, it's exercise! Enjoy your meal, then take a walk, run, bike, dance or jump rope. The key is exercising 35 minutes at least three times a week. For a walk, count off 10,000 steps with your Challenge pedometer. You'll feel great and the scale will keep moving with you! Enough talk. Walk the walk!

#### **D** **ecide Your Target Weight-Loss—Then Track It**

Go to [50millionpounds.com](http://50millionpounds.com) and use the BMI chart to find your healthy weight. Listen to your body and pick a realistic goal you can maintain. Enter your start weight on your Personal Weight-loss Tracker, then chart progress to your goal. Remember, it's not just what you lose—but what you keep off!

## **P**lan Your Menu—Eat, Don't Starve Your Way to Success

The secret to shedding pounds isn't trying to starve them away, but eating a balanced menu of healthy foods. The Challenge Brochure has menu tips that do the calorie counting for you. Start with two or more pieces of fruit a day. Minimize fatty foods; choose lean cuts, vegetables and whole, fresh foods. Switch from regular to diet soda, juice or better, water. There's lots you can eat. Plan your menu and enjoy!

## **O**wn Your Health—Get A Free Health Screening, The Life You Save May Be Yours

Losing weight isn't just about looking and feeling great. It's about living longer. Being overweight threatens 135 million Americans with higher health risks, and has taken far too many of our loved ones from heart disease, stroke, high-blood pressure, diabetes, cancer and other illnesses. Respect your body. Reach your healthy weight and reduce your risk factors. Learn more about your health and how to get a free health screening at the 14-city Challenge events. Your grandkids will thank you.

## **U**se Your Power—It's Not Just About The Food, It's About Attitude

The recipe for a successful diet is a good eating program, regular physical activity and a heavy dose of determination. It requires commitment. Yes, you CAN do it. If you're realistic and don't attempt an unhealthy overnight transformation you can take back control and reach your healthy weight—one pound at a time. You've got the power—now use it.

## **N**eighbors Are There, Good Neighbors Are There For You To Lean On

Losing weight is a very personal journey—rewarding when you succeed and lonely when you fail. Getting support from your friends, your family, your good neighbors can be good food for the soul. Invite them to share a morning walk, try a new recipe, help you start a new hobby, even join in taking The Challenge. Have the kids join in and get much needed exercise—even something as simple as jumping rope can help burn lots of calories.

## **D**on't Forget To Have Fun—Make A Group Challenge, May The Best Team Win

Enjoy team sports? Take The Challenge yourself; then make a Challenge to others. Try organizing a friendly contest between teams of colleagues at work, fellow church-goers, or fraternity and sorority members—in your town or between cities. Tap into that competitive spirit and watch commitment to The Challenge spread across the community. Have fun!

## **S**ucceed In Losing Weight, Celebrate A Healthier New You!

The formula for success is simple: **Healthy Menu+ Exercise + Determination = Successful Weight Loss + New You.** Making it all add up takes willpower. When you reach your goal, celebrate! You did it right! You took back control, created a healthier you and now feel great! Sustain it and spread the word. The Challenge is about helping more people reach their personal health goals. And each individual act of empowerment contributes to this historic community commitment to fight back against the deadly health risks of being overweight. Take The Challenge and Win!