



Navy Noom Weight-Loss Program Fact Sheet

POC: Innovation and Future Capabilities Office, noompilot@us.navy.mil
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BLUF

- Navy will offer access to the commercial weight-loss program Noom for a one-year period, at no cost to Active Component (AC) Sailors who were not within Body Composition Assessment (BCA) standards (Step-3) during the CY2024 Physical Fitness Assessment (PFA).

Who needs to know?

- All active component (AC) Sailors
- Command Triads
- Command Fitness Leaders and Assistant Command Fitness Leaders (CFL/ACFLs)

What you need to know – key points

- Noom access to Sailors is not being offered Navy-wide. Access is offered to support readiness of AC Sailors who were not within BCA standards during the CY2024 PFA cycle.
- Beginning 1 February 2025, AC Sailors who were not within BCA standards (Step-3) during the CY2024 PFA are able to voluntarily participate in Noom at no cost (FREE to the eligible Sailors).
- Sailors BCA scores must have been entered into PRIMS by 31 December 2024.
- Noom is a digital program that uses psychology, technology, and 1:1 coaching to help individuals reach their health and weight loss goals.
- Eligible Sailor participation in Noom is limited to a one-year period, which is 1 February 2025 to 31 January 2026.
- Personal Identifiable Information provided by eligible Sailors while participating in Noom will not be shared with Navy.
- Eligible Sailors who desire to participate can access Noom by simply using their First Name, Last Name, and DOD ID during registration at go.noom.com/usnavy (all lower case letters).
- This one-year offering will help determine the feasibility and effectiveness of using a commercial program to assist Sailors with meeting BCA standards.

Sample POD/POW Note

ATTENTION: Navy is offering one year of access to the commercial weight-loss program, Noom, at no individual cost to eligible Sailors.

- Active-component (AC) Sailors who were not within BCA standards (Step-3) during the CY2024 PFA are eligible to voluntarily participate in Noom during the pilot period, which is 1 February 2025 to 31 January 2026.
- Eligible Sailors who desire to participate can access Noom using their First Name, Last Name, and DOD ID during registration at go.noom.com/usnavy (all lower case letters).
- Personal Identifiable Information provided by eligible Sailors while participating in Noom will not be shared with Navy.

FAQ

Q. What is Noom?

A. Noom is a weight-loss platform that integrates psychology, technology, and coaching to help individuals build healthier eating habits and achieve sustainable weight loss. Noom's curriculum focuses not just on what you eat, but why. By targeting long-term habits and mindset, Noom offers daily lessons, a color-coded food system, and personalized support. For more information, watch the [Noom Video](#).



Q. How long will an eligible Sailor have access to the Noom program application?

A. Eligible Sailors will have access to Noom from the time of registration until 31 January 2026.

Q. Is participation in Noom required if I failed the BCA (Step-3) in CY2024 PFA?

A. No. Eligible Sailor participation in the pilot is strictly voluntary.

Q: What registration information is required for eligible Sailors to participate in Noom?

A. An eligible Sailor will need to provide their First Name, Last Name, and DOD ID at go.noom.com/usnavy (all lower case letters).

Q. While registering for Noom, I was asked to provide payment for the program. Is this correct?

A. No. To register with no cost to the Noom program provided by the Navy, go to go.noom.com/usnavy (all lower case letters).

Q. I am eligible to participate in the Noom offering. However, program registration is unsuccessful when I provide my personal information.

A. Entries are case sensitive. Verify that the information you provide follows the First Name, Last Name, and DOD ID format provided. For further enrollment questions, contact partnersupport@noom.com.

Q. Who do I contact for technical issues with the Noom program?

A. Noom support is available at partnersupport@noom.com.

Q. What personal identifiable information provided within the Noom program by participants will be shared to Navy?

A. None. Noom will remove sensitive information and combine individual data into a single dataset of all participants prior to sharing performance readouts with Navy.

Q. Does the Noom offering also include the use of GLP-1 or other anti-obesity medication?

A. No. The pilot does not endorse, or cover the costs of, GLP-1 or other anti-obesity medications.

Q. I passed my BCA in the CY2024 PFA. Can I still participate in the Noom program?

A. No. Participation in Noom is limited to active component (AC) Sailors who were not within BCA standards (Step-3) during the CY2024 PFA.

Q. I'm a Reservist and struggle passing the BCA. Why is the participation limited to only to Active Component Sailors who did not pass the BCA in calendar year 2024.

A. The current contract is limited to an eligible population of 8,000 Sailors. To not exceed this number of Sailors in the eligible population, it is only being offered to active-component (AC) Sailors who failed the BCA in CY2024 from 1 February 2025 to 31 January 2026. The Navy will assess this initial offering of Noom and make a determination for future use.

Q. I was not within age adjusted standards for the BCA. I am eligible for Noom.

A. No. Noom is offered only to those AC Sailors who failed the BCA for the CY2024 BCA cycle.

Q. Does Noom count for participation in a nutritional education program for the Fitness Enhancement Program.

A. Yes. Noom will count for participation in a nutritional education program. Eligible Sailors who use Noom should inform their Command Fitness Leader (CFL).