



# From research to international community implementation: addressing childhood obesity on a public health scale

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# The problem



## Number of overweight and obese children:

- UK: 3 million (>30%)
- USA: 25 million (>30%)
- Canada: 1.6 million (26%)
  - Alberta: 218,000
- Worldwide: 155 million



Permission obtained from child and parent

Put your hand up if you think this 10 year old girl is:



a) Healthy weight

b) Overweight

c) Obese

# The recommendations



- Multi component lifestyle interventions are recommended in the UK, USA and Australia as 1<sup>st</sup> line management of child obesity (NICE; SIGN; USPTF; NHMRC)
- In order to achieve a significant impact “we need to move beyond individual interventions and drive change on a public health (industrial) scale”  
(Lord Darzi, 2008)

# Something needs to be done



- First line management options: **individualized vs. group?**
- **Assuming Canada's 1.6 million overweight or obese children were offered individualized consultations focused on lifestyle advice (30 minutes per month for 1 year), you would need:**
  - 48,000,000 minutes of consultation
  - 9,600,000 hours of consultation
  - 400,000 days of consultation
- = **1,681 FTEs working solely on offering individualized advice**
- **Very expensive and the evidence suggests it doesn't work**



# Agenda



- The problem



- MEND

- Evaluate (efficacy and effectiveness)

- Canadian adaptation

- Future

# MEND



**Mind**

**Exercise**

**Nutrition**

**Do It!**





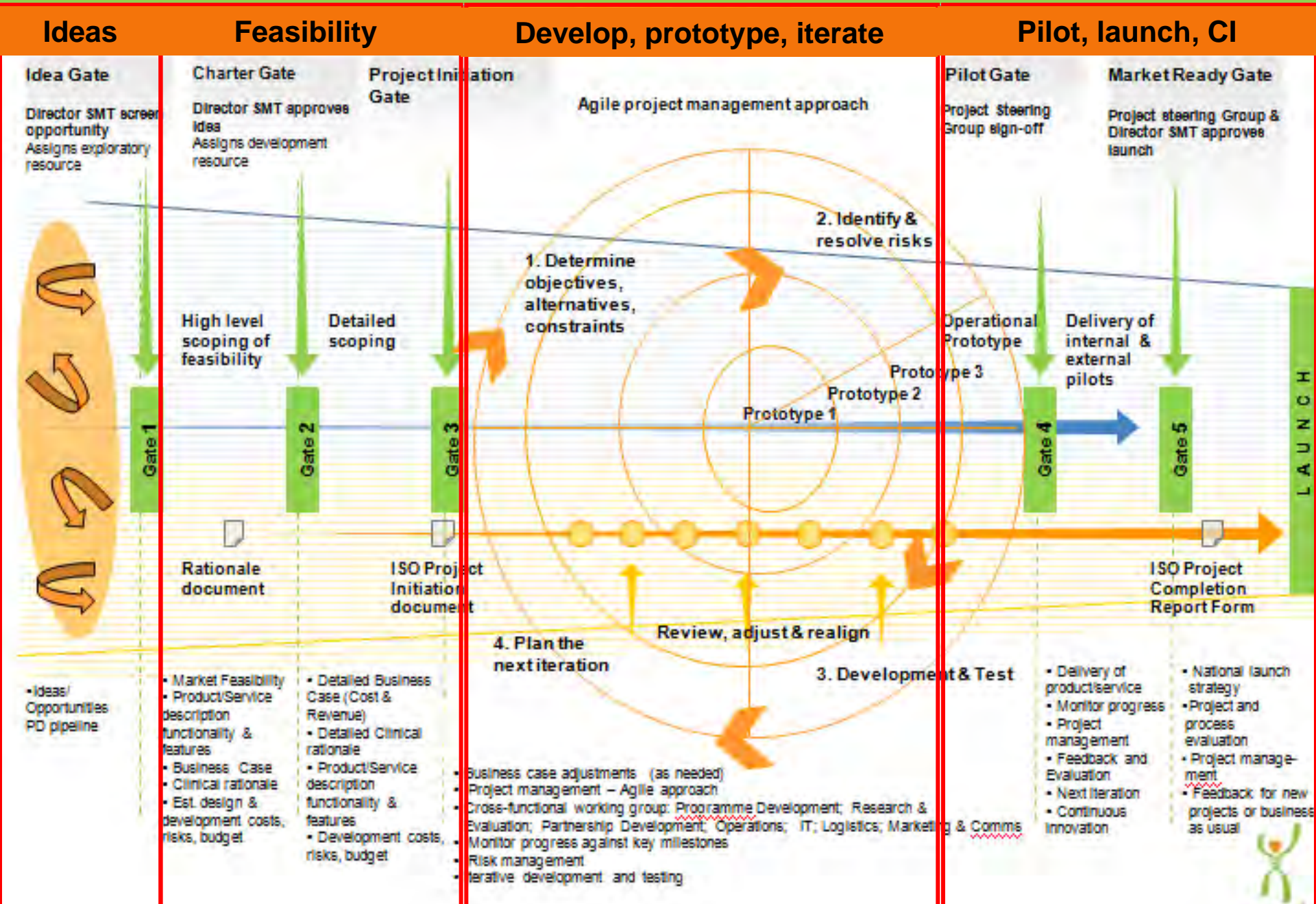
# What MEND does



MEND empowers children and adults to become fitter, healthier and happier and to reach and maintain a healthier weight.

We design programs and services that offer long-term and cost-effective solutions to improve health, fitness and self-esteem.

# MEND program development process





# Prevention, training & capacity building



Training and long-term support



Mend World

School resources



Campaigns



Core offering



Piloting



Targeted towards overweight and obese children

Open to all



Weight management and facilitated self-help



# Agenda



- The problem
- MEND
- ➔ • Evaluate (efficacy and effectiveness)
- Canadian adaptation
- Future



# Our aim



To enable effective group based child obesity management to be delivered by a wide range of professionals in community settings at sufficient reach to make a meaningful difference

# MEND 7-13



Development	Setting	Participants	Duration
<ul style="list-style-type: none"><li>• Developed 2001</li><li>• Designed by experienced clinical obesity specialists for delivery by non-obesity professionals</li><li>• In partnership with Great Ormond Street Hospital for Children &amp; University College London Institute of Child Health</li></ul>	<ul style="list-style-type: none"><li>• Community</li><li>• Group-based</li><li>• Venues include: YMCA, recreation centers, schools, faith-based organizations</li><li>• Afterschool &amp; primetime evenings (e.g. 5.30 – 7.30pm) and weekends</li></ul>	<ul style="list-style-type: none"><li>• 7-13 years</li><li>• Overweight or obese (&gt;85<sup>th</sup> BMI centile)</li><li>• Parental attendance required</li><li>• Siblings included</li><li>• Parents and children measured – parental weight loss outcomes</li><li>• Adaptation to ensure culturally suitable for families from minority ethnic groups, bilingual etc</li></ul>	<ul style="list-style-type: none"><li>• Intensive phase: twice weekly 2hour sessions over 10 weeks</li><li>• Maintenance phase: up to 24 months</li></ul>

# Multi-component intervention



## Mind

### Social learning theory and behaviour modification:

- Goals and rewards
- Role modelling
- Stimulus control
- Positive parenting
- Self-esteem & confidence

## Exercise

### Active play – Kids only

- Fun!
- Land & water based
- Multi-skills – balance, agility and coordination
- Group play
- Non-competitive
- Improve self-esteem

## Nutrition

### Customized healthy eating

- No forbidden foods – NOT a diet
- Nutrition targets
- Educating & empowering families
- Supermarket tour- reading food labels
- Portion sizes
- Fussy eating

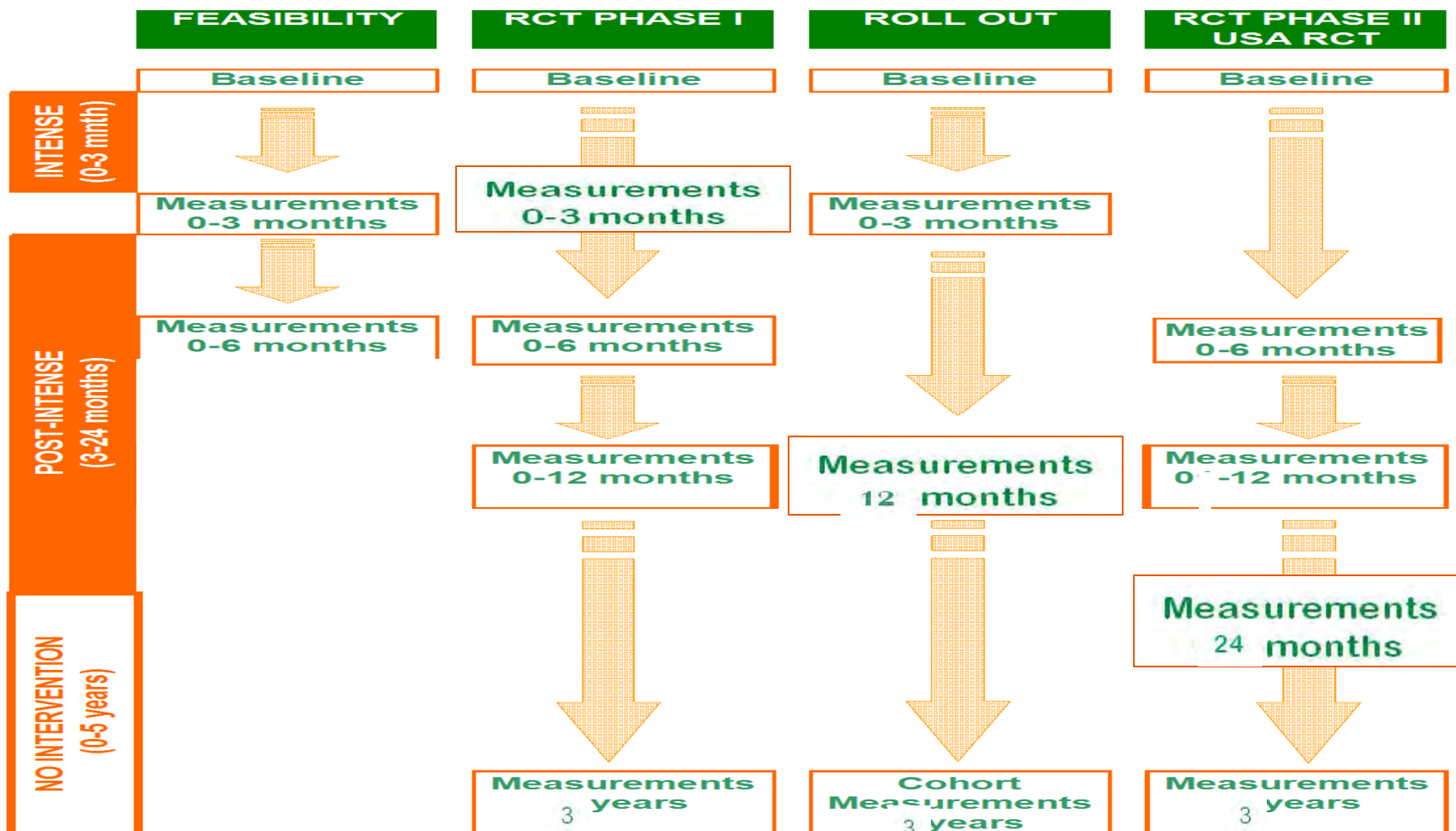
## Do It!

### Putting learning into action

- Empowering families to make sustainable lifestyle changes
- Encouraging and motivating families to do it for themselves
- Creating agents of social change in communities – kids, parents and leaders



# MEND 7-13: research strategy



# 1st MEND 7-13 UK RCT (2005-7)



- Sites: 5
- Children: 117 (57% girls)
- Minorities: 48%
- SES: 63.5% manual/unemployed
- Mean age: 10.1 ( $\pm 1.2$ ) years
- Mean BMI z-score: 2.8 ( $\pm 0.6$ )
- Statistically significant reductions in BMI, WC, sedentary activities and improvements in physical activity and self-esteem at 6 months – sustained at 12 months (Sacher et al. *Obesity*. 2010)

# UK rollout (2007–10)

## 2063 programs (>300 locations)



# Rollout evaluation



- What are the outcomes of the national intervention?
- Are the outcomes observed in the roll out and RCT comparable?
- What are the effects of the intervention on health inequalities?
- Is the intervention cost-effective?
- What can we learn about the scale-up and spread of a national public health program?

# UK rollout baseline data (2007-10)



- Children: 15457
- Girls: 54%
- Minorities: 24% (UK: 7.9%)
- Single parents: 34% (UK: 24%)
- SES: 47% don't own home (UK: 31%)
- Mean age: 10.4 ( $\pm 1.7$ ) years
- Mean BMI z-score: 2.8 ( $\pm 0.6$ )

(UK %) = UK national average



# Data cleaning



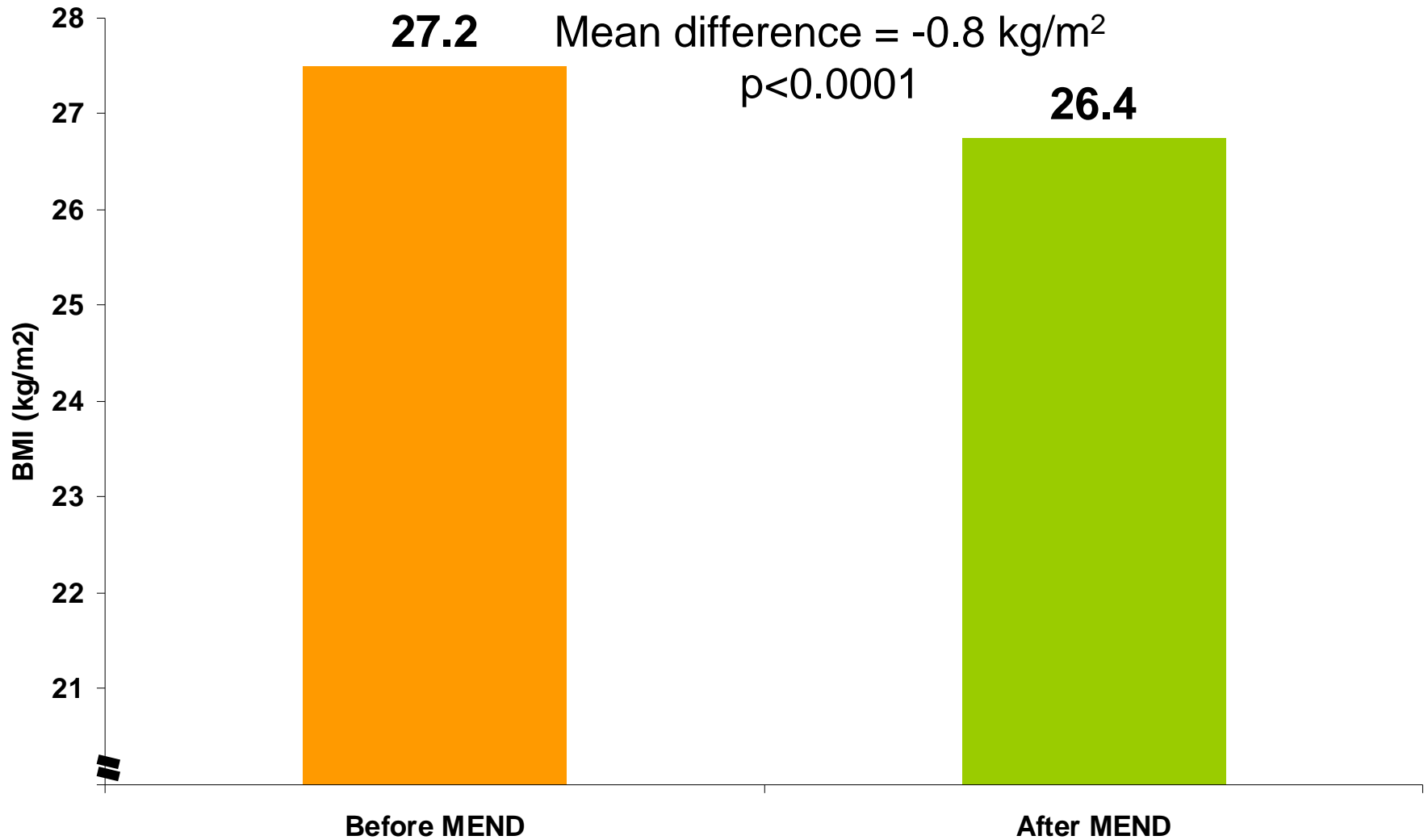
- **Potential number eligible for inclusion: 15457**
- Data discarded on following criteria:
  - BMI outliers
  - Age (out of range, no age, got younger)
  - Program dates
  - No post intervention data
- **Total with valid pre- and post data at 3 months: 10173 (66%)**

# Changes in primary outcomes (rollout)

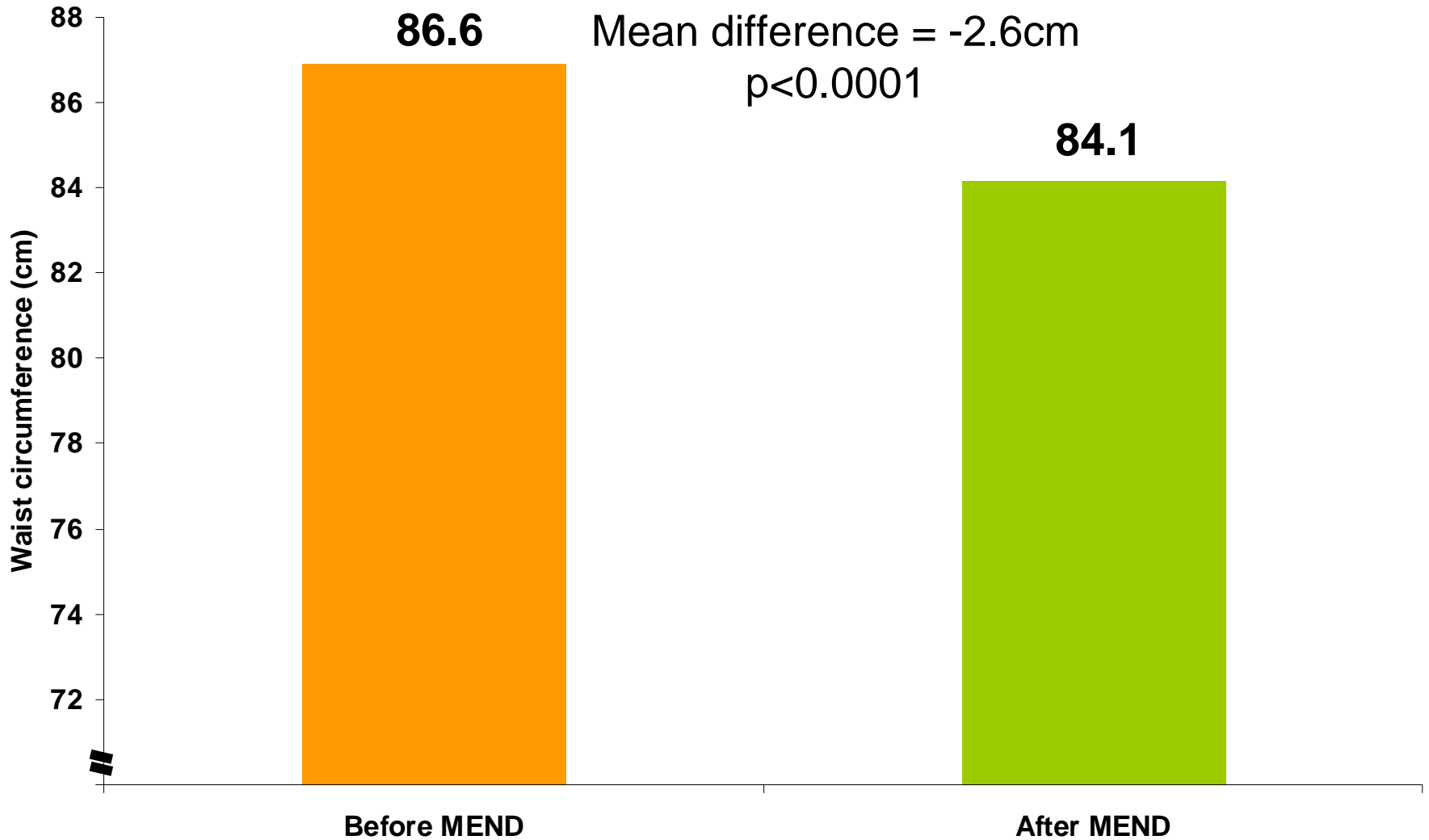


- **BMI**
- **Waist circumference**

# BMI



# Waist circumference



# From clinical to community professionals



**Feasibility** (Sacher et al., 2005):

Pediatric dietitian, clinical  
psychologist & physiotherapist

**RCT** (Sacher et al., 2010):

Health, social, education &  
exercise professionals

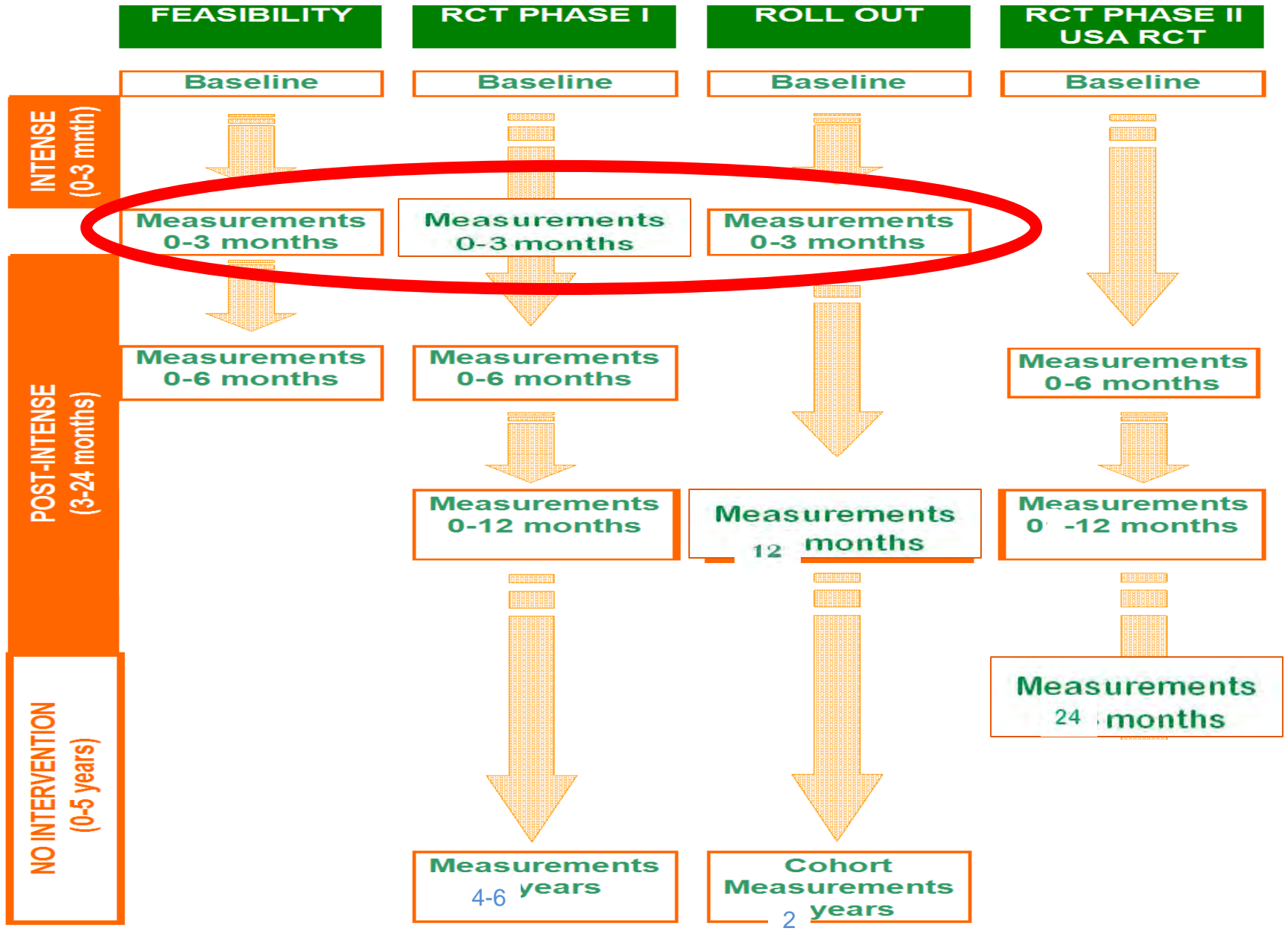
**Rollout** (Sacher et al., 2011):

Many additional non-specialists  
e.g. community health workers,  
recreation center staff



**Shift in skills  
and expertise:**

**increased  
scalability and  
improved cost-  
effectiveness**



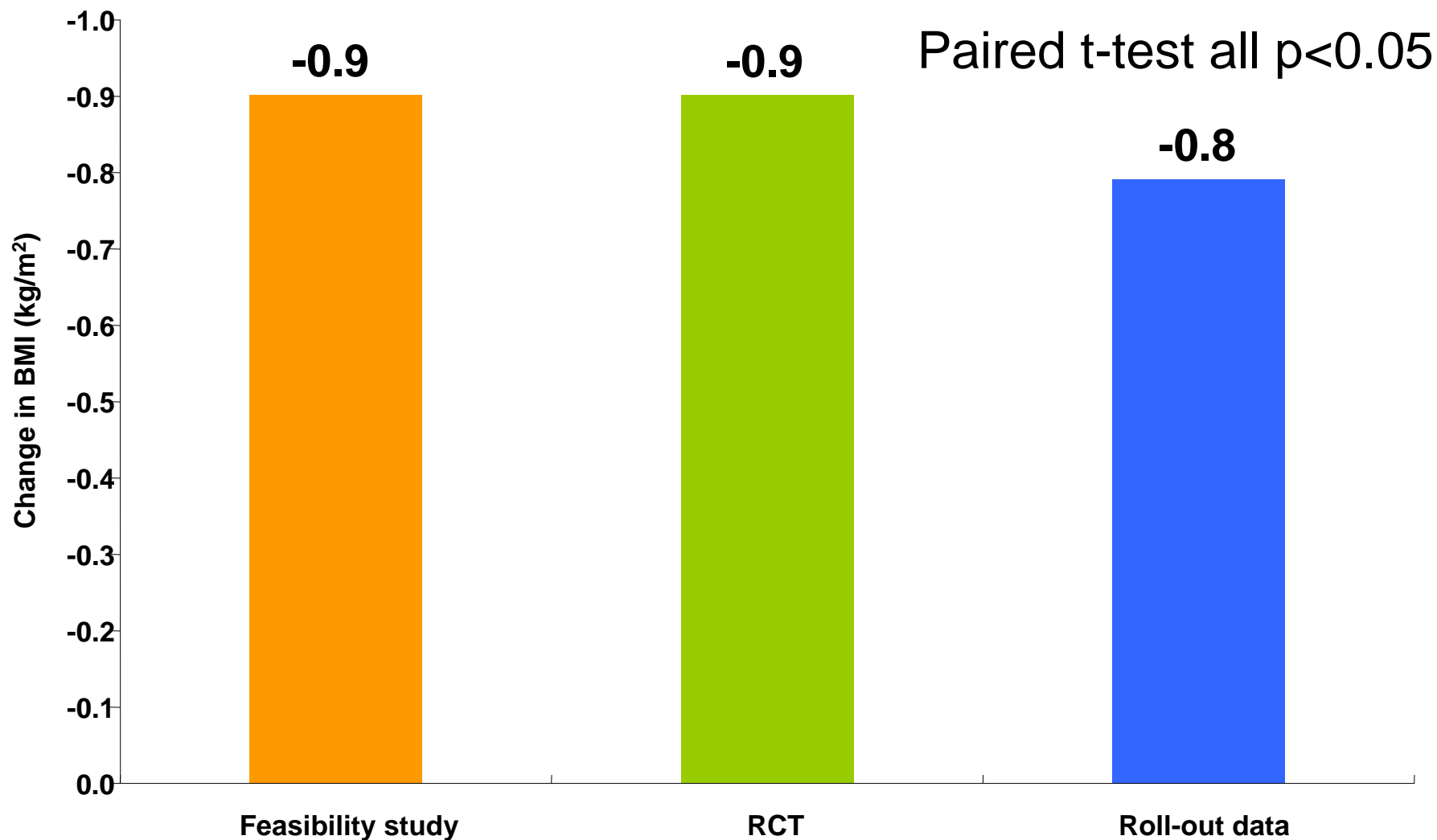
# Feasibility, RCT and rollout comparison

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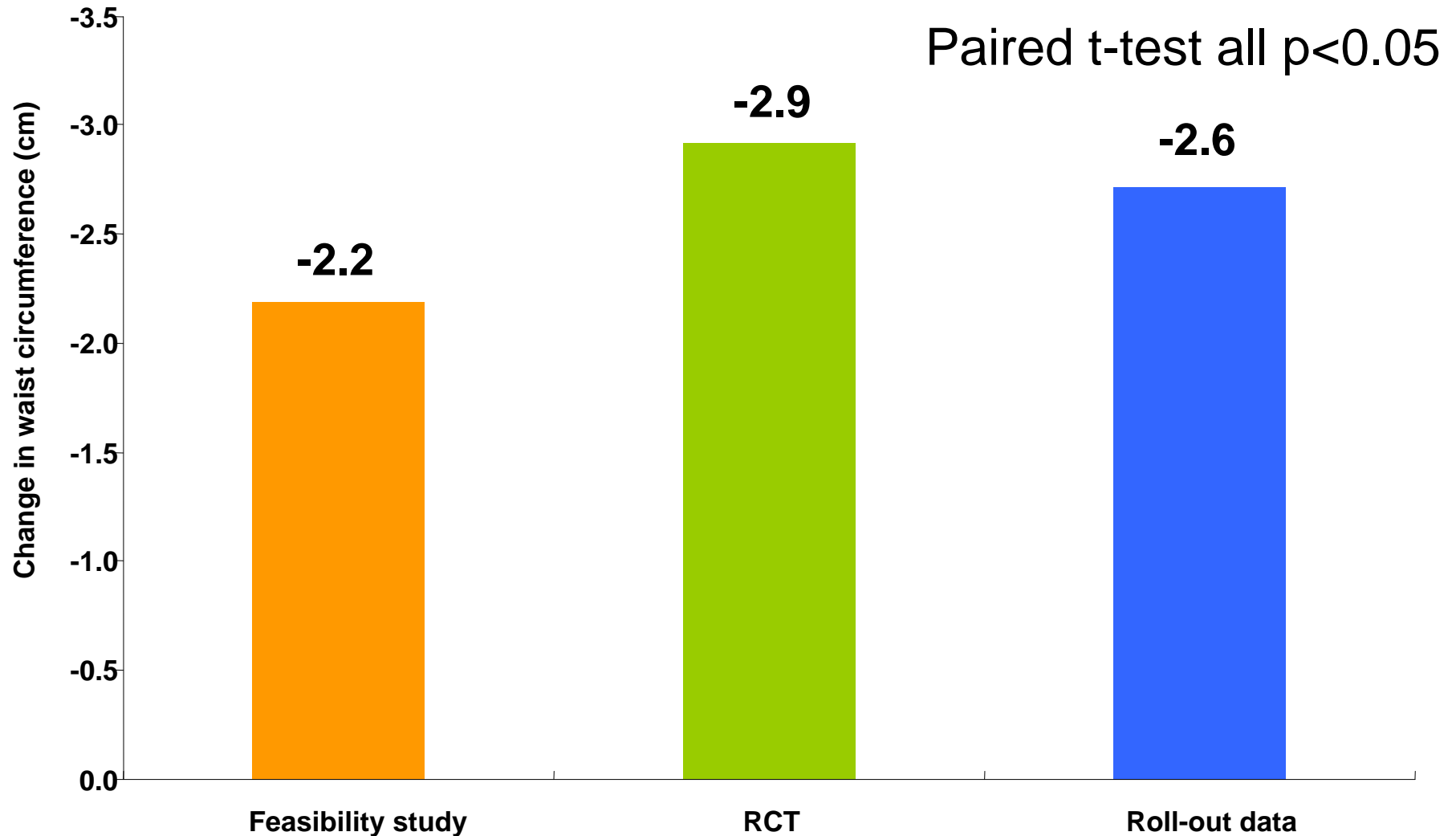


- **BMI**
- **Waist circumference**

# Change in BMI at 3 months



# Change in waist circumference at 3 months

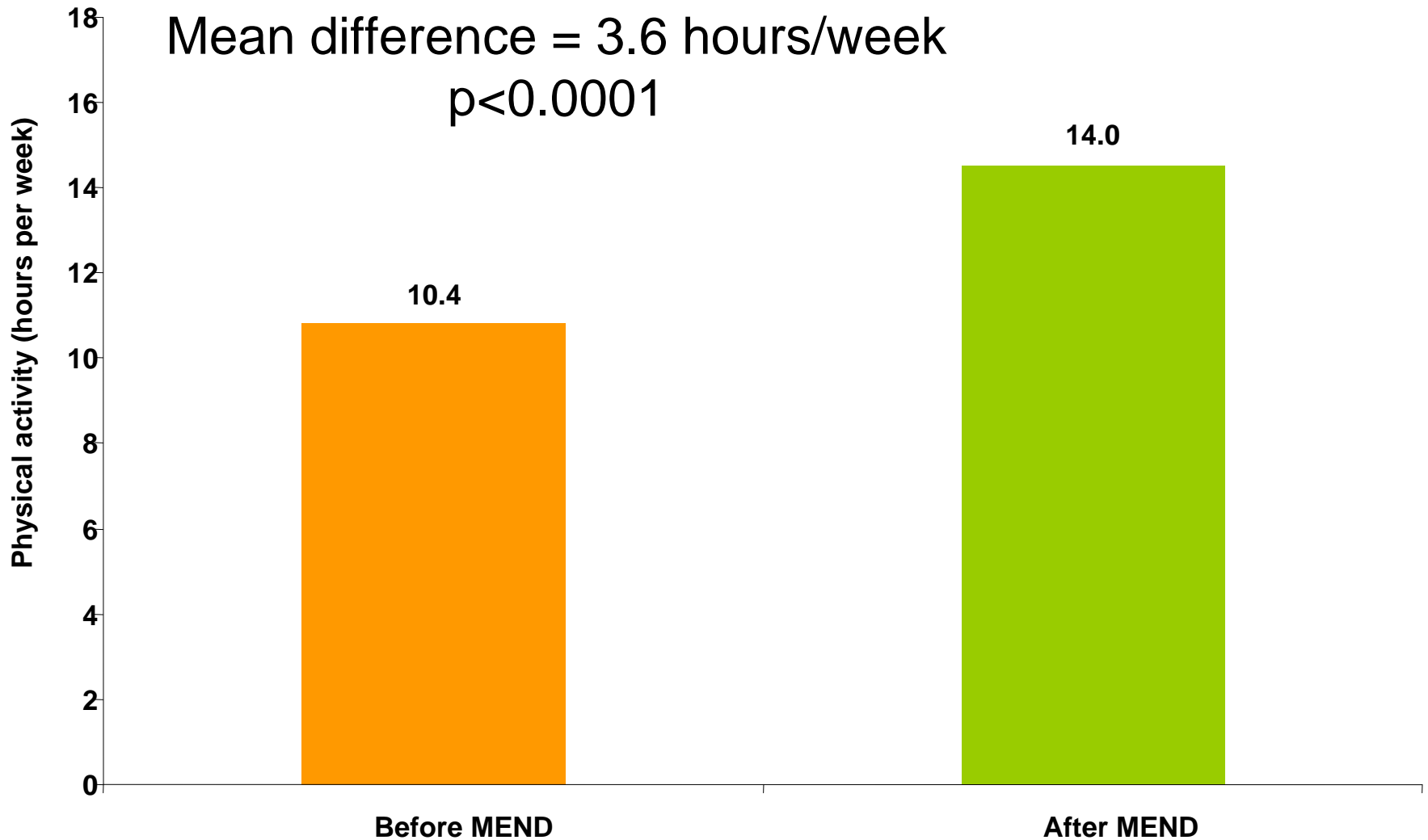


# Changes in secondary outcome measures (rollout)

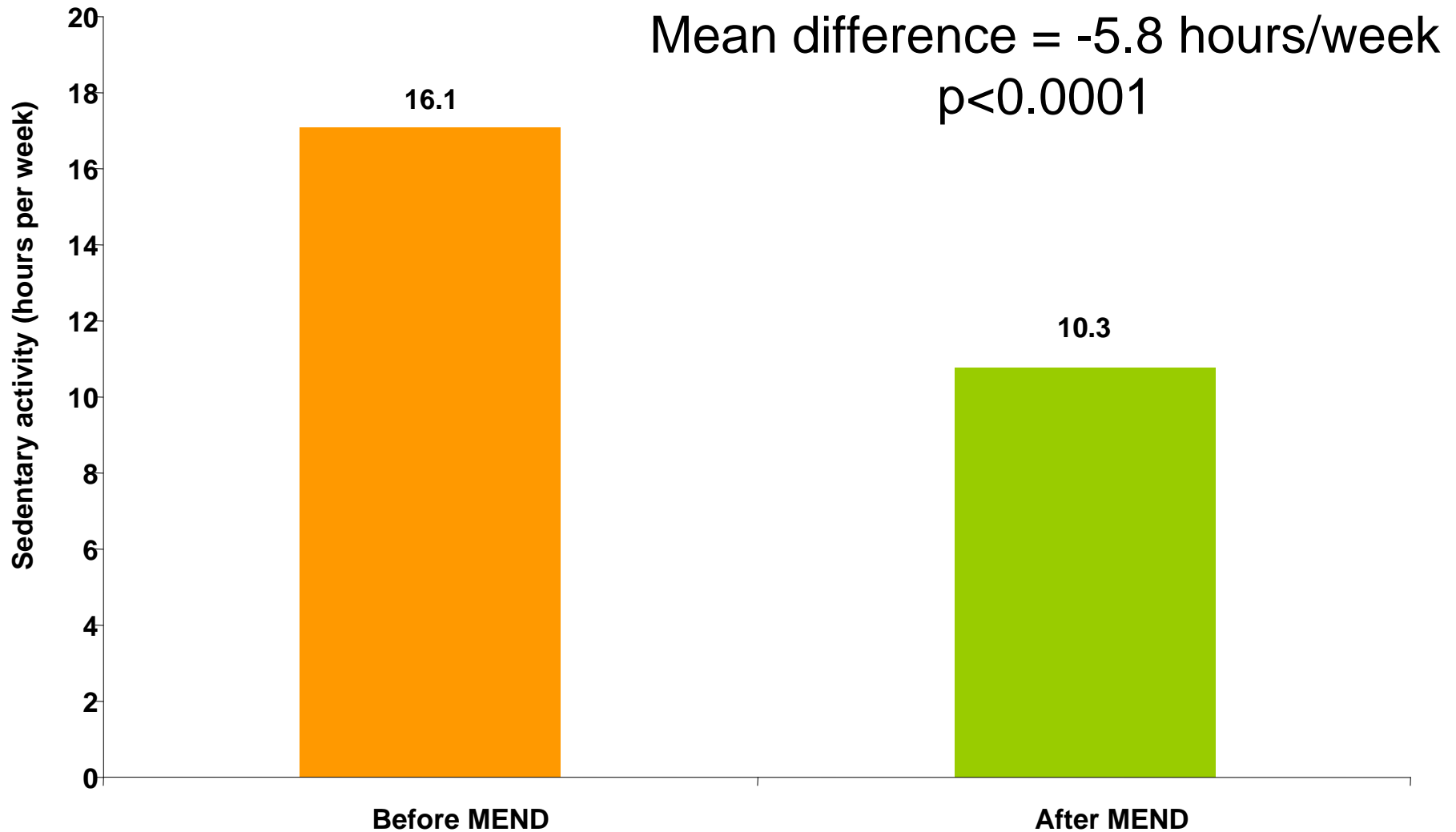


- **Physical activity**
- **Sedentary behavior**
- **Cardiovascular fitness**
- **Nutrition**
- **Psychological symptoms**
- **Body esteem**

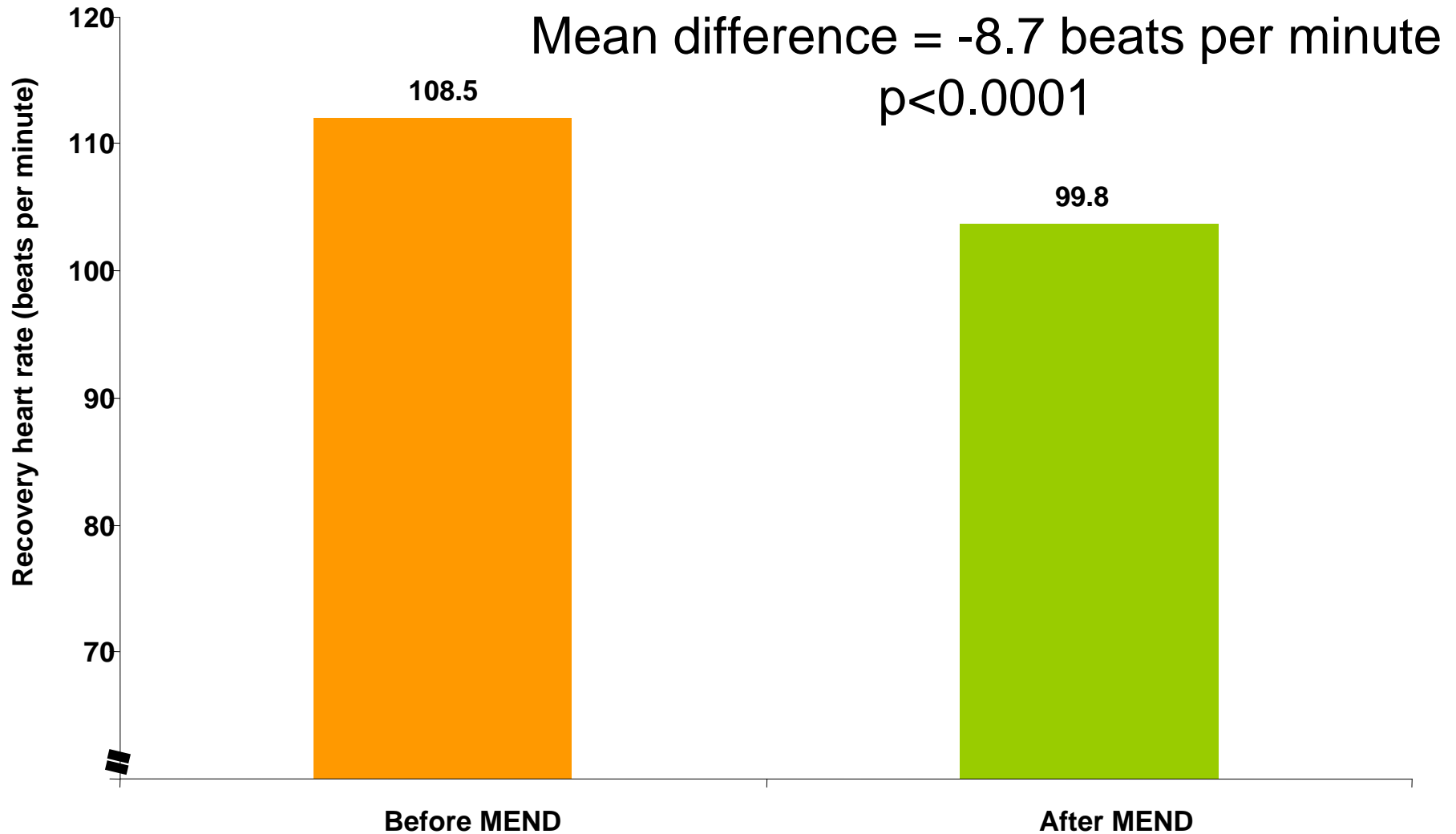
# Time spent in physical activity



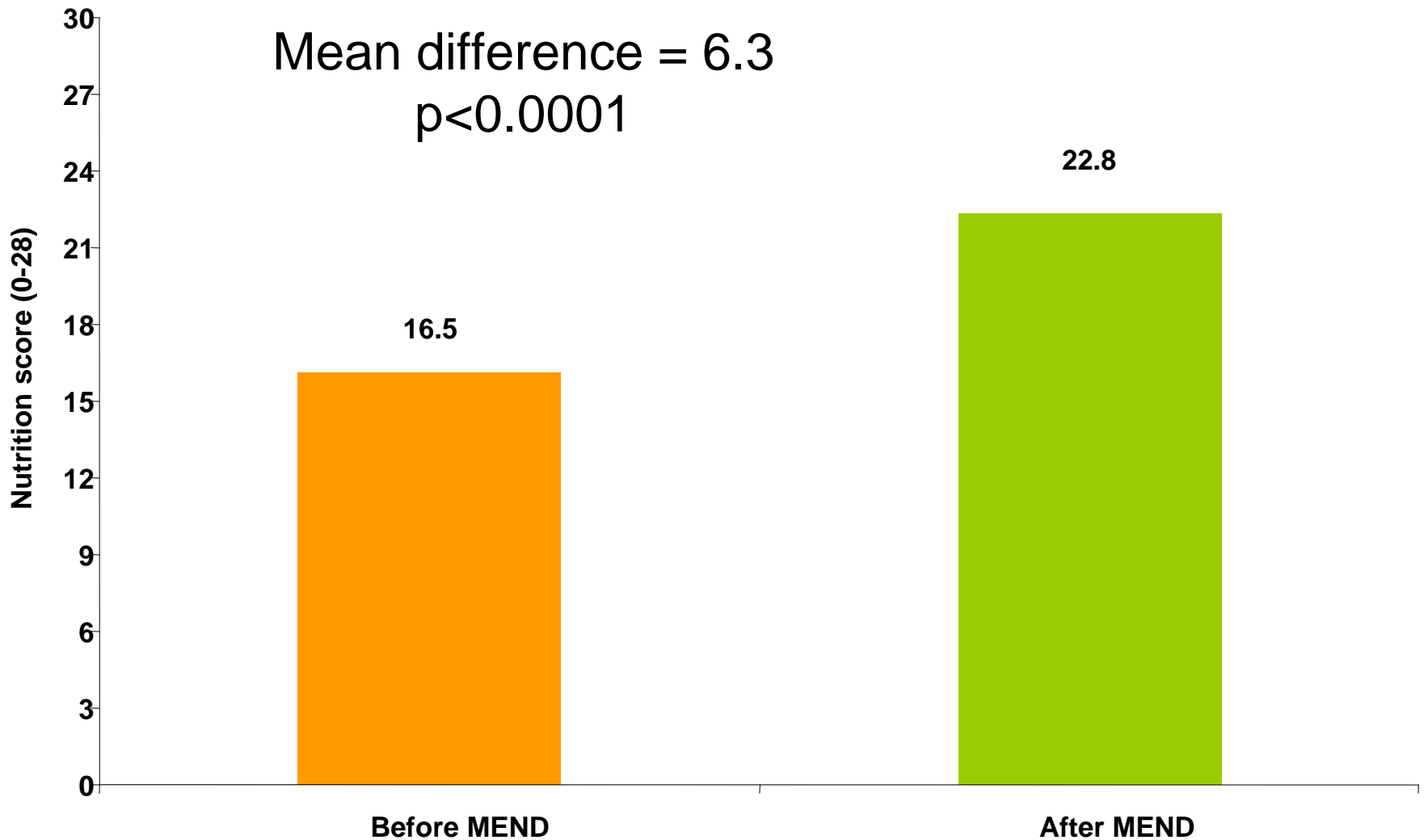
# Time spent in sedentary behaviors



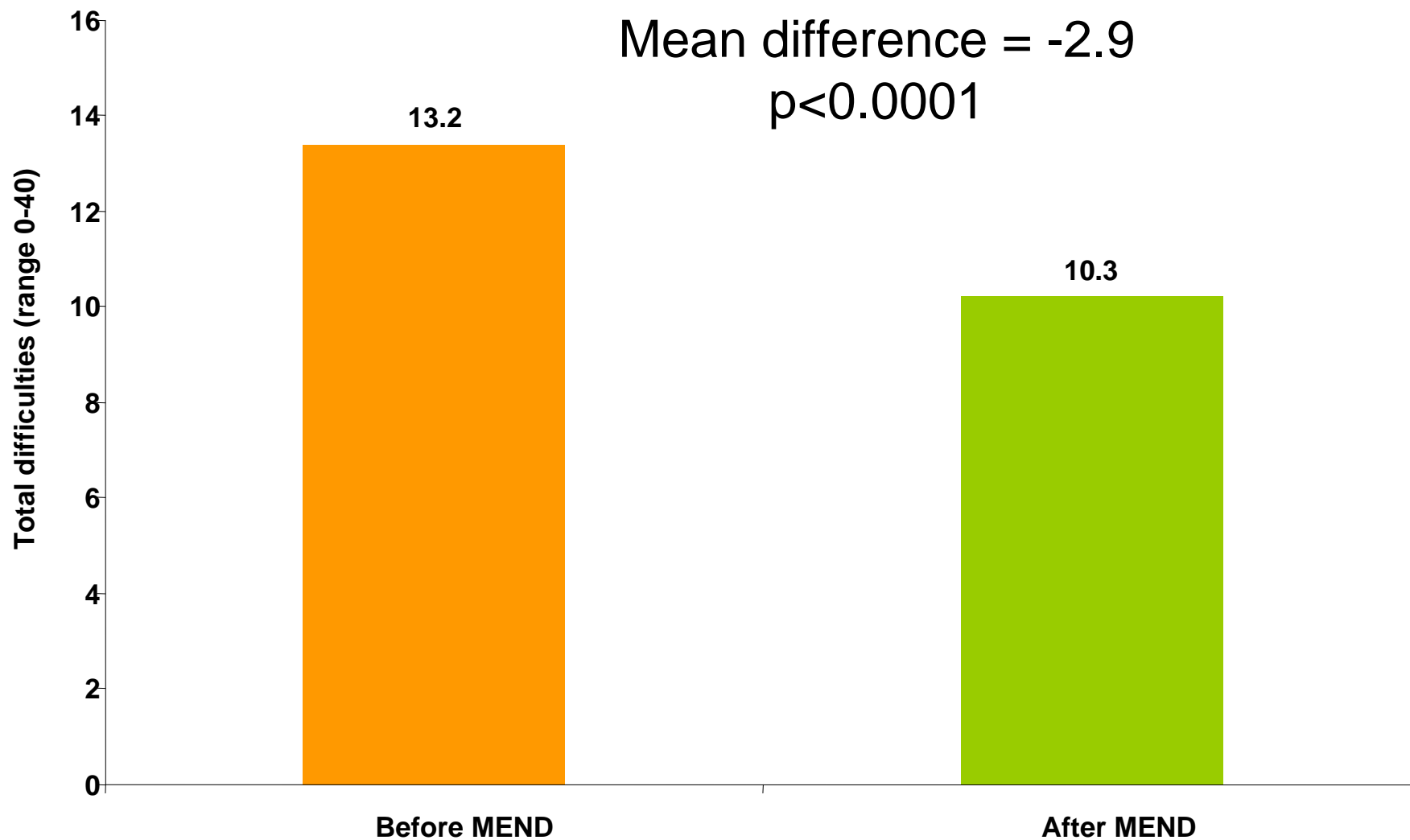
# Cardiovascular fitness



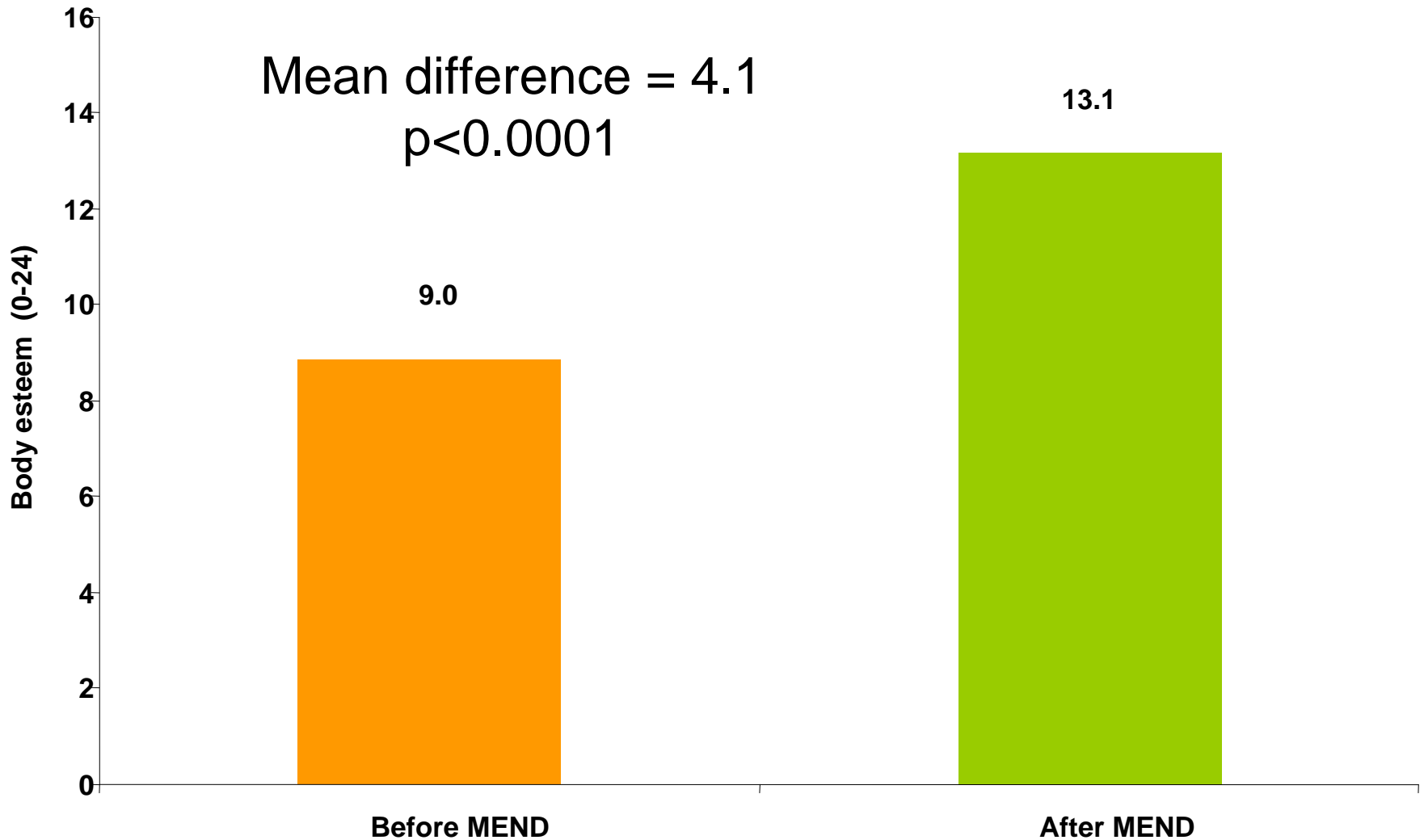
# Dietary behaviors



# Psychological symptoms (SDQ)



# Body esteem



# Program attendance, retention and BMI SDS change

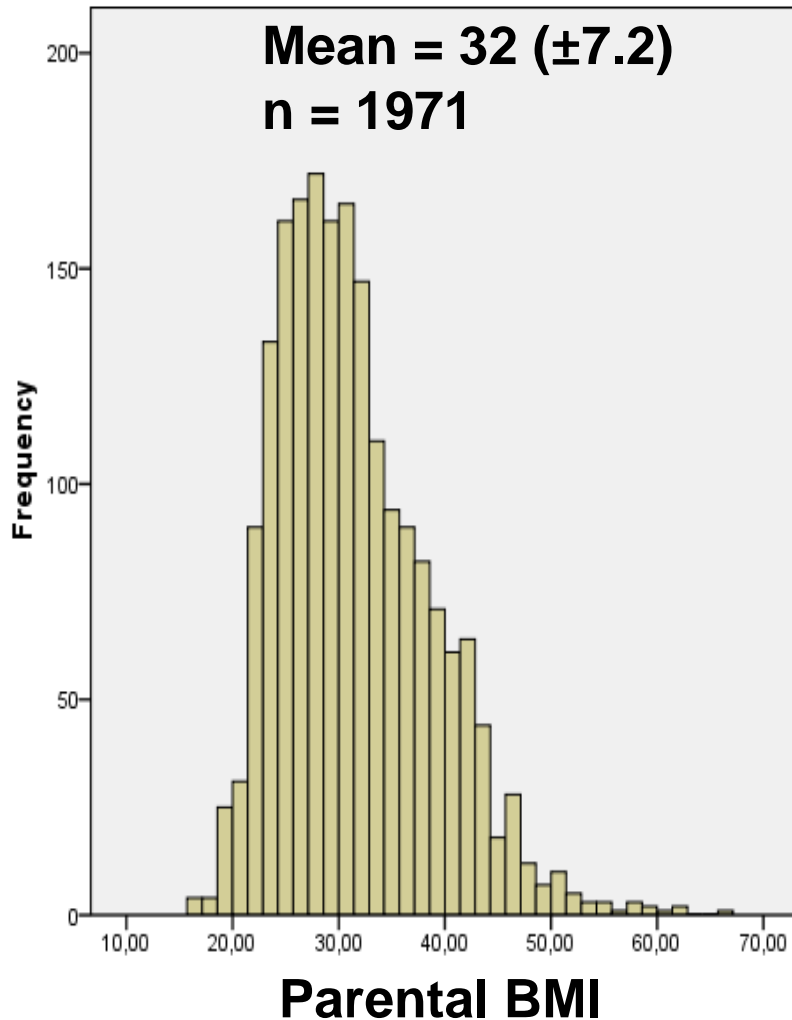


	<b>Feasibility</b>	<b>RCT</b>	<b>UK roll-out</b>
<b>Sample size (n)</b>	<b>11</b>	<b>117</b>	<b>10361</b>
<b>Mean attendance (%)</b>	<b>78</b>	<b>86</b>	<b>79</b>
<b>Retention (%)</b>	<b>91</b>	<b>97</b>	<b>89</b>

 **90% of children reduce their BMI SDS after MEND 7-13**



# Parental BMI at baseline



Parental weight status	Percentage
Underweight	0
Healthy weight	18%
Overweight	30%
Obese	52%

➔ **82% of parents overweight or obese at baseline**

# Parental BMI change

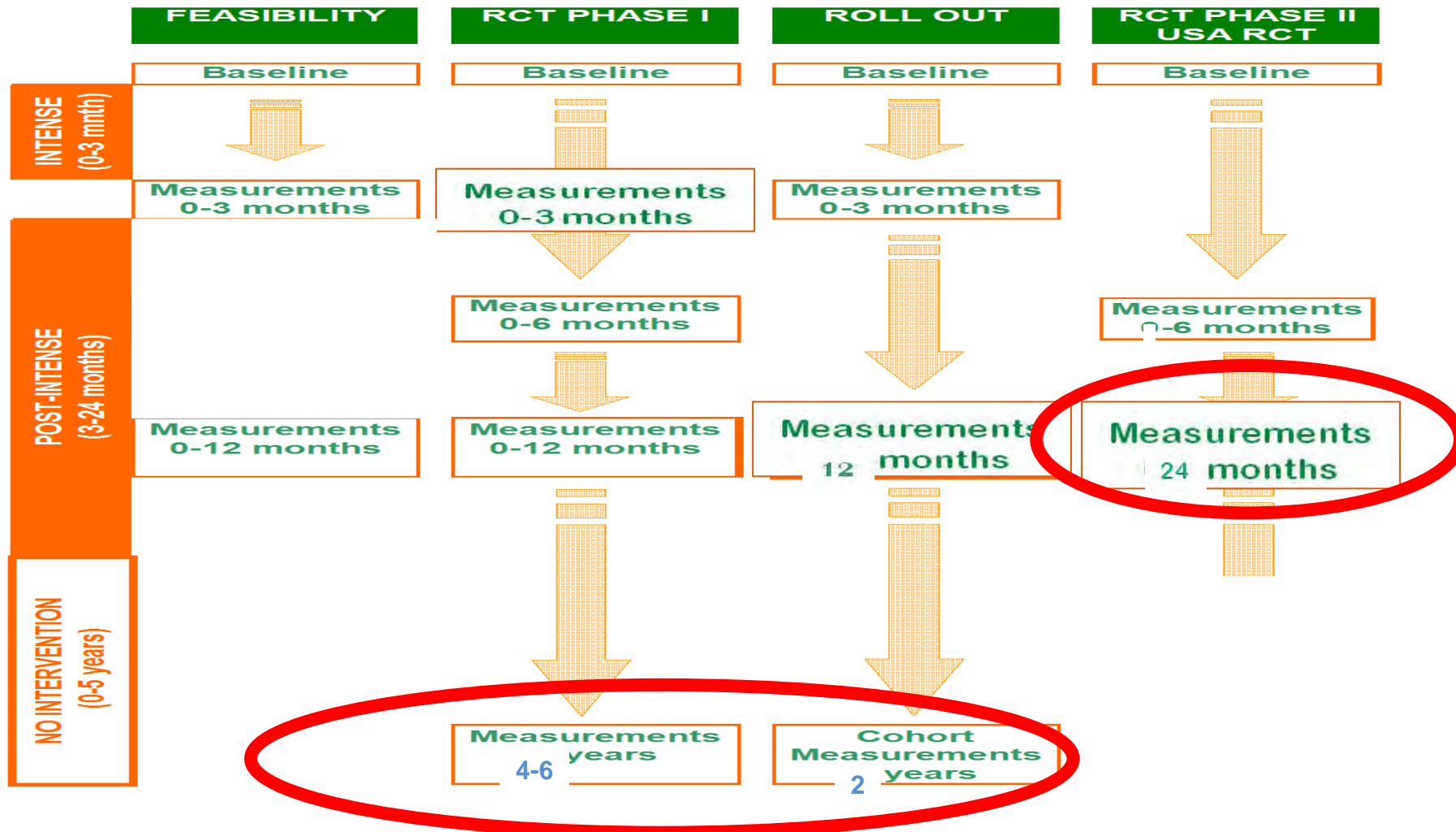


Parental weight status	Mean BMI change (10 weeks)
Healthy weight	-0.5%
Overweight	-1.2%
Obese	-1.2%
All groups	-1.2%

 **73% of parents maintained or reduced their BMI**



# Long-term evaluation



# UK health economics and wellbeing evaluation



## Independent study found:

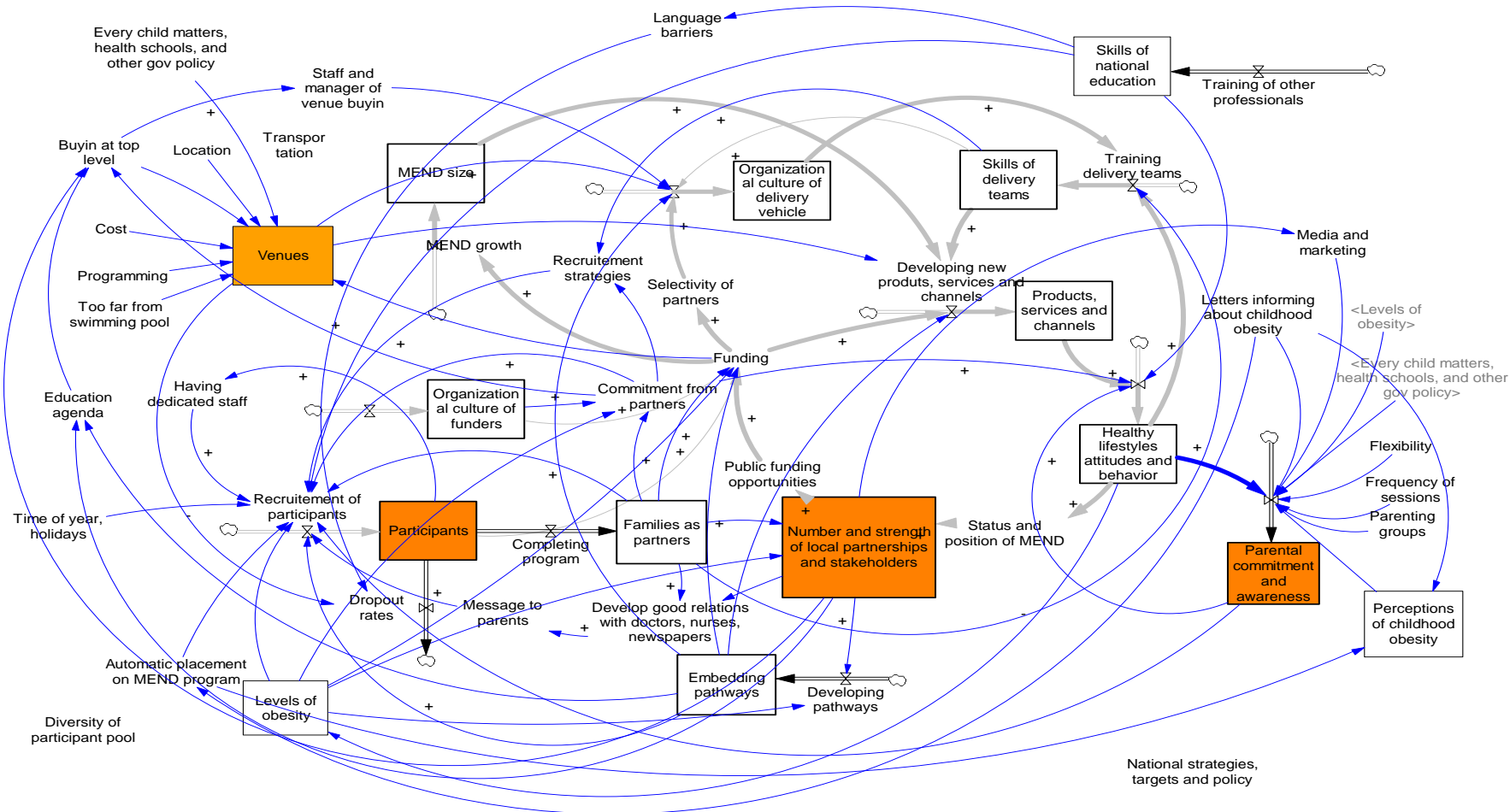
- The ICER of the program is **\$2,672\*** per **QALY gained**, considerably below the threshold for cost-effectiveness of \$50k \*
- The program creates health and social outcomes with a combined **total value of \$6,129 - \$8,530\*** per child
- The study concludes that MEND 7-13 is a cost effective and cost saving intervention which provides **returns on public investment of 967% -1331%**

\* Converted from UK £

Y O R K  
Health Economics  
C O N S O R T I U M



# Community implementation is complex





# Agenda



- The problem
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- Evaluate (efficacy and effectiveness)
- ➔ • Canadian adaptation
- Future

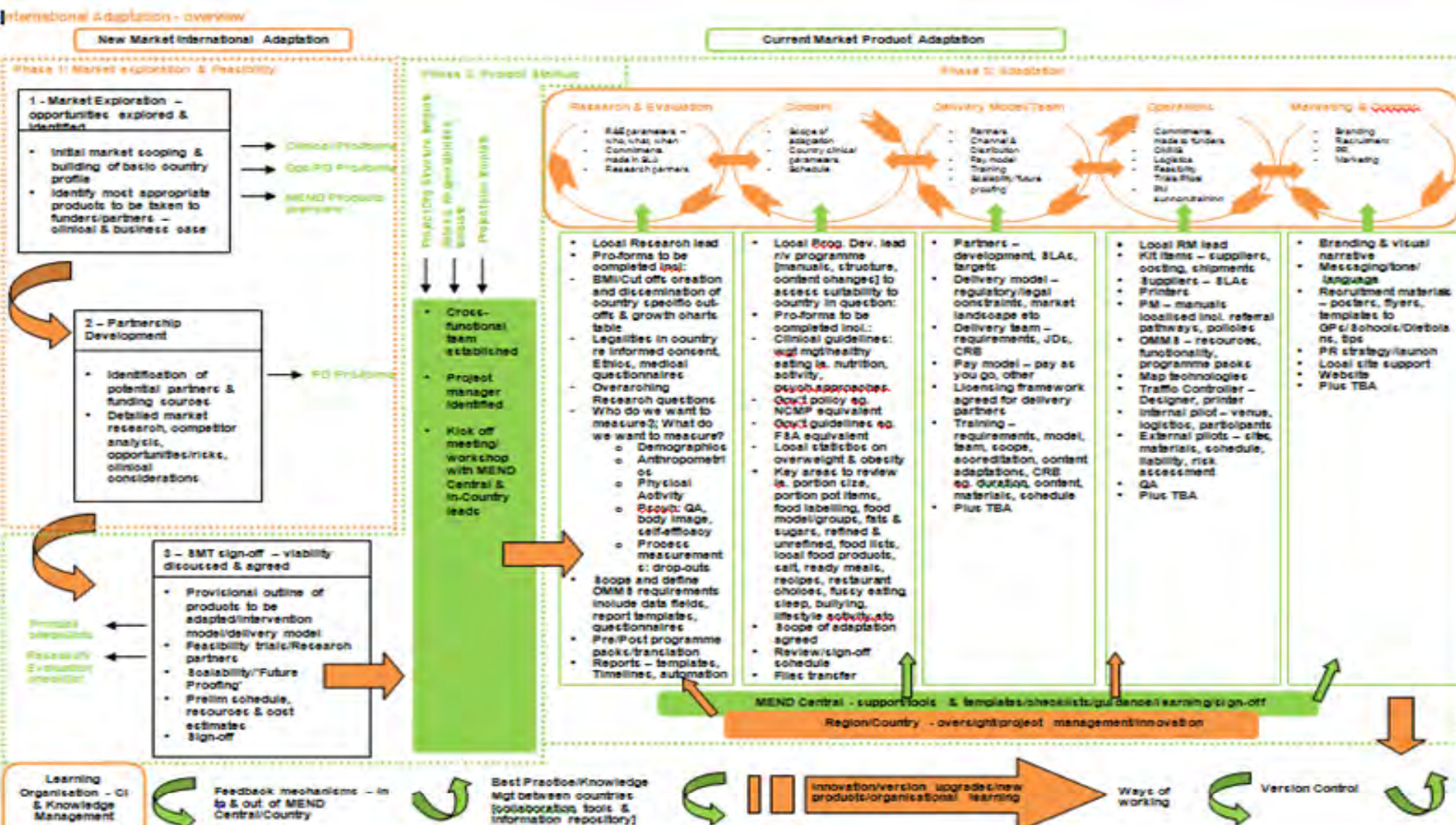
# Canadian adaptation



**Objective: to adapt MEND 2-4, 5-7 and 7-13 programs in partnership with AHS so that the programs:**

- Consider the needs of overweight / obese children in Alberta and Canada
- Align with dietary and physical activity guidelines e.g. Canada's Food Guide
- Take into account:
  - Canadian research and health surveys
  - Cultural factors
  - Geographical considerations e.g. rural communities
  - Minority ethnic groups e.g. Aboriginal communities
- Are thoroughly evaluated and continuously improved

# Overview of Canadian adaptation process



# Extensive clinical issues considered during adaptation



Clinical guidelines &/or reports[1]	Does Canada have this? Y/N	If yes list title (& date)[2]	If no list other key document/evidence to align to	Outline significant differences for adapting country or issues tbd	Key sessions (where relevant)
<b>National weight management/obesity guidelines for children (relevant to age range adapting for)</b> a) Treatment b) Prevention c) Referral pathways/care-pathways[3]		e.g. UK - NICE Obesity (treatment & prevention) CG43, 2006; US-Expert committee recommendations regarding the prevention, assessment and treatment of child and adult overweight and obesity, Pediatrics Dec 2007			Through-out inc. training Through-out inc. training Handout 12.4 & Session 16
<b>National dietary guidelines for children to include:</b> a) Dietary reference values for fat, sugar, salt and energy (age range 7-13) b) National portion/serving information for children c) Government healthy eating model e.g. plate, pyramid d) Government healthy eating information related to eating out/restaurants/menus/national holidays &/or celebrations/festivals e) Government label reading initiatives f) National school-meals guidance/healthy schools initiatives g) Multicultural guidance e.g. aboriginal populations h) Classification of carbohydrates and dietary guidance e.g. Fibre, GI, Wholegrains, NMES, Intrinsic sugar i) Professional bodies clinical guidance e.g. National dietetic body e.g. BDA (UK), ADA (US), DAA (Aus) [4]		e.g. US-Dietary Guidelines for Americans  e.g. US-Inst of Med DRI tables-tnic.nal.usda.gov e.g. US-mypyramid.gov e.g. US-mypyramid.gov for kids		e.g. no sugar DRI in US so mapped to WHO recommendations (~10% of cal); US-Dietary Reference Intake based on sodium (not salt) for children  some cities in US ban trans fat in restaurant foods	Intro section 1 - clarify nutrition rationale. Session 7, Session 9, Session 11 Session 3, Session 5  Session 17, Multicultural H/O  Session 9, Session 13  Session 17 Multicultural H/O  Session 5 Where required
<b>National physical activity guidelines for children</b> a) Population guidance for all children e.g. Xmins/day b) Sedentary/inactivity guidance e.g. TV/sitting Xmins/day c) Play (especially in younger age groups) d) Definitions/classifications of exercise/sport/leisure/recreation		e.g. 2008 Physical Activity Guidelines for Americans, chapter 3 Active children and adult  e.g. US-Amer Academy of Pediatrics; expert comm reomm-Pediatrics 2007 e.g. Play England or NICE PH17 (Promoting physical activity for children and young people)			Session 3 & 5 Session 3 & 5. Post-programme support  Session 5 (Parent/carer discussion)
<b>National behaviour change/psychological approaches to include; [5]</b> a) recognised strategies for fussy eating b) sleep recommendations		e.g. US-expert comm reomm-Peds 2007			Mind Sessions - 4,6,8,10,12,14,16,18 & Training Session 17 Session 7
<b>National parenting programmes (for family programmes only) e.g. Triple P, Webster Stratton[6]</b>		e.g. US-Amer Acad of Pediatrics			Mind Sessions - 7 (sleep) 10, 16 & Training
<b>Country-specific BMI growth charts &amp; out-offs</b> a) Talking about weight/raising the issue of weight/weight feedback[7] b) BMI charts for children aged 2+		e.g. UK- 1990 Growth charts; US-cdc.gov			Session 1 & 19 measurements  h/o for session 1 & Training materials OMMS & Training
<b>National measurement programmes</b> a) Resources given to parents re; weight feedback		e.g. UK- NCMP			Session 1 & 19
<b>National reports/surveys on overweight and obesity statistics to include;</b> a) physical activity data b) nutrition related stats e.g. % consumption of fruit and veg		e.g. US-wfn.niddk.nih.gov/statistics/ e.g. US-cdc.gov e.g. US- NHANES data			Training & h/o 3.1 Training & h/o 3.1 Training & h/o 3.1
<b>MEND Guidance</b> a) Nutrition rationale to classify MEND-Friendly v MEND-Unfriendly foods b) Drinks rationale to classify MEND-Friendly v MEND-Unfriendly foods c) Artificial sweetener rationale and use on the MEND Program				US-use term sugar substitutes since includes natural sweetener fluids	Food and drinks lists h/o 5.5 Food and drinks lists h/o 5.5  Session 3 (and training)

# Programme components adapted



#	Handout Name & #	Nutrition Services Responsible Person:	MEND Pilot Date:	Required Date to Megan for 2nd/Final Copywriting Revision:	Required Date to Michelle/Deam:	MEND LK (Adherence)	MEND LK (Costs)	To AHS for pilot	Review date by: Theresa/Deam and Adherence	Date to Adherence with incorporated changes	Date to Michelle/Di for final sign-off	Date to Adherence	To AHS for Review (if Applicable)	Back to Adherence (if applicable)	To Designers (to design pdf)
<b>Sections</b>															
1	Introduction to MEND 7-13	Theresa		25/03/2011	01/04/2011	08/04/2011	15/04/2011		10/05/2011	28/05/2011	03/06/2011	10/06/2011	10/06/2011	10/07/2011	18/07/2011
2	How to Use the MEND 7-13 Manual and Kit	Theresa		25/03/2011	01/04/2011	08/04/2011	15/04/2011		10/05/2011	28/05/2011	03/06/2011	10/06/2011	10/06/2011	10/07/2011	18/07/2011
3	Methods and Tips for Working with Families on MEND 7-13	Theresa		25/03/2011	01/04/2011	08/04/2011	15/04/2011		10/05/2011	28/05/2011	03/06/2011	10/06/2011	10/06/2011	10/07/2011	18/07/2011
4	Research Behind MEND 7-13	Theresa		25/03/2011	01/04/2011	08/04/2011	15/04/2011		10/05/2011	28/05/2011	03/06/2011	10/06/2011	10/06/2011	10/07/2011	18/07/2011
5	Talking to Families About Weight	Theresa		25/03/2011	01/04/2011	08/04/2011	15/04/2011		10/05/2011	28/05/2011	03/06/2011	10/06/2011	10/06/2011	10/07/2011	18/07/2011
6	Working Successfully with Groups	Theresa		25/03/2011	01/04/2011	08/04/2011	15/04/2011		10/05/2011	28/05/2011	03/06/2011	10/06/2011	10/06/2011	10/07/2011	18/07/2011
<b>Sessions - N.B. no sessions on Saturday April 23 &amp; Saturday May 21, 2011.</b>															
1	Meet the leaders and healthy growth check 1	Theresa	13/04/2011	19/04/2011	28/04/2011	03/05/2011	10/05/2011	16/04/2011	10/05/2011	28/05/2011	03/06/2011	10/06/2011	10/06/2011	30/06/2011	11/07/2011
	Handout 1.1 Children are growing		17/04/2011						10/05/2011	28/05/2011	03/06/2011	10/06/2011	12/06/2011	30/06/2011	11/07/2011
	Handout 1.2 Talking to children about their weight		17/04/2011						10/05/2011	28/05/2011	03/06/2011	10/06/2011	12/06/2011	30/06/2011	11/07/2011
	Handout 1.3 What is MEND 7-13?		17/04/2011						10/05/2011	28/05/2011	03/06/2011	10/06/2011	12/06/2011	30/06/2011	11/07/2011
	Handout 1.4 Learn the MEND signs		17/04/2011						10/05/2011	28/05/2011	03/06/2011	10/06/2011	12/06/2011	30/06/2011	11/07/2011
2	Introduction to MEND 7-13	Theresa	17/04/2011	21/04/2011	28/04/2011	05/05/2011	12/05/2011	16/04/2011	10/05/2011	28/05/2011	03/06/2011	10/06/2011	12/06/2011	30/06/2011	11/07/2011
	Handout 2.1 Program overview		17/04/2011						10/05/2011	28/05/2011	03/06/2011	10/06/2011	12/06/2011	30/06/2011	11/07/2011
	Handout 2.2 Get active, get fit		17/04/2011						10/05/2011	28/05/2011	03/06/2011	10/06/2011	12/06/2011	30/06/2011	11/07/2011
	Handout 2.3 Overweight and obesity facts: did you know?		17/04/2011						10/05/2011	28/05/2011	03/06/2011	12/06/2011	17/06/2011		11/07/2011
	Handout 2.4 Fiber, healthier, happier		17/04/2011						10/05/2011	28/05/2011	03/06/2011	12/06/2011	12/06/2011	30/06/2011	11/07/2011
3	Nutrition 1 - Fiber, Healthier, Happier	Theresa	20/04/2011	28/04/2011	03/05/2011	10/05/2011	17/05/2011	16/04/2011	10/05/2011	28/05/2011	03/06/2011	12/06/2011	17/06/2011	21/07/2011	21/07/2011
	Handout 3.1 Food is fuel		20/04/2011						10/05/2011	28/05/2011	03/06/2011	12/06/2011	17/06/2011	21/07/2011	21/07/2011
	Handout 3.2 The four food groups rainbow		20/04/2011						10/05/2011	28/05/2011	03/06/2011	12/06/2011	17/06/2011	21/07/2011	21/07/2011
	Handout 3.3 Get to know your four food groups		20/04/2011						10/05/2011	28/05/2011	03/06/2011	12/06/2011	17/06/2011	21/07/2011	21/07/2011
	Handout 3.4 Water wisdom		20/04/2011						10/05/2011	28/05/2011	03/06/2011	12/06/2011	17/06/2011	21/07/2011	21/07/2011
	Handout 3.5 Blast off with breakfast		20/04/2011						10/05/2011	28/05/2011	03/06/2011	12/06/2011	17/06/2011	21/07/2011	21/07/2011
	Handout 3.6 My nutrition targets feedback		20/04/2011						10/05/2011	28/05/2011	03/06/2011	12/06/2011	17/06/2011	21/07/2011	21/07/2011
	Handout 3.7 Eat in a MEND-friendly way		20/04/2011						10/05/2011	28/05/2011	03/06/2011	12/06/2011	17/06/2011	21/07/2011	21/07/2011
	Handout 3.8 Sugar substitutes		20/04/2011						10/05/2011	28/05/2011	03/06/2011	12/06/2011	17/06/2011	21/07/2011	21/07/2011
	Handout 3.9 Savvy food shopping tips		20/04/2011						10/05/2011	28/05/2011	03/06/2011	12/06/2011	17/06/2011	21/07/2011	21/07/2011
4	Mind 1 - Goals and rewards	Theresa	27/04/2011	03/05/2011	10/05/2011	17/05/2011	21/05/2011	16/04/2011	10/05/2011	28/05/2011	03/06/2011	05/07/2011	12/07/2011	21/07/2011	21/07/2011
	Handout 4.1 Successful rewards		27/04/2011						10/05/2011	28/05/2011	03/06/2011	05/07/2011	12/07/2011	21/07/2011	21/07/2011
	Handout 4.2 MEND rewards pyramid		27/04/2011						10/05/2011	28/05/2011	03/06/2011	05/07/2011	12/07/2011	21/07/2011	21/07/2011
	Handout 4.3 Goals and rewards star chart		27/04/2011						10/05/2011	28/05/2011	03/06/2011	05/07/2011	12/07/2011	21/07/2011	21/07/2011
	Handout 4.4 MEND goals and rewards contract		27/04/2011						10/05/2011	28/05/2011	03/06/2011	05/07/2011	12/07/2011	21/07/2011	21/07/2011
5	Nutrition 2 - Refined versus Unrefined	Theresa	30/04/2011	05/05/2011	12/05/2011	21/05/2011	28/05/2011	16/04/2011	24/05/2011	02/06/2011	07/06/2011	17/06/2011	22/06/2011	24/07/2011	24/07/2011
	Handout 5.1 Unrefined foods		01/05/2011						24/05/2011	02/06/2011	07/06/2011	17/06/2011	22/06/2011	24/07/2011	24/07/2011
	Handout 5.2 Unrefined and refined grains		01/05/2011						24/05/2011	02/06/2011	07/06/2011	17/06/2011	22/06/2011	24/07/2011	24/07/2011
	Handout 5.3 Slow and fast-release grains		01/05/2011						24/05/2011	02/06/2011	07/06/2011	17/06/2011	22/06/2011	24/07/2011	24/07/2011
	Handout 5.4 MEND food and drink lists		01/05/2011						24/05/2011	02/06/2011	07/06/2011	17/06/2011	22/06/2011	24/07/2011	24/07/2011
	Handout 5.5 How can I eat more unrefined grains?		01/05/2011						24/05/2011	02/06/2011	07/06/2011	17/06/2011	22/06/2011	24/07/2011	24/07/2011
	Handout 5.6 Counting up activity time		01/05/2011						24/05/2011	02/06/2011	07/06/2011	17/06/2011	22/06/2011	24/07/2011	24/07/2011
	Handout 5.7 Unplug the TV!		01/05/2011						24/05/2011	02/06/2011	07/06/2011	17/06/2011	22/06/2011	24/07/2011	24/07/2011
	Handout 5.8 Be a MEND moving and grooving family		01/05/2011						24/05/2011	02/06/2011	07/06/2011	17/06/2011	22/06/2011	24/07/2011	24/07/2011
6	Mind 2 - Goals and rewards	Theresa	04/05/2011	10/05/2011	17/05/2011	24/05/2011	31/05/2011	16/04/2011	24/05/2011	02/06/2011	07/06/2011	15/07/2011	15/07/2011	20/07/2011	20/07/2011
	Handout 6.1 Hockey camp letter to John		04/05/2011						24/05/2011	02/06/2011	07/06/2011	15/07/2011	15/07/2011	20/07/2011	20/07/2011
	Handout 6.2 MEND goals and rewards contract		04/05/2011						24/05/2011	02/06/2011	07/06/2011	15/07/2011	15/07/2011	20/07/2011	20/07/2011
7	Nutrition 3 - Fats and sugars	Theresa	08/05/2011	12/05/2011	19/05/2011	26/05/2011	02/06/2011	16/04/2011	31/05/2011	08/06/2011	13/06/2011	24/06/2011	27/06/2011	21/07/2011	21/07/2011
	Handout 7.1 MEND-friendly fat guide		08/05/2011						31/05/2011	08/06/2011	13/06/2011	24/06/2011	27/06/2011	21/07/2011	21/07/2011
	Handout 7.2 Easy ways to reduce fat in your family's diet		08/05/2011						31/05/2011	08/06/2011	13/06/2011	24/06/2011	27/06/2011	21/07/2011	21/07/2011
	Handout 7.3 The real scoop on sugar		08/05/2011						31/05/2011	08/06/2011	13/06/2011	24/06/2011	27/06/2011	21/07/2011	21/07/2011
	Handout 7.4 Sweet satisfaction - MEND style		08/05/2011						31/05/2011	08/06/2011	13/06/2011	24/06/2011	27/06/2011	21/07/2011	21/07/2011
	Handout 7.5 So ... how much sleep do MEND kids need?		08/05/2011						31/05/2011	08/06/2011	13/06/2011	24/06/2011	27/06/2011	21/07/2011	21/07/2011
8	Mind 3 - External triggers	Theresa	11/05/2011	17/05/2011	24/05/2011	31/05/2011	07/06/2011	16/04/2011	07/06/2011	14/06/2011	13/06/2011	24/06/2011	24/06/2011	24/07/2011	24/07/2011
	Handout 8.1 External triggers		11/05/2011						07/06/2011	14/06/2011	13/06/2011	24/06/2011	24/06/2011	24/07/2011	24/07/2011
9	Nutrition 4 - How to be a MEND detective	Theresa	15/05/2011	19/05/2011	28/05/2011	02/06/2011	09/06/2011	16/04/2011	31/05/2011	08/06/2011	13/06/2011	28/06/2011	28/06/2011	28/07/2011	28/07/2011
	Handout 9.1 MEND detective label reading rules		15/05/2011						31/05/2011	08/06/2011	13/06/2011	28/06/2011	28/06/2011	28/07/2011	28/07/2011
	Handout 9.2 Food labels		15/05/2011						31/05/2011	08/06/2011	13/06/2011	28/06/2011	28/06/2011	28/07/2011	28/07/2011
	Handout 9.3 Salt shake-up		15/05/2011						31/05/2011	08/06/2011	13/06/2011	28/06/2011	28/06/2011	28/07/2011	28/07/2011
10	Mind 4 - Role modelling healthy behaviours	Theresa	18/05/2011	24/05/2011	31/05/2011	07/06/2011	14/06/2011	16/04/2011	07/06/2011	14/06/2011	21/06/2011	24/06/2011	24/06/2011	25/07/2011	25/07/2011
	Handout 10.1 Role modelling healthy behaviours		18/05/2011						07/06/2011	14/06/2011	21/06/2011	24/06/2011	24/06/2011	25/07/2011	25/07/2011
	Handout 10.2 Family priorities and rules		18/05/2011						07/06/2011	14/06/2011	21/06/2011	24/06/2011	24/06/2011	25/07/2011	25/07/2011

# Canadian versions



- MEND 7-13 complete, rollout phase
- MEND 2-4 pilot phase, Q1 2012 rollout
- MEND 5-7 available in 2013

# Alberta on the MEND!



# Evaluation of scale-up and spread of MEND in Canada



- Understanding the barriers and supports to successful scale-up and spread of MEND in the Canadian context is essential
- Important opportunity to study the MEND adaptation, pilot and implementation in Alberta
- Research conducted by Diane Finegood, Kim Raine, John Spence
- Wide range of knowledge users: AHS, MEND, community organisations
- Acknowledgement: funded by CIHR



# Agenda

- The problem
- MEND
- Evaluate (efficacy and effectiveness)
- Canadian adaptation

 • Future

# What has been achieved?



**60,000**

participants have attended a MEND program

**11**

year evidence base

**3**

RCTs in progress

**3,000**

MEND Leaders trained

**7**

countries

**4,000+**

Attended MEND's obesity awareness training

# Future



- Continue to develop evidence-based and outcome driven lifestyle interventions for different ages, stages and delivery channels
- Established an independent group, to guide MEND's research strategy and conduct independent research



# MEND International Research Group (MIRG)



## MIRG members \*

Nancy Butte

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Eric Finkelstein

Deanna Hoelscher

Peter Hovmand

Terry Huang

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**Kim Raine**

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University of Texas (US)

Washington University (US)

University of Nebraska (US)

University of California (US)

**University of Alberta (Canada)**

National Obesity Observatory (UK)

University College London (UK)

**University of Alberta (Canada)**

Deakin University (Aus)

University of Oxford (UK)



# Future



- Continue to adapt and scale interventions in the UK, Canada, USA, Australia, Denmark, New Zealand and Saudi Arabia
- Gain better understanding of obesity by using a wide range of methodologies – population level, system dynamics, RCTs, longitudinal, qualitative, etc.
- Compare interventions internationally and share findings e.g. Aboriginal communities in Australia and Canada



# Acknowledgements





Thank you!

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