



**NHRMA 24**

86TH ANNUAL CONFERENCE + TRADESHOW

**CS12**

# **Beyond the Scale: Shifting Focus from Weight to Holistic Well-Being**



# Beyond the Scale

Moving From a Focus on Weight to Holistic Well-Being

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**OVERCOMING U**  
CULTIVATING EMPLOYEE WELL-BEING

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National Board Certified Health Coach

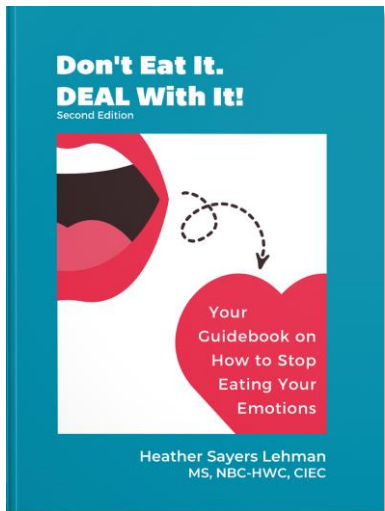
Certified Strength Coach

Certified Personal Trainer

Certified Intuitive Eating Counselor

Certified Wellness Professional

Podcast Host

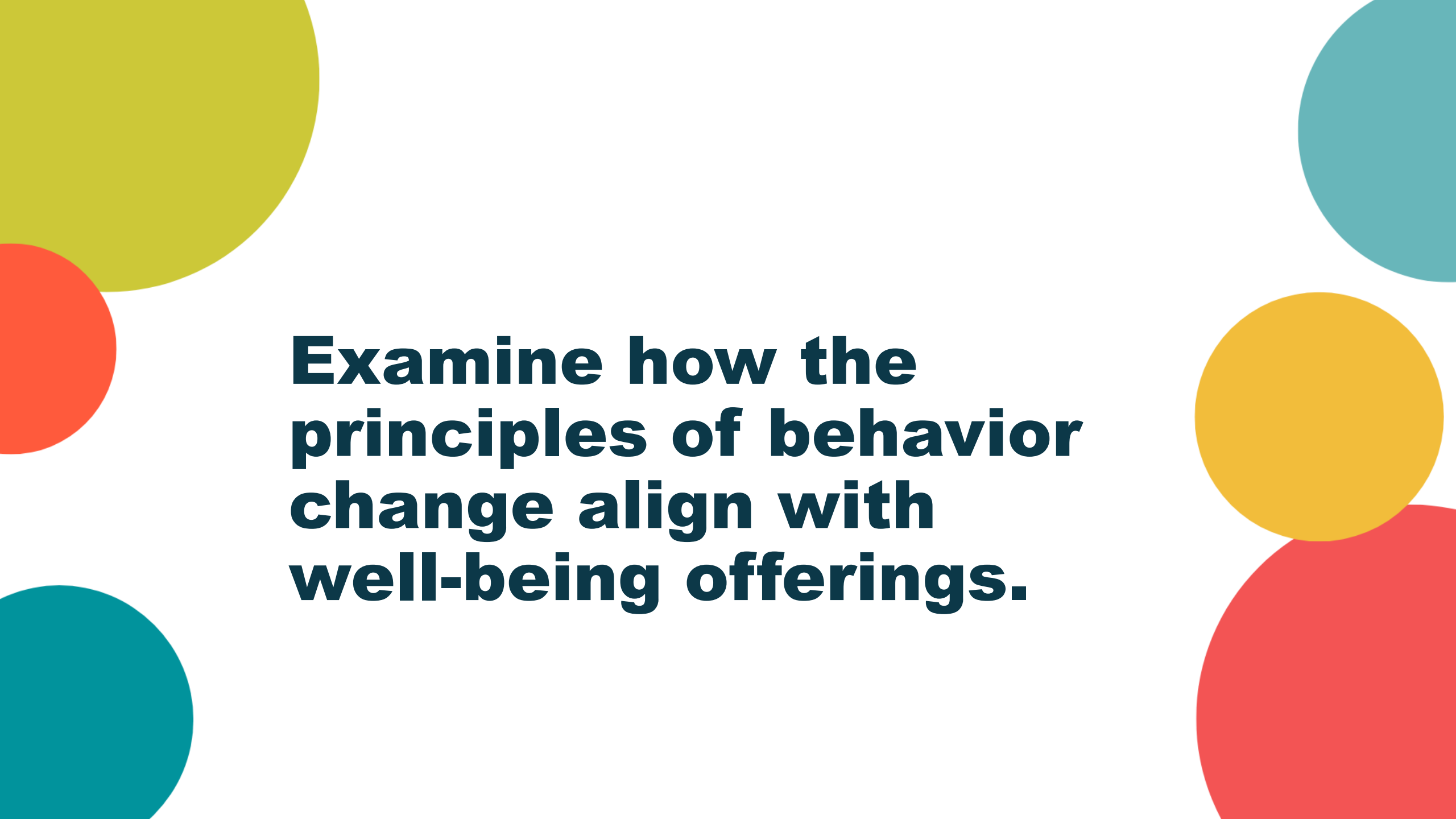


Author


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Founder





**Examine how the principles of behavior change align with well-being offerings.**



**As a health coach,  
what is my role with  
clients seeking  
health improvements?**

# Support Sustainable Behavior Change

1. Spark **intrinsic motivation** to inspire and maintain change.
2. Reinforce **behaviors over outcomes** – focus on what they can control.
3. Teach **practical and scalable skills** emphasizing flexibility and personalization.
4. Promote **mindset shifts** to prioritize sustainable behavior change.
5. Build **self-esteem and self-efficacy** by creating opportunities for success.

# Drivers of Behavior Change

**Extrinsic motivation** involves engaging in an activity because it leads to a tangible reward or avoids punishment.

Extrinsic motivation may lead to burnout or lose effectiveness over time. Removing reward results in motivation loss.

**Intrinsic motivation** involves doing something because it is both interesting and deeply satisfying.

Intrinsic motivation leads to increased persistence, greater psychological well-being, and enhanced performance.

# How Can We Increase Intrinsic Motivation?

- **Autonomy** – belief that we have choices and control over our lives.
- **Purpose** – working towards a meaningful goal and feeling that our efforts matter.
- **Competence** – desire to develop and master skills which increases our self-esteem.



# Are We Helping or Hindering?





**Explore dieting and  
weight cycling  
research to avoid  
programming  
perpetuating failed  
interventions.**

# Name the Diets...


- Old school
- Groups
- Apps
- Books
- Challenges
- Workplace



# What is Dieting?

Dieting is the deliberate *rules and restriction* of the types or amounts of food one eats, usually in an effort to lose weight or to improve one's health.

- “Wellness” plan
- “Lifestyle”
- Weight management plan
- Clean eating
- Cleanse
- Fasting



**Most people think *they*  
failed the diet  
when their biology  
was trying to  
save them.**

95% of dieters will regain lost weight within five years.

60% of dieters will regain more than they lost.

*Ucla*



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of Health



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UNIVERSITY **HOSPITAL**



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**KING'S**  
*College*  
**LONDON**



**Australian Government**  
**National Health and  
Medical Research Council**

  
**Coventry**  
University

**Let's look closer  
at diets. 🧐**



## Cost Effective

In a review of weight-loss programs, WeightWatchers was shown to be the most cost-effective when compared to other clinically proven nonsurgical programs such as Vtrim, Qysmia, Orlistat, and Jenny Craig.

See below a selection of studies highlighting the cost-effectiveness of the WeightWatchers program:

- Agrawal S, Wojtanowski AC, Tringali L, Foster GD, Finkelstein EA. [Financial implications of New York City's weight management initiative](#). PloS one. 2021 Feb 11;16(2):e0246621.
- Finkelstein EA, Verghese NR. [Incremental cost-effectiveness of evidence-based non-surgical weight loss strategies](#). Clinical obesity. 2019 Apr;9(2):e12294.
- Lymer S, Schofield D, Cunich M, Lee CM, Fuller N, Caterson I, Colagiuri S. [The population cost-effectiveness of Weight Watchers with general practitioner referral compared with standard care](#). Obesity. 2018 Aug;26(8):1261-9.
- Ahern AL, Wheeler GM, Aveyard P, et al. [Extended and standard duration weight-loss programme referrals for adults in primary care \(WRAP\): a randomised controlled trial](#). Lancet. 2017;389(10085):2214-2225.



## At Work Meetings Success Stories

“I love that Weight Watchers didn't expect me to be perfect. And I still lost weight.”

Jamie  
lost **87** lbs.\*  
MEMBER STORY

\*People following the original WW plan can expect to lose 1-2 lbs per week.



To read about additional At Work Success Stories click here



### WeightWatchers

“Don't be nervous  
—we're here for you. You  
have a whole group of people  
rooting for you. You're never  
alone in this community!”

—WW MEMBER STEFANIE D.  
LOST 65 POUNDS\*

\*People following the WW plan can expect to lose 1-2 lbs per week.



Join wi



## The Company That Defined Dieting Is Sorry It Told Us to Have More Willpower

Ozempic, Oprah and apologies: WeightWatchers says there's no shame in being overweight, or in taking new weight-loss drugs



By *Erich Schwartzel*

Updated October 7, 2023, 12:16 am EDT

**W**eightWatchers Chief Executive Sima Sistani hears from them all of the time, those customers she thinks her company has failed. They fill her Instagram inbox with messages detailing their years on the Weight-Watchers count-your-points program, a frustrating pattern of fluctuating weight that only made them feel like they weren't trying hard enough.


Today, Sistani has a message for her members: It's not your fault.

“We introduced the shame for people for whom diet and exercise wasn't enough,” she said at a recent event, seated next to the company's investor, board director and the most famous dieter in America, Oprah Winfrey.

For decades, WeightWatchers told the world that weight loss came through sheer willpower —“choice, not chance,” as its founder, Jean Nidetch, said in the 1960s. Now, thanks to new drugs like Ozempic, Sistani is rejecting that blame-the-dieter approach in favor of the view that obesity is an illness—one her company can help cure.

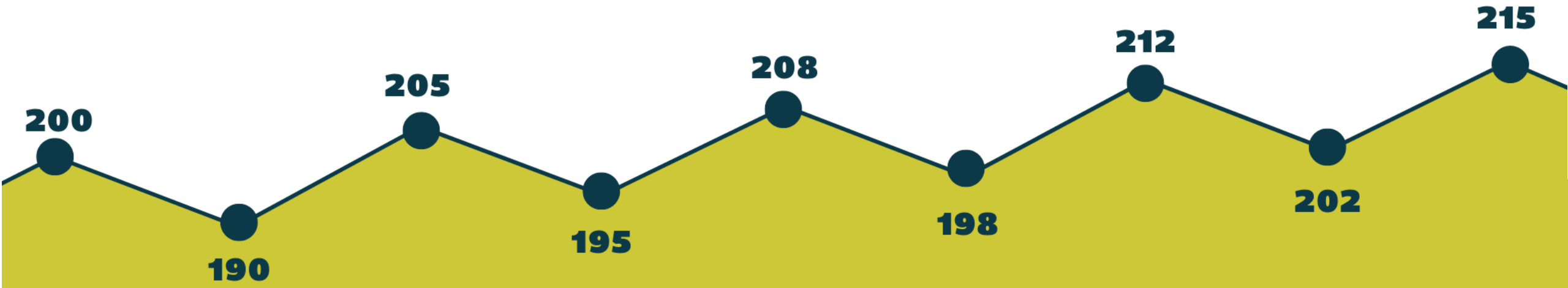


# Weight Loss Drugs

- Efficacy
  - Side effects
  - Long-term results/effects
  - Affordability
  - Access
  - Bias
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# What Is Weight Cycling?

Losing and regaining weight  
over and over.



## Independent Risk Factor

- Cardiovascular disease
- Inflammation
- Insulin resistance
- High blood pressure



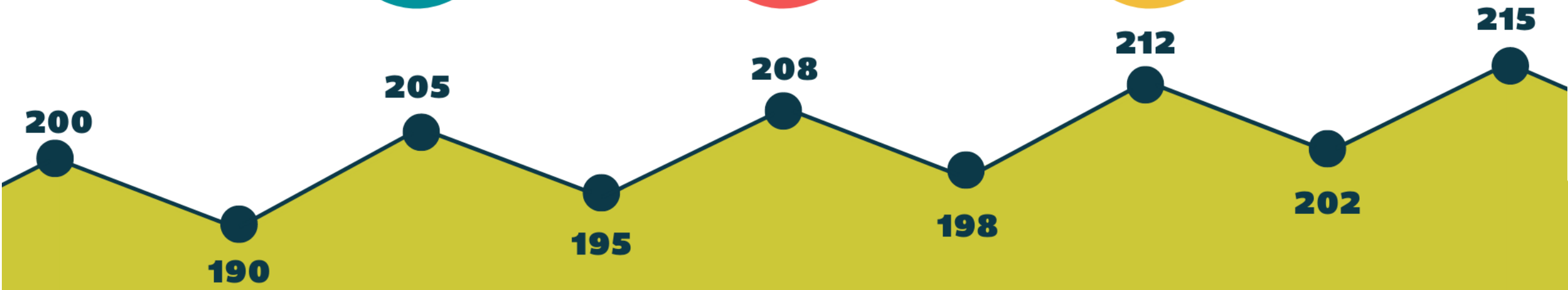
## Increase

- Weight
- Guilt, shame & failure
- Weight stigma
- Self-harm behaviors



## Decrease

- Self-esteem
- Time
- Money
- Focus



# What Are Eating Disorders?

**Eating disorders are serious and treatable mental and physical illnesses. They are biological, social, and psychological in nature.**

- Anorexia Nervosa
- Bulimia Nervosa
- ★ • Binge Eating Disorder
- ARFID
- OSFED – Other Specified Feeding or Eating Disorder
  - Orthorexia
  - Atypical Anorexia
  - ★ • Disordered eating

# Binge Eating Disorder - BED

- Recurrent episodes of eating large quantities of food (often very quickly and to the point of discomfort).
- Feel of a loss of control during the binge.
- Experience shame, distress, or guilt afterwards.

**Binges are generally created by mental and/or physical restriction.**



**Three out of 10 people pursuing weight loss show signs of BED.**

# Disordered Eating

**Obsessive** thoughts and behaviors related to:

- Food
- Eating
- Calories
- Tracking
- Weight
- Dieting
- Exercise
- Body image

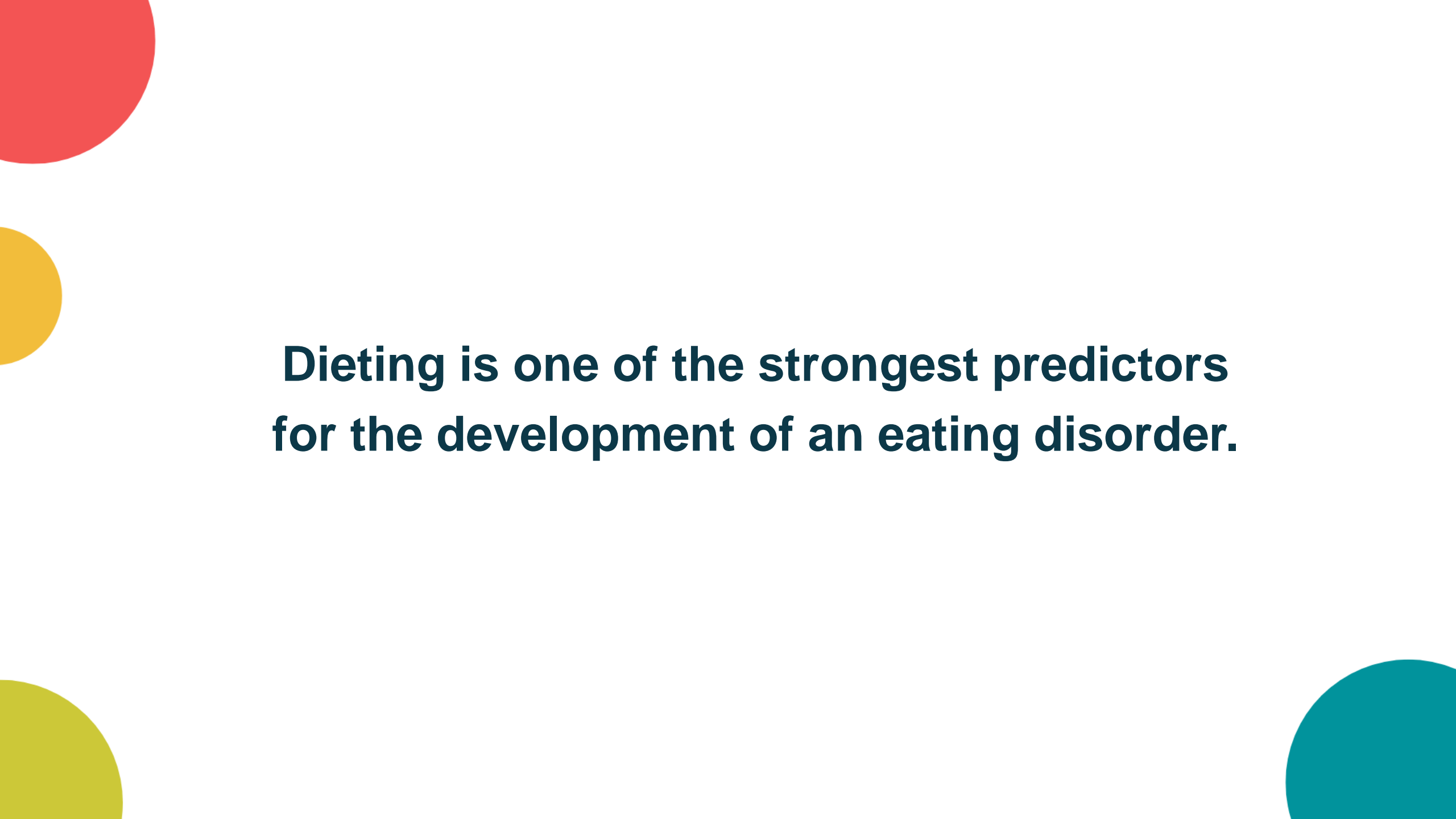
**75% of American women 25-45 have some form of disordered eating.**



# Disordered Eating Behaviors

- Weighing self frequently
- Preoccupation with good/bad foods
- Limiting variety of foods – eliminating food groups or ingredients
- Withdrawal from social eating activities
- Need to earn or burn calories with exercise
- Fixation with “ideal body” or specific weight
- Frequent body checking


**Key Words: Rigidity and Anxiety**

The slide features four large, semi-transparent colored circles: a red one in the top-left, a yellow one in the middle-left, a green one in the bottom-left, and a teal one in the bottom-right. The text is centered in a bold, dark teal font.

**Dieting is one of the strongest predictors  
for the development of an eating disorder.**

# Dieting Creates Harm

- Promotes weight cycling and consequential health impacts.
- Encourages ineffective methods that are time-consuming and costly.
- Introduces the risk of developing or progressing eating disorders.
- Damages self-esteem, self-efficacy, and body image.
- Contributes to food obsession and binges.
- Creates a focus on a metric that we may not directly control.
- Conflates weight and health and teaches others to do the same.



**Are we helping or  
hindering?**



# Wellness Programs Should Avoid:

- Programs positioned as weight loss solutions
- Weight loss competitions/quick-fix mentality
- Weight loss language
- Language or visuals that exalt thinness
- Body size penalties

# Support Sustainable Behavior Change

1. Spark **intrinsic motivation** to inspire and maintain change.
2. Reinforce **behaviors over outcomes** – focus on what they can control.
3. Teach **practical and scalable skills** emphasizing flexibility and personalization.
4. Promote **mindset shifts** to prioritize sustainable behavior change.
5. Build **self-esteem and self-efficacy** by creating opportunities for success.

# Common Health Sustaining Behaviors

- ★ • Nutrition
- Physical activity
- Stress management
- Proper sleep
- Hydration
- Medication adherence
- Decreased alcohol
- Decreased smoking

**EASIER  
EATING**



**PLAN, SHOP & COOK  
FOR BETTER HEALTH**

# Promote Weight-Inclusive Nutrition

1. Spark **intrinsic motivation** to inspire and maintain change.
  - Help participants find their **WHY (purpose)**.
  - Demonstrate options and let them choose **(autonomy)**.
2. Reinforce **behaviors over outcomes** – focus on what they can control.
  - Instruct on why and how to create **behavioral goals (competence)**.
3. Teach **practical and scalable skills** emphasizing flexibility and personalization.
  - Teach nutrition fundamentals as well as **planning, shopping, prepping, and cooking skills** while addressing budgets, time constraints, job environments, and preferences.
4. Promote **mindset shifts** to prioritize sustainable behavior change.
  - Present solutions for **quick-fix, all-or-nothing, learned helplessness, and rigid mindsets**.
5. Build **self-esteem and self-efficacy** by creating opportunities for success.
  - Encourage **small, sustainable changes that are more easily accomplished**.





**Understand BMI and  
its harmful effects.**





# Utilizing BMI

- Inaccurate determinant of health
- Reinforces the fallacy that weight equals health



# Why We Should Not Use BMI

- Inaccurate determinant of health
  - Reinforces the fallacy that weight equals health
  - Inequitable to diverse populations
  - Catalyst of **weight stigma and weight-based discrimination** especially when they emphasize personal responsibility for health outcomes
- 
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# Weight Bias and Weight Stigma

**Weight bias** refers to the negative ideologies associated with larger body sizes.

Weight bias acted out creates weight stigma.

**Weight stigma** refers to the discriminatory acts and ideologies targeted towards individuals because of their weight and size.

Stigmatizing beliefs and ideologies can lead to stigmatizing acts.

**Weight stigma has increased ~66% since the rise of national obesity prevention campaigns.**

# Individual vs. Organizational Focus

“...Worker Health Protection Program (WHPP) emphasizing individual responsibility also lead to employees with overweight and obesity being targeted by stigma and discrimination. Both are associated with several unwarranted outcomes:

- Decreased mental and physical health
- Increased healthcare costs
- Underperformance

Thus, if not implemented carefully, WHPP might have negative rather than the expected positive effects.”




**Are we helping or  
hindering?**



**How to support diversity  
and inclusion in well-being.**



# Diversity in Well-Being

- Programming should apply to:
    - Socioeconomic differences
    - Body sizes
    - Language
    - Disability
    - Cultures
    - Race and ethnicity
    - Job-related demands
    - Eating environment
- 





**Are we helping or  
hindering?**

# Create Inclusivity



- **Establish diverse and inclusive wellness committee.**
- Utilize weight-inclusive language.
- Redefine success stories.
  - Avoid before and after images.
- Consider starting points differ – options to start small.
- Create communication that reaches all types of employees.
- Hire HAES-aligned practitioners and suppliers.

**Not for me, without me.**



# **Review**

# Keys to Promoting Health Sustaining Behaviors

## Questions To Ask To Support Sustainable Behavior Change



### Supporting health sustaining behaviors entails:

1. Spark intrinsic motivation to inspire and maintain change.
2. Reinforce behaviors over outcomes – focus on what they can control.
3. Teach practical and scalable skills emphasizing flexibility and personalization.
4. Promote mindset shifts to prioritize sustainable behavior change.
5. Build self-esteem and self-efficacy by creating opportunities for success.

Whether you create your own content or vet programs, here are some helpful questions to ask to make sure the focus is behavior change.

### Intrinsic Motivation

1. How is a WHY created and supported?
2. What activities promote intrinsic motivation by each autonomy, purpose, and competence?
3. What dissuades the focus on extrinsic motivation?

### Behavior Focus

1. Is the explanation of the importance of behavior vs. outcome focus shared?
2. Are participants empowered to create a starting point that works for them?
3. How is success determined or measured?

### Skill-Building

1. What skills are taught?
2. How are the skills adapted to budgets, job requirements, time constraints, and family responsibilities?
3. Are various levels of mastery supported with options?

### Mindset Shifts

1. How are different stages of the transtheoretical model supported?
2. What common mindset obstacles are defined and presented with solutions?
3. In what way are mindset shifts reinforced throughout?

### Self-Esteem and Self-Efficacy

1. Why are self-esteem and self-efficacy important in this process?
2. In what ways are they protected from harm?
3. What methods specifically bolster and grow each?

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To learn more about Overcoming U's solutions to creating sustainable behavior change, click [HERE](#) to download our course catalog.

# Questions?



Download the  
Keys to Promoting  
Health Sustaining Behaviors

[www.heathersayerslehman.com/white-paper](http://www.heathersayerslehman.com/white-paper)

Find me here!



# Thank You!

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