



University
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**sparking
population
health solutions**

Research for a Healthier Future | An International Summit
April 25 - 28, 2016 | Ottawa, Canada

What aspects of context matter, and why, in attracting men to weight management and healthy living interventions

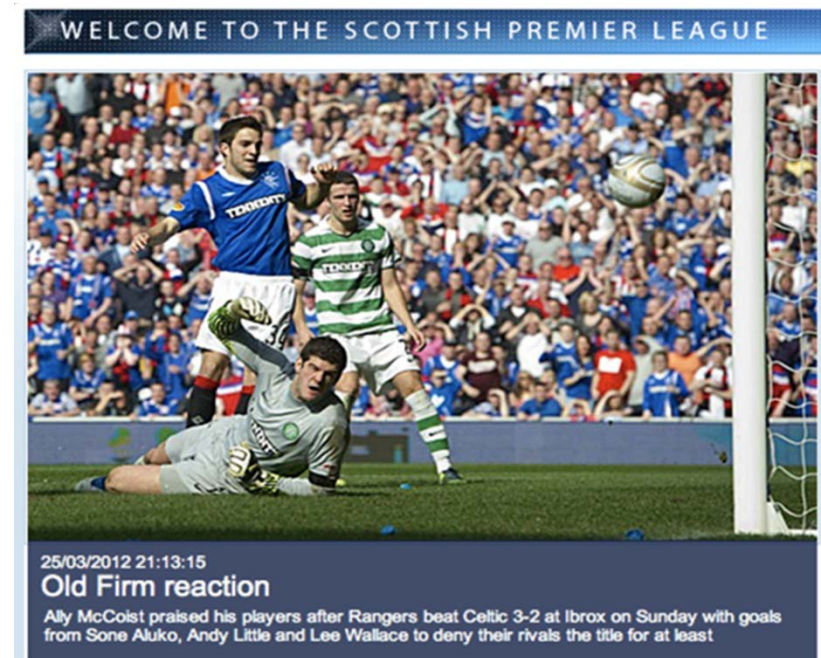
Professor Kate Hunt

MRC/CSO Social and Public Health Sciences Unit

Sparking Population Health Solutions, Ottawa, 25-28 April 2016

Football Fans in Training

- A weight management and healthy living programme **designed to be gender-sensitised (appealing and accessible to men) in context, content and style of delivery**
- **Top professional football clubs in Scotland as setting for delivery**



The broad context/‘problem’ – why FFIT?

75+% men overweight/obese
(Scotland)

Men reluctant to use traditional
weight management services

- Less than 15% of referrals to commercial sector¹
- Only 23% of attendees at NHS weight management services²

Many frame slimming/dieting as “for women”³

Men said to ‘prefer’ to control their
weight through exercise⁴



**Innovation (in context, content and style of delivery) needed to
attract men to weight loss and healthy living interventions**

¹Jebb S et al *The Lancet* 2011, 378:1485-1492; ²Counterweight Project Team: *BrJGenPract* 2008, 58:548-554.; ³Gough B: *SocSciMed* 2007, 64:326-337. ⁴Pliner P, Chaiken S, Flett GL: *Pers Soc Psychol Bull* 1990, 16:263-273.

Initial focus on context in design of FFIT

12 week group-based weight management programme for overweight/obese men (BMI ≥ 28) aged 35-65yrs

Physical activity

Food and eating

Best evidence and practice

Evidence on behaviour change

Clinical experience

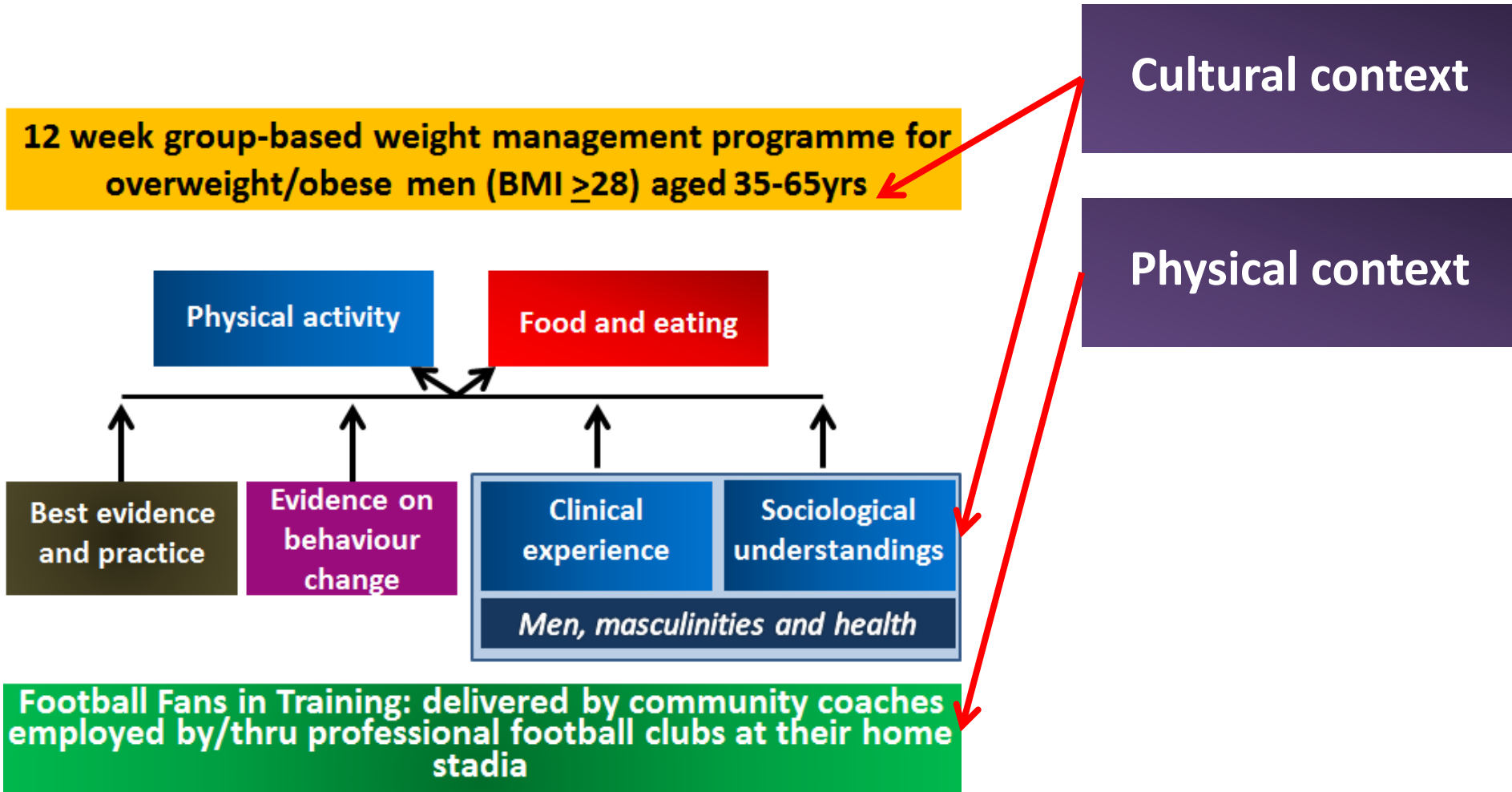
Sociological understandings

Men, masculinities and health

Cultural context

Physical context

Football Fans in Training: delivered by community coaches employed by/thru professional football clubs at their home stadia



Key elements of FFIT

12 weekly 90 minute group-based sessions

‘Classroom’ session (c 45 minutes)

Food and

- Portion
- Healthy
- Food la



Weigh
way p

- Sandb

Designed to be generalisable, and relatively inexpensive

Small, sustainable changes

Focus on

‘Science but not rocket science’

Interactive

Enjoyable!

Following Jennie Popay’s plenary:

Working with ‘practical wisdom’ and through interaction facilitating negotiated changes to that ‘practical wisdom’ within the group, allowing people to “connect experiences to context”

**Physical activity session
led by coaches**



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Cultural context

Physical context

Can this physical context be used to extend reach & engage at risk men working *with* sociological understandings of health behaviours as performances of masculinity (cultural context), and does it work?

Headline results from RCT and process evaluation

- ❖ **Attracts and engages high-risk men from across the socio-economic spectrum^b**
- ❖ **FFIT is popular with men who take part, and coaches who deliver it^b**
- ❖ **FFIT**
 - helps men lose weight, and keep their weight off up one year (primary outcome, weight loss at 12 months^a)
 - has other health benefits (secondary outcomes)
 - is cost-effective

Adjusted between-group difference 12 weeks	5.18kg (CI 6.00, 4.35)	p<.0001
Adjusted between-group difference 12 months	4.94kg (CI 3.95,5.94)	p<.0001

a) Hunt et al. *Lancet* 2014; b) Hunt et al 2014 *BMC Public Health*; Wyke et al 2015 *Public Health Research*

**What aspects of context
matter,
and why,
in attracting men to weight
management and healthy living
interventions?**

Process evaluation: cultural context

Appears successful in working *with* not against 'familiar' performances of masculinities



Hunt et al 2014 *BMC Public Health*; Gray et al, 2013 *Int J Beh Nut and PA*;
Hunt et al, 2013, *Health Psychology*

Process evaluation: physical context

Appears successful as a 'draw' to the programme
in the club setting

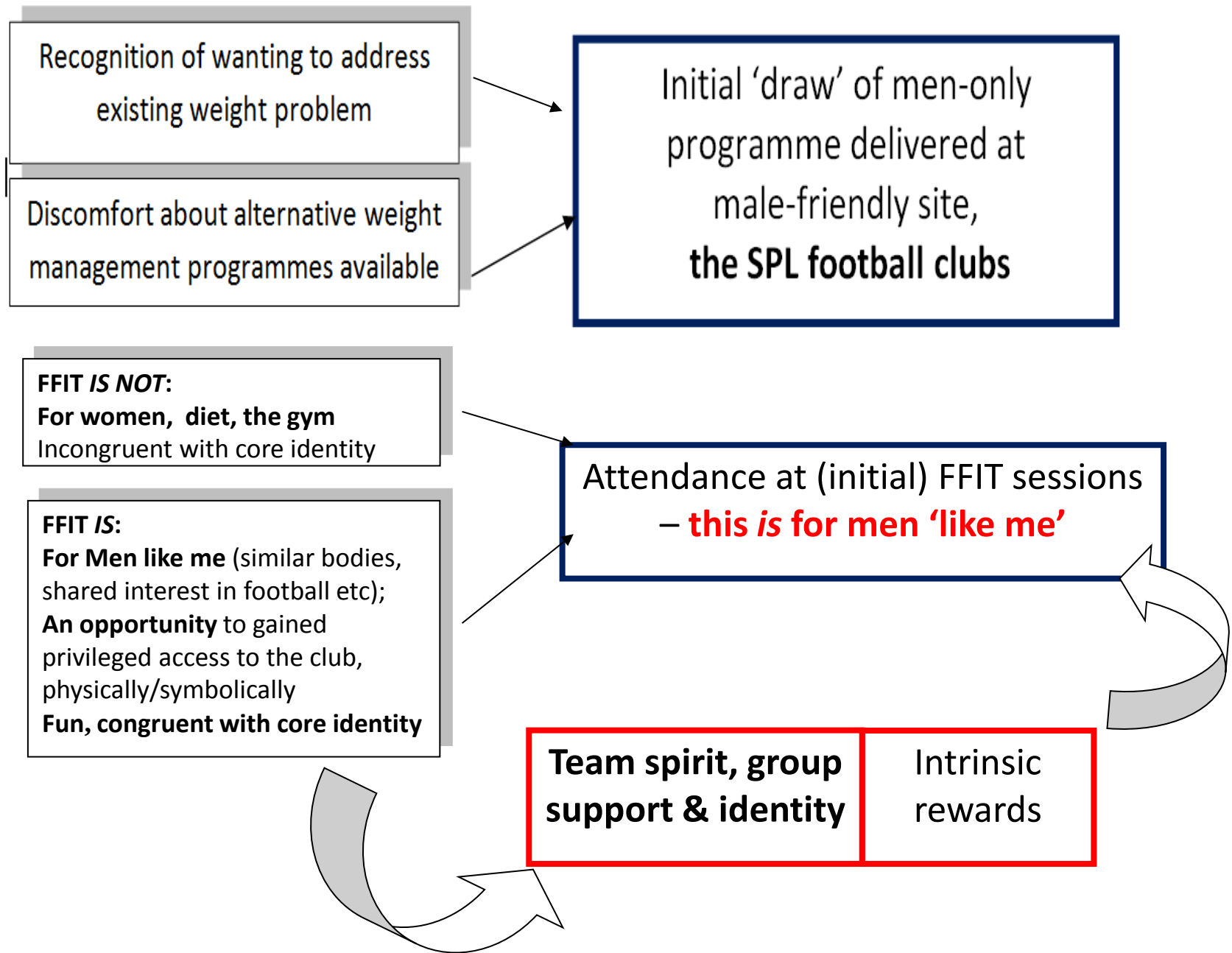
Connection to the club/sport

'You're doing it at a place where you go to support your team and you are actually involved in it (the team,) you're inside the stadium and you are actually getting shown about. Its fantastic.'



“I’ve been very explicit that part of the success is the information [...] but actually the context in which I got it [...] the benefits of doing the FFIT programme at a club that you have some allegiance to, [...] The way I described [...] it was based around football which had a currency, especially wi’ men. It had an allegiance you know and they could see why going to Parkhead [Celtic stadium] or Ibrox [Rangers stadium] I suppose, or anywhere else was important you know. [...] the added benefit for me for example at [club01] was that I was in the same gym as some of the, you know, football players that I looked up to and admired [...] at [club01] so there was an added attachment for me in the process. The fact that it also did what it set out to do which was lose weight and feel healthier [...] I wouldn’t go to a Weight Watchers group in a community centre you know, I would never have done that and wouldn’t do it now but the context in which the course was presented and the location were key factors”

The social/relational context: initial engagement



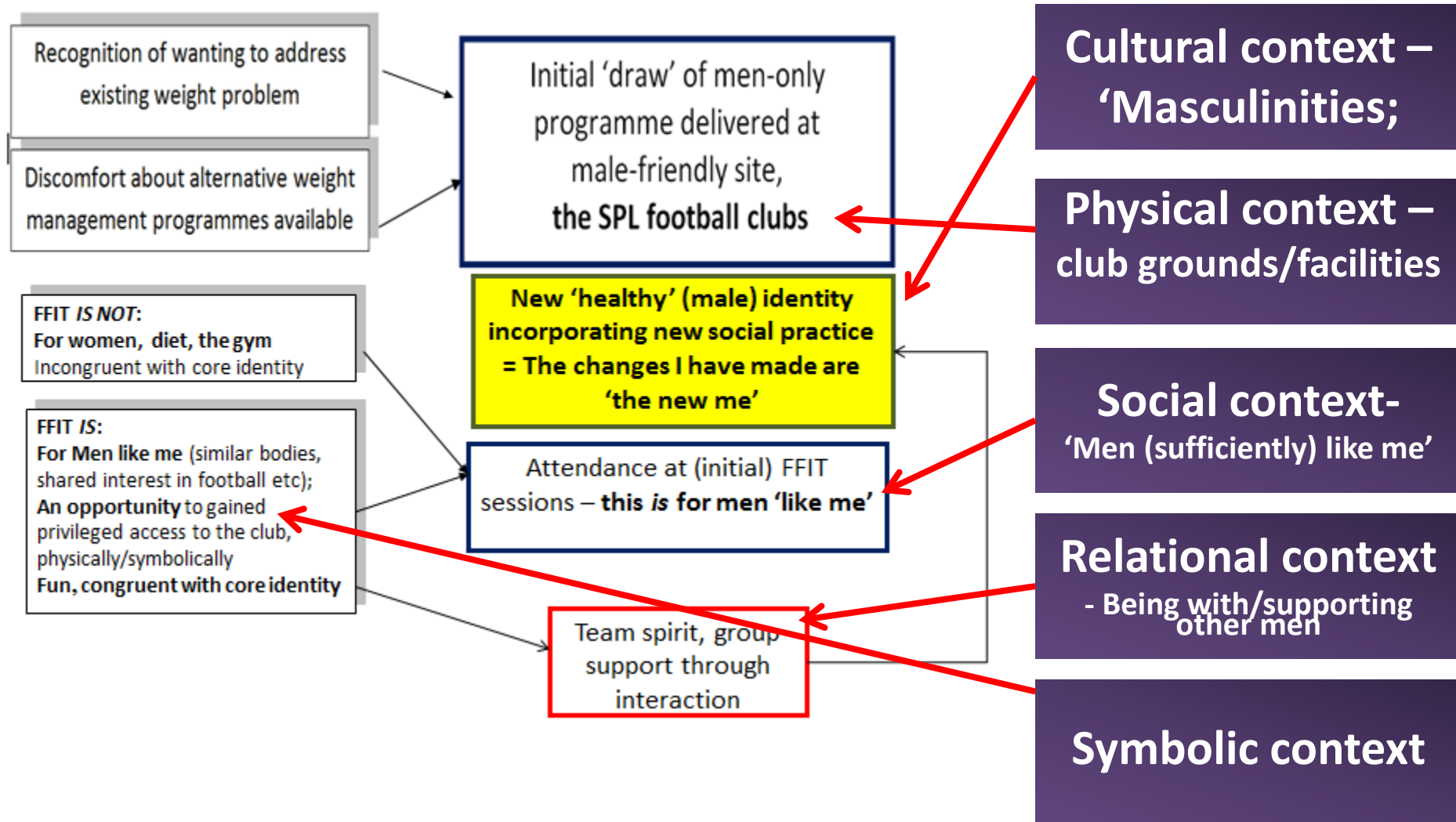
The 'social'/relational context in **making changes** as part of a 'team'

P2: The group helped... we aw [all] got on.... and we were help[ing each other], ken, “come on, dae [do] this.” And we were aw hoping that everybody came every week and lost weight ..

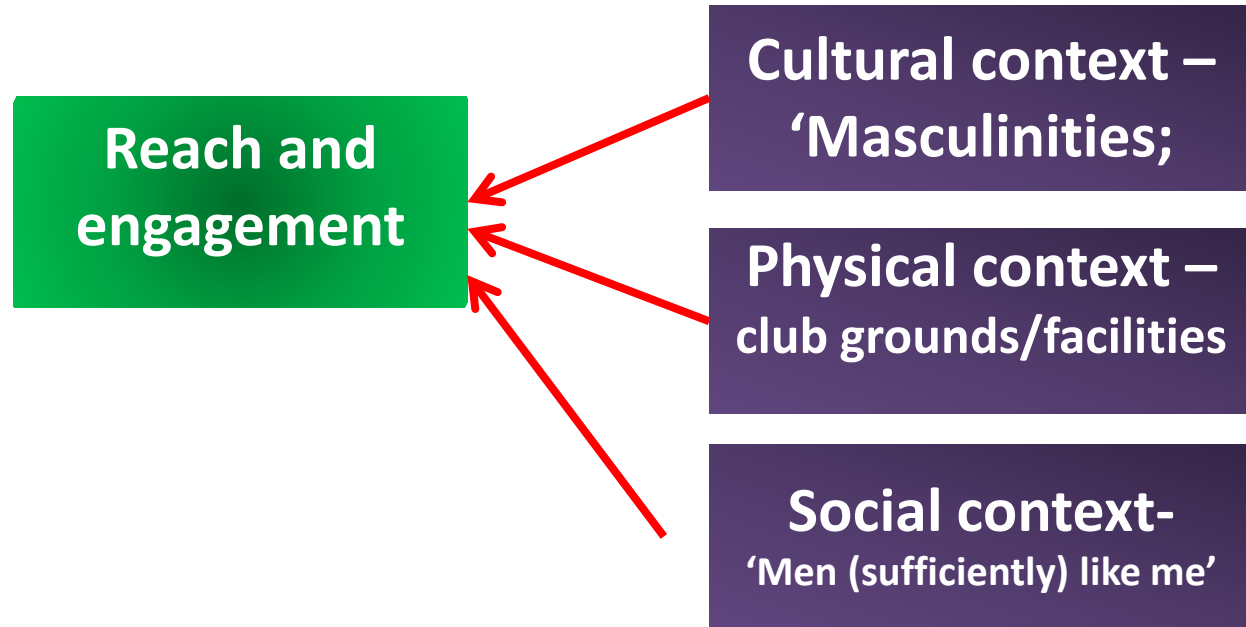
P1: I think self-encouragement is, we're there, because we're part of a group, we were all encouraging each other. It's not, you were no longer an individual. You were part of a team



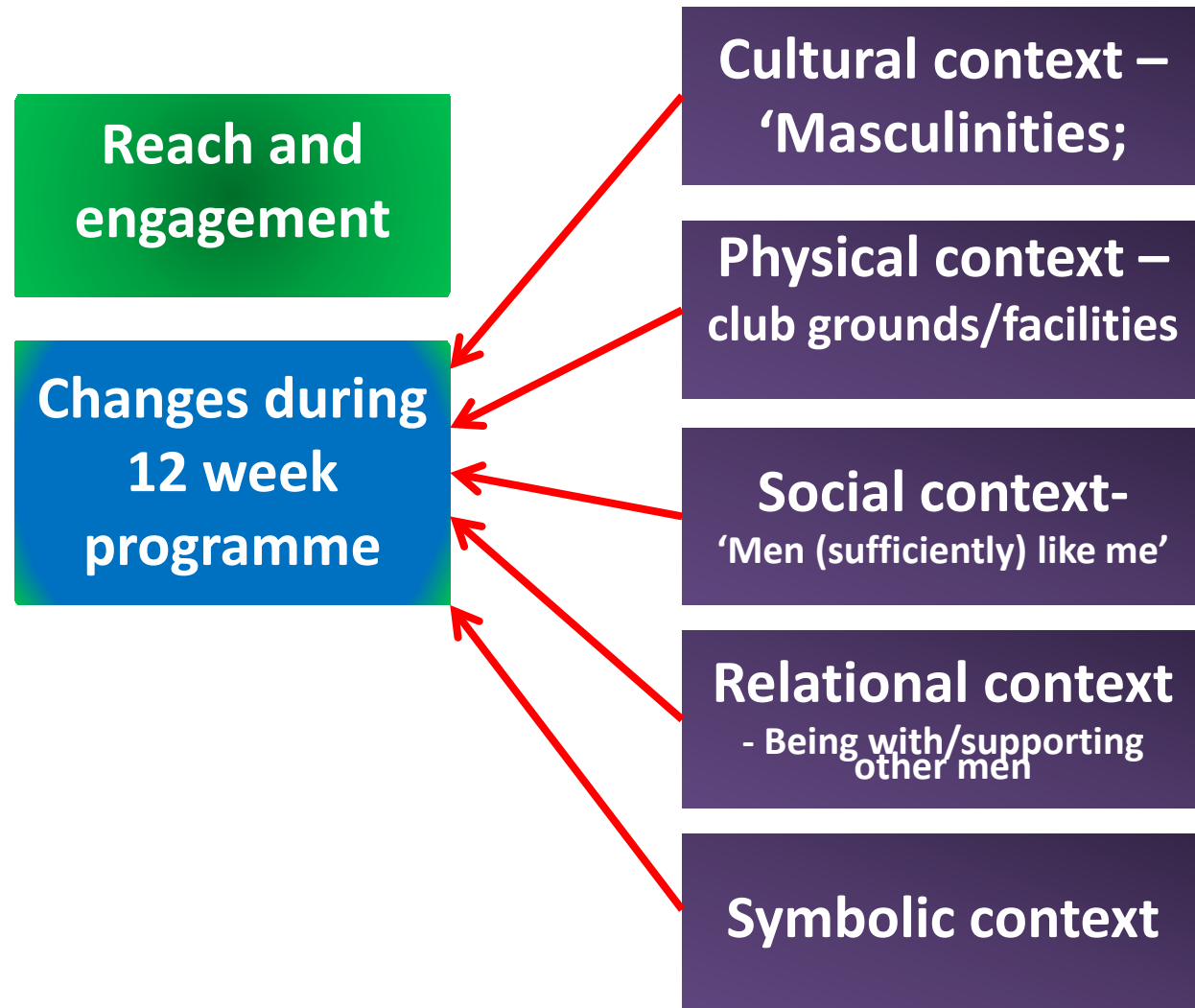
Importance of different dimensions of context for behaviour change during FFIT?



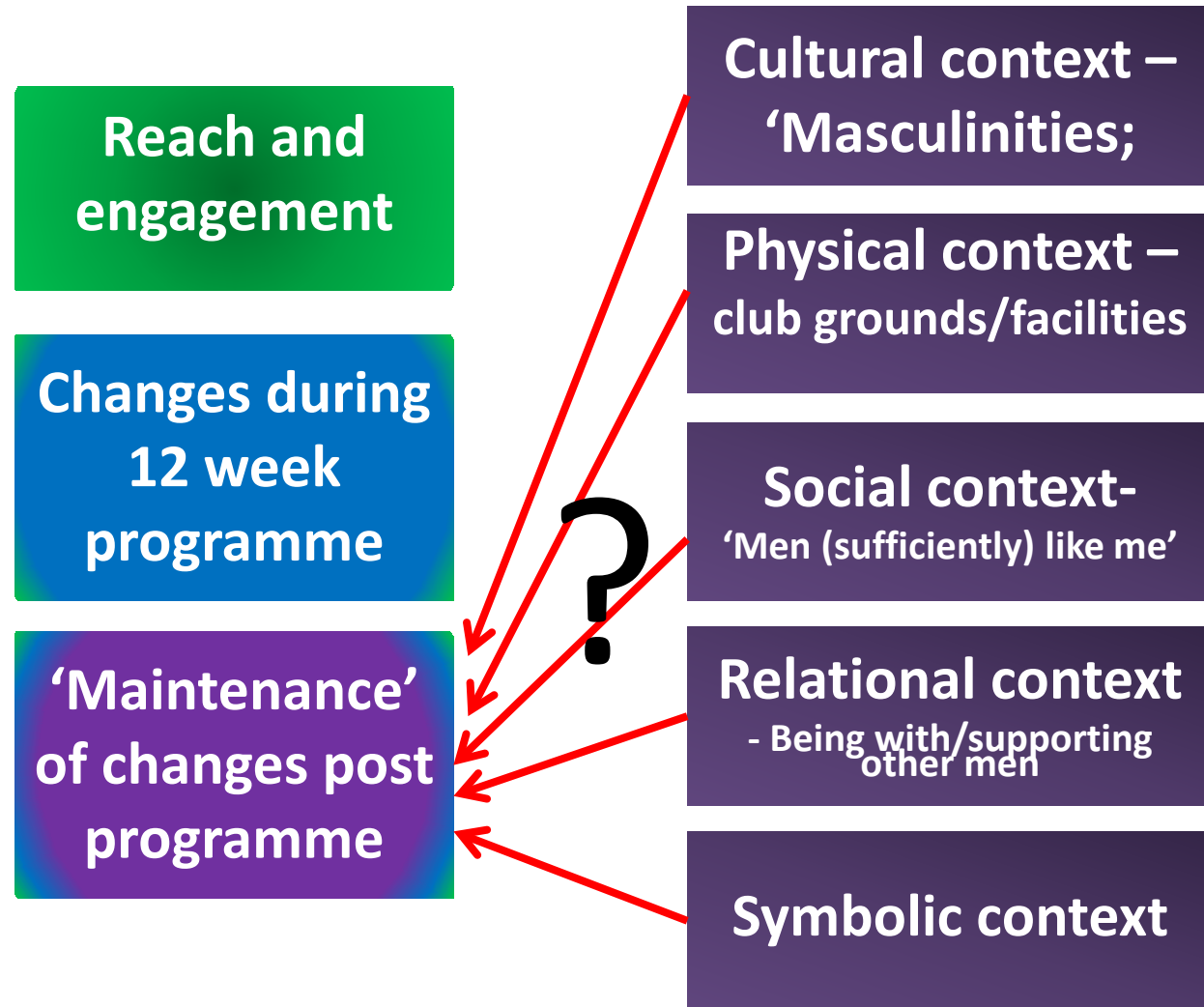
Evolving understandings of context in analysing our process evaluation data?



Evolving understandings of context in analysing our process evaluation data?



Are the same dimensions of context important for maintenance of changes?





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A changed, and embodied, ‘practical wisdom’, social practice?

Modest but practical solution – small steps to cultural change?

Disruption of negative equation between ‘masculinities’ and health – potential for changing the cultural context?

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Thanks for listening
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“it makes me feel a lot better than what I was before the course. As I say, it’s the best thing – it’s the most life-changing thing I’ve done, was that course”



Transferability? Translation of social/symbolic elements of context to other sports/countries?



IT'S TIME FOR A GUT-CHECK

ARE YOU A MAN ASSED TO-AS VEAERY CLEP? IS YOUR WAIST SIZE AT LEAST 30 INCHES? WANT TO LOSE WEIGHT, BE HEALTHIER & MORE FIT? DO YOU WANT TO HAVE SOME FUN?

HOCKEY FANS IN TRAINING

GET FIT, LOSE YOUR BELLY & GET BEHIND THE SCENES WITH THE LONDON KNIGHTS... ALL FOR FREE!

Researchers, in conjunction with the London Knights, are conducting a research study focused on improving the health of adult male hockey fans through an exercise and healthy living program.

CONTACT ASH TO REGISTER
ash@hfi.org.uk or
call 019 00 1 2111 ext. 22110

HOCKEYFANSINTRAINING.ORG

SPONSORS:

The people have got the right idea and it's worth noting that the study is not for profit.

Understanding mechanisms - Team spirit, group identity and support: Emile Durkheim's collective effervescence

“Collective effervescence is a perceived energy formed by a gathering of people as might be experienced at a sporting event, a carnival, a rave, or a riot. This perception can cause people to act differently than in their everyday life”
(collectiveeffervescence.com)

“a community or society may at times come together and simultaneously communicate the same thought and participate in the same action. Such an event then causes collective effervescence which excites individuals and serves to unify the group”

