

No Diet Diet

The Healthy Weight Programme
from Do Something Different

Theoretical background to the programme

This unique programme, designed by psychologists and based on scientific research, not only brings about sustained weight loss but the people who take part enjoy it too. And they find it easier to stick to than a punitive diet regime. It takes account of the fact that weight management means eating sensibly and exercising regularly. But its uniqueness comes from recognising that over-eating is often embedded in a web of lifestyle habits and that means many people struggle to lose weight. Do Something Different disrupts the habitual patterns of behaviour that characterise much of people's daily life. This involves the regular delivery of suggestions for new actions. Although some healthy eating and diet information is provided, the main aim of a Do Something Different programme is to introduce minor disruptions to the person's lifestyle. Research has shown a strong link between a person's behavioural flexibility and their Body Mass Index. When people increase their flexibility this results in weight-loss, which is sustainable beyond the length of the programme because real habit-change has taken place and new habits have been embedded.

This programme is designed by Professors Ben Fletcher and Karen Pine and based on the principles outlined in their internationally best-selling book, the No Diet Diet.

How the No Diet Diet, the Healthy Weight programme from Do Something Different works

1. The pillars underlying the programme:

- **RELATIONSHIPS**
- **EATING HABITS**
- **ACTIVITY**
- **DRINKING**
- **FRUIT AND VEG CONSUMPTION**
- **TRYING OUT**
- **LOOK AFTER YOUR BODY**
- **TAKING CARE OF YOURSELF/NUTRITION**
- **STRESS**
- **SEDENTARY BEHAVIOUR**
- **SLEEP QUALITY**

2. The Diagnostic

When signing up the diagnostic questions profile each person according to the pillars above. Participants are asked:

How often do you

- Put effort into the relationships that matter most to you?
- Skip breakfast?
- Eat when you're not hungry?
- Spend at least half an hour a day being active e.g. playing sport or walking?
- Drink alcohol?
- Eat at least 5 portions of veg and fruit a day?
- Try new things?
- Look after your body?
- Eat sweet or sugary foods?
- Feel stressed?
- Sit for long periods?
- Get at least 7 hours sleep a night?

These questions are answered online using a slider that can be moved from Never to A Lot. (see example screenshot below).

The screenshot shows a web-based diagnostic questionnaire. At the top, there is a navigation bar with six steps: 1 Welcome, 2 About You, 3 Behaviours, 4 Habits, 5 Wellbeing, and 6 Your Dos. The current step is 'Habits', which is highlighted in blue. Below the navigation bar, the title 'How often do you...?' is displayed in blue. A sub-header reads: 'Move each slider to indicate how often you do the following things. Please be honest, there are no wrong or right answers - just tell us how it is for you.' Below this, there is a green link that says 'Not sure how to answer?'. The main content area contains eight questions, each with a horizontal slider ranging from 'Never' to 'A lot'. The first four questions have their sliders moved towards 'A lot' and are marked with a green checkmark. The last four questions have their sliders in the middle position. The questions are: 'Put effort into the relationships that matter most to you?', 'Skip breakfast?', 'Eat meals at the table without the TV or electronic distractions?', 'Spend at least half an hour a day being active e.g. playing sport or walking?', 'Take time out just to relax?', 'Smoke cigarettes?', 'Drink alcohol?', and 'Eat at least 5 portions of veg and fruit a day?'.

3. The unique programme of behavioural prompts (Do's) based on the person's answers to the diagnostic questions

After completing the diagnostic questions each person's unique programme is created by our system. For each question there are alternative 'Do's', the one that gets delivered will be tailored to the needs of the individual. These are delivered over the course of a few weeks by email, app and/or text.

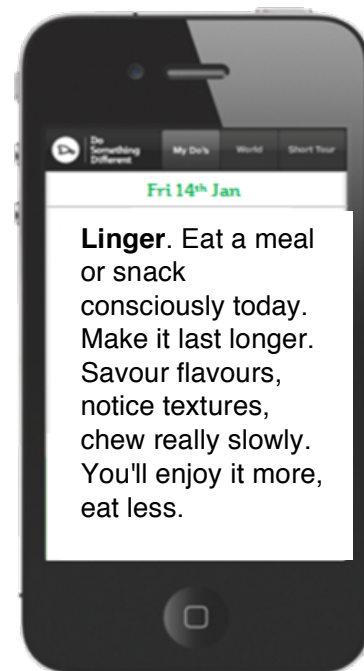
For example:

How often do you:	NEVER	SOMETIMES	A LOT
Sit for long periods?	You're a Live Wire! Today sit completely still for 15 minutes. Do something relaxing, listen to the sound of water, birds, peaceful music or chants.	Get Up Day! Have a meeting standing up, walk and talk with a friend or colleague or take a break from sitting every hour. Here's why: http://bit.ly/1u4C6zp	Get Up Day! Take a break from sitting every hour and move around today. Make calls standing up or stop the car and stretch. Click http://bit.ly/1u4C6zp

4. A number of specially chosen Do's that will go to everyone

Encouraging lifestyle improvement and breaking of habits.

Examples:
New Way Day. Take a detour today, go the prettiest route not the shortest. Allow more time, smile at people. Spot 3 beautiful things along the way.
Unplugged Evening. Unplug your screens, unplug from your routines. Give something else your time - do puzzles, read, get creative or have a long bath.
Fresh Dining Weekend. Plan ahead now. Eating out this weekend? Find a healthy menu option. Eating in? Avoid the dodgy take-out! http://bit.ly/1JkRanO
A Breath of Fresh Air. Get outside and enjoy nature this weekend. Find a park, see the sea, sit by a river, hike in the woods or tend your garden.



5. On-going motivational messages and support

Throughout their weight-loss journey the person receives positive motivational messages and support.

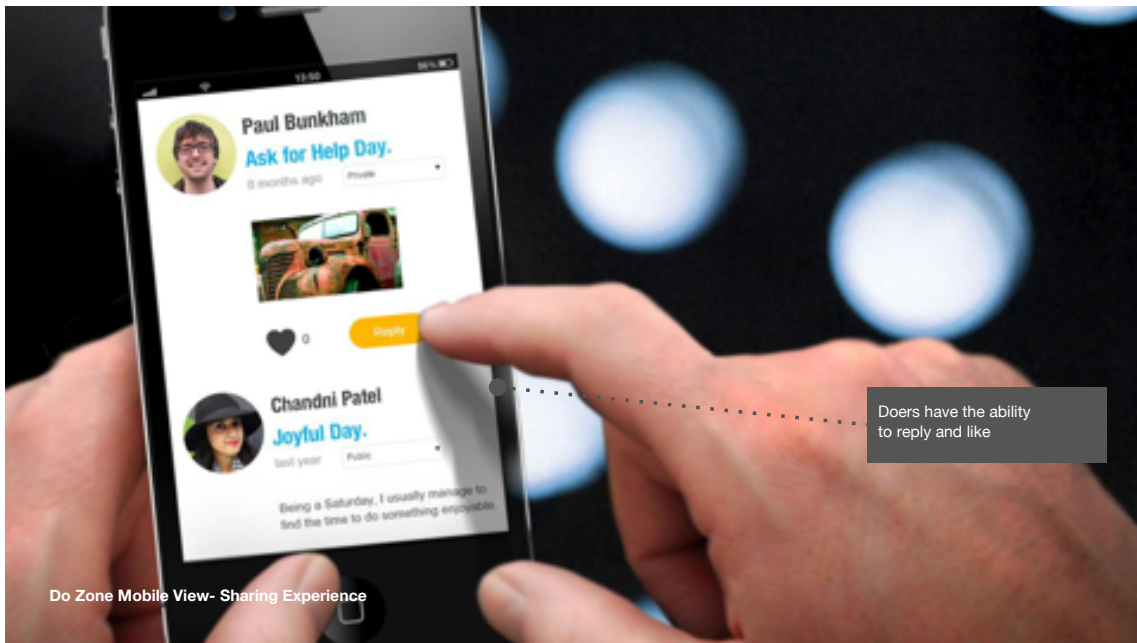


Other examples:

- **Top Up.** It's easy to think you're hungry when in fact you are dehydrated. Fill a water bottle and keep it handy today.
- **Do Fact.** Science has shown that people with fewer habits are a healthier weight. Do something different whenever you can today, however small.
- **Do Tip.** Many of us eat from habit or boredom. Cravings last just a few minutes so distract yourself for this time - walk, talk, sip water, wash up, have a laugh.
- **People are Positive.** Regular contact with friends and family is key to good mental and physical health. Connections give meaning and purpose to our lives.

6. An online sharing area

In the Do Zone the person can see all of their Do's, report on them, leave comments, share and get support from others on the programme.



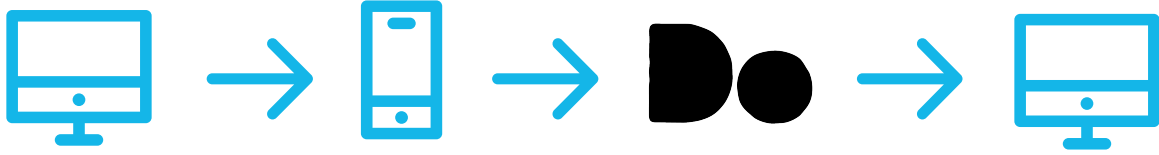
In the Do Zone participants can see all the Do's they have received and log their progress on the programme.

Participants can check off the Do's they have completed and rate, from 1 to 5 stars, their enjoyment.

Participants can keep their Do Zone private and use it as a personal log.

Or they can choose to share their journey with others and see what others have done.

The simple steps to doing something different



Complete diagnostic online so programme is tailored to you

Get texts to help you do things differently

Share in Do Zone your experience with others on your programme

Complete diagnostic again, see what's changed

Do Something Different was developed by psychologists Professor Ben (C) Fletcher and Professor Karen Pine, whose research shows that most people's everyday behaviours are automatic, driven by habit and context, not by rational decisions. In attempting to understand and resolve the barriers that prevent people changing Do Something Different takes account of the limitations of the human mind revealed by behavioural science. This involves understanding how to influence people's automatic choices and break habits to produce beneficial outcomes, both for the individual and for society generally.

dsd.me
info@dsd.me
[@onedoatatime](https://twitter.com/onedoatatime)

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