

# lose to win

## campaign on the leviathan production platform

by: eran melamed, RN – LPP medic

As part of a New Year's resolution, nearly 50 employees on the Leviathan Production Platform (LPP) in Israel challenged each other to participate in a health promotion campaign following December's holidays. The campaign, named "Lose to Win," was a competition in which everyone came out a winner. When we started the challenge, the idea was to promote employee health. We didn't intend for it to be a resilience tool, but, when all was said and done, the positive attitude it created helped distract people from the challenges that plagued the world at the time.

"Lose to Win" started in January so the platform crew could enjoy their holiday meals, and it came to an end in early March. It lasted a total of seven weeks.

### the total weight loss from the challenge was 265 pounds – the equivalent of a whole person

What made the challenge even more difficult were culinary delights that are available to the LPP crew on a daily basis. So, from 47 people starting the challenge, 17 participants arrived at the finish line. The total weight loss was 265 pounds (115.5kg) – the equivalent of a whole person!

Each Saturday, the onboard medic updated challenge scores on a whiteboard found in the galley. Being able to follow each other's progress added to the team's excitement, and we laughed, cheered and celebrated each other in what became a fun competition.

As with any weight loss competition, only one person could be the biggest "loser," with first place honors going to Yinon Kaner, who lost 15% of his body weight.

"It was a very valuable experience participating in the "Lose to Win" competition," said Yinon.

"I received a lot of compliments from friends, colleagues and family. My physician was also pleased to see a significant improvement in my overall blood profile.



Yinon Kaner  
before the challenge

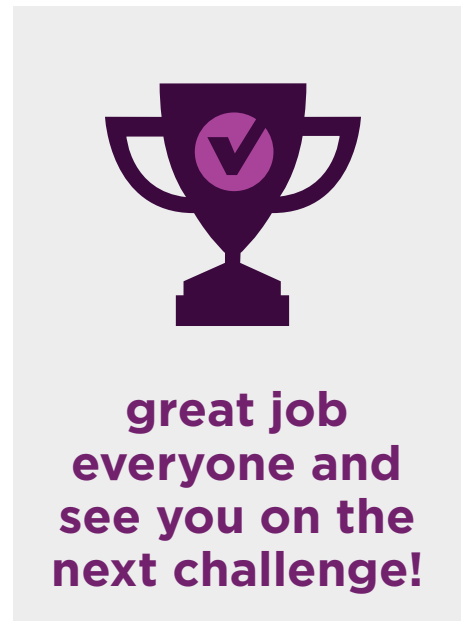


Yinon Kaner  
after the challenge

"But most importantly, I feel much healthier and more energized. This competition had a positive impact on every aspect of my life. I hope I will be able to maintain my new lifestyle and stay healthy."

### while there could only be one official winner, every participant came out on top

For being the biggest "loser" of the challenge, Yinon was rewarded with an iPad®. But from a broader perspective, everyone who participated is a winner. They no doubt came away from the competition feeling proud for having followed through, energized by the various activities, pleased by their weeks of eating healthier and inspired to keep leading a healthier lifestyle.



great job  
everyone and  
see you on the  
next challenge!

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