

## Virgin Pulse Approach to Weight Loss and Diet

*An excerpt from the larger Virgin Pulse content strategy*

We recognize that the topic of weight is personal and complex, and we understand the mental, emotional, and physical implications of a weight-centric approach of dieting and weight cycling. As an organization and specifically in our content, we seek to consider the cultural and social drivers of health and the impacts of weight stigma and bias. Our aim is to educate, support, and cheer all people wherever they may be along their health and wellness journey.

At Virgin Pulse we recognize that “weight” is influenced by modifiable and non-modifiable factors that can be positive or negative, and acknowledge weight is complex and individualized.

As an organization we take a weight-inclusive approach that follows the following principles:

- Do not harm
- Create practices, behaviors and environments that are sustainable
- Keep a process focus rather than end-goals for day-to-day quality of life
- Incorporate evidence in designing interventions
- Include all bodies and lived experiences, a norm of diversity
- Increase access, opportunity, freedom and social justice
- Given health is multidimensional, maintain a holistic focus
- Trust that people (and bodies) move toward greater health given access and opportunity

Our approach centers around health-promoting behaviors and positive outcomes outside of just scale weight.

We seek to meet members where they are at and help members build habits and patterns that are flexible, accessible and individualized. We focus on educating on and assessing all factors that impact weight including but not limited to: media, social, psychological, economic, food, activity, infrastructure, developmental, biological and medical.

We support an ant-diet approach and recognize that interventions are most likely to be effective when they consider the SDoH, needs and motivations and implementation context (Davies and Macdowall, 2006 and Glanz and Bishop, 2010).

We have been actively working on our content to reflect this very thing. We've recently made significant changes to how we approach the topic and conversation of weight to include:

- Removing terminology around "calories", "diets" and other weight centric language in our cards and Journeys.
- Launching a "Health for Every Body" Journey that highlights body acceptance, encourages healthy behaviors (weight aside) and educates on the implications of media and other outlets have on our self-image.
- Removing any language that shames body size or food choices and instead, encourages self-awareness and positive new behaviors to engage in.
- Including powerful self-reflection questions and call to action items in Journey's and cards.

Our new clinical excellence team is also working to assess and review all content as well as the entire VP experience to ensure that it reflects the approach identified above. That team includes a Registered Dietitian who specializes in an anti-diet approach and disordered eating.