

# Momenta

An innovative weight management programme to improve employee health



*Momenta*


**MOMENTA** Real-life techniques, whole-life weight loss

# Momenta: Delivering a healthy workforce

- Supports employees to achieve healthy weight status
- Provides a clinically effective weight management service
- Designed to be implemented from workplace settings
- Training, resources & support for delivery staff
- Increases productivity by reducing absenteeism
- Commissioned by public and private sector partners
- Measured reductions in Body Mass Index for a range of professionals – both male and female

# Losing weight, the reality

- Modern lifestyles make it very easy for people to put on weight- we live in a society that is **encouraging us to move less and eat more**
- Health - there is **substantial evidence** that being overweight or obese **increases risk factors** for a number of chronic diseases including Coronary Heart Disease, Type II Diabetes and some cancers

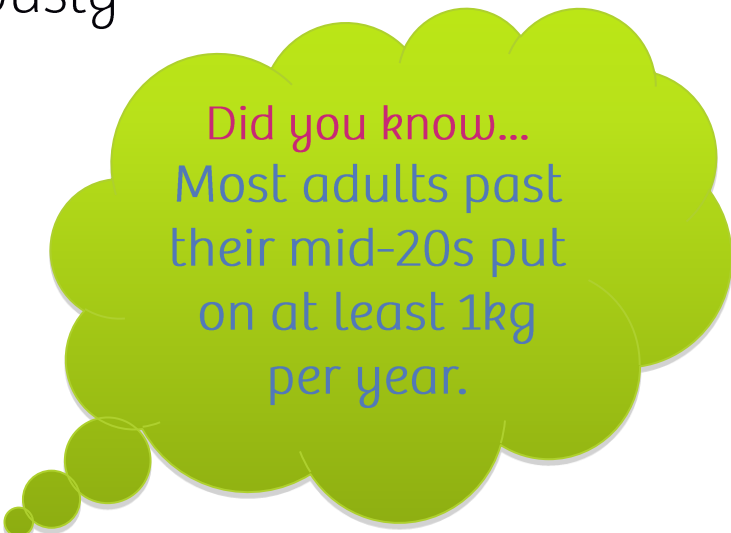


**Did you know...**  
... two thirds of adults are overweight or obese. Adults of a healthy weight are in the minority

# Losing weight, the reality

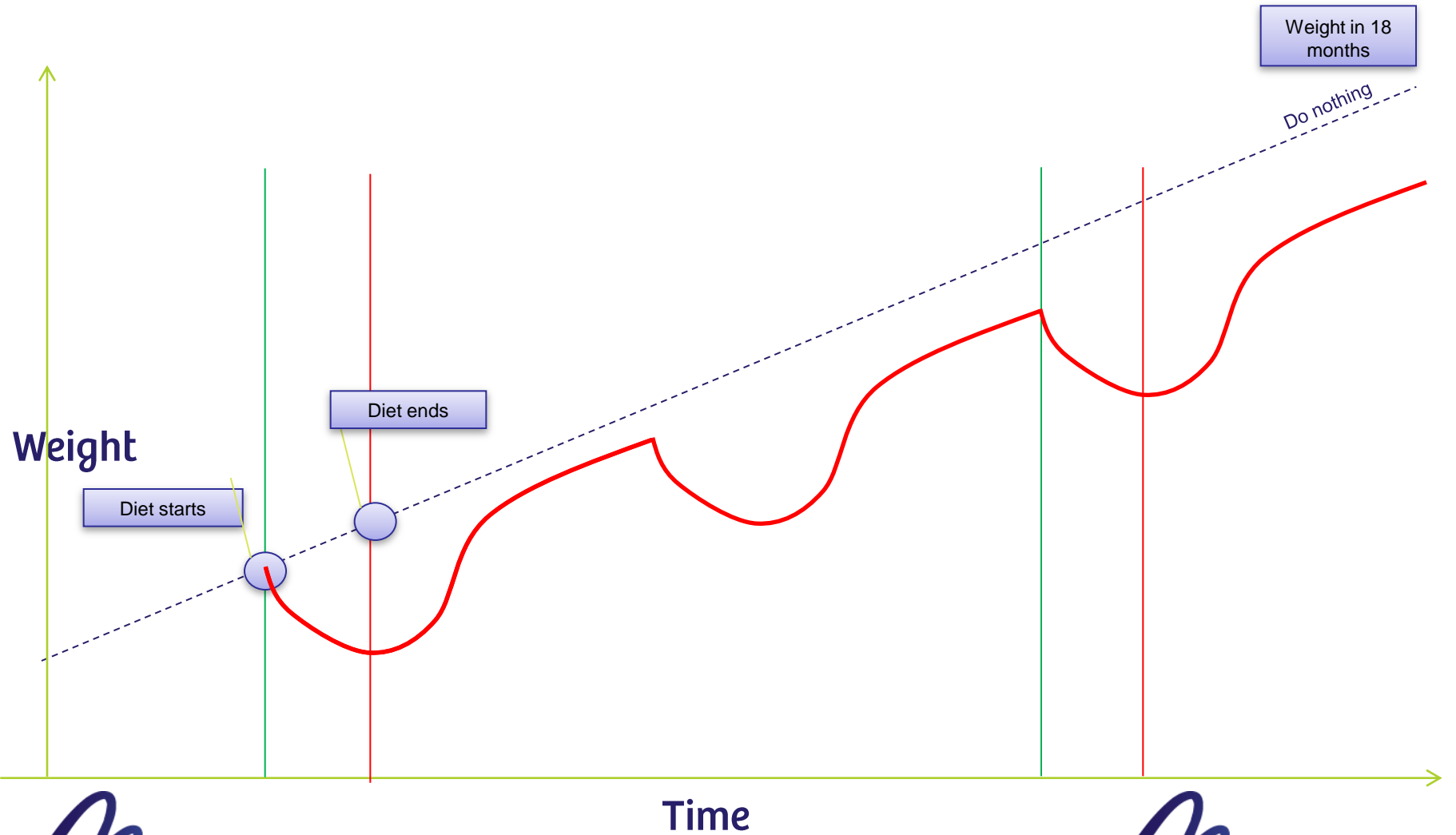
Research tell us that:

- it can be really difficult to lose weight and sustainable weight loss is complex
- People become overweight when they **regularly** eat more calories than they use being active
- Adults rarely lose weight spontaneously



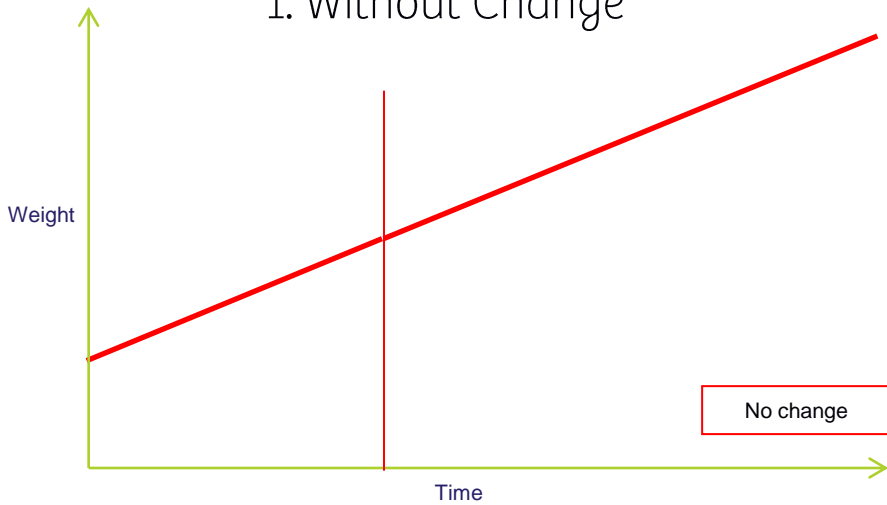
Did you know...  
Most adults past  
their mid-20s put  
on at least 1kg  
per year.

# The impact of 'yo-yo' dieting

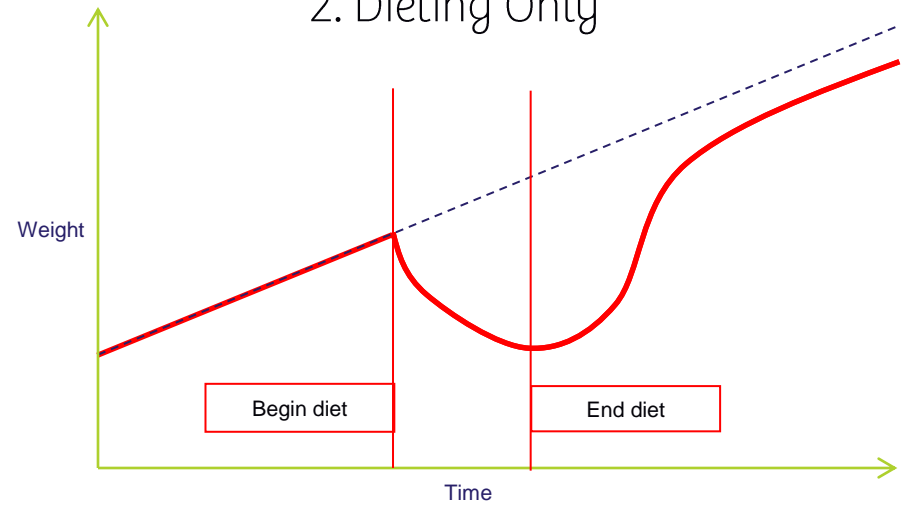


# The impact of different diets

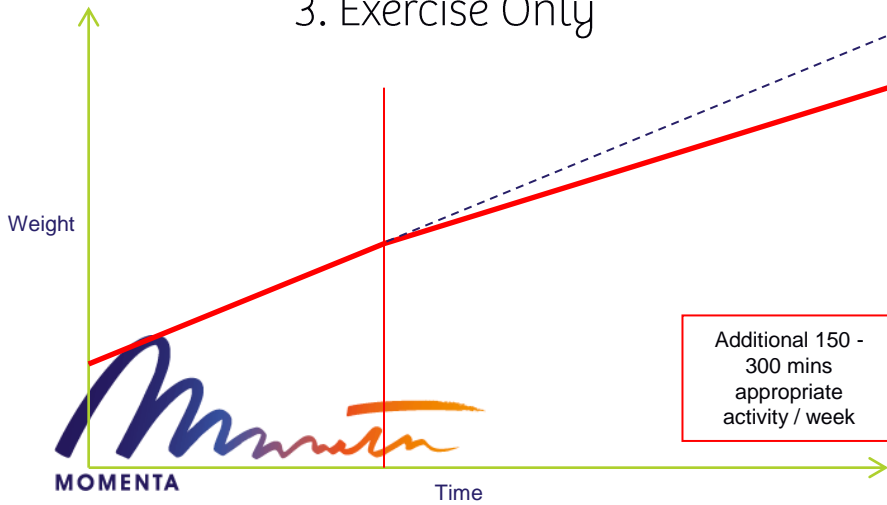
## 1. Without Change



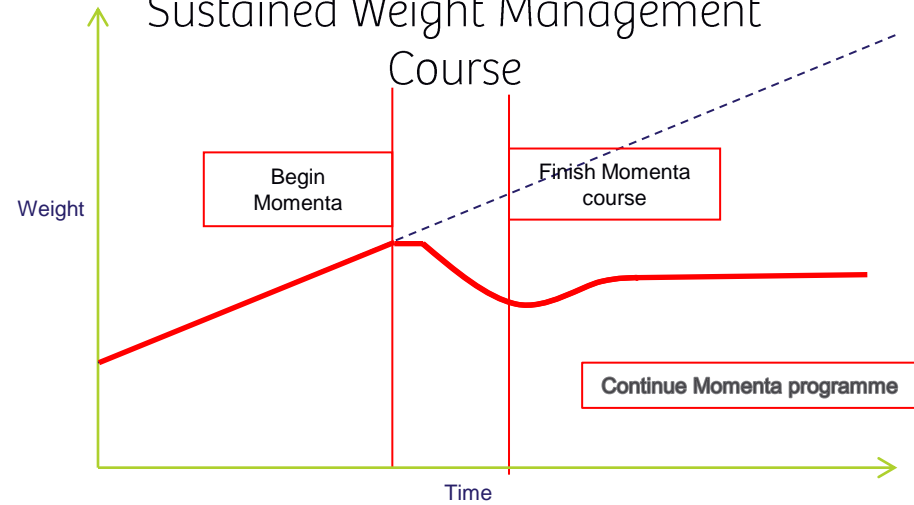
## 2. Dieting Only



## 3. Exercise Only



## 4. The future - combined & Sustained Weight Management Course

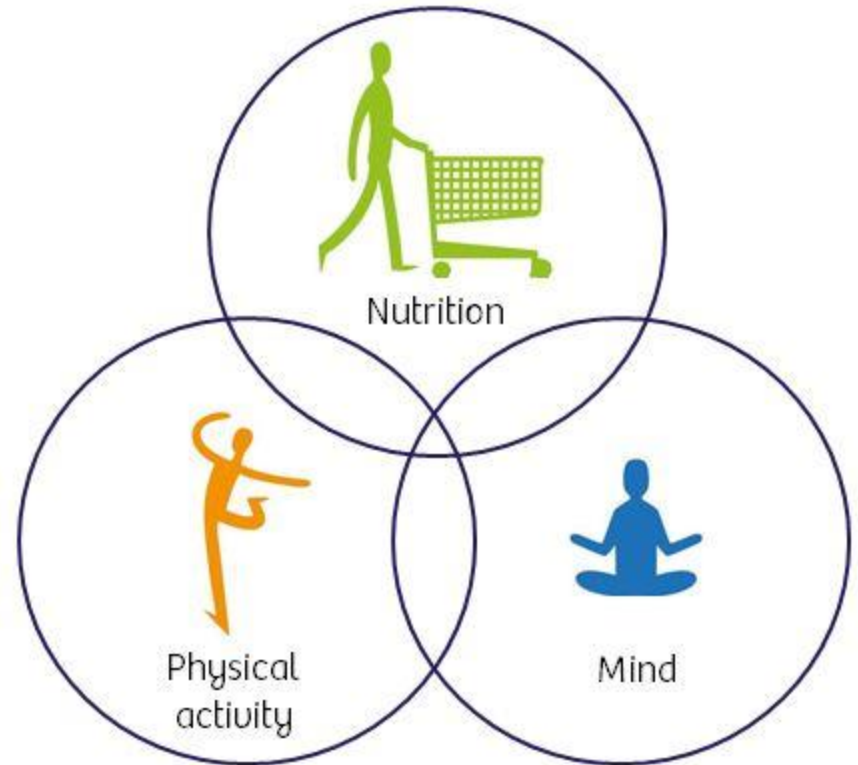


# Momenta: 3 key elements

...whole-life weight loss

Designed to break the cycle of yo-yo dieting and weight gain through an approach that covers:

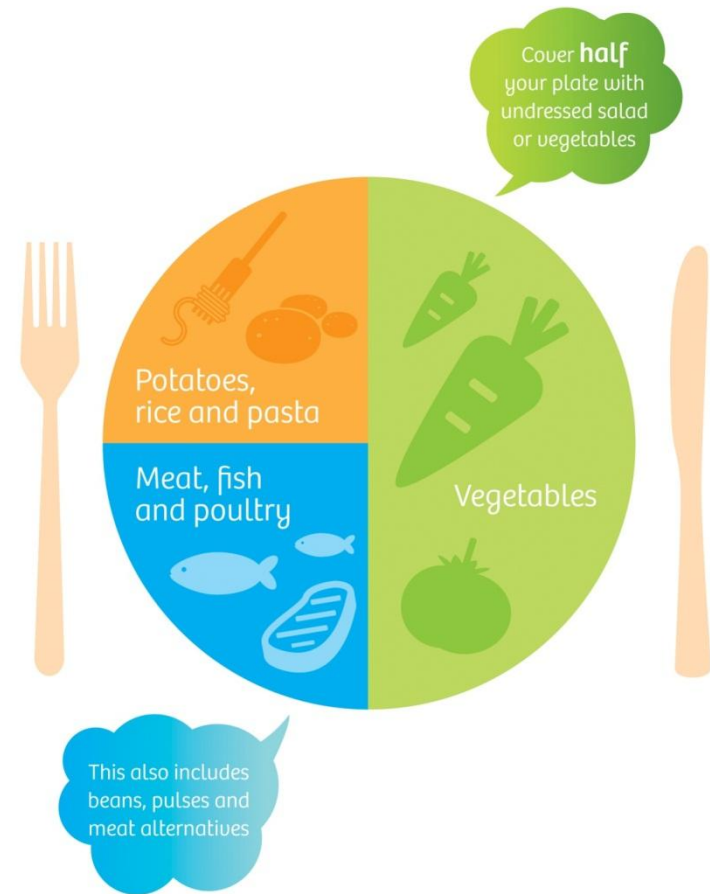
- nutrition,
- physical activity
- mind (behaviour change)



# Key elements for weight loss: nutrition

Fad diets are often a short term fix for a long-term challenge yet we often turn to them as there appears to be no other option when trying to lose weight.

Having a healthy, balanced diet is absolutely vital to successfully manage weight in the long term.



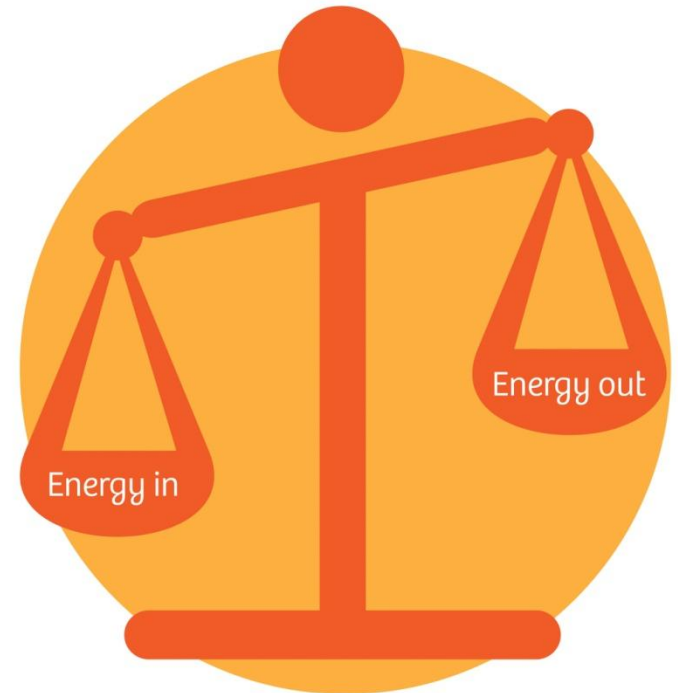


# Key elements for weight loss: physical activity

It can be hard to incorporate physical activity into a hectic lifestyle. The reality is, when trying to lose weight and keep it off, being active plays a vital role.

The programme will explore:

- why regular activity is so important
- the different types of activity
- how you can fit it into your lifestyle.



# Key elements for weight loss: mind

Many weight management programmes ignore the fact that losing weight can also be a **battle in the mind**.

Momenta does not ignore this – **behaviour change** is a major element in achieving successful weight loss.

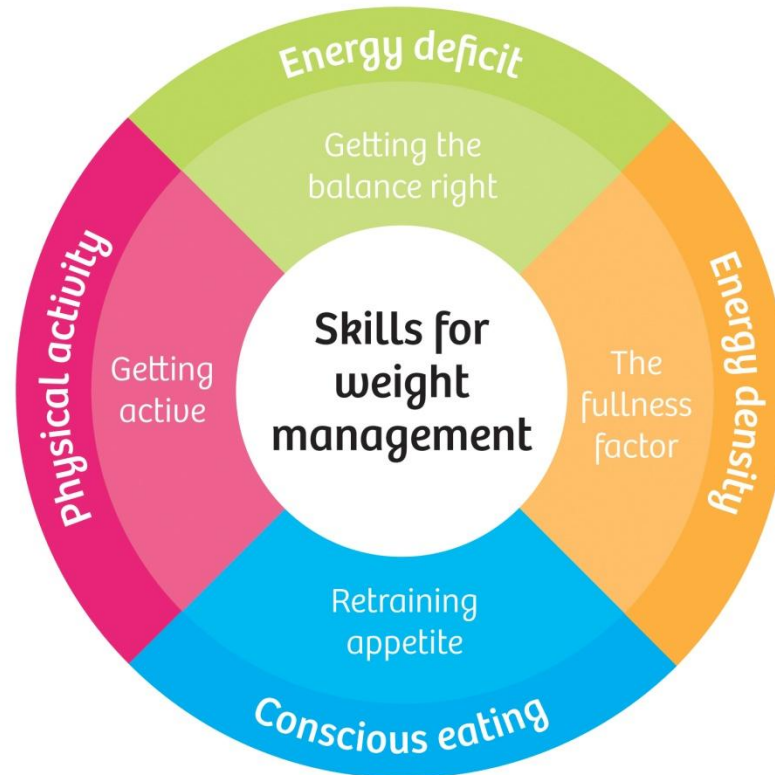


# Momenta: philosophy

- Momenta doesn't promise instant results and it doesn't champion any particular type of 'magic' food or exercise
  - Momenta is not a fad or 'the latest thing...' It is based on science and the latest worldwide evidence
  - Momenta offers a set of techniques that lead to the proven, long-term results no 'fad diet' can match
  - Momenta has been specifically written for delivery from community health, fitness and leisure centers by non weight management specialists
- ... Momenta provides participants with justified optimism of signing up to a programme that is written by experts in their field

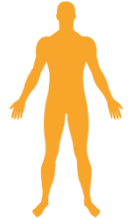
# Momenta: a solution

Momenta has taken the complex science of successful weight loss and developed the five key zone Momenta wheel. This is to aid learning around effective weight management, whilst also being simple and fun



# Key interactive sessions

- **Human bodyweight** – what’s it all about? A skeleton, muscles, adipose tissue, and internal organs - that’s what we’re made of. Images and facilitated discussion show that lean body mass is what’s left when adipose tissue is stripped out of the picture.
- **What do we mean by a serving?** fill a bowl with your normal portion and find out how many servings it contains.
- **How much exercise compensates for that burger?** this quiz reveals how many minutes of a particular activity you would have to do before working off a high fat, high sugar, food or drink product.



# Key interactive sessions

- **What's inside the wrapper?** solve this label-reading challenge by matching bottles of fat and sugar to corresponding food products. Some foods may never have the same appeal again.
- **How well do you know your carbs?** question-time to dispel the myths and stories around carbohydrates. Learn which fibrous carbs you should try and consume to leave you feeling fuller for longer.
- **So, what's on the menu?** make your selection from a range of well-known restaurants and find out if it really is the healthiest option.

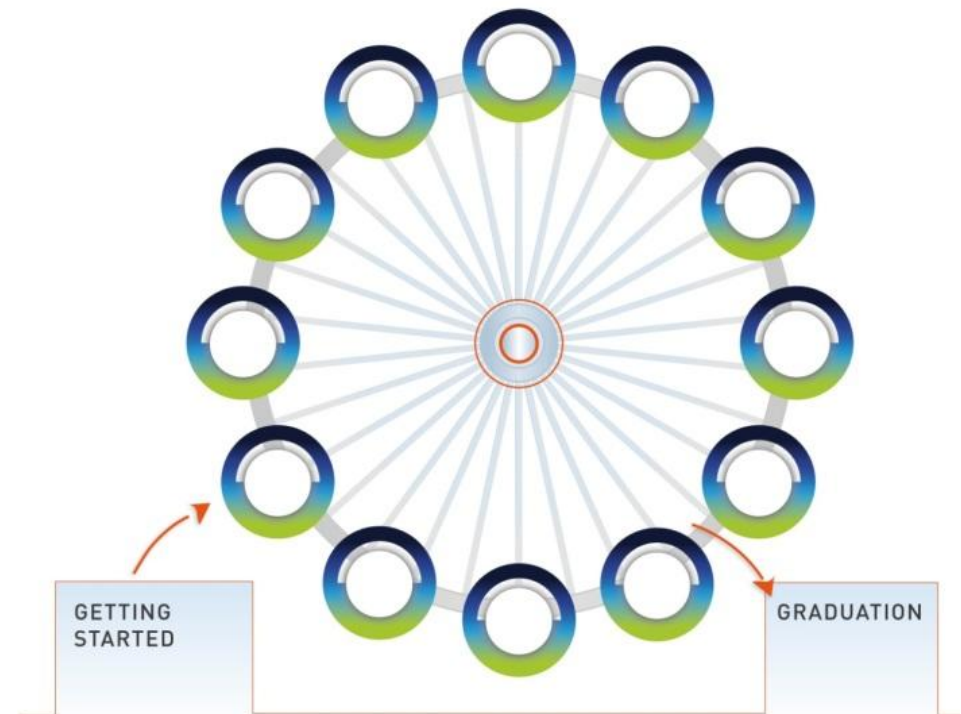


# Momenta: simple to deliver

## Programme summary

- Group “facilitated” sessions (6 people min 24 max)
- Introduction session
- 12 x 1 hour weekly sessions
- Course workbooks & tools
- Web based support & tracking tools
- Men and Women
- BMI 25 - 39.9
- Target 5-10% weight loss maintained at 12 months

An open course...



# Momenta: simple to deliver

Web-based support

Welcome **Mo Pledger**  
🔒 [sign out](#)

## About Body Mass Index

You can't tell whether someone is overweight just by looking at them.

So health professionals go by your BMI (body mass index) – it's our way of finding out whether you are a healthy weight or not. If your BMI says you are overweight or obese, it means that your weight could be affecting your health.

However, even though your BMI gives us a good idea of your weight status, we usually take waist measurements too. This is because muscular people may have a high BMI (because muscle is heavier than fat), but if their waist measurement is healthy then they might not be overweight or obese at all.

Your Momenta coach will take your height, weight and possibly waist measurements at your Getting started session.

What's your BMI? Simply move the sliders on the graph to match your height and weight.

Imperial  Metric

Height (ft) 7.0 6.0 5.0

Weight (st) 5 10 15 20 25

Your BMI is **26.36** this is in the **OVERWEIGHT** range.

Use the sliders above to calculate your BMI

Calculate ideal heart rate    Safe workout rate = [128 - 138 bpm](#)

Home About Momenta Health & Weight Calculate your BMI Members Section Community Shop Operators & Coaches Contact

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Welcome **Mo Pledger**  
🔒 [sign out](#)

## My goals wheel

3. Eat regular meals  
Aim for a healthy meal or snack every 4 hours  
**GOLD** - On up to 7 days per week

Wheel Key  
GOLD SILVER BRONZE

Update Your Weight  
Enter your new weight:  
 st  lbs Imperial  Metric

Your progress so far: Weight (st) 15 14 13 12 11 10 9

Your BMI is now: 1 2 3 4 5 6 7 8 9 10 11 12

Target Current

Home About Momenta Health & Weight Calculate your BMI Members Section Community Shop Operators & Coaches Contact

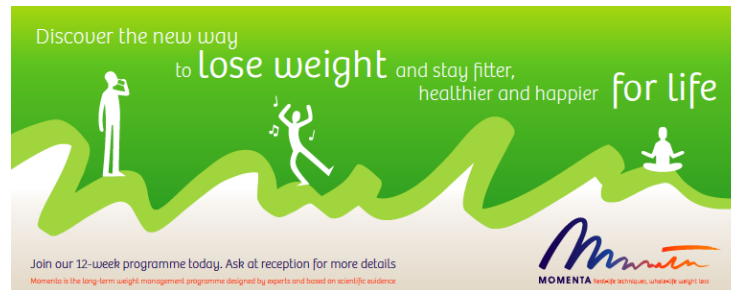
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# Momenta: Simple to deliver

Marketing support



# Momenta: simple to deliver

## Marketing literature

**Momenta**  
The long-term weight management programme designed by experts and based on scientific evidence.

Momenta has been created to help people with busy lives lose weight and keep it off for good.

At the heart of the programme is a new and unique 12-week course, developed by experts in the fields of nutrition, physical activity and psychology, based on the latest scientific evidence.

Momenta has been written and designed to support both men and women to lose weight and keep it off for good.

In an enjoyable and friendly group environment, you'll learn a whole range of easy-to-use, proven techniques which will help you understand and apply the key elements required to achieve successful weight loss, including...

**Nutrition** **Physical activity** **Mind**

Over 12 weekly sessions, you'll learn about the key factors that contribute to weight gain and why so many methods of 'dieting' fail in the long term.

Momenta gives you proven, easy-to-use tools and techniques to help you lose weight and keep it off for good. As the programme progresses and the momentum builds, you will be well on your way to a healthier lifestyle.

Our exclusive members' website provides ongoing support long after you have completed the 12 week programme.

Join Momenta today and discover how to lose weight and stay fitter, healthier & happier.

Ask at reception for more details.

Momenta has been developed by global weight management specialists MEND (Mind, Exercise, Nutrition... Do It!).  
[www.mendcentral.org](http://www.mendcentral.org)

**Momenta**  
MOMENTA *week-life techniques, whole-life weight loss*

*"It feels great to lose weight but it's even better knowing how to keep it off for good"*

**Nutrition**

Having a healthy, balanced diet is absolutely critical if you want to successfully manage your weight in the long term. Fad diets are often a short-term fix for a long-term challenge.

Momenta has been written to help you:

- recognise that what and why you eat is as important as what you eat
- know what is in the foods you eat and how to avoid eating too much of anything – we'll explore the role that different food groups play in weight management
- choose products that fill you up for longer and learn how to make 'work' well-saturated food choices instead of simply counting calories.

**Physical activity**

We know it can be hard to incorporate physical activity into a busy lifestyle. The reality is, if you are trying to lose weight and keep it off, being active plays a vital role.

Over the course of the programme:

- we'll help you understand how much and what type of activity you need to do to help you lose weight and keep it off
- we'll show you how different types of intervals of exercise can be used to assist in weight management
- we'll help you find the best ways to incorporate more activity into your daily routine

**Mind**

Eating more healthily and increasing physical activity levels will most likely help you lose weight. But many weight management programmes ignore the fact that losing weight can also be a psychological battle.

Momenta will help you win that battle by supporting and guiding you to:

- stay motivated to lose weight using the knowledge and skills you learn to build, including the more physically active you choose healthier options in the supermarket
- put simple but effective techniques into practice to help you break bad habits that make it harder to lose weight
- make the right lifestyle changes to help you lose weight and keep it off for good

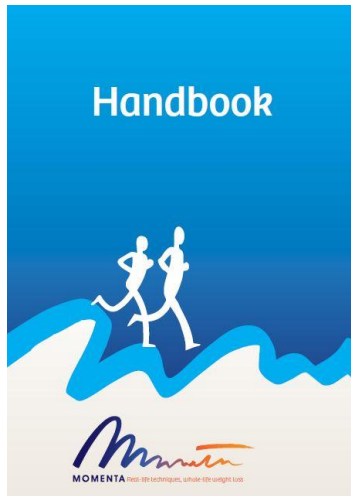
*"I've finally broken my yo-yo cycle of dieting and feel more healthy and energised."*

*"I really enjoy going to the gym – and now I'm reaping the rewards."*

*"I've learned how to beat cravings and temptations."*

# Momenta: simple to deliver

Summary of support and delivery materials



## For participating employees

- Comprehensive Handbook
- Lifestyle log book
  - Food & activity diaries
  - Progress tracking

## For delivery staff

- Comprehensive Coaches' guide
- Momenta kit bag:
  - Comprehensive coaching tools
  - Weighing scales
  - Room "set up in a minute" pack
  - Marketing pack



- Food label reader

- Momenta polo shirt
- Momenta A4 notes organiser

- Access to website tracking tools / personal profile area

- Access to website tracking tools



# Momenta: what participants say...

“I enjoyed the Momenta course because compared to other weight management courses I have attended, it was unintimidating, non judgmental and non competitive. I felt totally at ease and comfortable in the course the environment.”

“The main benefits of attending the Momenta course were not only losing weight, but also learning how to make informed choices about what to eat and when to eat. I now have more energy and I am exercising more regularly.”

“I am starting to take control of my weight and my health.”

Patrick O’Keeffe, 39 years-old from the Cotswolds. Lost over 9Kgs / 6.9% of his total body weight after 6 months.

# Momenta: what participants say...

“The whole Momenta experience has been beneficial, not just about losing weight, but I found the weekly sessions very helpful. With help from the instructors I was able to digest what was being taught each week and incorporate some positive changes (no matter how small) into my lifestyle. I loved the fact that I could set targets each week; the whole thing felt progressive and tailor made to MY lifestyle. Over time the sum of all those changes made me feel better inside and out and lose weight! Thanks Momenta!”

Sean Kirby , 43 years-old from the Cotswolds. Lost 12.6 Kgs / 11.9% of his total body weight after 6 months.

# Momenta: what participants say...

“I enjoyed the Momenta course because I met new friends that were in the same predicament. We were able to share stories, ideas and tips which helped us on this journey.”

“I learnt not to calorie count, but to understand food, food labels and how our body copes with certain foods and ideally what our body needs to be able to run healthily.”

“The Momenta Course educated me about the foods that are available to us now. What looks and sounds healthy can sometime be very deceiving! And by having a better understanding of this, it encouraged weight loss.

Amie Nelms, 31 years-old from the Cotswolds. Lost 9.7 Kgs / 12.3% of her total body weight after 6 months.

# More about the clinical context



*Mindfulness*

# The science and experts behind Momenta

## Global experts in overweight & obesity

- Momenta has been developed and written by the clinical team at MEND (Mind, Exercise, Nutrition...Do it!)
- MEND is a social enterprise dedicated to reducing overweight and obesity levels by designing programmes and services for adults and children that empower them to reach or maintain a healthier weight
- MEND currently help tens of thousands of families in the UK, North America and Australia to become fitter, healthier and happier
- Mend is the **Largest international provider** of child weight management programmes



[www.mendcentral.org](http://www.mendcentral.org)





# The science and experts behind Momenta

What MEND does

Improved diet + more physical activity + behavior change = weight management

## Mind



Behaviour change

Experiential learning and peer modelling



## Exercise



Group-based physical activity

Land and water-based activities



## Nutrition



Nutrition targets and education...  
...high-impact demos... made real in a local supermarket



Do it!



Weight maintenance resources (MEND World)



Long-term central support

YouTube

facebook

twitter

[mendcentral.org](http://mendcentral.org)

# The science and experts behind Momenta

What MEND does

MEND UK programme implementation – 300 sites

However, even this coverage will only reach 1% of the UK's overweight and obese child population over 3 years



# The science and experts behind Momenta



- Dr Paul Chadwick
- Prof. Tim Cole
- Maria Kolotourou
- Prof. Catherine Law
- Dr Margaret Lawson
- Prof. Alan Lucas
- Dr Duncan Radley
- Paul Sacher
- Prof. Atul Singhal



- Dr. Sarah Barlow
- Dr. Nancy Butte
- Dr. Eric Finkelstein
- Dr. Deanna Hoelscher
- Dr. Steven Kelder
- Dr. Stephen Pont
- Dr. Elizabeth Vandewater
- Dr. Nazrat Mirza
- Dr. Diane Finegood



- Prof. Marita McCabe
- Dr. Helen Skouteris
- Prof. Boyd Swinburn

# Momenta

The new way to lose weight and  
stay fitter, healthier and happier for life...



*Momenta*

**MOMENTA** Real-life techniques, whole-life weight loss