

Dutchess Ulster BetterU Makeover Challenge

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 online 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 Speak Up and 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 has agreed to sponsor the BetterU Challenge, a 12-week immersion into the AHA's BetterU program. Ten lucky participants will be selected to go through the 12-week challenge. Each participant will receive:

- Baseline, mid- & 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 Medical Professional
- Supermarket shopping outing
- Group support from other BetterU participants
- The power, resources and tools of BetterU Online.

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 8, 2013

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 and online 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 attached application by Sept. 27, 2012.

Our Hearts. Our Choice. Choose a BetterU.

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APPLICATION - 2013

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****DEADLINE: Thursday, Sept. 27, 2012**

Please either fax the completed form to (845) 486-5544

E-mail to BetterU@cenhud.com

Or mail to:

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



Name: _____

Address: _____ E-Mail: _____

Phone Number: _____ Fax Number _____

Date of Birth (optional): _____ Do you smoke? Y N Race: _____

Please list important aspects of your medical history (i.e. heart disease, high blood pressure, arthritis, diabetes, etc.)

Would you be willing to get a signed release from your primary medical provider to participate? Y N

Would you be willing to blog online about your experience as you go through the BetterU Challenge? Y N

Would you be willing to sign a photo/video release form for interviews, media, and other promotional purposes? Y N

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 the changes necessary to prevent or treat heart disease): 1 2 3 4 5

Will you be able to participate for the entire 12 weeks? Y N

Will you be able to attend Friday, Nov. 2, 2012 for the Kick-Off/Assessment? Y N

Will you be available to attend the Go Red for Women Luncheon on Feb. 8, 2013? Y N

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

Would you be willing to attend Healthy Lifestyle seminars during work hours approx. 4 hours. (seminars, grocery store tours, cooking demos, etc.)? Y N

Will you be available to receive medical evaluation before and after program? Y N

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

Please elaborate if you wish: _____

What 3 things will you 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 2013 BetterU Makeover Challenge and why you should be chosen:

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