



Week 2: Goal Setting

It is important to set realistic goals of the amount of weight you would like to lose as well as being physically active. When we set goals that are not realistic, then it is easier to give up because our expectations are not being met.

Weight Loss Goal

A good starting goal in losing weight is **losing 10% of your weight**. For example, if you weigh 250 pounds, then aim to lose 25 pounds during this Challenge. A 10% reduction in body weight has been shown to significantly reduce disease risk. In order to achieve this, a calorie goal needs to be established.

Calorie Goal

A calorie (sometimes known as kilocalorie), is a measurement of the energy contained in foods. Nutritional labels on foods show how many calories there are in each serving.

Your calorie goal for this Challenge is based on your starting weight:

Your Starting Weight	Start with this Calorie Goal Per Day	If not losing weight, then shift down to this Calorie Goal Per Day	Fat grams per day
250 pounds or less	1200 – 1500	1000 – 1200	40-50 g
More than 250 pounds	1500 – 1800	1200 – 1500	50-60 g

Physical Activity Goal

Including physical activity into your schedule can be a challenge. It is important to make time for physical activity and be creative. Think positively about physical activity and not as “something else to do.”

Physical activity may help prevent/improve diabetes, prevent heart disease and improve overall health and wellbeing.



We recommend that you perform moderate-vigorous physical activity such as brisk walking for 175 minutes per week. This can be spread out over 5 days during the week by walking 35 minutes per day. It may be helpful to begin with 10 min of walking each day and build up to 35 minutes per day. However, it is important to do what works best for you to achieve the goal of 175 minutes per week.