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1 Aim
To investigate the impact of Slimming World’s diet and activity programmes on the lifestyles of both those accessing the services and their families.

2 Methods
A questionnaire was distributed via Slimming World Magazine and was available on the website for a 4 week period. There were 23,914 respondents, of whom 2,812 were randomly selected for analysis (Slimming World members, those accessing a weekly group (53%) and non-members, those only using the magazine or website (47%)).

3 Results

a) Dietary behaviour
- Of those following the dietary programme (n=2,197 members and non members), over 80% said that they found it easier to follow (Figure 1) and maintain than other weight loss plans.
- Those following the dietary programme reported significant changes towards healthier food choices in line with current guidelines (p<0.01). (Figure 2)

b) Physical activity
- In total 54% (n=1,505) of respondents were aware of Slimming World’s Body Magic scheme. 75% of members were aware compared with 28% of non-members (p<0.001). Awareness increased with duration of membership. In those who had attended for less than 1 month 61% reported awareness compared with 83% of those who had attended for at least 6 months (p<0.001).
- Respondents reported an increase in their physical activity levels since becoming aware of Slimming World’s activity programme (p<0.01). (Figure 3)

c) Health benefits & impact on the family
- Since following Slimming World’s dietary programme over 80% reported an improvement in their own health and over 30% reported an improvement in their partner’s or family’s health (p<0.01). (Figure 4)
- Almost half of those reporting increased activity indicated that their partner or whole family had also increased their activity levels.
- Health benefits associated with improved diet and increased activity were reported including lowered blood pressure, improved mood and mobility, and greater confidence.
- The longer members had been attending a group the more likely they were to report health benefits.

4 Conclusions
- In contrast to the poor diet and physical activity levels of the UK population as a whole, results suggest Slimming World’s programme is having a beneficial impact on the lifestyle behaviours of those accessing the service (including those attending a weekly group and those only using the magazine or website).
- In general, those attending a weekly group were more likely to make positive behaviour changes.
- Improvements in both diet and activity levels were also reported to be reaching the wider family network.