

BRINGING IT ALL TOGETHER
MAINTENANCE
MARKETING

Week 9

BRINGING IT ALL TOGETHER

3 Phases

- Preparatory Phase
- Changing Habits Phase
- Maintenance Phase

1) Preparatory Phase

EMAIL BEFORE FIRST SESSION

Welcome to the
programme doc

Terms & Conditions

How confident are
you.....
(self efficacy
questionnaire)

Link to EDE-Q on
Novopsych
(alternatively do
SCOFF in first session)

1) Preparatory Phase cont.

FIRST SESSION

- History taking
 - INTAKE QUESTIONNAIRE Commitment scales (within the intake questionnaire)
- Assessments
 - EDE-Q or
 - SCOFF

 - Optional (available also on Novopsych website)
 - GAD – assessing anxiety
 - PHQ-9 – assessing depression
 - (In my opinion

1) Preparatory Phase cont.

Psychology of weight loss

Helping client understand how the brain works

Neuroplasticity

Jungle Pathway

Chimp Paradox

Short Power Point Presentation

1) Preparatory Phase cont.

Providing Nutritional Guidelines

Ask client not to make dietary changes immediately

Rather familiarise with handouts and focus on “Reasons Why”

1) Preparatory Phase cont.

Establishing relationship

Be curious

Reflecting answers

Empathy

Not being the expert

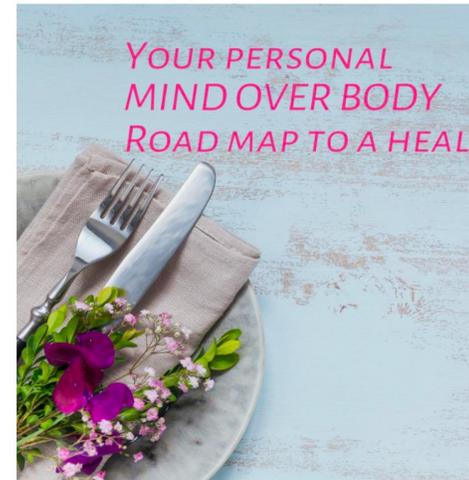
Working alongside the client

2) Changing habits phase

- a) Giving daily credit
- b) Completing food diary
- c) Self-assessment
- d) Goal setting
- e) Mindful Eating
- f) Sabotaging thinking (index cards)
- g) Triggers/Cravings/Emotions
- h) Nutrition

3) Maintenance Phase

Road Map to a healthy
lifestyle



 *Mind Over Body*
WEIGHT MANAGEMENT

This is your very own personalised "Road Map" to achieve and maintain a healthy lifestyle.

Use the following pages to reflect and consolidate what you have learned over the past 8 weeks about yourself and how you relate to food.

You can print the book off and fill it in with your own insights and strategies you have developed over the past 8 weeks.

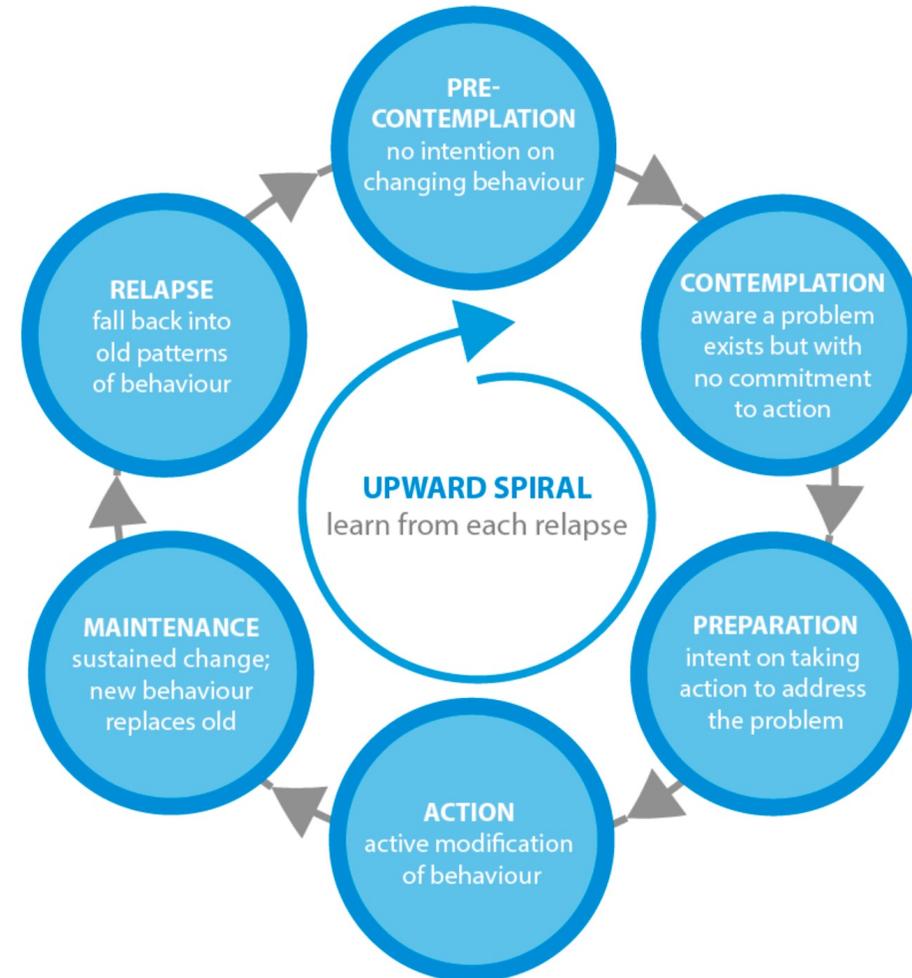


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Created by Susi Lodola

 *Mind Over Body*
WEIGHT MANAGEMENT

CIRCLE OF CHANGE

STAGES OF CHANGE



ROLE PLAY

MARKETING YOUR BUSINESS

- Vistaprint.co.uk
- Print leaflets CBT for weight management
- Contact local GP's
- Local schools - adult education
- Local community centers
- Using social media
- Online groups
- Parish halls
- Fitness center
- License agreement/ on my website
- Further training?

Certified Therapists



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