

# Innovative Uses of Technology to Help with Weight Management

Sandwell Public Health  
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# Sandwell's Weigh2GO

Is a self-monitoring weight management programme available for people who live, work or have a GP in Sandwell and have a BMI 23 or above.

You can weigh yourself at a time that is convenient for you, and your weight data will be sent to your smart phone, or email address.

You can monitor your results and access a range of online support to encourage, track and monitor your progress.



# Overview

- W2G was developed by Maxine Dixon (Adult & Children's Healthy Weight Project Manager PH Sandwell).
- W2G established in April 2016 - trialled in the council and was successful and rolled out to wider public.
- Shown to be effective in prevention of weight gain and weight loss maintenance.
- Supports those that wouldn't access a conventional weight loss programme.
- Maxine Dixon achieved the UKPHR Improving Public Health Practice award for the development and implementation of this project.



## How does it work?

- It's a **free self-directed** weight management programme available through an online 'app' using smart scales.
- Designed for individuals who wish to regularly monitor their weight in order to **maintain or lose weight**.
- Participants can join by downloading the **Active8rlives 'app'** , They will need a smart phone/device



# How does it work?

- Weekly weigh ins (using phone & ‘app’). Weight data is automatically synchronised to the Activ8rlives dashboard, progress is trackable.
- Weight loss support is available via the ‘app’. Syllabus covers aspects of healthy eating and now physical activity.
- Participants can set and work towards a realistic weight goal with support from a range of online weight loss plans.



# Public Health are...

- Inviting organisations/services to partner with Sandwell council.
- Working with partners to roll out the new version 'app' to users.
- Currently working in partnership with a range of organisations/services across the borough
- Working to reach all who are eligible incl. BAME groups, men, new mums, vulnerable groups.
- Continuing to monitor and evaluate effectiveness.
- Learning that a community-led weight management approach works! - its 'convenient', 'easy to access' and 'removes barriers'.



# Criteria – who can join?

## Inclusion

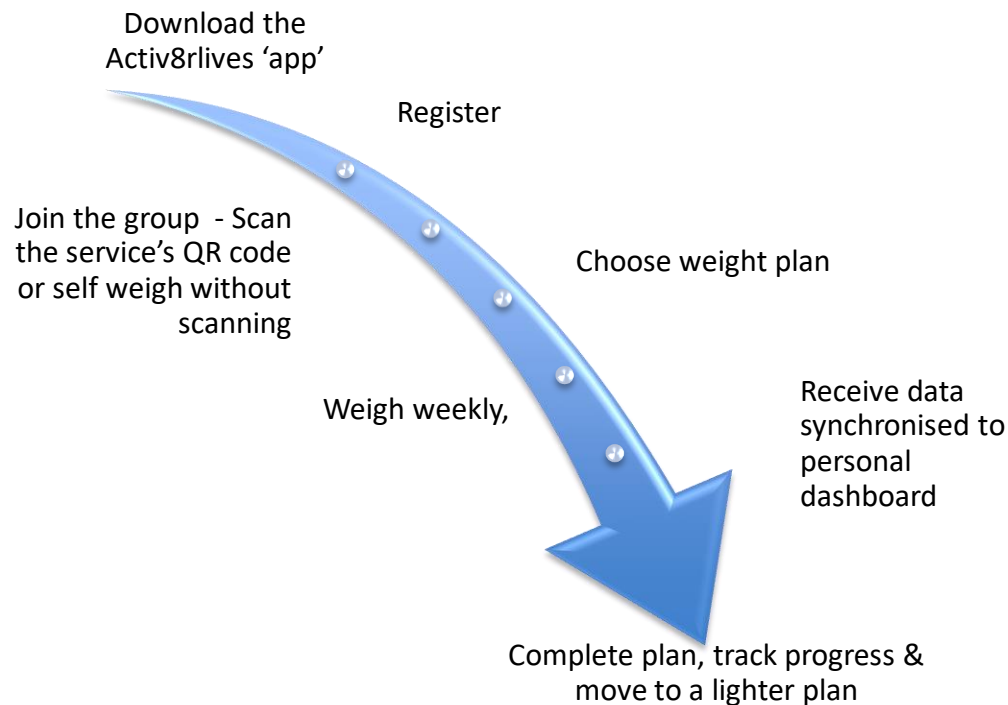
- 18 years and above
- Sandwell resident, have a Sandwell GP or work in Sandwell
- BMI 23 and above
- Wish to prevent weight gain, weight regain or achieve weight loss

## Exclusion

- Are pregnant
- Have an electrical device fitted i.e. pacemaker.



# The Participant's Journey W2G programme

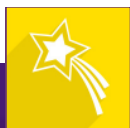
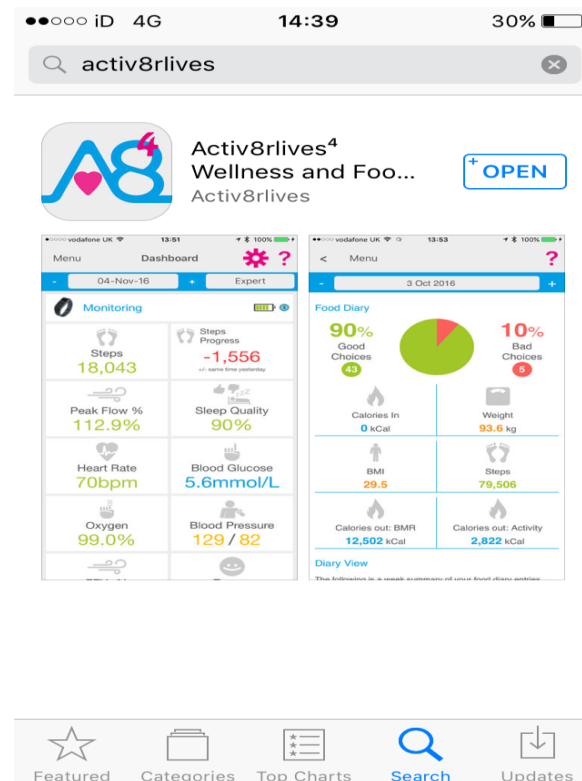
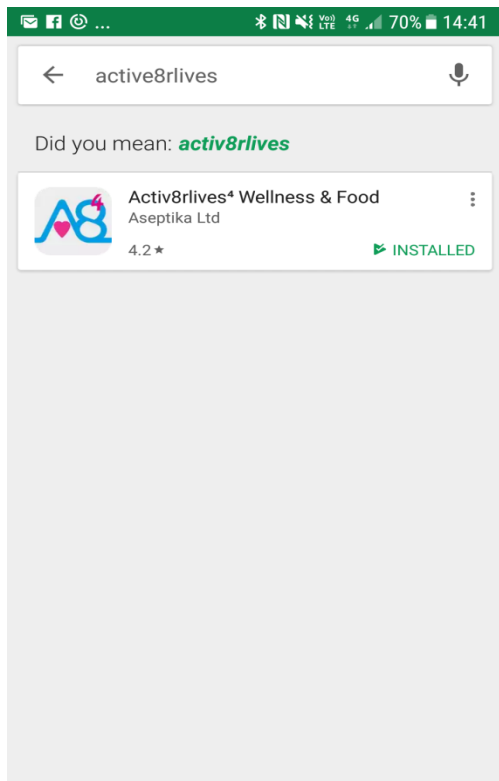




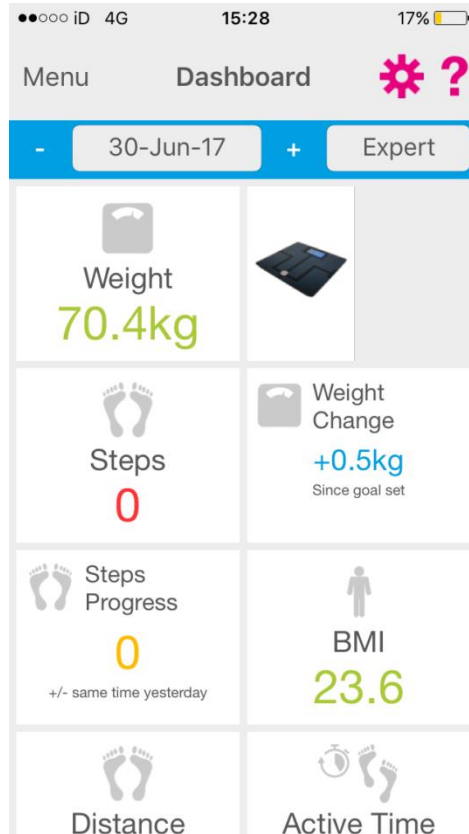
# Now... Lets Look at The APP and Scales



# Smart Scales and 'App'



# Smart Scales and 'App'



Stand on the scales.

Remove your shoes and socks, then stand on the Body Analyser.



# Weigh2Go Plans

## Bronze plan

Indefinite, self-directed, recommended for individuals who wish to maintain their current weight or prevent weight gain.

## Silver plan

Up to 24 wks. self-directed, recommended for individuals who wish to achieve weight loss.

## Gold plan

Up to 24 wks. self-directed, recommended for individuals who wish to achieve weight loss.



## Weigh2Go Plans (12-week)

- Week 1 - NHS Guide Introduction, Foods, calories, Healthy Plate.
- Week 2 - Physical Activity, Healthy Body Weight, Healthy cooking.
- Week 4 – Cravings, Work traps, Snacks, Fats.
- Week 5 – Alcohol, Liquid calories, Food labels.
- Week 6 - Food labels, Portion size.
- Week 7 - Dining out, Salt. Cholesterol.
- Week 8 - Fruit and vegetables, Blood pressure.
- Week 9 - Barriers to activity, Burning calories.
- Week 10 - Weight loss tips, Emotional eating. Diabetes.
- Week 11 - The plateau, Free ways to get fit, Sleep.
- Week 12 – Celebration, Keeping the weight off. SMART goals.



## Public Health Support

- Help you to set up your group programme.
- Offer training.
- Answer any queries and resolve technical issues.
- Promote your service via various channels and will provide you with any posters/leaflets you required.
- Keep in regular contact.



# Top tips for success!

- Keep scales in good working condition.
- Provide instruction on how to use the scales (i.e. display W2G posters, offer 1<sup>st</sup> appointments).
- Keep in regular contact with your participants (as a guide once per week as a minimum).
- Encourage participants to weigh in weekly.
- Remember confidentiality – keep weight discussion with participants private.
- Get involved. Promote your services to key partners.



# New Initiatives

- Enhanced physical activity component.
- Physiotherapy.
- Cardiac Rehabilitation.
- School Nursing Team.
- Support community grants programme (weight management/healthy eating).





# Thank You

