

---

# Weight Watchers: developing a Family Programme

- Caution prevails – especially with children.
- Weight Watchers UK does **not** actively encourage children to attend its traditional meetings.
- Yet the alarming growth in childhood obesity signals that something must be done to help children and their families.

---

# Evidence based

- 'Weight Watchers Family' is based on current scientific recommendations for the proven prevention and treatment of obesity in children.
- It provides a method to implement them in the home.
- Is not a structured diet programme, does not count points and is aimed at parents, not children.

---

# The parental role

- ‘Weight Watchers Family’ is targeted at parents as they have the major influence on children’s lifestyle and habits.
- Parents are providers, role models, enforcers, advocates and protectors.
- The rules apply to all family members whether they have weight issues or not.
- It is about health not weight.
- It applies to children of all ages.

---

# Pilots in the USA

- 4 pilot sites, 54 children
- Between 2004-2006
- 10 weekly sessions
- Led by specially trained coaches who are always parents themselves
- Initial 6 month data very encouraging
- Weight gain has been halted or reversed in over 80% of the children who's parents participated

---

# Testing in the UK

- Adapt the materials from the USA
- Pilot in UK during late 2006/early 2007
- Further refine the programme based on the findings from the evaluations

# Availability of Weight Watchers Family in the UK?

- For more information, contact

Nicola Wraight Tel. 01628 415216 or

Karen West Tel. 0845 073 0357