

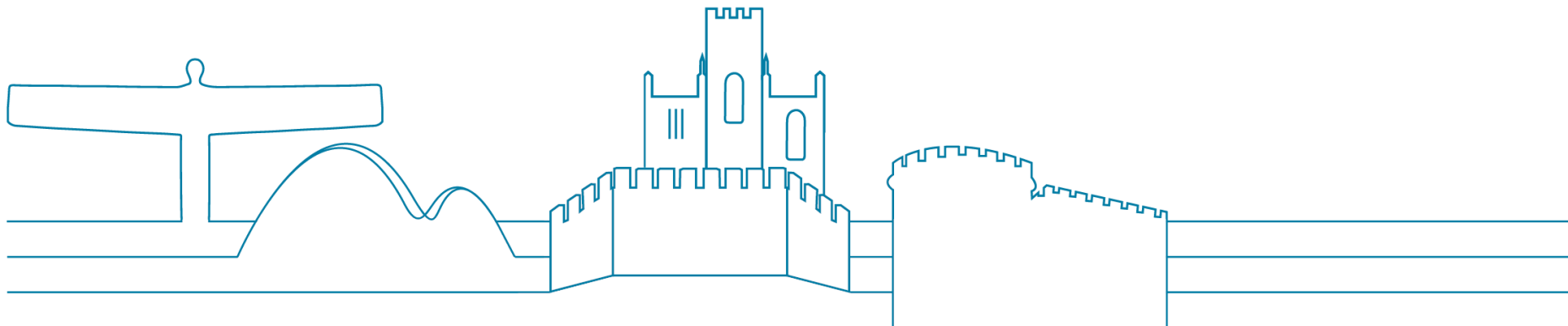
NHS DIGITAL WEIGHT MANAGEMENT PROGRAMME



Can all attendees please have their cameras and
microphones turned off

Please use the chat function to ask any questions, we
hope to answer them during the Q&A session

Thank you



NHS DIGITAL WEIGHT MANAGEMENT PROGRAMME

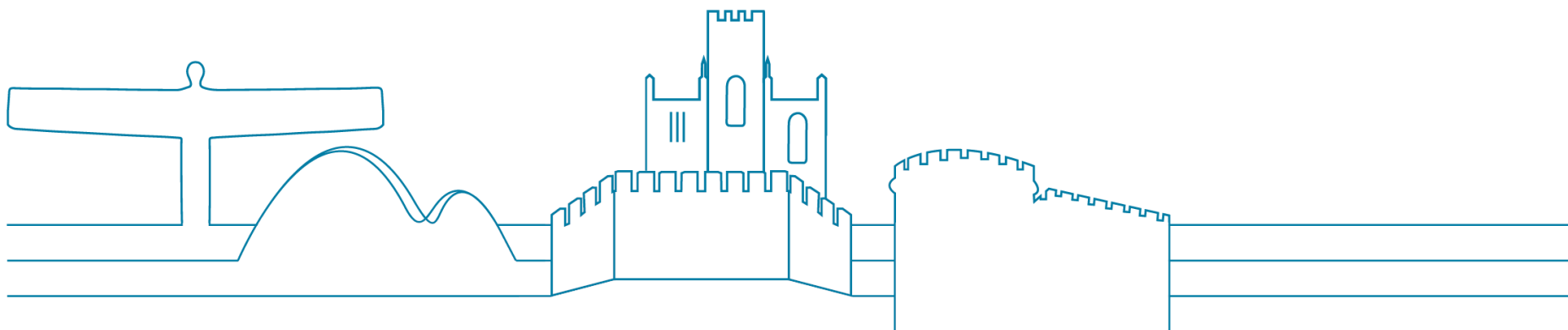


Will Smith

Strategic Manager Healthy Weight & Treating Obesity NENC ICS

Dr Vijayaraman Arutchelvam

Clinical Lead Healthy Weight Treating Obesity, NENC ICS



NHS Digital Weight Management Programme (DWMP)



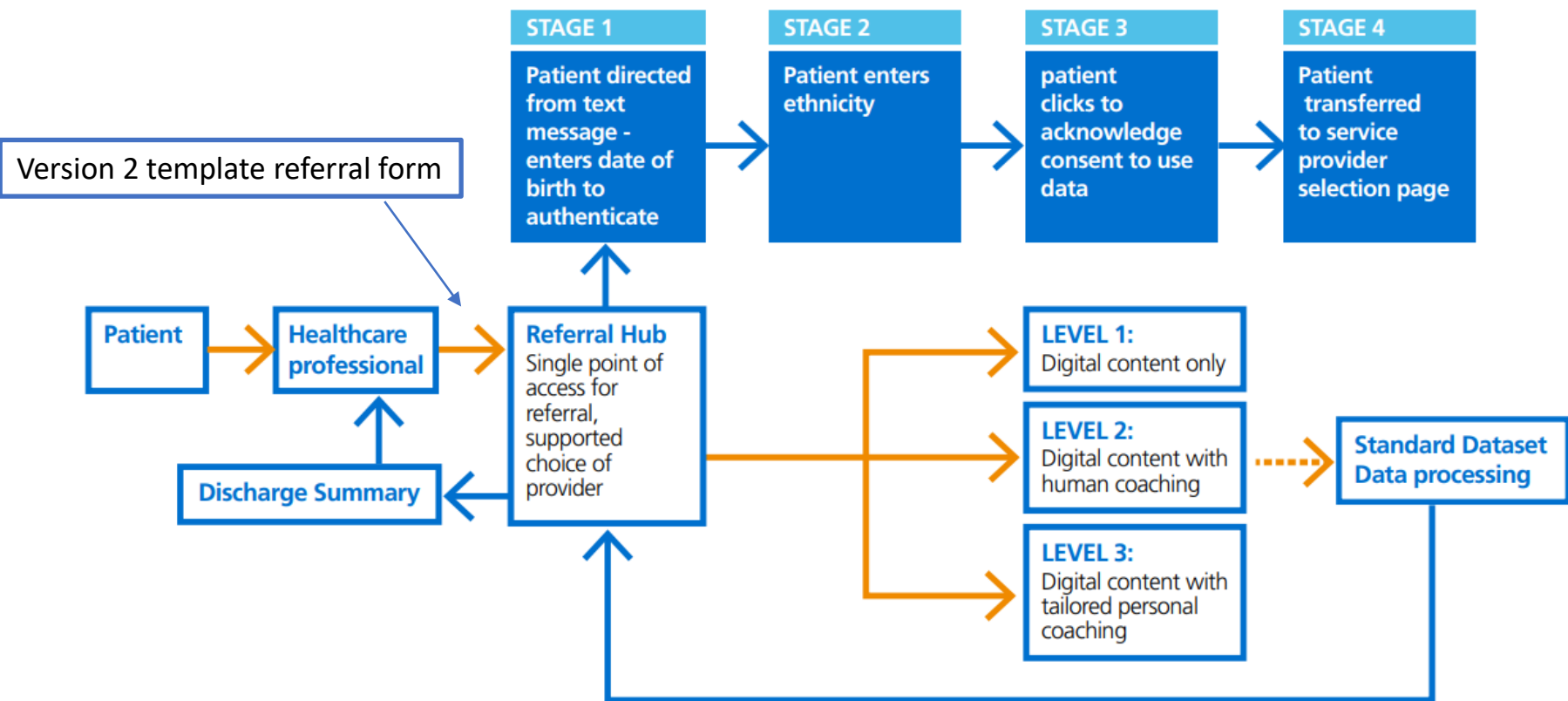
- Purpose of the session is to raise awareness of DWMP, new referral template, overview of providers and some examples of good practice to support management of the referral process.
- The NHS DWMP offers online access to programmes to those living with obesity who also have a diagnosis of diabetes, or hypertension, or both. It is designed to offer patients a personalised level of support to help them to manage their weight and improve their longer-term health outcomes.

Useful Information for the Digital Weight Management Programme

- NHSE [DWMP GP Referral Toolkit](#) has full details, including an infographic, on the process.
- Up until December 2022 versions 1 and 2 referral templates for the NHS Digital Weight Management Programme were running in parallel. Version 1 of the referral template was phased out on the **31st of December 2022**. GP practices **must** send referrals to the version 2 service (found using ST4 4LX postcode) on the e-RS using the version 2 referral template.
- If you work in a General Practice, referrals are made via the NHS DWMP referral template on e-RS systems EMIS, SystemOne and Vision. To upload templates to your General Practice system go to: <https://templates.wmp.nhs.uk/>
- To find the service on e-RS you can watch this [video](#). Up till 3:24 on the video shows how to make a referral on EMIS. From 3:24 demonstrates how to make a referral on the e-RS system.
- The NHS Digital Weight Management Programme patient leaflet can be found [here](#)
- NHS Digital Weight Management Programme FAQ



Referral pathway



Triage Process

A triage tool will be used to assign people to intervention levels based on likelihood of non-completion of the programme. This takes into account:

- **Age group**
- **Sex**
- **Ethnicity**
- **Socioeconomic deprivation**

Participants will be assigned to an intervention level, and will select a weight management plan provider.

LEVEL 1:
Digital only

LEVEL 2:
Digital with human coaching
(50 minutes)

LEVEL 3:
Digital with human coaching plus
(100 minutes)

The Providers and Levels of Intervention for the Digital Weight Management Programme (DWMP)



Level 1:
Digital content
Only

Morelife

Slimming World

Second Nature

Xyla Healthcare

Level 2:
Digital content with
personal coaching

Morelife

Oviva

Xyla Healthcare

Level 3:
Digital content with tailored
personal coaching

Liva Healthcare

Second Nature

Xyla Healthcare



Learn about the psychology of weight management



Develop and maintain healthy eating behaviours



Nutritional tips and healthy recipes

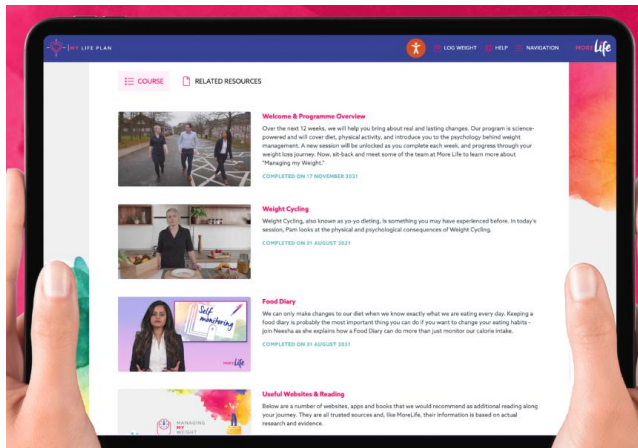


Peer group support and webinars by our expert dietitians



Helpdesk to answer all your questions

- MoreLife's aims is make the lives of individuals healthier, through healthy lifestyle behavioural interventions such as weight management, giving up smoking, NHS Health Checks, healthy eating or improved physical activity. They work with individuals on their own, with their families, within groups from the local community, school or workplace.
- Their remote learning packages, help bring about real and long-lasting changes through proven, science-powered programmes available from the comfort of patients' own home at any time to suit them. Resources are unlocked weekly, delivered in structured sessions featuring videos, activities, podcasts, quizzes and blogs developed by their team of psychologists and dietitians.



<https://www.more-life.co.uk/what-we-do/our-services/the-nhs-digital-weight-management-programme/>



- Slimming World now works in partnership with a range of health providers and currently have around 90 weight loss referral schemes in place. The cost of these is subsidised by Slimming World. Studies show that NHS patients who are referred lose an average of 4% of their body weight in 12 weeks; this increases to 5.5% for those who attend at least 10 out of the 12 sessions.
- Digital Only Service – Allows patients to lose weight with their super-effective digital programme, Slimming World Online. It's rooted in the psychology of slimming, it's easy to use wherever they are, and it puts the patients in control.



<https://www.slimmingworld.co.uk/health/swor/how-does-it-work.aspx>

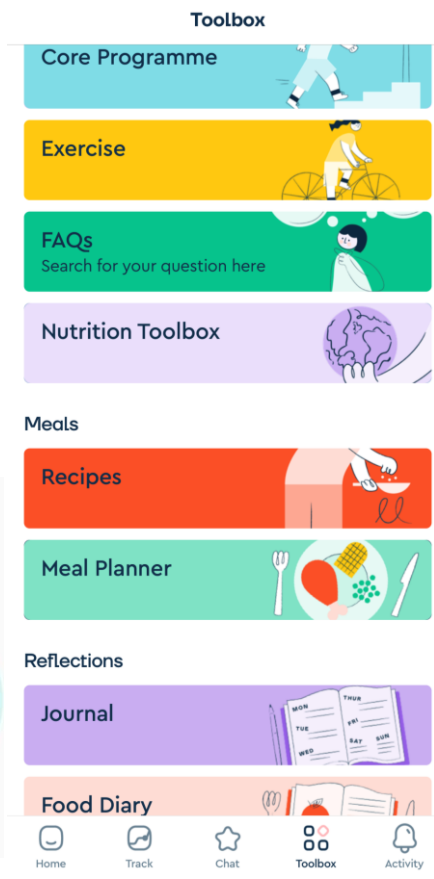
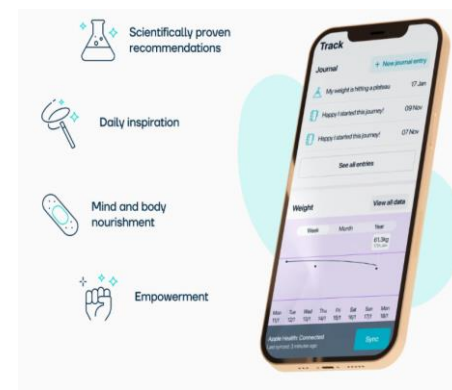
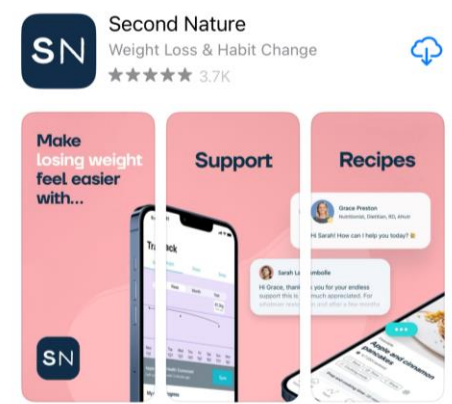
SECOND NATURE

Second Nature helps you lose weight without counting calories or feeling hungry. The holistic approach to weight loss focuses on nutrition, exercise, mindset, sleep, and stress, to help you keep the weight off in the long term and break the 'yo-yo' dieting cycle. Eat real food, lose weight, and make lasting healthy changes. Using behavioural science, the app makes it easy for you to form new healthy habits - ones that help you eat better, sleep better, and feel better. The programme focuses on three areas that lead to long-term habit change: tracking, support, and education.

When you sign up for the programme, you receive:

- Dedicated support from a nutrition professional
- Support from a digital peer group
- Hundreds of delicious, culturally diverse recipes with videos that encourage a celebration of eating- access to hundreds of balanced recipes that cater to all dietary preferences
- Daily scientific articles, supporting the science and psychology behind eating patterns
- In-app meal planning and journaling tools
- Steps, weight, and habit tracking technology

Specifically tailored to patients: To get started the patient takes a quiz to determine how they want to lose weight.



<https://www.secondnature.io/guides>

Our Wellbeing Way health app, which you'll use to access the program.

Webinars

Human coaching and dedicated support from a nutrition professional

Podcasts

Interactive educational modules

Quizzes

Exercise videos

Blogs

Articles

Recipes



<https://xylahealthandwellbeing.com/our-services/weight-management/nhs-digital-weight-management-programme/>

Wellbeing Way is the weight loss programme that helps you take the small steps towards big changes. The programme is personalised to you and your needs. We gather information on your current activity levels and dietary and lifestyle preferences before producing your bespoke lifestyle plan. Our exercise partner, EXi will personalise your physical activity programme for you and your individual needs. The programme includes:

- Free, 12-week, digital support for adults living with obesity and either hypertension or diabetes, or both.
- Using information on patients current activity levels and dietary and lifestyle preferences, they'll tailor the patients programme experience.
- This engaging, informative, accessible, and interactive digital programme is delivered through their bespoke Wellbeing Way App.
- They have also partnered with EXi to support patients in achieving their activity goals.
- Developed by physiotherapists, EXi analyses their health status and activity habits to prescribe a personalised physical activity programme set at exactly the right intensity for the patients.





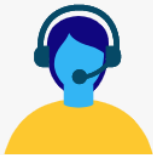
The remote programme provided by Oviva is a highly engaging app-based digital service. This support is available from the comfort of your own home, at a time that suits you.

Oviva will work with you to develop a plan tailored to your needs. As part of your plan, you will be matched with either a personal health coach or a community group made up of people also on the programme to support you in making changes.

When you join Oviva, you'll be given all the tools you need for your weight loss journey:

- 1-to-1 coaching from a personal dietitian across 12 weeks
- Free lifetime access to the Oviva app for:
 - videos, podcasts, meal plans, recipes and quizzes
- Simple weight, food and activity tracking to see your progress each week
- Motivational and encouraging peer group chats

[NHS Digital Weight Management | Oviva UK](#)



1-to-1 coaching with your own coach



Peer group chats



Improve your diet and exercise habits



Available on the NHS at no cost to you



Live video kick-off session



Weekly personal coaching



Group support



Tired of dieting and not achieving long-lasting results? *Start the last weight loss programme you'll ever need with the award-winning Liva programme. With tailored professional guidance and ongoing support from a personal health coach of your own choice, we are here to help you develop healthier habits that last. Throughout the 12-week programme, your personal health coach will guide you step by step towards a healthier lifestyle. The programme helps you to achieve your individual goals and empowers you to make your new healthy habits stick around even after the programme ends.*

How it works?

- Download the user-friendly Liva app - we will send you step-by-step instructions.
- Pick your own personal health coach and book your 45-minute live video kick-off consultation. You will get to know your personal coach, set up realistic goals and build a customised lifestyle plan together.
- Over the next 12 weeks, you will receive weekly coaching through videos and texts on the app. Your coach will send you inspirational recipes, nutrition advice, exercise routines, and more, all based on your personal needs and the progress you're making.

Alongside personal coaching, you can access groups of people on the same programme where you can share experiences and get inspired by each other.



Tailored lifestyle plan



Track your progress



Diet and exercise advice



Reaching Eligible Patients



Social Prescribing

Empowering individuals, building communities

HEALTH COACHES

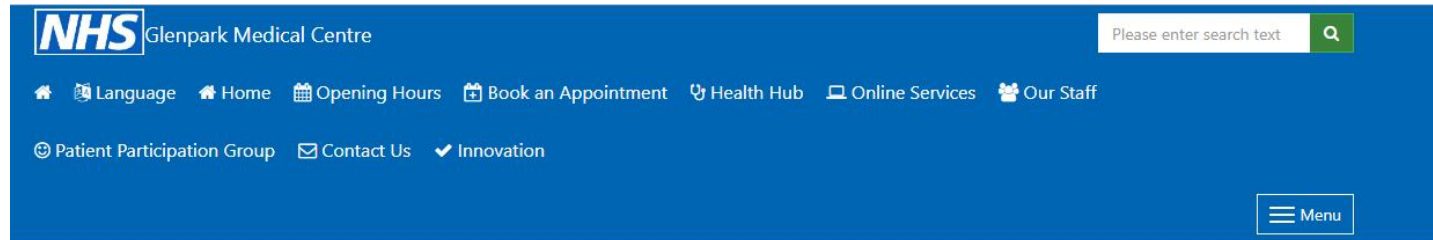
STAY ACTIVE EAT BETTER LIVE HAPPY



Referral template examples

- <https://www.teamsmedicalpractice.nhs.uk/nhs-digital-weight-management-programme>
- <https://www.baymedicalgroup.co.uk/nhs-digital-weight-management-programme>
- <https://www.glenparkmedicalcentre.co.uk/nhs-digital-weight-management-programme>
- <https://www.bloomsburysurgery.nhs.uk/digital-weight-management>
- <https://www.lhmp.co.uk/health-advice/the-nhs-digital-weight-management-programme/>
- <http://leyburnmedicalpractice.co.uk/index.php/weight-management/>

Referral template examples



NHS Glenpark Medical Centre

Please enter search text

Language Home Opening Hours Book an Appointment Health Hub Online Services Our Staff

Patient Participation Group Contact Us Innovation

Menu

NHS Digital Weight Management Programme

This is a **free** 12-week NHS programme designed to **support** you to be **more active** and **lose weight**, develop **healthier eating habits** and provide lots of structured support available on your smartphone, tablet or computer.

Managing your weight is **extremely important** in order to decrease your risk of various health conditions, including cardiovascular disease, mental health problems, Type 2 Diabetes, joint problems, and some cancers.



1

PLEASE ANSWER THE QUESTIONS BELOW IF YOU WOULD LIKE TO BE CONSIDERED FOR REFERRAL OF THE NHS DIGITAL WEIGHT MANAGEMENT PROGRAMME.

What is your forename? *

< Q1 Q12 >

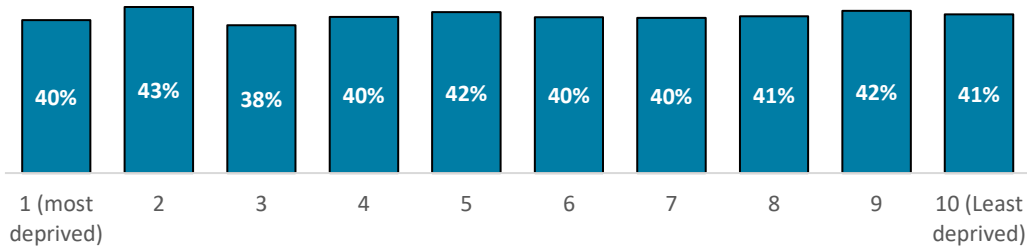
*This is only suitable for you if you are **over 18**, with **diabetes, high blood pressure or both** and you have a **BMI over 30**, or **over 27.5** if from Black, Asian or ethnic minority background (as we know people from these ethnic backgrounds are at an increased risk of conditions such as Type 2 diabetes at a lower BMI)*

*You will also only be eligible to take part in the NHS Digital Weight Management Programme if you have a **smartphone, tablet or computer** with internet access*

Population Health Management Approach

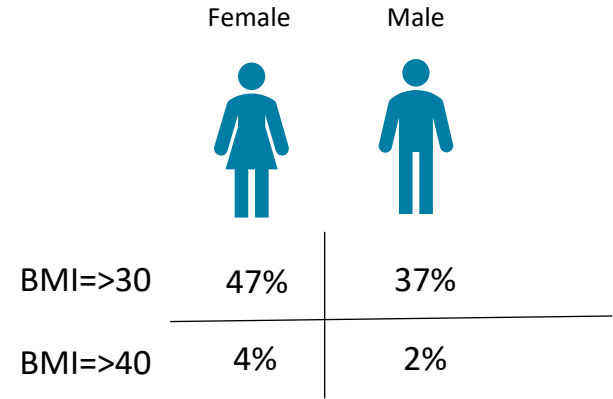
For every 1,000 people living in **319** have a BMI greater than 30 and **27** a BMI greater than 40

% of individuals within each IMD decile with a BMI >=30

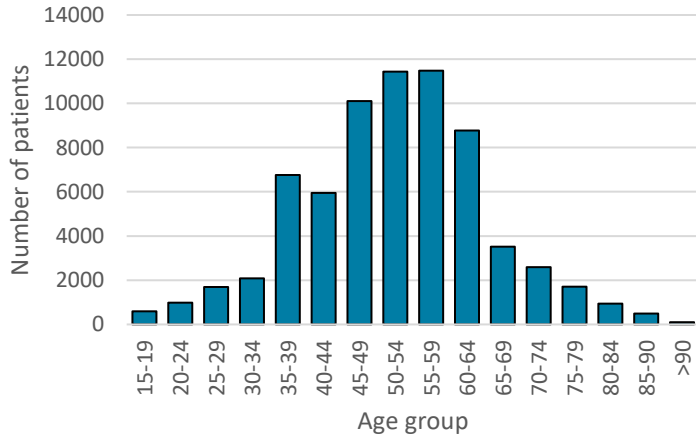


Demographics

Increased weight by Gender



Number of individuals with a BMI >=30 by age group



3,173 (21%) individuals of a 'non-white' ethnicity have a BMI >=30. 187 have a BMI >=40

77% of patients have had their BMI recorded within the last 3 year.

DWMP BEHAVIOURAL INSIGHT PROJECT

JAN 2023

**DRUMMOND
CENTRAL**

THE SCOPE OF OUR STUDY:

To gather behavioural insight into the enablers and barriers experienced by adults in relation to increasing uptake of **digital weight management services (DWMP)** within the most deprived communities in NENC.

THE SCOPE OF OUR STUDY:

**DEFINE
DIAGNOSE**



Behavioural insight element

- Range of stakeholders e.g. Public Health at LAs
- Primary care staff / Social prescribers (29)
- Users/potential users - living with excess weight (45)



DESIGN



Develop concepts for interventions (comms and others) to encourage engagement with DWMP.

EVALUATE



Build, prototype and evaluate intervention(s).
(Not in scope.)



SUMMARY OF THE STRATEGY



Increasing supply (alleviating funnel)

Environmental Restructuring

Widening referral partners

Next Steps:

Unlikely at this time. Needs further exploration and discussion at a national and/or regional PH level. Potential to pick up again if small/LA level pilot could be agreed

Education, Training & Persuasion

- Bringing clarity to who can refer to the DWMP
- Properly educating & engaging HCPs about DWMP
- Giving HCPs the tools they need to engage with the right service users about DWMP.

Next Steps:

1. Co-creation working session (participants tbc) to map and audit existing DWMP comms journey, understand how it is practically used, what works and what doesn't. Explore what has worked for other preventative measures e.g. Smoking Cessation
2. DC Creative brief.

Increasing demand (circumnavigating funnel)

Environmental Restructuring

Allowing service users to self-refer / widening referral opportunities.

Next Steps:

Unlikely at this time. Needs further exploration and discussion at a national and/or regional PH level. Potential to pick up again if small/LA level pilot could be agreed

Education / Persuasion

Raising awareness of DWMP amongst service users at preparation stage of change.

Next Steps:

1. Define key audience(s) to test potential interventions.
2. DC Creative brief.

Education / Persuasion

Raising awareness of DWMP amongst service users at pre-contemplation & contemplation stages of change.

Next Steps:

Out of scope. Too big and complex a task to be effectively solved within boundaries of this project. Needs further exploration and discussion at a national and/or regional PH level. Potential to pick up again if small/LA level pilot could be agreed

Enablement / Training

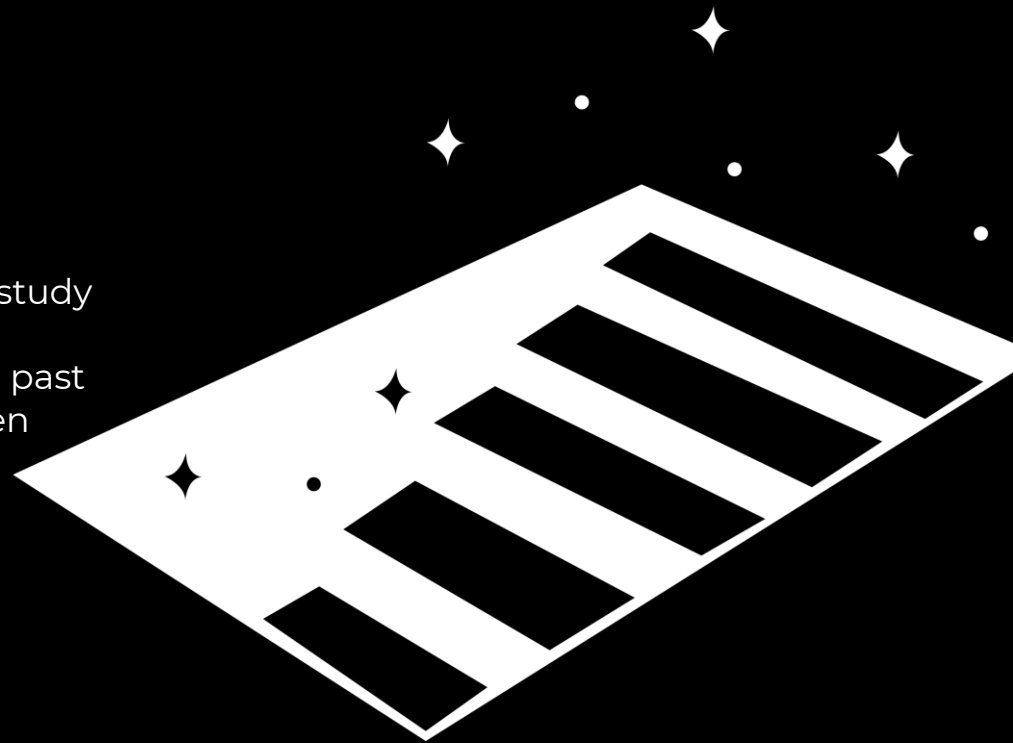
- Creating short cuts of ease of use, sign up help and support.
- Enabling those who are not digital savvy.
- Creating check-ins to maintain engagement and accountability

Next Steps:

Forms part of DC creative brief once key audience(s) has been defined.

WE WOULD LIKE YOUR HELP

- Further consultation with prescribers
- We would like to invite you to participate
- Flexible to fit around your schedules
 - Video call
 - Between 20-45 minutes according to availability
 - Materials sent in advance related to the study with more detailed findings and some preparation before the interview around past behaviour change comms that have been effective / not effective.



Enhanced Weight Management Specification Referral Scheme



- GPs receive £11.50 for each weight management referral they make into either the DWMP, LA tier 2 service, diabetes/ low calorie diets.
- GPs will be able to refer into the services in 2023 but the £11.50 payment has not yet been confirmed for 2023. More info here: [NHS England » Weight Management Enhanced Service 2022/23](#)

DWMP FAQ's

- **What is the eligibility criteria for the programme? Patients must be:**
 - Over the age of 18
 - Have a BMI of 30+ (adjusted to >27.5 for people from Black, Asian and ethnic minority backgrounds)
 - Have a diagnosis of diabetes (type 1 or type 2) or hypertension or both
- **Do you know if the DWMP will eventually be rolled out to people with no comorbidities?**
 - There is no plans to do this currently, the NHS Better Health programme is available to everyone.
- **Can the patient choose the level intervention they would like?**
 - Yes, the patient will receive a text message asking them to choose the level of intervention and then the provider of their choice.
- **How do we refer into the programme?**
 - GP practices can download the e-Referral form template [here](#). Please use ST4 4LX postcode on the e-RS. A video to help support the referral process can be found [here](#).
- **Is the programme available in multiple languages?**
 - Some of the providers do offer additional languages.
- **Can Nurses refer patients into the service?**
 - Yes, as long as they are based in a General Practice.
- **Is the programme suitable for pregnant women?**
 - We do not recommend pregnant women are put on any weight loss programme during their pregnancy, however the women can be referred postnatally where appropriate.

Other Resources Available

For guidance on speaking to service users about weight management, follow the principles outlined in the Obesity Language Matters Guide: <https://easo.org/talking-about-obesity-obesityuk-language-matters-guide/>

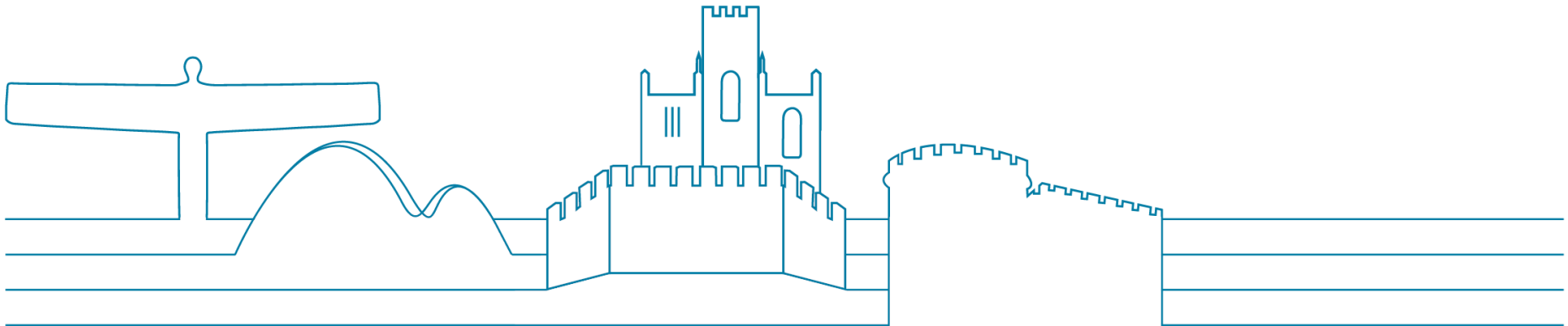
Healthy Weight Coach – supporting people with living with overweight or obesity to help them make positive changes to their health:

<https://www.e-lfh.org.uk/programmes/healthy-weight-coach/>

Providing weight management programmes for people living with obesity:

<https://evidence.nihr.ac.uk/how-local-authorities-can-reduce-obesity/report/providing-weight-management-programmes/>

Q&A



**If you have any further questions please
don't hesitate to email us
necsu.healthyweight@nhs.net**

