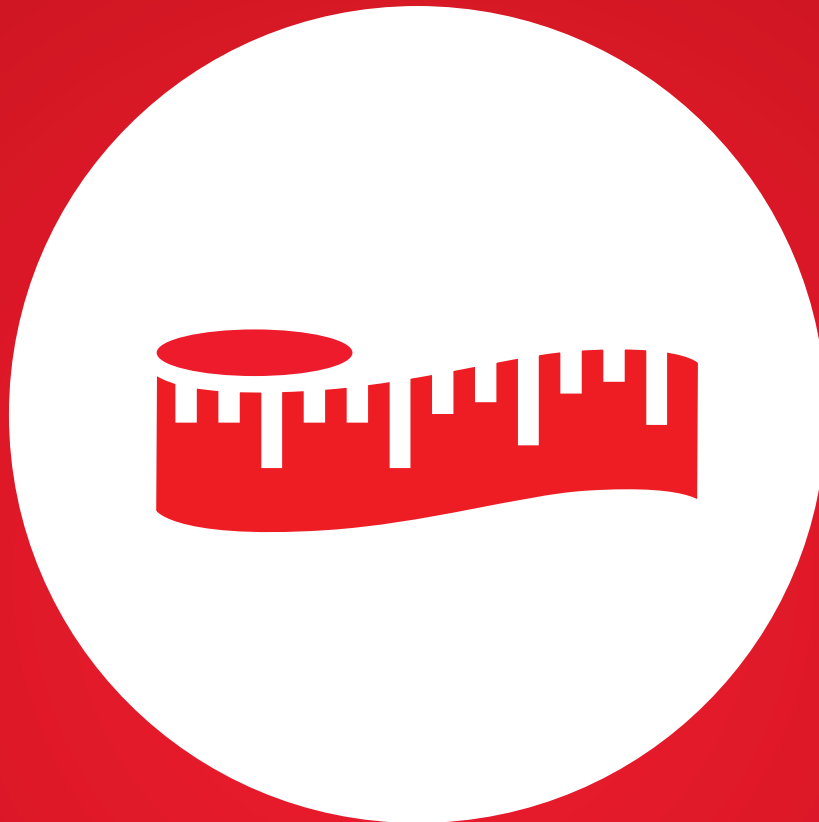




WAIST WATCHERS CHALLENGE



This challenge is designed to help workplaces support those aiming to reach a healthier weight and stay there. During the challenge, employees compete to achieve the largest percentage weight loss:

- Take waist measurements of all those who want to take on the challenge.
- Encourage realistic, short term, healthy weight loss targets.
- Use the record sheet to track weekly weight loss and waist measurement reductions.

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WAIST-WATCHERS CHALLENGE GETTING STARTED



How many times have you woken up on a Monday morning ready to start your new diet, only to give up by lunchtime when the birthday cakes come round the office?

We spend over 60% of our waking hours at work. This means that for those wanting to make healthy choices about the foods they eat, the workplace can strongly influence our choices, both positively and negatively.

This challenge is designed to help workplaces support those aiming to reach a healthier weight and stay there! But the challenge does not focus on weight. Instead it uses waist measurements as the focus for monitoring progress.

Waist measurement, sometimes referred to as waist circumference, is a good indicator of how your weight might be influencing your health. Carrying extra weight around your middle, also known as central obesity or being an apple shape, increases your risk of developing coronary heart disease, high blood pressure and diabetes.

Strict, short-term changes to diet in order to see rapid weight loss are not the answer to losing weight. For most people, excess weight is gained over many months or years, so it is best to set longterm weight loss goals and make small changes to your diet so that you lose weight over a longer period of time.

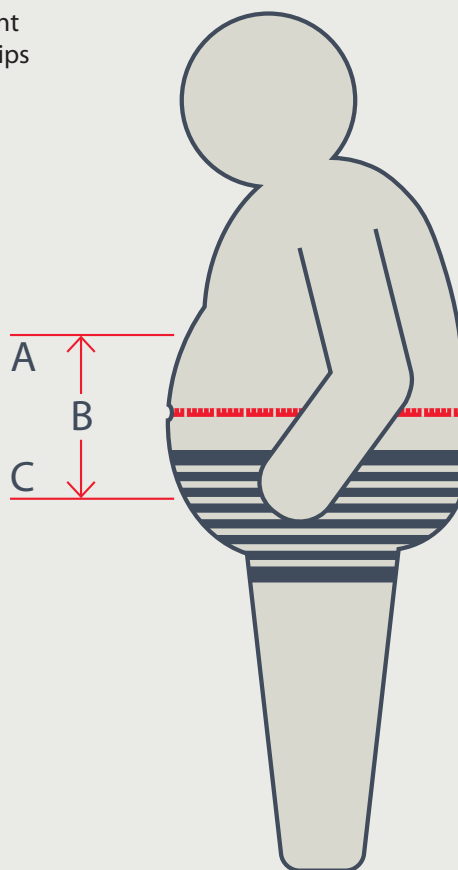
Getting started

On the first day of the challenge, take a waist measurement for each participant. If possible, use a tape measure that indicates the health risk associated with waist measurement. Ask each participant to find the bottom of their ribs and the top of their hips. Participants should measure around their middle at the mid-way point between these. Make a note of the measurements.

Please be sensitive when taking measurements of this kind in the workplace, as some people may be sensitive about their weight. You will need to find a suitable area to take measurements and somewhere to keep the information provided confidential.

Measuring your waist

- A Bottom of ribs
- B Mid-point
- C Top of hips



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WAIST-WATCHERS CHALLENGE

THE CHALLENGE



Either as individuals, or collectively in teams, the challenge is to achieve the largest percentage waist loss.

- Remember that any weight loss programme should focus on longer-term lifestyle changes rather than dramatic, short-term weight loss. Always encourage colleagues to set realistic short-term targets with a maximum weekly weight loss of no more than 0.5 to 1kg (1 to 2 pounds).
- Setting a team challenge is a great incentive for colleagues to help each other out and can make people feel less self-conscious.

- Encourage colleagues to adopt a balanced healthy eating approach, combined with an increase in physical activity levels. Discourage short-term 'fad diets' that restrict particular food groups or that recommend skipping meals completely.

Take waist measurements on a weekly basis – ideally at the same time each week.

Record waist measurements and calculate weekly and cumulative waist loss. Use the chart on page 3 to track progress. You can use the chart for an individual to complete, or it can be used to record a cumulative total for the whole team.

The table below shows waist measurements that indicate an increased risk of developing some health conditions.

	Increased risk	Severe risk
Men (white European)	Over 94cm (37")	over 102cm (40")
Men (African-Caribbean, South Asian and some other minority ethnic groups)	—	over 90cm (35.5")
Women (white European)	Over 80cm (32")	over 88cm (35")
Women (African-Caribbean, South Asian and some other minority ethnic groups)	—	over 80cm (32")

Why are there different measurements for people of different ethnicities?

Research shows that if you're South Asian, African-Caribbean, Black African, Chinese, Middle Eastern or have parents of two or more different ethnic groups, you may be at increased risk of some health conditions at a lower BMI than people from white European backgrounds. This means the measurements that indicate severe risk are lower for people from these groups.

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WAIST-WATCHERS CHALLENGE RECORD SHEET



Name (of team or person) _____

	Waist measurement	Weekly change	% Weekly change	Total change to date	% change to date
Week 1					
Week 2			Divide weekly change by Week 1 waist measurement		Divide total change by Week 1 waist measurement
Week 3			Divide weekly change by Week 2 waist measurement		Divide total change by Week 1 waist measurement
Week 4			Divide weekly change by Week 3 waist measurement		Divide total change by Week 1 waist measurement
Week 5			Divide weekly change by Week 4 waist measurement		Divide total change by Week 1 waist measurement
Week 6			Divide weekly change by Week 5 waist measurement		Divide total change by Week 1 waist measurement

Making the challenge more successful

- Promote the health benefits of losing weight to encourage more employees to take part.
- Provide participants with materials to help promote sensible dietary changes and increases in physical activity levels. The BHF **Facts not fads** resource is a simple guide to healthy weight loss for adults, see bhf.org.uk/factsnotfads
- Signpost participants to additional resources to help them decide on an eating plan that works for them such as bdaweightwise.com (British Dietetic Association), weightconcern.org.uk, nhs.uk/livewell/loseweight
- Get each person to set a realistic weight loss target.
- Encourage participants to keep a food and activity diary so that they can see how they are progressing.
- Publicise success, no matter how small, on a weekly basis.
- Continue to promote the health benefits associated with being a healthy weight.
- For team challenges, give each team a name or theme. For example, run the challenge during a sporting event and allocate team names accordingly.
- Team captains should encourage their team members to eat well and to increase their levels of physical activity.
- Link the challenge to health promotion campaigns in the employee restaurant and highlight waist-wise choices and portion sizes.
- Link the challenge to health promotion campaigns to increase levels of physical activity.
- Talk to local slimming clubs to see if they will run a group in your workplace. Or let employees know where and when local clubs meet.

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Foundation**

For over 50 years we've pioneered research that's transformed the lives of millions of people living with cardiovascular disease. Our work has been central to the discoveries of vital treatments that are changing the fight against heart disease.

But cardiovascular disease still kills around one in four people in the UK, stealing them away from their families and loved ones.

From babies born with life threatening heart problems, to the many mums, dads and grandparents who survive a heart attack and endure the daily battles of heart failure.

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Text FIGHT to 70080 to donate £3*

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*This is a charity donation service for the BHF. Texts cost £3 + 1 standard rate msg. The BHF will receive 100% of your donation to fund our life saving research. To opt out of calls and SMS text NOCOMMS BHF to 70060, or if you have any questions about your gift call 02032827862.

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