

2016 Dutchess Ulster BetterU Makeover Challenge

Presented by Central Hudson Gas & Electric Corporation



Heart disease is the No. 1 killer of women in the U.S., taking the life of one in three women – almost one woman every minute. However, research shows that 80 percent of cardiac events in women are preventable and linked to poor choices involving diet, exercise and smoking. That's why the American Heart Association's Go Red For Women® is helping women speak up for their hearts and change this statistic by offering a free 12-week makeover, Go Red BetterU.



Powered by the science of the American Heart Association, Go Red BetterU provides guidance to help women transform their overall health through small, simple choices. Go Red BetterU gives women an opportunity to achieve a noticeably better state of well-being and heart health in just 12 weeks. Choose to be a BetterU at GoRedForWomen.org.

Locally, Central Hudson Gas & Electric Corporation is the proud sponsor of the BetterU Challenge, a 12-week lifestyle change program. Twelve lucky participants will be selected to participate in the 12-week challenge. Each participant will receive:

- Baseline & 12-week medical readings by Health Quest Medical Practice
- 3-month membership to Gold's Gym – LaGrange
- Personal training with Gold's Gym
- Nutrition advice from a medical professional
- Supermarket shopping outing
- Group support from other BetterU participants
- The power, resources and tools of GoRedForWomen.org.

Participants will be photographed before and after the 12-weeks, interviewed by media, asked to write about their experiences on the Poughkeepsie Journal's BetterU Blog and help us celebrate the program by attending as our guests at the Go Red for Women Luncheon on February 26, 2016.

With Go Red BetterU, you'll learn smart strategies and gain new information on improving and maintaining your health, along with the encouragement and advice of local coaches. Each week will focus on a different area to follow for a complete heart makeover. Live longer and stronger by taking 12 weeks to invest in your health!

Interested in becoming a participant?
Read and complete the application by October 12th.

For more information, visit our website at www.heart.org/dutchessulstergoredluncheon or call 845-905-2120.

Our Hearts. Our Choice. Choose a BetterU.

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Application



APPLICATION DEADLINE: Monday, October 12, 2015

The BetterU Program begins November 11, 2015 and ends February 26, 2016.

Please either fax the completed form to (845) 486-5544 or e-mail to BetterU@cenhud.com

Or mail to: Central Hudson Gas & Electric Corporation Attn: BetterU, 284 South Avenue, Poughkeepsie, NY 12601

Name: _____ Employer: _____

Address: _____ City, State & Zip: _____

E-Mail: _____ Phone: _____ Date of Birth: _____

Age: _____ Race: _____ Height: _____ Weight: _____ Do you smoke? Y or N

Please circle any medical conditions you have now or have had within last five years:

HEART DISEASE STROKE HIGH BLOOD PRESSURE DIABETES HIGH CHOLESTEROL
OVERWEIGHT OBESE PHYSICAL PROBLEMS (JOINT PAIN, ETC)

OTHER: _____

Will you do the following activities expected from all BetterU participants?

- Get a signed release from your primary medical provider to participate? **Y or N**
- Blog at least twice a week online about your experience as you go through the BetterU Challenge? **Y or N**
- Sign a photo/video release form for interviews, media, and other promotional purposes? **Y or N**
- Be interviewed by media? **Y or N**

Will you be able to:

- Participate for the entire 12 weeks? **Y or N**
- Attend the Kick-Off/Assessment on the week of November 8th? Exact Date TBD **Y or N**
- Be available for the gym orientation the week of November 8th? Exact Date TBD from 10a.m.-3p.m.? **Y or N**
- Attend the Go Red For Women Luncheon on February 26, 2016? **Y or N**
- Be available to receive medical evaluation before and after the program? **Y or N**

Will your employer be aware and understanding of your commitment to the BetterU program? **Y or N**

Would you be able to attend healthy lifestyle seminars during work hours (approximately 4-5 one-hour seminars)? **Y or N**

Please list previous Lifestyle Change/Diet Attempts: _____

Please rate your readiness to change from 1-5:

(1=No interest in making major lifestyle changes, 5=Very ready to make changes necessary to prevent or treat heart disease): _____

What times are best for you to meet with your personal health coach from (Gold's Gym)? _____

What 3 things will you hope to accomplish if chosen as a participant in the BetterU Makeover Challenge?

1) _____

2) _____

3) _____

In 100 words or less, please describe why you want to participate in the 2015 BetterU Makeover Challenge and why you should be chosen:

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