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SOBA America launches new health initiative – 5 O'clock Health and Longevity challenge/1,000 Pound challenge

July 19, 2019

Fellow SOBANS,

As an association, we pride ourselves in giving back and in being our brother's keeper. Today we have some Task Teams working on different endeavors such as mentorship, assisting our members going through difficulties or working on the creation of SOBA America's investment arm which will be an investment vehicle for interested members. As we strive to see these initiatives come to life, perhaps our most important initiative which we all tend to ignore, should be taking care of our health and wellbeing. **It is for this reason that SOBA America has partnered with Soban Tony Atabong and "5 O'Clock" on a challenge to improve our health, longevity and wellbeing.**

How will this Initiative help our members?

This Soba America initiative creates a pathway to health and wellness. A Strategic health and lifestyle change that will attempt to ensure good health and a long life. The actual goal is not weight loss, but a mindset of Health and Longevity. Weight loss will come without a doubt, but it is a result of healthy living.

When we talk about health here, we refer to health of the mind, health of the body, healthy social support (Soba America) and a sense of purpose.

Longevity is looking at doing the things that will delay death from chronic diseases, extend life, and getting people to alter their bad habits for potential benefits decades down the road. Almost 80 % of deaths are caused by these 4 disease groups : 1. Cardiovascular, cerebrovascular, 2. Cancer, 3. Neuro degenerative diseases (Alzheimer, Parkinson) 4. Accidental deaths (drugs, fall, auto). In longevity, the onset of these chronic diseases is delayed. People still die from the same diseases.

8 Pillars of Longevity: Nutrition, Exercise, Sleep, Hormones, Stress Management, Social support and Sense of Purpose, Medication / Drug intervention, Avoidance of accident.

We look forward to having information sharing and discussions at chapter levels and national level on the aforementioned levers of longevity.

How do we achieve this goal of Health and Longevity?

We believe that 3 strategies will help us achieve this lofty goal. A Diet Strategy, a Lifestyle Strategy and a Monitoring and Control Strategy. We shall be looking into various tactics to help us achieve each of these strategies.

What are participants committing to?

COMMITMENT: Commitment to 5 O' Clock. Commitment to 1000.00 lbs

Soba America commits to lose 1000lbs as a group before next annual convention. Each participant promises to exercise daily at 5 O' Clock for 1 hour, in the AM or PM. If not possible in the window of 4:01 – 5:59, any other time will do.

Why 5 O' Clock? A support system, knowing you are not alone. Mentally knowing that somewhere at 5 O' Clock, AM or PM a brother is working out with you for health and longevity.

How can I join this Program?

Enrollment: Participants weigh in at various chapters, verified by 2 people and spreadsheet updated. This can be achieved easily at your chapter meeting. Sign up with your chapter president.

Chapter presidents coordinate chapter registrations. There will be monthly weigh-in and update of database and spreadsheet will be available to all. We will have a whatsapp support group for all members who enroll for this challenge. Expect to more information on this program in the coming days.

Is there a winning Prize?

Winner will be determined by % of weight loss; Top 3 biggest losers, recognized at the next national convention gala annually. Final weigh in to determine winner, no later than May 15 and no data update after May 15. More resources will be made available, (videos, soccer teams, 5 O' Clock African bitter)

Liz and Tony Atabong pledge \$1000 to the winner. Several other Sobans have expressed interest in increasing the prize money. A final amount will be made known in the coming weeks. Donations are welcome. Don't be left out.

SOBA America will also be a winner in two ways **(1) We will have a healthier SOBA America if we have a huge rate of participation. We are our brother's keeper. (2) If we collectively loose at least 1,000 pounds, SOBA America will receive \$1,000 donation from an anonymous donor.**

The National Leadership Team encourages all SOBANs to join this program which has tremendous health benefits for all. Maintaining good health as individuals is probably the best investment you can ever have. Just too many young people are dying due to negligence. We can all reverse course today by joining this program. While you are at it, you could win a minimum of \$1,000.00!!! Feel free to email us for more information at info@sobamerica.org or by calling 1(888) 504 SOBA Ext 3.

May St. Joseph Continue to guide us All.

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