Academic and commercial partnership to increase physical activity for health and weight management

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Professor Ken Fox, FFPH
Exercise, Nutrition and Health Sciences
University of Bristol, UK
EFFICACY STUDIES

INTERVENTION PACKAGE:
Application of regime to increase activity or healthier eating

Activity and eating behaviors

Health outcomes
Theoretical framework and evidence base

INTERVENTION PACKAGE:
Behavior change strategies plus behavioral requirement

Psychosocial states and conditions

Activity and eating behaviors

Health outcomes
Recruiting the target population

Psychosocial states and conditions

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INTERVENTION PACKAGE:
Recruitment strategies
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PUBLIC HEALTH SERVICE INTERVENTIONS
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PUBLIC HEALTH SERVICE INTERVENTIONS
Moving from efficacy to public health effectiveness

- Does physical activity work to improve health?
- Can we get people to be more active both in the short and long term (by choice)?
- Can we get health needy people into our programmes and keep them there (by choice)?
- Is the effect worth the public investment?
Partnership with a commercial weight loss company - Slimming World - to promote physical activity

Benefits:

- Desire to upgrade emphasis on physical activity
- Access to large numbers on a weekly basis of a healthy needy population
  - overweight/obese women
  - lowish SES
  - low activity levels
- Experienced marketing machine
- Know their population and how to get their attention
Challenge

- Convince SW members of the importance of physical activity for health and well-being
- Facilitate more positive attitudes towards physical activity
- Provide a system that will facilitate sustainable increases in physical activity
Delivery format

• Presentations/activities in part of 90-minute weekly classes by non specialist leaders
• Booklet/manual
• Success recognition system
• Web-based support materials
• Dedicated magazine articles
Theoretical framework

- Self-perceptions, self-esteem and identity
- Self-determination and human need principles of competence, autonomy and relatedness
- Evidence-based behaviour change strategies

Intrinsic motivation

- Mental benefits
  - Improved mood
  - Improved subjective well-being
  - Reduced anxiety and tension
  - Improved physical self-perceptions
  - Social affiliation and interaction

*Physical activity and psychological well-being*
Biddle, Fox, Boutcher (2000) Routledge
Commitment to physical activity

Psychological commitment

Exercise

- Efficacy
- Expectations
- Expertise
- Education
- Experience

Redefining exercise ‘success’
Commitment to physical activity

Psychological commitment

Exercise

Behavioural commitment

Exercise adherence

Intrinsic commitment

Education
Expectations
Expertise
Experience
Efficacy

Strategies
Support systems

Personal identification
Intrinsic rewards
Mental well-being
Systematic reviews of reviews of intervention components associated with increased effectiveness in dietary and physical activity interventions
Greaves, Sheppard, Abraham, Hardeman, Roden, Evans, Schwartz, IMAGE Study Group, BMC Public Health (2011)

Evidence to support the following strategies:

1. Providing instruction ✓
2. Establishing self-monitoring ✓
3. Relapse prevention techniques
4. Goal setting ✓
5. Individual tailoring (for PA) ✓
6. Time management techniques
7. Encouraging self talk ✓
8. Use of pedometers ✓
9. Motivational interviewing
Using self-determination theory to promote physical activity and weight control: a randomised controlled trial in women
Silva, Vieira, Coutinho, Minderico, Matos, Sardinha, Teixiera
*J Behav Medicine, 2010.*

**Intervention**

30 x 120 mins weekly sessions
- developing understanding
- offering options and informed choice
- fostering a sense of ownership
- teaching strategies for long term PA and weight loss

**Results**

- higher level of self-determination
- 2000 more steps per day, 138 more mins MVPA/wk
- 6% more weight loss and greater loss of body fat
body magic FITs all!

The amount of useful activity we do is determined by Frequency, Intensity and Time (how often, how fast and how long): the FIT principle. Body Magic encourages you to build on each element, which is why, no matter where you are on the activity pathway, you can always take a small step forward.

Frequency ...how often you exercise
This is by far the most important factor because frequency helps you build up a routine. Ideally you want exercise to become a habit as regular as brushing your teeth or eating a meal.

Intensity ...how fast you exercise
More brisk activity exercises your heart as well as other parts of your body and allows you to use more energy in a shorter time.

For life-long Body Magic success, aim for moderate intensity activity – activity that makes you feel warmer and speeds up your breathing and heart rate (although you will still be able to hold a conversation).

Time ...how long you exercise for
Longer is better and ultimately 30 minutes provides a good target. At first, 5, 10 or 15-minute sessions are great targets too.

Some people find it motivating to keep a written record of their achievements and Slimming World's FIT Log enables you to do just that while recording your steps towards your awards – logging the Frequency, Intensity and Time (or duration) of your week’s activity.

Any moderate intensity activity can be added to your FIT log – from energetic aerobics and vigorous vacuuming to dog-walking and gardening!
body magic and me

Meet four fabulous members who went from activity zero to Body Magic hero, building up to a fit and healthy lifestyle in small, enjoyable steps, and reaping the amazing benefits along the way.

I thought I was too busy to exercise! Look at me now!

Busy mum of four, Sharon Adamson, has lost a fabulous 7st 10lbs thanks to Food Optimising and Body Magic – a match made in heaven!

As mum and carer to my four children, I didn’t have time for the gym and I felt breathless just walking short distances. As I started to lose weight, eating all that healthy food naturally gave me more energy and I started being a bit more active – running up the stairs, walking the children to school, exercising the dog. Best of all, my children now see exercise as great fun and we do a dance DVD together after school. Finding time for activity has given us all a healthier life and regular quality time together.

I thought it was all or nothing!

When Michaela Judge joined a circuits class, her all or nothing approach took her to the brink of collapse. Ten stones lighter and step by step Body Magic has helped Michaela build up to a beautifully active lifestyle.

When I read through my Body Magic book after joining my group, I realised that starting off slowly was the key to success. I began by walking from my house to the end of the road and back again. Then I built up to walking home from group each week. It used to take me 30 minutes – now I’m home in 10! I started getting off the bus one stop earlier on my way home from work and now I walk all the way! I’m getting a bike now! Body Magic helped me to realise that doing what you can, doing it to your own ability level, then building on that really does make a difference.

I was too embarrassed to exercise!

Shaheen Khan, who’s lost an amazing 1st 12lbs, avoided activity at all costs – until she discovered Body Magic.

I hadn’t swum for years. I was too embarrassed to join a gym and I even made excuses when it was my turn to do the ward rounds at the hospital where I worked.

Body Magic made exercise much less daunting for me. Knowing I could start slowly really encouraged me to make small changes. I began to do my own hospital rounds and take the stairs instead of the lift. After a few weeks, I discovered a spring in my step, everything was becoming easier and my confidence blossomed!

Now being active gives me a huge sense of achievement. I’m a member of a gym, I’ve rediscovered my love of tennis and I’ve even been rock climbing! I don’t want anything to hold me back from new experiences and losing weight has given me the courage to go for it.

I couldn’t swim... and I didn’t want to wear a cozzie!

Lacking the energy, the confidence and the costume, Emma Wharton avoided the pool like the plague! Now, she’s in the pool three times a week and loving it!

My children used to go swimming two at a time – because I refused to go, and their dad couldn’t take all four of them together. That all changed when my 9-year-old son told me how unfair it was – and he was right! Inspired by Body Magic, I started to become gradually more active. My son helped me learn how to swim, and came with me – swimming alongside and urging me to keep going. I now go swimming three times a week, and as well as contributing to my 7st weight loss, my relationship with my whole family’s benefited from it. During our last holiday we all went to a water park together – and I wasn’t sitting on the sidelines! I joined Slimming World because I wanted to lose weight and get fitter, to create a better life for me and my kids. Thanks to Body Magic, I’ve done that – with bells on!
every little thing you do is magic!

You don’t have to do a tremendous amount of activity for it to be effective. It doesn’t matter where you start on the activity pathway, nor how late you start. The important thing is to get out of your chair and begin to move more, more often.

The activity pathway shows you that getting out of your armchair on a regular basis and taking those few steps to the newspaper shop or taking the dog out for a walk makes a difference. If you can achieve a regular routine of activity, even 10 minutes per day, then you will expend energy and the Body Magic will begin to work.

Whether you’re at zero or at 80 on the activity pathway or somewhere in between — our Body Magic program has been created to encourage you to do a little bit more activity than you currently do, and to make those small changes at your own pace.

It’s about gradual progression, increasing the amount of exercise you do bit by bit, by bit, over a period of weeks, months, even years. And, during Image Therapy, you’ll receive the help, support and motivation of your Consultant, and meet other members who can provide a touch of inspiration to help you to get going... and keep going... until Body Magic becomes a healthy, enjoyable habit that will stay with you for life!
The magic key to your long-term weight loss success is that unique synergy between Food Optimising and Body Magic.

And, just as you’ll share recipe ideas, menus, food tips and encouragement with your fellow members each week during empowering, inspiring Image Therapy sessions, your Consultant and friends in group will boost your Body Magic motivation — helping you achieve every goal you strive for.

Over the next few months your group will help you discover new steps and share ways to make activity a habit. They’ll help you keep track of your progress, avoid pitfalls and keep a record of your achievements. They’ll help you focus on all the things you’ve worked for and achieved, and they’ll share in your excitement and celebrate with you.

In the same way, at times you may need the support and understanding of those around you between groups to build activity into your life. Seek out:

- listening support — someone who will listen to your exercise difficulties, and someone you want to share your successes with.
- information support — someone who can provide advice and expertise about activity so that you can feel confident that you are doing the right thing.
- challenge support — an activity leader or a helpful partner who motivates you to keep up your exercise.
- beware of anyone who is negative about your activity plan, perhaps because they are jealous or feel the exercise is taking you away from them.

runaway success

Target member Lyndsay Nemejekas lost almost 60 with Slimming World, and rediscovered a love of activity.

After signing up for the Race for Life, I caught the running bug! It’s something I’ve genuinely come to love and, come rain or shine, I get out there four times a week. I never dreamed this would be my life — fit and active, healthy and happy — and virtually half my previous size. It can be hard to get going, and at the start you might not believe you can do it, but set yourself small targets, keep at it, and however much weight you have to lose, or miles you want to complete — you’ll get there!

Lyndsay’s Consultant, Becky says:

‘Lyndsay really is the Body Magic queen in our group. She’s such an inspiration — members often ask her fitness questions and want to know how she got to where she is today. She’s forever positive and smiling. If she does get her place in the London marathon next year, I know every member will be cheering her on.’
10 steps to body magic

The overall goal is to build up - step by step - to at least 30 minutes of moderate activity on 5 days a week. And our unique award system is here to motivate you towards your next goal and celebrate each milestone you achieve along the path to life-long fitness.

Did you know?

Research shows that the further and more frequently you move your body and the heavier you are, the greater the energy you expend. This means that the heavier you are, the more benefit you get from exercise.

The speed at which you move doesn't make much difference. Of course you cover more distance in any given period if you walk more briskly and if you jog, you will get there in half the time. But wherever you move your body around at whatever speed, you are using energy. So active housework, walking, cycling, shopping, gardening and dancing are all important for keeping energy expenditure up AND weight down.

The magic starts here...

1. First aim to do a bit more than you usually do — even if it's only 5 or 10 minutes a day — every step counts!

2. Increase your activity levels in small, steady steps you can build on over time.

3. Fit some activity into most days of the week, make it part of your daily routine.

4. Then make it a habit.

5. Then make it a habit.

6. Build up in blocks of 15 minutes - 5 times a week.

7. When you're comfortable with this and it's fitting in with your daily routine, try increasing the amount you do each day.

8. Get used to fitting this into your routine before increasing the amount you do.

9. Your long-term goal is at least 30 minutes a day, 5 days of the week.

10. Life-long Body Magic

Whether you're just starting out on step one, or already at the top, there's a Body Magic award with your name on it. Select the standard you'd like to work towards, and start making activity a habit today. If you already include activity as part of your lifestyle, start at the standard that best reflects your current activity levels or the one above if you'd like to move closer to that ultimate goal of at least 30 minutes a day, 5 days a week.
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Does it work?
Is Body Magic being delivered well?

- Surveys of consultants (2003, 2008)
- Over 90% believed in the importance of exercise
- 30% highly committed, 30% not treating it as a priority
- Commitment associated with confidence to deliver and their own activity levels
Reported barriers to delivery (to adequately deliver) Body Magic

- 20% of Consultants reported that they lacked confidence and needed to know more
- 36% of Consultants felt they did not set a good example for members regarding physical activity
- 18% of Consultants felt they had not had sufficient training.
- 34% of Consultants felt they need to know more about physical activity generally
- In response to open-ended questions, many Consultants cited time and conflicting priorities as barriers to delivery.
‘We’re exercise converts

Meet five Slimming World members who have lost weight and learned to love exercise.

Here they share the Body Magic moves that work for them.
Mustafa, 53, works as a classroom assistant at a special needs school. She lives in Southgate, North London, with her husband, Tom, and has lost 2st at Gyll Cowell’s Slimming World group in Southgate Green, London.

How did you discover jogging? When I joined Slimming World in March 2009, I was keen to do some form of Body Magic. I started power-walking to work (around three miles), then back home again in the evenings. After a few months, I’d dropped a stone and started building up my speed. Before long, I was jogging around a hilly, six-mile circuit three or four times a week as well. It's funny I enjoy it so much really – I hated running at school!

What do you like about it? It gives me such a lift. Even if I’m feeling down to start with, a wonderful sensation comes over me and I end up on a real high and feel great about myself. Plus, of course, it’s free – which means more cash for new clothes...

How do you stay motivated? Planning my wardrobe! Since losing the weight, I’ve built up a fabulous collection of Karen Millen dresses. It gave me a real buzz when I tried a dress on in the shop and the sales assistant told me I needed a size smaller.

How do you fit it into your week? Whether I’m power-walking to work or out for a run, it’s now part of my daily routine. Even if I’m going to the shops, I take a rucksack and power-walk – I rarely drive. It’s just become a habit.

Where do you feel the benefits? By July 2009, in just four months, I’d reached target and it felt as though I’d totally re-shaped my body. I’ve toned up all over (especially my legs, which I used to be self-conscious about). My core muscles are stronger, which gives me better posture, and my fitness and energy levels are sky-high.
Beth Fraser, 65, is retired and has lost 6st at Christine Warren’s Slimming World group in Alexandria, Scotland

How did you discover your healthy heart class? Six years ago, I had a heart attack caused by the high blood pressure I’ve had since I was 21. I heard about the healthy heart class through the cardiac rehabilitation programme at my local hospital and it seemed like the ideal way to keep fit.

What do you like about it? It’s a fun, circuit-based routine which we take at our own pace. After warming up, we split up into small groups and work our way around each ‘station’ doing a variety of aerobic and strength exercises, from hand weights and stretching to stepping and shuttle walks – or, as in my case now, runs! We have a really good laugh and there’s always a chance to chat as we work out.

How do you stay motivated? By looking back at how far I’ve come and appreciating all the things I can do now that I couldn’t do before. I was 16st 6½lb and a size 26 when I joined Slimming World in August 2009 and, even though I was already exercising, I was experiencing a lot of pain in my hips and knees. Now I love playing football and badminton with my grandson, Cameron, eight, and dancing with my granddaughter, Darcy, five.

How do you fit it into your week? I’m retired, so it’s really not a problem. If anything comes up on my exercise class night, I just say I can’t make it!

Where do you feel the benefits? I no longer need the painkillers I used to take for my knee and hip pain and my blood pressure medication has halved. I also have an underactive thyroid and worried initially that this might slow my weight loss – thankfully, that wasn’t the case. I’m even going to do a couple of charity runs this year and I never thought I’d say that!
Conclusions

Academic/commercial partnerships can bring advantages to intervention design and delivery

– Population access
– Communication and marketing resources
– Knowledge of the population
– Input of scientific evidence and theory into practical strategies that are widely implemented
– On their own academics sometimes get it wrong!

WE NEED MORE