



Success Stories

Healthy Living Matters. Prevention Works.

An “Anchorman” No Longer

BECAUSE OF HIS SIZE, ROBERT “BOB” COUGHLIN “WAS ALWAYS THE ONE CHOSEN AS THE ‘ANCHORMAN’ IN TUG-OF-WAR CONTESTS.”

Bob also grew tired of being “squeezed into those tiny airline seats” and having to avoid restaurant booths because of his weight. Then, as he puts it, Bob found “a better way of life” through MOVE! He has lost over 40 pounds—and has happily given up his anchorman role!



How long have you struggled with your weight?

“From adolescence through adulthood, I have always battled weight issues. I barely met the conditioning requirements in the service to graduate from basic training. After military service, I was on my own regarding weight control—or lack thereof. It was constantly suggested that I ‘watch’ my weight. And that’s about all I did. Watch it go up and up.

“My weight was a constant source of embarrassment that I simply lived with—or better said, tolerated.”

“Simply put, it is a better way of life. MOVE! works.”

– Bob Coughlin

Why did you decide to join MOVE!?

“With declining health, MOVE! was ‘gently’ recommended by my primary care physician. Losing some weight would make everything a bit better, I was told—again. [So] I enrolled in the MOVE! program out of curiosity and to appease my primary care physician.”

What happened when you started MOVE!?

“Everything about the MOVE! Program seemed to work for me. From day 1, realizing it is a ‘self-managed’ program clearly defined my own responsibility to succeed. The foundation of a dietitian/nutritionist, in collaboration with some psychological direction, proved to be what I needed—and lacked in other programs.

“A non-judgmental, interactive group setting provided valuable insight and effective, constructive input. Sharing ideas and proven methods of dealing with weight issues was an important part of my success.”

Tell us about that success!

“During the course of the program, I managed to lose more than 20 pounds, and have continued to lose significant weight following the planning I learned during the MOVE! Program. To date, I have lost more than 40 pounds in 22 weeks and 5-6 inches off my abundant waist line. I have eliminated three different medications, reduced my average blood pressure by at least 30 points, and dropped my A1c from a high of 13 (2 years ago) to 6.9.”

What were the keys to your success, and what are your future goals?

“Learning smart ways to eat and exercise have been the keys to my success. In addition to my goal of losing 100 pounds by the first anniversary of starting MOVE!, my goal is to eliminate most, if not all, daily medications. Thanks to the facilitators Morgan McGillicuddy and Tyler Clark, and most significantly the other MOVE! participants, I am totally confident that I will continue to succeed.

“I had tried a number of diets, all of which seemed like something with a defined beginning and end. I already have accepted this change of life to be more than a diet with a beginning and end. I realize there is a smart way to regain my health, and have come to see it as, simply put, a better way of life.”