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**FOR IMMEDIATE RELEASE:**

## **Weigh and Win Kiosk to be Installed at Aurora Mental Health Center**

**AURORA, Oct. 30, 2015** – The Chambers Hope, Health, and Wellness Clinic, an integrated primary healthcare partnership between [Aurora Mental Health](#) and [Metro Community Provider Network](#), is installing a permanent [Weigh and Win](#) kiosk on Wednesday, Nov. 11, 2015 at the location off Chambers Road (791 Chambers Rd., Aurora 80011). All residents in the community will have access to the free weight-loss program that pays Coloradans to lose weight and achieve a healthy lifestyle. Personalized health coaching will include a daily meal plan, fitness plan, motivational tips and a weekly grocery list, sent via text message or email.

“Maintaining a healthy weight is a key factor in reducing risk of chronic disease,” said Lauren Tolle, Ph.D., Director of the Integrated Care Division at Aurora Mental Health Center. “Making sustainable healthy behavior changes can be difficult, however, self-monitoring and incentives are successful tools that can help in achieving long-lasting results.”

The Chambers Hope, Health, and Wellness Clinic is one of Aurora Mental Health’s many comprehensive programs. Do you think people will think the clinic and resources is for anyone in the community? A variety of wellness services are offered to support individuals in reaching health and wellness goals, including individualized plans, patient education on nutrition and chronic disease management, cooking classes, meditation classes, an on-site fitness center to assist individuals in achieving health and wellness goals, and now the Weigh and Win program.

The average weight improvement for a successful Weigh and Win participant after one year in the program is 17.7 pounds, or an 8 percent weight loss. Recent [research](#) suggests that a weight loss of 3-5 percent can reduce a person’s risk of heart disease, high blood pressure, type 2 diabetes, certain cancers and the need for cholesterol and heart medications. To date, 47 percent of participants have achieved a 5 percent or more weight improvement and 60 percent of participants have achieved a 3 percent improvement. Weigh and Win has more than 67,000 participants.

Weigh and Win is primarily funded by [Kaiser Permanente](#) and offered for free to all Colorado residents 18 and older, providing tailored health coaching via text message and email. Participants receive fitness and nutrition plans, a weekly grocery list and unlimited access to health coaches over the phone or email. Cash incentives are provided for those with a body mass index (BMI) of 25 or greater, as well as other prizes for those who begin the program with a healthy BMI. Progress is tracked through quarterly weigh-ins at community kiosks. The kiosk measures weight, BMI and takes a full-length photograph – providing a visual progress report of weight improvement. Weigh and Win has 84 community kiosk locations statewide. A map of all partners and kiosk locations can be found at [www.weighandwin.com](http://www.weighandwin.com).

Sign up for Weigh and Win at [www.weighandwin.com](http://www.weighandwin.com) or visit your local kiosk location. Text message health coaching is also available in Spanish by texting ‘únase’ to 303-500-1702. For questions, contact Weigh and Win at [personal.trainer@weighandwin.com](mailto:personal.trainer@weighandwin.com) or 303-694-8007.

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### **About Aurora Mental Health Center:**

[Aurora Mental Health Center](#) is a private, nonprofit organization that has been serving the community with a wide range of mental health services since 1975. AMHC not only utilizes proven programs and methods for helping people cope with mental illness and attain good mental health, but also helps educate and coach people to remain emotionally healthy, no matter what type of circumstances may arise. Highly qualified therapists, psychologists, psychiatrists, nurses, and social workers provide individual, group, and family counseling, as well as consultation and educational services that focus on prevention and wellness. AMHC offers 29 specialty programs located in 12 counseling and specialized services centers in Aurora, and provides services in public schools, county departments of human services, jails and courts, medical offices, homes and other community locations, striving to help as many children, adults and families as possible live life to the fullest.

### **About Weigh and Win:**

Weigh and Win utilizes verified weight loss data through patented photographed weigh-ins and provides Colorado adults with access to an effective weight management platform. With the primary focus of decreasing obesity rates, the program engages participants with rewards tied to measured results. The first resource of its kind, Weigh and Win is a product of [incentaHEALTH's](#) scientifically designed and technology based health and wellness platform. As a leader in measurable wellness programs, incentaHEALTH's system is designed to help organizations and communities reduce health care costs. The program utilizes gamification by offering incentives to individuals for improving their health. Colorado residents 18 and over can sign up for free and will receive daily coaching on healthy eating and active living by email or text message. The coaching includes tips for weight loss, weekly grocery shopping lists, daily meal plans (supplied by registered dietitians) and daily exercise routines (provided by certified personal trainers). Progress is tracked through quarterly weigh-ins at one of 84 community kiosk locations throughout the state. Success is rewarded with quarterly cash rewards for weight loss and maintenance, as well as monthly prize drawings for participating. Those who begin the program at an unhealthy weight (BMI  $\geq$  25) qualify for cash rewards. Weigh and Win is primarily funded by [Kaiser Permanente](#), complementing the organization's other efforts to increase healthy eating and physical activity throughout the state. Sign up for free at [www.weighandwin.com](http://www.weighandwin.com). Follow Weigh and Win on [Facebook](#), [Pinterest](#) and [Twitter](#).

### **QUICK STATS:**

- **67,000+** people enrolled in Weigh and Win.
- **\$380,000** in cash rewards given out.
- **217,000+** pounds lost.
- **84** community kiosk locations statewide. Map of all partners and kiosk locations can be found at [www.weighandwin.com](http://www.weighandwin.com).
- **47 percent** of participants with two or more weigh-ins have achieved a **5 percent** or more weight improvement after six months in the program.