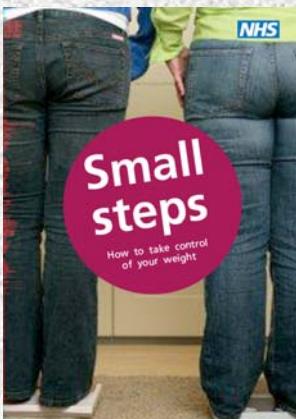


Obesity Care Materials



Key Findings from a Qualitative Research Study

COUNTERPOINT



March 2006
CPR1082

“Choosing Health” has a commitment to producing materials to help weight loss

- The White Paper specifically includes commitments to produce materials to be used through GPs
- Three materials have been produced/ drafted
 - ❖ Obesity Care Pathway
 - ❖ Weight Management Card
 - ❖ Weight Loss Guide
- The Weight Loss Guide contains information for adults who would like to lose weight, and information for adults to help children who are overweight

The overall aim was to test two design routes for the Weight Loss Guide

- In order to help establish the positioning likely to be most widely motivating in encouraging take-up of the service
- Make recommendations for the implementation of the chosen creative route
- To identify the motivating elements of each to help refine executions

Eight groups were held with overweight and obese respondents

- Split by
 - ❖ Age (20-40/ 41-65)
 - ❖ Class (BC1/ C2DE)
 - ❖ Sex (Male/ Female)
 - ❖ Location (Camden/ Kingston/ Bristol/ Leeds)
 - ❖ Ethnic minorities represented
- Each group had a mix of overweight and obese
- Men moderated by Matt Minns, women by Alison Lyon
- 4 respondents per group
- Draft copy first 4 sections of WLG pre-placed with respondents
- Colour copies of draft routes shown within groups

Structure of the Presentation

- Women's perspective
- Men's perspective
- Reactions to the copy
- Implications of the copy for the executions
- Reactions to potential titles
- Reactions to 'Pink'
 - ❖ Cover
 - ❖ Spreads
- Reactions to 'Bottoms'
 - ❖ Cover
 - ❖ Spreads
- Conclusions & Recommendations

Women's perspective

Women's view of dieting, food and weight were different to men's

- They had a tremendous amount of guilt about their weight
 - ↗ Feel they're actively looked down on - 2nd class citizens
 - ↗ Describe themselves as 'out of control'
 - ↗ Certainly feel failures - for themselves **and** their families
- Of course there's a degree of 'luck' - it's not fair

"It's all part of being pregnant and having babies, bye bye waistline, see you in 20 years!"

"My sister eats like a horse and she's skinny as anything"

"You see them look at you with that look in their eyes, please don't sit anywhere near me"

They ALL feel they know very well what they should be doing

- Through the years they've been exposed to a HUGE range of information and advice about diet, eating and weight
- And the constant repetition can really get them down
- And it ALL boils down to
 - ↗ Eat less (and eat more low fat options)
 - ↗ Exercise more
- ... if they're being honest - it's really simple
- They should simply :
 - ↗ Take control
 - ↗ Take responsibility : only they can change what they eat
 - ↗ Pull themselves together
 - ↗ Get a grip
 - ↗ Etc etc etc !!

"I know it's down to me, it's just getting down to it"

"It's all very well for these stick thin celebrities, they've got a staff of personal trainers, cooks, nutritionists, I could be skinny if I had that"

"It's down to yourself - you look in the mirror and do something about it or not"

"It's just so difficult when you've got a family or you work, it's the time and the effort - how do you do it?"

"My husband makes me laugh, he always shouts at the telly when there's some stupid cow on saying 'I hardly eat anything at all, and I walk everywhere'"

They all felt that, since birth, women are all inundated with diet messages

- Women's magazines
- Daytime/ evening television
- Slimming clubs
 - ↗ Cambridge
 - ↗ Slimmers' World
 - ↗ Weightwatchers
- Doctors - although they 'blame' them and their weight
- Supermarkets/ food packaging/ special (weight) 'lines'
- And newspapers
 - ↗ Health scares
 - ↗ Child obesity
 - ↗ Heart disease/ cancers/ disabilities

All of which leaves them very sensitive, guilty, apologetic and often depressed

- Back of mind 'leap of faith' that there's a miracle for them
- Fully conscious in their 'real' mind that the only route is the sensible long-term route
- SO they have their antennae out for two messages
 - ↗ Get thin quick and look sensational
 - ↗ And 'the healthy way to a healthy weight'

"You know in your head it's a daft idea, but you get drawn to the 'Slimmer of the Year' photos, that's what I want, I want 4 stone off (for starters!)"

"You have to laugh, we really fool ourselves, we respect the diets that are the long term ones, but we want to be slimmer of the year!"

So they all felt very much pulled in 2 directions

- Instant, ‘worth it’ drastic fix
 - ↗ Slimmer of the year loss
 - ↗ Short term sacrifice
 - ↗ Dramatic weight loss
 - ↗ 3 dress sizes
 - ↗ Glamorous, impressive
 - ↗ Even works with my size!
- Which means
 - ↗ ‘Fad’ diets they love & hate
 - ↗ Separate food for them (time?)
 - ↗ Impossible targets
 - ↗ Short termism
 - ↗ Real depression when fail
 - ↗ ‘I can’t change my life’
- Gradual lifestyle change
 - ↗ Boring, sensible
 - ↗ Long, long term (I’m a 24 in lycra)
 - ↗ Deferred gratification!
 - ↗ Behaving well - long term
 - ↗ DOING what you know you should
- But, this means
 - ↗ Gradual, progressive changes - easier to stick with
 - ↗ The sensible way to do it for your health
 - ↗ Cook the same for whole family
 - ↗ Less likely to fail, medium term

...a diet ‘only for me’

... healthy eating for “all of us”

Implications for women

- It's very easy to offend women
 - ↗ They absolutely reject a lecturing tone
 - ↗ They want to focus on the possible - motivational messages are crucial
- They know a lot
 - ↗ That they're overweight/ obese!!!
 - ↗ What they should be eating - or at least what they shouldn't!
 - ↗ How they should be exercising
 - ↗ And doing all of the above for their families - about healthy eating
- Feel depressed and out of control - unless they're losing weight
- They yo yo because they're too often seduced by 'the big loss'
- BUT need a lot more help to take the slower route

So they're looking less for information/ 'what a healthy diet is'

- And certainly DON'T want the 1st sections to have a detailed diagnostic of
 - ↳ How overweight/ obese - or worst of all 'morbidly obese' - they are
 - ↳ How much weight they have to lose
 - ↳ New methods for telling how overweight they are (bmi/ kgs)
 - ↳ And reiteration of who else they're responsible for

... it frightens them, makes them feel powerless - been here before and here I am again!
- And MUCH more motivational / inspirational/ 'how to's' on
 - ↳ How to **deliver/ achieve** a healthy diet in today's lifestyle
 - ↳ The 'real' issues in fad dieting
 - ↳ Confidence that THEY can do it - and do it long term
 - ↳ New information on what helps
 - Tips on 'little changes towards making a big difference' : 'steps theme' appeals
 - Health benefits from small changes ('Club 10')
 - Successes who came from where I am now

... acknowledge what they probably know, and give them an 'extra' to help put it into action this time

They're also looking for connections between help that's available

- Slimming clubs are good - does the booklet recommend them?
- A few had heard of health clubs having schemes
 - ↗ Can the leaflet promote local discounts/ schemes?
 - ↗ Can there be more local information per se (inset sheet?)
- Consistently argued there's help for every other problem
... so if the government is “putting out” messages about problems associated with overweight - where's the help for us?

eg

Sponsored weigh-ins/ advice from Practice nurses
Subsidies for Slimming Clubs
NHS Training for Slimming Club Leaders

Men's perspective

Men tended to be more thick skinned around messages about food and weight

- They do feel guilty but not to the same degree
- They are increasingly aware of the messages about healthy eating
- And do feel (suspect) that those messages are increasing in number
- Particularly as they get older
- Had been easier to avoid in the past - number and 'weight' of messages increasing
- Some had actually been told / instructed to lose weight
- BUT don't have the same sense of it being down to them

"She knows what I like!"

They're much more light-hearted and jokey about their weight by and large

- Their 'sore spots' they tend to agree as
 - ❖ The pints
 - ❖ The fry-up breakfast
 - ❖ Not as bad as their 'real'/ must dos
 - Smoking
 - Exercise
- Camaraderie around their naughtiness
- Used to have the Mick taken out of them - and vice versa
- Socially acceptable for men to be bigger ..?
- A few felt much more similar to women
- For most - it really is a problem they should engage with
- Should wage war on their excess ...
... but they're also much quicker to say 'so what' (or equivalent!)

“Sitting at the desk again, I know I am just going to balloon again”

“I don't actually think it so much the weight as the health side of things, like the energy and the breathing. That's where you notice the change ”

“Now that she's getting better about what she eats I know I will have to too”

“As I'm doing physical work all day, you wouldn't expect me to be thin”

*“If (the leaflet) was a friend he'd probably say, 'look at you you fat b****d, been at the pies again!'”*

“When you used to be sporty and stop, you put the weight on much quicker”

So hearing general and specific messages ...

- General health messages in the newspapers
- Lot more specific messages
 - ↗ Diabetes
 - ↗ Cholesterol
 - ↗ Smoking/ healthy eating
 - ↗ GP - especially if they've had health problems
- Also coming from their partners
- Feeling concern about their children - can't dismiss their role
- For them and their children - fat, or being large, doesn't have to mean unhealthy
- If the kids are lazy - that is an issue - and often they feel obliged to get involved to set a good example

Implications for men

- Don't allow men the option of 'switching off'/ not my responsibility
- Direct, more head on, real, 'open' approach appreciated
- AND they have more humour about the whole issue
- Put weight in the context of other 'issues' for men
 - ❖ Smoking
 - ❖ Exercise
 - ❖ Cholesterol / diabetes - how can this all help?
- Address the deliberate association 'big working men'/ muscular is fit, healthy
- Need to explain more on 'why'/ repercussions, improvements
- Role for separate sections - or boxed case studies/ points (fry up breakfast = ?)

Reactions to the copy

Reactions were broadly positive

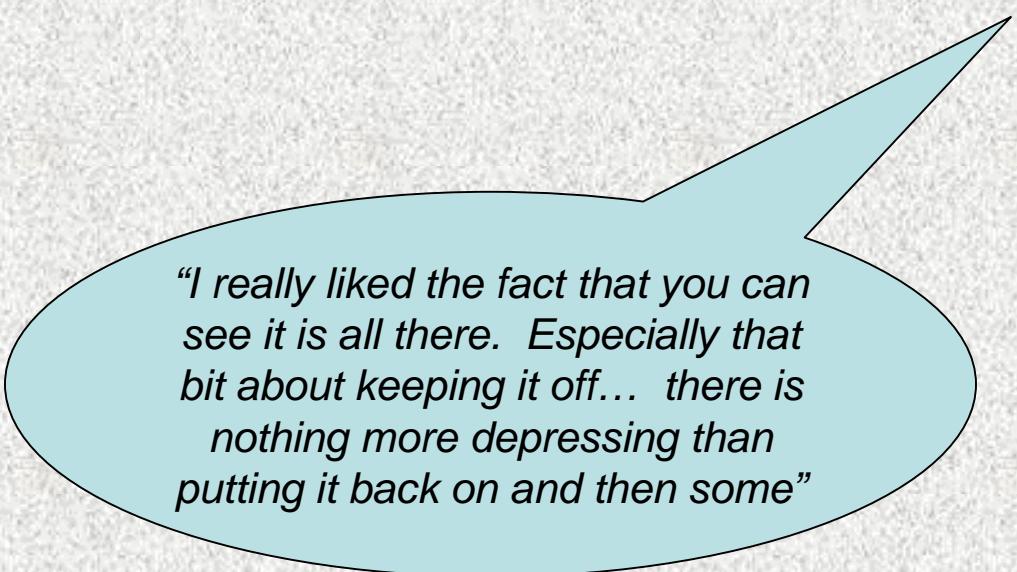
- Down to earth - calm, clear, accessible
- Non-commercial - feels like a public body of some sort
- Credible, authoritative, believable
- Not at all sensationalist
- Bits of encouragement - well done!
- Does have some elements of positive motivation
 - ↗ More energy/ feel better
 - ↗ Lowering risk of serious health problems
- Small steps - whatever stage you're at - well done : carrot
- All about health - which is fantastic
- Offering support and help - which sets expectations of 'how to'

Like the question and answer approach

- Helps to proclaim the help / support more clearly
- Good to have something on children
 - ↗ BUT doesn't it warrant a separate leaflet?
 - ↗ Perhaps a pull-out to separate it (all too much)
 - ↗ And it says it's for adults ... then there's the children's
- And has the recognisable 'common sense' of energy in & out!!
- Men liked the waist measurement
 - ↗ Easy, accessible
 - ↗ What they notice
 - ↗ Very confused about where the waist is!!
 - ↗ Women less keen - not what they're most concerned about

The rest of the index looked logical and comprehensive

- ‘Getting started’ for the women MUST contain ‘restarting’!
- Highlight what might be new
- Health benefits are REALLY what makes a difference
- Keeping it off - that’s the end goal!
- Lots of ‘children’ about the index - put in one place?



“I really liked the fact that you can see it is all there. Especially that bit about keeping it off... there is nothing more depressing than putting it back on and then some”

Changing the order would help a great deal

- They know they're fat/ obese/ overweight and they actively avoid measuring exactly how much!!
- Would be much more useful and read/ used after some motivational and behaviour change (tips) materials
- In any case, bmi is very intimidating
 - ↗ Cm/ kg - which they don't know
 - ↗ One size fits all - they'd rather set their own target
 - ↗ What about 'my build'/ 'my body shape'
- For women - it's what they weigh, and dropping down to size x
- For men - it's waistband & fitness/ muscles
- If bmi is kept - what benefit do they have from knowing
- And don't add caveats : bmi if you've muscles/ being under 20 etc.
- Internet tool is useful - but a hassle

*"Very 'doctor', very medical.
Because it was all so cold, so
clinical"*

*"Why can't they have the charts
that you get at the slimming club -
with the pounds and feet and
inches?"*

*"I mean if your GP is handing you
that and saying, get cracking, then
you might suspect that you're a
little bit fat"*

*"I love kilos. When I was being
weighed in my second pregnancy
they did it all in kilos, and my
husband just sat there and it all
washed over him. Hadn't a clue!"*

*"That was the baffling part of it. I
did look at it but it went in one ear
and out the other. I just thought
'yeah whatever'"*

*"I started to calculate mine, but I'm
not good with numbers so my
neighbour did it, and I came out
terrible!"*

Some of the copy was criticised for being 'obvious'

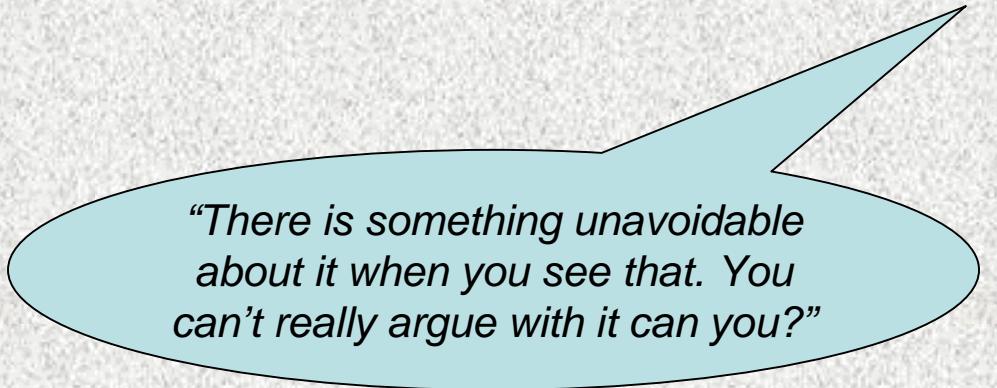
- Comments such as
 - ❖ 'notice clothes becoming comfortable'
 - ❖ 'keep an eye on your child's weight'
- 'You, your child and the whole family can get help' - should be support
- Whilst women really welcomed the 'emotional' side - there was no information/ help/ support at that point
- And if 'the way you eat and live' is brought up
 - ... *they're always looking for a resolution*

"Let's face it most of us know we are a bit big and I think if we're honest we know why. That is not all you want to hear.

"You just want to say to them, well, you damn well try it then, bet you've got your cleaning lady!"

The energy in - energy out section was really liked

- We all know this - but we all get very creative making up reasons why we're different!
- So it's good to have it reiterated
- Very important content in the list that relates to their experience
- But they miss it - much clearer in a list? (High calorie foods etc.)
- What should I do to get more active ... ?
... *although it's slightly long-winded*



"There is something unavoidable about it when you see that. You can't really argue with it can you?"

Implications of the copy for executions

- There is an awful lot of copy
 - ❖ Try to break up as much as possible
 - ❖ Bullet lists, Q&A, highlighting are always popular
 - ❖ Bold headings
 - ❖ More informal presentation helps make it seem more accessible
 - ❖ Font & font size will be important - big & clear is good
- There's a lot to cover :
 - ❖ An annotated/ clear/ good index will help
 - ❖ Or a more 'story - led' type presentation
- The more visual the information presentation the better
 - ❖ They like diagrams/ figures
 - ❖ Symbols (such as the men) are good
- Avoid setting difficult tasks - such as arithmetic!

Attitudes to photos were polarised

- They were really liked and cheered up the presentation
 - ❖ When they were directly related to the point being made
 - Obese child (but should be clearer and perhaps not naked?)
 - Couple illustrating the point about energy - happy, positive, together (but does it have to be an apple, can the gym really be fun?)
 - ❖ When it's very clear what's going on (measuring waist)
- When they weren't liked and actively caused offence
 - ❖ When they were suspected of being mocking
 - Headless fat people : no longer a person, 2nd class citizen, weird people - OK to laugh at them (fat businessman, mothers at school)
 - ❖ When the people were not thought to be that fat
 - "*I'd love to be that thin*"

Attitudes to the titles were consistent

- **Overweight?** was seen as just offensive
 - ↗ We know we're overweight, we don't need to be told/ accused
 - ↗ Why would I read a leaflet that started like that
- **Small steps** has a good feel - but it's not obvious enough in this context
- **Healthy weight** was felt to have the right kind of approach
 - ↗ It's all about health, a healthy weight is not an "ill stick insect"
 - ↗ But for the men - could be misunderstood/ back to the gym/ fitness freak
- **Your weight, your health** was felt to be most positive
 - ↗ Focus is on health which is good
 - ↗ Isn't going to be lecturing - it's up to you/ supportive
 - ↗ Avoiding the more negative/ painful concerns about weight/ image

Take control was also felt to be offensive

- It's for them to say if they're out of control
 - ↗ Know they've been failing to take control - this just rubs it in
 - ↗ And in combination with Overweight? in particular - really gets their backs up
- How to take control of your weight
 - ↗ Is EXACTLY what they want support with
 - ↗ Hope it'll do exactly what it says on the tin!
 - ↗ No debate - a clear, motivational, simple strapline
- Small print was seen to be superfluous and confusing/distracting

Reactions to ‘Pink’

Overall, 'Pink' was liked on a number of levels

- It felt very familiar - it is a typical NHS/ health type leaflet
 - ... *although this means that new information definitely needs to be highlighted to preclude the 'I've had this before'*
- It breaks up the text and puts it in 'bite sized chunks'
- Accessible, manageable, user-friendly
- Also seems more like a handbook - which is good
- Loved the banner questions : big, bold, clear & eye-catching
- Draw attention to the solutions/ positive in the text
- An example : 'This booklet is about how to'
- Just very clear what's where
- And some of colours were really liked
 - ❖ Turquoise
 - ❖ Green/ orange combination

There were a number of issues with the front cover

- Too abstract - what is this about
- Have to look very hard indeed to figure out the ‘thin person in every fat person’ - ‘Ready Brek?’
- Not very attractive : figure is too odd for most of them
- Colour combination not liked
- Although the NHS brand is easy to see in the white space
- Too busy, too confusing, asks them to work hard when it needs to be motivating and inspiring them

“When I look at that I think it could be about anything. It doesn’t say anything to me, except for some kind of health leaflet”

The use of colour to highlight parts of the text in the spreads was really liked

Criticism of being light might come from men's feelings about pink!?

Contents

- 3 Is this booklet for me?
- 4 How do I shape up?
- 7 Is my child an unhealthy weight?
- 8 Why have I gained weight?
- XX Does it really matter?
- XX How would losing weight make a difference?
- XX Getting started
- XX How to lose weight (for adults)
- XX If you want to get started
- XX If you want to get your child started
- XX Eating right to lose weight
- XX Being active
- XX Make a habit of it
- XX Losing weight and keeping it off
- XX We all need support
- XX What about my child?
- XX Active children
- XX Further help

Is this booklet for me?

You might be worried about your own weight. You might be worried about someone in your family – your partner or your child. Whether you think it's a big problem or something you're just a little concerned about, this booklet is for you.

If you are overweight it can affect your health and how you feel about yourself. Doctors say that being overweight can even lead to some of the most serious health problems. Losing just a small amount of weight can help you feel good and improve your health.

This booklet is about how to:

- keep your weight under control, not just about how to lose weight;
- work out if you are carrying too much weight;
- eat so you can control your weight;
- live an active life so you can control your weight;
- lose weight if you have a busy life; and
- find more help, advice and support.

• Do you want to be healthier, have more energy and feel better?

• Are you ready to lose weight now? Or at least, do you want to stop gaining more weight?

• If you have successfully lost some weight, well done! Now, do you want to keep it off?

This booklet offers help for everyone.

Role for photographs? Some discomfort about white space ...?

Also men are slightly happier with a more 'texty' approach

'For everyone' the right tone

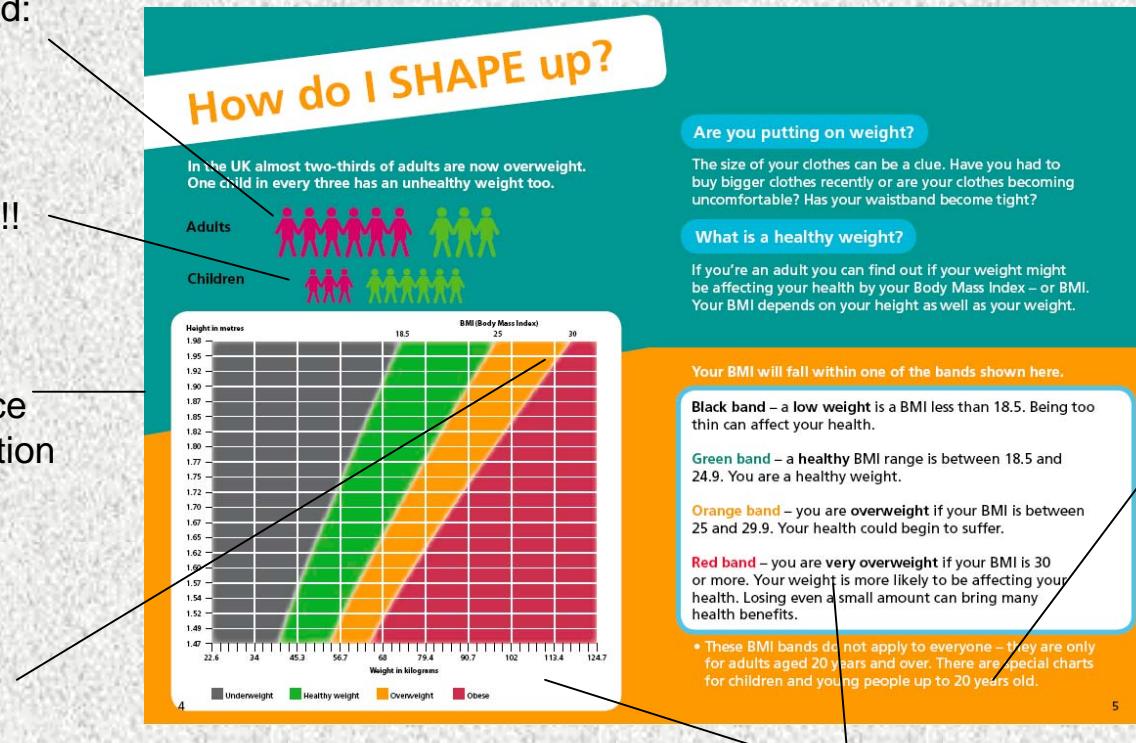
'How do I shape up' is very detailed & busy/hard work

Symbols were liked:
clear, bright, bold

Kind of reassuring!!

Trying to decode
chart with reference
to ratios of population
above

Why not also put
Ft/ Inc, st/lbs on
the other sides -
Women used to
this



White out of orange
is hard to read

Relationship between these two needs to be clearer

Again a good balance of highlights/ tables/ pictures

But launches into quite serious - but confusing content

If going to raise this it needs a whole section

Red is danger

Also more important

Good photo - helpful

BUT is it a woman?

Can't see the yellow

- Asian people are more likely to have health problems if they are carrying even a small amount of extra weight, so it is particularly important for Asian people to maintain a healthy BMI.
- People who do a lot of exercise will have more muscle, and muscle weighs more than fat. If you exercise a lot, your BMI might wrongly suggest that you are too heavy.
- If you are unsure whether you are overweight or not, check with your doctor or nurse.

Waist measurement

Measuring your waist with a tape measure can also tell you whether you are carrying too much weight. For women a waist of 35 inches (88cm) or more, and for men 40 inches (102cm) or more, is high and could put your health at risk.



What is a healthy waist measurement?

	Healthy waist	High waist measurement
Women	Up to 35" (88cm)	35" (88cm) or more
Men	Up to 40" (102cm)	40" (102cm) or more

6

Is my child an unhealthy weight?

It's easy to miss the fact that your child could be overweight. But children are getting heavier these days and that's bad news for their health – now and in the years to come. Children who are overweight are more likely to get diabetes or heart disease in later life.

As a parent, sometimes you can tell if your child is overweight by the fit of their clothes. If their clothes are right for their height but too tight around the waist, they could be overweight.

Keep an eye on your child's weight, even from the baby stage. Spotting that your child is overweight before they start school means more chance of getting them the help and support they need.

Doing something about it now can prevent many years of worry – for you and for them – as they get older. You, your child and the whole family can get help. Your doctor, nurse, health visitor or the school nurse can check your child's growth and their BMI for you. All they need is their age, height and weight. There are special BMI charts for children because BMI charts for adults are not accurate for children.

More information and advice about how best to help overweight children can be found on pages x and x in this booklet.

7

Highlight 'more information'

Good layout - boxes, bold, headings, lists

Really interested
in this - but more
wanted on this (or
directions to px)

Diagram slightly
confusing for
some

Why have I gained weight?

The way you eat and live

There are lots of reasons why you could gain weight to do with the way you eat and live. Here are just a few:

- shopping habits;
- the cost of food;
- cooking skills;
- family habits;
- opportunities for physical activity.

ENERGY IN

A diagram illustrating energy balance. It features two green stick figures facing each other. A large green arrow pointing to the left is labeled "ENERGY IN" above it, with the text "Calories from food" written below it. A smaller orange arrow pointing to the right is labeled "ENERGY OUT" above it, with the text "Physical activity" written below it.

Your weight stays **the same** if you take in roughly the same amount of energy (calories) through food and drink as your body burns up through physical activity and your basic metabolism (the way your body uses everything it needs for you to stay alive).

Your weight will **go up** if you regularly take in more energy (calories) from food and drink than your body burns up.

Your weight will **go down** if you regularly take in less energy (calories) from food and drink than your body burns up.

Sometimes, we also eat for emotional reasons – perhaps when we are stressed, bored or angry.

Calories

In simple terms, weight gain is all about how much energy you take in to your body and how much energy your body uses. To measure the energy in food and the energy in our bodies we use calories (on food labels you will see kcal or sometimes the metric measure – joules or kilojoules).

There can be many reasons why we take in more energy than we burn off. High-calorie foods that are high in fat and sugar are widely available and are getting cheaper. We cook less from raw ingredients and we eat out of the home much more than we used to. We eat more snacks and fast food 'on the run'. We drink more canned or bottled sugary drinks. Portion sizes are getting bigger.

We are also much less active than ever before. It's easy to sit down for most of the day and move very little! Televisions, computers, cars and all the modern gadgets we use mean that most things in everyday life take less effort. And that means we use fewer calories. You may have changed job or retired and become less active as a result.

Should this para
be headed - and
bullet pointed?

So reactions to Pink were mixed

- The front cover doesn't work to explain, motivate or reassure
- IF an abstract route chosen
 - ❖ Needs to be more immediately recognisable
 - ❖ Perhaps containing classic symbols of healthy eating
 - ❖ Certainly needs a less 'odd' depiction of healthy eating/ weight loss
- The colours need to be chosen more carefully
 - ❖ They work VERY well to break up the text/ make accessible
 - ❖ But the predominance of pink seems to be an issue for men ...
 - ❖ And some combinations definitely need to be less 'edgy'
- But we would argue that this execution needs much more 'humanity'
 - ❖ Photos would help a great deal to recognise, inspire and reassure
 - ❖ And would work to help convey points in a more visual way

Reactions to ‘Bottoms’

Overall reactions to 'Bottoms' were also in many ways positive

- Inclusion of real people was liked
 - ↗ More inspiring
 - ↗ Leaves you feeling 'you're not alone'
 - ↗ Makes it more colourful and professional
 - ↗ More contemporary
- Fitted well with the clean, clear layout
 - ↗ Black and primary text colours on white was 'crisp'
 - ↗ 'Badges' were liked as they really 'shout' and say 'important'
 - ↗ Also using boxes, bold - which is liked
 - ↗ The black font and how intense it is was remarked on and liked

... perhaps more authoritative than 'Pink' but less accessible

There were a number of issues with ‘Bottom’

- Front cover was felt to be “offensive”
 - ↗ Rubbing in that they’re overweight
 - ↗ Exactly the area most women are paranoid about
 - ↗ Headless - not real people, have a laugh!
 - ↗ Are they at a urinal?
 - ↗ They’re not that fat - what does that say about me! (particularly the woman on the left!)
- Not picked up that they’re on the scales - feels very gratuitous
- Just question why they’re there?
- NHS branding missed
- And in the version that is ‘Overweight? Take control’ provoked a riot!

The layout is clear, and easy to read, but seems to be much more text

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2

Symbols were less liked than the more easily recognisable humans in 'Pink'



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- lose weight if you have a busy life; and
- find more help, advice and support.

Do you want to be healthier, have more energy and feel better?

Are you ready to lose weight now? Or at least, do you want to stop gaining more weight?

If you have successfully lost some weight, well done! Now, do you want to keep it off?

3



Hierarchy of blue/green headings wasn't clear

Use of bold good

These useful questions are missed

This is VERY busy, too much happening, unclear - and difficult for readers

Terrible picture - really makes them feel they're being laughed at



How do I SHAPE up?

Are you putting on weight?

The size of your clothes can be a clue. Have you had to buy bigger clothes recently or are your clothes becoming uncomfortable? Has your waistband become tight?

What is a healthy weight?

If you're an adult you can find out if your weight might be affecting your health by your **Body Mass Index** – or **BMI**. Your BMI depends on your height as well as your weight.

If you want to work out your BMI:

- Find out your height in metres and multiply the number by itself. That gives you your height squared.
- Find out your weight in kilograms and divide that number by your height squared.
- The final number is your BMI:

$$\text{BMI} = \frac{\text{weight (kg)}}{[\text{height (metres)}] \times [\text{height (metres)}]}$$

If you don't want to do that:

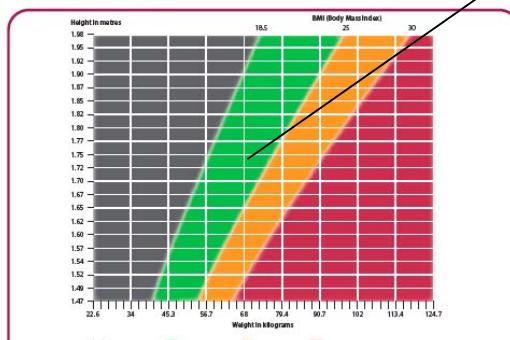
- Use the ready reckoner on our website, www.XXXXXXX.gov.uk
- Ask your nurse or doctor to do it for you.

BMI calculation very frightening

Small - complex, not manageable

4

Your BMI will fall within one of the bands shown here.



Black band – a low **weight** is a BMI less than 18.5. Being too thin can affect your health.

Green band – a **healthy** BMI range is between 18.5 and 24.9. You are a healthy weight.

Orange band – you are **overweight** if your BMI is between 25 and 29.9. Your health could begin to suffer.

Red band – you are **very overweight** if your BMI is 30 or more. Your weight is more likely to be affecting your health. Losing even a small amount can bring many health benefits.

- These BMI bands do not apply to everyone – they are only for adults aged 20 years and over. There are special charts for children and young people up to 20 years old.

5

Red-amber-green understood

Riders on bmi?

Good box for waist measurement highlighted, but otherwise SO much text

A lot of writing in bold - and can be alarming for Asians & African Caribbeans!

Excellent 'call out'

He's clearly holding in his belly - funny

- Asian people are more likely to have health problems if they are carrying even a small amount of extra weight, so it is particularly important for Asian people to maintain a healthy BMI.
- People who do a lot of exercise will have more muscle, and muscle weighs more than fat. If you exercise a lot, your BMI might wrongly suggest that you are too heavy.
- If you are unsure whether you are overweight or not, check with your doctor or nurse.

Waist measurement

Measuring your waist with a tape measure can also tell you whether you are carrying too much weight. For women a waist of 35 inches (88cm) or more, and for men 40 inches (102cm) or more, is high and could put your health at risk.



Take care to measure your waist in the right place. Measure it at the halfway point between your lowest rib and the top of your hip bone.

What is a healthy waist measurement?

	Healthy waist	High waist measurement
Women	Up to 35" (88cm)	35" (88cm) or more
Men	Up to 40" (102cm)	40" (102cm) or more



Children who are overweight are more prone to diabetes and at risk of heart disease in later life

Is my child an unhealthy weight?

It's easy to miss the fact that your child could be overweight. But children are getting heavier these days and that's bad news for their health – now and in the years to come. Children who are overweight are more likely to get diabetes or heart disease in later life.

As a parent, sometimes you can tell if your child is overweight by the fit of their clothes. If their clothes are right for their height but too tight around the waist, they could be overweight.

Keep an eye on your child's weight, even from the baby stage. Spotting that your child is overweight before they start school means more chance of getting them the help and support they need.

Doing something about it now can prevent many years of worry – for you and for them – as they get older. You, your child and the whole family can get help.

Your doctor, nurse, health visitor or the school nurse can check your child's growth and their BMI for you. All they need is their age, height and weight. There are special BMI charts for children because BMI charts for adults are not accurate for children.

More information and advice about how best to help overweight children can be found on pages x and x in this booklet.

Good sticker

'My boy looks like that' - scary but a definite call to action

Massive amount of text

Makes information seem more stark, worrying - but definitely not accessible

Layout works on this page : photo/ diagram, headings, bullets

Green too 'light'

Good list

Heading clear

Why have I gained weight?

The way you eat and live

There are lots of reasons why you could gain weight to do with the way you eat and live. Here are just a few:

- shopping habits;
- the cost of food;
- cooking skills;
- family habits;
- opportunities for physical activity.

Sometimes, we also eat for emotional reasons – perhaps when we are stressed, bored or angry.

Calories

In simple terms, weight gain is all about how much energy you take in to your body and how much energy your body uses. To measure the energy in food and the energy in our bodies we use calories (on food labels you will see kcal or sometimes the metric measure – joules or kilojoules).

There can be many reasons why we take in more energy than we burn off. High-calorie foods that are high in fat and sugar are widely available and are getting cheaper. We cook less from raw ingredients and we eat out of the home much more than we used to. We eat more snacks and fast food 'on the run'. We drink more canned or bottled sugary drinks. Portion sizes are getting bigger.



Your weight stays **the same** if you take in roughly the same amount of energy (calories) through food and drink as your body burns up through physical activity and your basic metabolism (the way your body uses everything it needs for you to stay alive).

Your weight will **go up** if you regularly take in more energy (calories) from food and drink than your body burns up.

Your weight will **go down** if you regularly take in less energy (calories) from food and drink than your body burns up.

We are also much less active than ever before. It's easy to sit down for most of the day and move very little! Televisions, computers, cars and all the modern gadgets we use mean that most things in everyday life take less effort. And that means we use fewer calories. You may have changed job or retired and become less active as a result.

Picture works

- real people
- together
- having fun
- bit posh!
- she's not slim
- realistic

- and nicely boxed

So in terms of 'Bottom' we would argue

- There are positive elements in the spreads
 - ❖ Clear, crisp layout, text and format
 - ❖ Boxes are great and reinforce 'workbook' feel - more would help women in particular engage with it/ use it (c.f. another govt leaflet)
- Keep photos - especially where they
 - ❖ Are positive and looking forward
 - ❖ Show people happy to be making a start/ doing something
 - ❖ Are seriously overweight people
 - ❖ And are down to earth - classless - people
 - ❖ In different contexts (c.f. posh kitchen & private gym)

So, there was no clear ‘winner’ ... but consistent feedback on what’s required for this sensitive, over-expert audience who are actively avoiding listening to the message!