

More Active Health

A new six-week programme to improve customer experience



What is More Active Health?

More Active Health is a six-week programme designed to be used by fitness instructors to help adults adopt healthy habits and lead a healthier life. It was written by MEND for the Fitness Industry Association (FIA) and supports the MoreActive4Life campaign.

The programme has already helped leisure and fitness centres across the UK boost revenue, attract new customers and improve customer-experience.

Training and resources

All of the training and resources to deliver More Active Health are provided in a **low-cost and easy to use format**. Online training is provided for an unlimited number of instructors to become More Active Health coaches. A secure online system allows coaches to record customer details including pre- and post programme questionnaire results so that you can monitor the impact you're having.

What the customer receives

Customers receive a self-help guide on how to adopt healthy habits, as well as a number of tools and resources designed to encourage change and make things fun! They are then supported by the health coach to choose two to three behaviours they wish to adopt over the six-week period. The health coach provides advice and guidance on the facilities and activities available to help the customer achieve their goals.

The experts

More Active Health has been designed and developed by MEND (Mind, Exercise, Nutrition...Do it!), who are experts in psychology, nutrition and physical activity. The programme uses evidence-based behaviour change techniques to empower customers to lead a healthier life.

In a nutshell

- Six-week duration with option of running in 1:1 or group sessions
- Convenient online training for instructors to learn health coaching skills
- Flexible – can be used for a six-week membership campaign, as part of a standard induction process, health referral programme, member gift or a personal training programme
- Online tracking system to monitor impact and outcomes
- Evidence-based programme that has been developed by specialists
- Department of Health approved

To find out how More Active Health can be delivered in your centre and help you reach your goals contact Jonathan Scott at MEND on 07515 612 263 or jonathan.scott@mendcentral.org

