

WEIGHT MANAGEMENT CENTRE



RESULTS REPORT 2011

Weight Management Centre

Unit B206 Trident Business Centre

89 Bickersteth Rd

London

SW17 9SH

The Service Model

The aim of this project is to deliver to the community information (relating to nutrition and fitness) that is currently available to the professional athlete. As a target population, 40-65 year old males will be encouraged by their local professional sports club, to follow a healthier lifestyle.

The rationale behind the Fit Fans project is for the professional sports industry to promote and encourage healthier lifestyles from the individuals within their community.

During each session the participant will receive 12 interactive nutritional topics and within each session clients will be encouraged to take part in a supervised group activity class led by a qualified "Fit Fans" Instructor. All staff will have undergone the necessary training to be able to deliver both the nutrition and physical activity components.

Individuals receive a members pack and periodic handouts on the subjects covered over the duration of the 12-week programme. The programme will focus on educating clients, and encouraging them to concentrate on health related issues that will impact their medium and long-term wellness.

Research

Fit Fans is an effective, gender-specific weight management intervention which promotes long-term, maintained weight loss and healthy lifestyle behaviours in middle-aged men, whilst also making weight loss an enjoyable and supported experience.

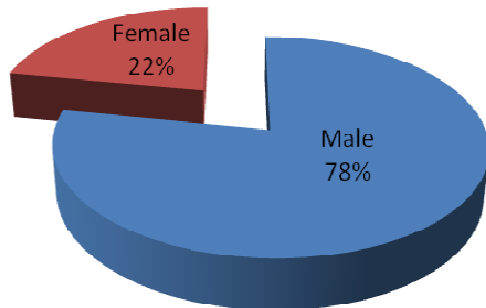
C.G. Shutt (2010) *Made to Measure: Middle-aged Male Health and Weight Management*; Faculty of Biological Sciences-Leeds University

The Fit Fans 12 week weight loss program resulted in significantly improved HRQL, with the mental components being more highly affected than the physical components.

E. Chapman (2010) *Change in Health Related Quality of Life (HRQL) During a 12 Week Loss Program Aimed at Middle Aged Men*; University of Hull.

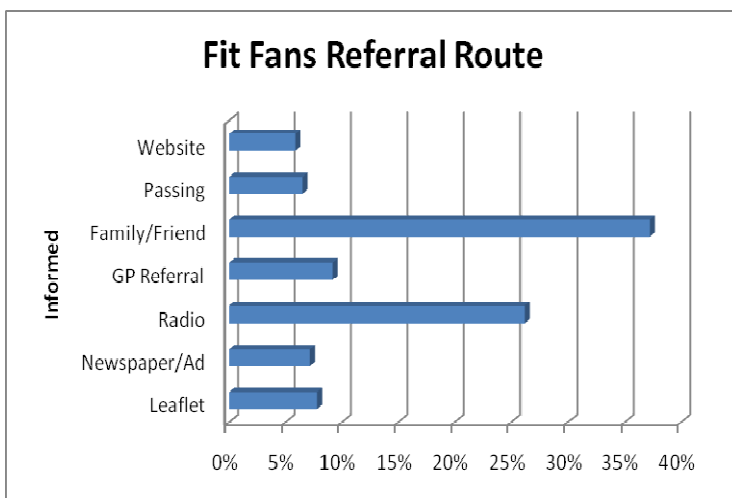
GENDER

Gender Split



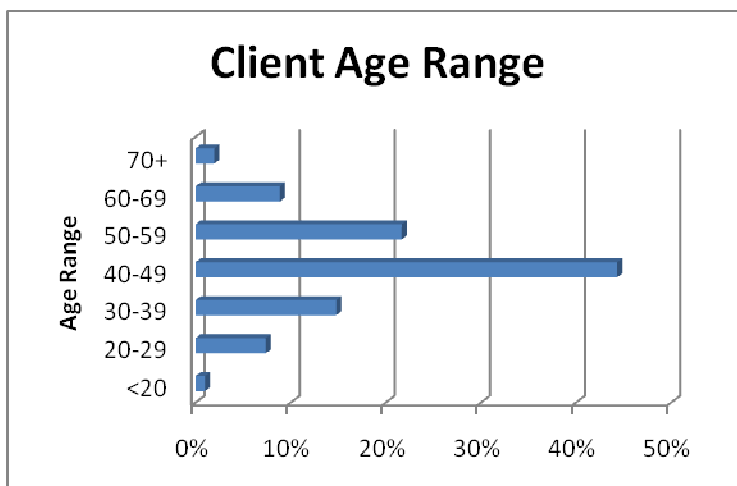
INFORMED

Fit Fans Referral Route



AGE RANGE

Client Age Range



Fit Fans Performance Data - MEN

Year 1

	Enrolled	No. of courses	Started	Completed	% comp.	>5% W.loss	% of started	% of comp.	12-Weeks	% of started	% of comp.	% of 5%'s
Qtr 1	95	5	79	70	88.61	39	49.37	55.71	27	34.18	38.57	69.23
Qtr 2	239	11	184	145	78.80	63	34.24	43.45	50	27.17	34.48	79.37
Qtr 3	41	2	33	28	84.85	13	39.39	46.43	12	36.36	42.86	92.31
Qtr 4	236	12	195	170	87.18	95	48.72	55.88	74	37.95	43.53	77.89
Total	611	30	491	413	84.11	210	42.77	50.85	163	33.20	39.47	77.62

Year 2

	Enrolled	No. of courses	Started	Completed	% comp.	>5% W.loss	% of started	% of comp.	12-Weeks	% of started	% of comp.	% of 5%'s
Qtr 1	86	4	74	58	78.38	19	25.68	32.76	18	24.32	31.03	94.74
Qtr 2	115	6	92	79	85.87	31	33.70	39.24	28	30.43	35.44	90.32
Qtr 3	69	3	54	49	90.74	21	38.89	42.86	20	37.04	40.82	95.24
Qtr 4	158	6	130	98	75.38	32	24.62	32.65				
Total	428	19	350	284	81.14	103	29.43	36.27	66			

R/T	1039	49	841	697	82.88	313	37.22	44.91	229			
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Fit Fans Performance Data - WOMEN

Year 1

	Enrolled	No. of courses	Started	Completed	% comp.	>5% W.loss	% of started	% of comp.	12-Weeks	% of started	% of comp.	% of 5%'s
Qtr 1												
Qtr 2												
Qtr 3												
Qtr 4	115	6	104	91	87.50	36	34.62	39.56	30	28.85	32.97	83.33
Total	115	6	104	91	87.50	36	34.62	39.56	30	28.85	32.97	83.33

Year 2

	Enrolled	No. of courses	Started	Completed	% comp.	>5% W.loss	% of started	% of comp.	12-Weeks	% of started	% of comp.	% of 5%'s
Qtr 1	48	2	36	35	97.22	9	25.00	25.71	7	19.44	20.00	
Qtr 2	28	1	24	19	79.17	7	29.17	36.84	6	25.00	31.58	
Qtr 3	30	1	22	18	81.82	7	31.82	38.89	6	27.27	33.33	
Qtr 4	87	4	70	56	80.00	14	20.00	25.00				
Total	193	8	152	128	84.21	37	24.34	28.91	19			

R/T	308	14	256	219	85.55	73	28.52	33.33				
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Extension Men

	Enrolled	No. of courses	Started	Completed	% comp.	>5% W.loss	% of started	% of comp.	12-Weeks	% of started	% of comp.	% of 5%'s
Dec	29	1	24	21	87.50	12	50.00	57.14	11	45.83	52.38	91.67
Jan	56	2	45	35	77.78	10	22.22	28.57				
Feb	52	2	43	31	72.09	11	25.58	35.48				
Mar	50	2	42	32	76.19	11	26.19	34.38				
Total	187	7	154	119	77.27	44	28.57	36.97				

Extension Women

	Enrolled	No. of courses	Started	Completed	% comp.	>5% W.loss	% of started	% of comp.	12-Weeks	% of started	% of comp.	% of 5%'s
Dec	30	1	22	18	81.82	7	31.82	38.89	6	27.27	33.33	85.71
Jan	29	1	24	20	83.33	6	25.00	30.00				
Feb	38	2	28	21	75.00	4	14.29	19.05				
Mar	20	1	18	15	83.33	4	22.22	26.67				
Total	117	5	92	74	80.43	21	22.83	28.38				

R/T	304	12	246	193	78.46	65	26.42	33.68				
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2YR	1347	63	1097	916	83.50	386	35.19	42.14				
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The Fit Fans Project - Case Studies

Case Study 1

Jeff Thompson (42) from West Hull graduated from the Fit Fans project losing 12lbs in weight. Having received a Fit Fans flyer he enrolled onto the project running from KC Stadium. Each session consisted of nutrition advice and physical activity. Education was the priority and Jeff was set home-based activities which included an exercise and dietary plan. Jeff states: "Fit Fans has been very successful for me, Rob and his team have given me the tools to continue my weight loss and improve my health. I am so convinced of Fit Fans that I have referred family and friends onto the programme."



Case Study 2

Dave Wilkinson (44) enrolled onto the Fit Fans project at Craven Park and removed 10% of body fat after completing the 12-week programme. For years Dave worked at weight loss, but after being diagnosed with high blood pressure and high cholesterol he responded to a Fit Fans leaflet and has never looked back. Dave added "Exercise started of gently then gradually built-up over the 12-week course. Furthermore cutting down my portions and following Rob's plan of five small meals a day has really worked for me. I would encourage all men to enrol, if I can do it anyone can."

