

Shape Up Programme –Anglian Community Enterprise 2010/11

Shape-Up is the most established of the programmes commissioned by North East Essex PCT to tackle adult obesity and has been running for five years. Over this time, the service has rapidly expanded, reaching over 550 participants in 2010/11.

How Shape-Up has developed in the North East Essex Area

Year	Courses delivered	Number of completers
2006/2007	2	23
2007/2008	6	44
2008/2009	27	261
2009/2010	71	682
2010/2011	68	581

The Shape-Up programme consists of eight weekly sessions of one and half hours. It runs with groups of twelve people who are all motivated and are ready to make long-term changes to their lifestyle. Each group programme is led by two trained facilitators who work through the weekly modules in a specific teaching pack. The participants each receive a handheld manual which acts as a guide for long term lifestyle change.

The team comprises of a lead facilitator and a co-coordinator/administrator based at Colchester Cornerstone, and a team of 48 trained and motivated facilitators on casual contracts who facilitate the programmes.

Referral Process:

Clients can be referred on to the programme by health professionals via a simple form, or clients can self-refer by completing an application form or by phoning the weight management helpline.

Outcomes

- 581 clients completed the Shape Up programme during 2010/2011
- On average clients lost 2.8 KG during the course, equivalent to a total of 1627 kg (over 256 stone).

Weight loss during the 8 week programme	
Average start BMI	34.9
Average end BMI	33.9
Average Weight Loss (Kg)	2.8

In addition, self-reported evaluation measures based on 387 respondents showed that:

- 89% established a regular eating pattern
- 86% increased their level of physical activity
- 82% increased the amount of fruit and vegetables they eat
- 93% feel more in control of my eating habits
- 88% are better able to understand the information on food labels
- 98% would recommend the Shape-Up programme to a friend who wanted to manage their weight

A three month follow up evaluation was undertaken with 67 participants indicating that positive changes to lifestyle were still being maintained;

- 96% eat regularly
- 58% maintain an increased level of physical activity
- 82% sustain an increased level of fruit and vegetable consumption
- 79% feel more in control of my eating habits
- 70% feel confident and motivated to continue with lifestyle changes I have made
- 49% to lose weight

Best Practice

An ongoing programme of field based best practice visits was established. These visits, undertaken by the lead facilitator, provide quality assurance and consistency in the delivery of the programme across the patch. Best practice meetings were also established for facilitators.

A robust procedure has been implemented to ensure that handbooks are returned for re-use when a participant drops out of the programme in order to help reduce costs.