



What is the 5 Ton Challenge?

The 5 Ton Challenge is a six-month program (from April – September) that challenges BCBSNC's 4,000 employees to lose 10,000 pounds, or five tons. During the challenge, registered employees maintain their participation by logging their weight on [Rival Fusion](#).

The Details

- When BCBSNC employees have a BMI of more than 28, their health care costs can be up to \$2,900 higher per employee. As a company and leader in the North Carolina health care system, that's not a trend BCBSNC can sustain.
- To reverse this trend, BCBSNC launched the 5 Ton Challenge in 2012 to encourage its employees to take responsibility for their health. The challenge was a great success with an 11,301 pound combined weight loss for participants. This year we're doing it again, striving to lose another 10,000 pounds in a six-month period.
- To help motivate employees to participate, BCBSNC selected 35 Weight Warriors to serve as champions of the Challenge. The Weight Warriors share their weight loss journeys through videos, personal blog posts, discussion boards and news articles on the BCBSNC Facebook page and BCBSNC intranet.
- Follow BCBSNC's progress:
bcbsnc.com/5TonChallenge
twitter.com using #5TonChallenge or #WeightWarriors
facebook.com/bcbsnc

Supporting Statistics

- For every \$1 invested in employee wellness programs, businesses can save more than \$3 in medical costsⁱ.
- If North Carolinians lowered their body mass indexes (BMIs) by 5 percent, North Carolina could save \$21 billion in health care costs in the next 20 yearsⁱⁱ.

ⁱ http://healthyamericans.org/assets/files/obesity2012/TFAHSept2012_NC_ObesityBrief02.pdf

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