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Mapping Coaching and Mentoring Skills to Support Weight Literacy: Greek Report

Yiannis Kardoulis

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The "Discussion Papers" series aims at widely disseminating the research results of KMOP's various activities, stimulating academic discussion and offering a forum for new approaches on contemporary social issues.

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Abstract

Background: As an obesity epidemic is rising in Europe, the aim of this Report is to address the current situation and trends on weight and weight management in Greece, the approaches and methodologies mostly used by professionals in the field, the current state of affairs and the needs and challenges of overweight adults in order to offer a unique set of solutions based on coaching/mentoring.

Methodology: National statistics on obesity, key determinants, key stakeholders, current initiatives and current best practices were collected. Further research focused on collecting the perspectives, opinions and needs on weight management and weight literacy via focus groups, with overweight adults of low socioeconomic groups (7 people; 6 female and 1 male) and with health professionals (6 people; 3 female and 3 male); and online surveys of overweight adults (19 people; 14 female and 5 male) and health professionals (15 people).

Results: There is limited credible information about training or coaching/mentoring initiatives that focus on obesity and weight management in Greece. Results from the focus groups and online questionnaires indicated that people with weight issues, have difficulty following specific diet plans without coaching/mentoring support and think that they would benefit from interactive educational training and coaching sessions. From the health professionals' perspective, it was clear that dietetics professionals need to gain more practical knowledge on coaching techniques.

Conclusion: Greece faces a dramatic shift in dietary habits that affects the health of the population. Initiatives focusing on Weight Management and weight literacy of the population that offer educational and coaching tools would be beneficial.

Executive Summary (English)

Overview

The National Framework Report for Greece aims to address the barriers to weight control in obesogenic environments with a focus on specific coaching and mentoring skills needed to make effective interventions.

Europe is currently facing an obesity epidemic that affects the health and wellness of the population.

Greece in particular ranks 3rd in obesity rates at international level, as 71.4% of men and women aged 20+ are overweight or obese. Greece also ranks first in overweight and obesity rates of children among the OECD member countries.

Obesity is linked to the education level and socioeconomic status of the population.

Greek eating habits have changed in the recent years. The traditional Mediterranean diet has been transformed to one with more meat, more processed foods, more sugar and less legumes and cereals.

The lack of nutrition education has led to a misinformed population victimized by marketing which, in conjunction with the financial crisis and the need for cheap food solutions, has led to confusion.

European policies proposed have not been implemented due to lack of funding.

The Ministry of Health along with several departments of the University and a number of NGOs have taken some initiatives to inform and train the public, however these actions have been limited.

Findings and Conclusions

Focus Group findings

In order to explore the training and educational needs of overweight adults as well as health professionals, adult educators, coaches and mentors, two focus groups were organized, one with overweight adults and a second one with health professionals working with overweight and obese adults.

Overweight Adults

- All participants agreed that coaching and mentoring support could be very helpful in controlling and managing weight.
- They believe that an e-learning platform should be a secondary tool to be used in combination with one-to-one or group coaching.
- They would also like to be trained in mindfulness and positive psychology techniques, have access to practical nutrition tips and other digital tools aiming to increase knowledge and track progress, offer encouragement and motivation and enhance compliance.

Professionals

- All professionals would like to know more about the approaches mentioned in the focus group (especially mindfulness and positive psychology).
- All agree that stress and low self-esteem affect weight management and need to learn more on specific assessment protocols as well as practical tools to increase positive psychology.
- They believe that an online platform would be supportive to their practice.

Online questionnaire findings

Overweight Adults

- From the coaching techniques proposed, mindfulness ranked higher amongst them, followed by positive psychology and NLP. Self-hypnosis ranked low on their preferences.
- Most respondents reported face-to-face learning or from a mentor to be most preferable.
- In terms of features of the online tools, they chose in order of preference: quizzes, email-based learning, games, a mobile app, a chat/ forum function, rewards for achieving challenges, while one respondent answered a mobile app to record food and weight.
- In terms of teaching subjects, they chose in order of preference: myths and facts about food and exercise, physical exercise tips, food label reading, impact of healthy living on weight, healthy cooking suggestions, building motivation & boosting self-esteem, portion suggestions and lastly caloric guide.

Professionals

- Most answers obtained from the professionals' questionnaire coincide with the ones obtained from the overweight adults' questionnaire with regard to possible features and tools.
- Most professionals stated that there is a number of important skills they need to have in order to deliver effective coaching and mentoring interventions such as: psychological support skills, empathy, listening skills, adaptability, flexibility, acceptance and mindful eating skills.

Recommendations

It seems that there is a great will for both overweight adults and professionals to learn new techniques in the field of weight management. All see the perspective of the combination of an online educational platform and one-on-one or group coaching positively.

Executive Summary (Greek)

Εισαγωγή

Η Έκθεση αυτή έχει σκοπό να αναγνωρίσει τα προβλήματα και τις δυσκολίες του ελληνικού πληθυσμού ως προς τη διαχείριση του βάρους, εστιάζοντας σε τεχνικές καθοδήγησης και στις απαραίτητες δεξιότητες που χρειάζονται ώστε να γίνουν αποτελεσματικές παρεμβάσεις.

Η Ευρώπη αυτήν τη στιγμή αντιμετωπίζει μια επιδημία παχυσαρκίας που επηρεάζει την υγεία του πληθυσμού.

Ειδικά στην Ελλάδα το πρόβλημα είναι ιδιαίτερα έντονο καθώς η Ελλάδα κατατάσσεται τρίτη διεθνώς στη παχυσαρκία με ποσοστό 71,4% του πληθυσμού να είναι υπέρβαροι ή παχύσαρκοι. Επιπλέον κατατάσσεται πρώτη στην παιδική παχυσαρκία μεταξύ των χωρών του ΟΟΑΣΑ.

Η παχυσαρκία συνδέεται με το μορφωτικό επίπεδο και το κοινωνικό-οικονομικό επίπεδο του πληθυσμού.

Οι διατροφικές συνήθειες των Ελλήνων έχουν αλλάξει πολύ τα τελευταία χρόνια. Ο πληθυσμός απομακρύνθηκε από την παραδοσιακή Μεσογειακή διατροφή και στράφηκε σε μια διατροφή «δυτικού τύπου» που περιέχει περισσότερο κρέας, περισσότερα επεξεργασμένα τρόφιμα, περισσότερη ζάχαρη και λιγότερα όσπρια και δημητριακά.

Η έλλειψη έγκυρης πληροφόρησης όσον αφορά στην διατροφή καθώς και η οικονομική κρίση έχουν δημιουργήσει έναν πληθυσμό σε σύγχυση που πέφτει θύμα των διαφημίσεων και της παραπλανητικής προώθησης φτηνών και έτοιμων προϊόντων ως υγιεινών προτάσεων από την βιομηχανία τροφίμων.

Οι Ευρωπαϊκές οδηγίες και πολιτικές που έχουν προταθεί και εφαρμόζονται σε άλλες χώρες, στην Ελλάδα δεν υλοποιούνται λόγω ελλειπών χρηματοδότησης.

Το Υπουργείο Υγείας και διάφορα τμήματα από τα Πανεπιστήμια καθώς και μερικές ΜΚΟ έχουν πάρει κάποιες πρωτοβουλίες για την ενημέρωση και εκπαίδευση του κοινού ως προς στην υγιεινή διατροφή και την διαχείριση του βάρους, ωστόσο είναι πολύ περιορισμένες.

Αποτελέσματα και Συμπεράσματα

Ομάδες εστιασμένης συζήτησης

Με σκοπό την διερεύνηση των αναγκών ως προς το υλικό και τα εργαλεία εκπαίδευσης των υπέρβαρων και των επαγγελματιών που ασχολούνται με την διαχείριση του βάρους, πραγματοποιήθηκαν δύο ομάδες εστιασμένης συζήτησης, μία με υπέρβαρους ενήλικες και μία με επαγγελματίες.

Ομάδα υπέρβαρων ενηλίκων

- Όλοι οι συμμετέχοντες συμφώνησαν ότι η καθοδήγηση από έναν μέντορα και οι τεχνικές καθοδήγησης γενικότερα θα ήταν ωφέλιμες για τη διαχείριση του βάρους.
- Πιστεύουν ότι μια ηλεκτρονική πλατφόρμα θα ήταν χρήσιμη ως δευτερεύον εργαλείο και μόνο σε συνδυασμό με προσωπική ή ομαδική καθοδήγηση από μέντορα.

- Από τις τεχνικές για τις οποίες ερωτήθηκαν έδειξαν ενδιαφέρον κυρίως για την ενσυνειδητότητα και την θετική ψυχολογία. Επιπλέον θα ήθελαν να έχουν πρόσβαση σε εργαλεία όπως πρακτικές συμβουλές διατροφής και φυσικής δραστηριότητας εξατομικευμένες στον καθένα, τα οποία θα προσφέρουν γνώση, ενθάρρυνση και κίνητρα ώστε να συνεχίσουν την προσπάθεια.

Ομάδα εστίασης επαγγελματιών

- Όλοι οι επαγγελματίες θα ήθελαν να ενημερωθούν περισσότερο για τις τεχνικές της ενσυνειδητότητας, της θετικής ψυχολογίας και του νεύρο-γλωσσικού προγραμματισμού.
- Όλοι συμφώνησαν πως το στρες και η χαμηλή αυτοεκτίμηση παίζουν μεγάλο ρόλο στην διαχείριση βάρους και θα ήθελαν να ενημερωθούν περισσότερο σε επίπεδο πρακτικών εργαλείων και πρωτοκόλλων ώστε να αυξήσουν την θετική ψυχολογία των πελατών τους.
- Πιστεύουν πως μια ηλεκτρονική πλατφόρμα θα δρούσε υποστηρικτικά στην δουλειά τους.

Ευρήματα από τις ηλεκτρονικές αξιολογήσεις

Υπέρβαροι ενήλικες

- Από τις προτεινόμενες τεχνικές η σειρά προτίμησης έχει ως εξής: ενσυνειδητότητα, θετική ψυχολογία, νεύρο-γλωσσικός προγραμματισμός και τελευταία η αυτό-ύπνωση.
- Οι περισσότεροι εξέφρασαν προτίμηση σε προσωπικές συνεδρίες με μέντορα.
- Ως προς τα χαρακτηριστικά για τα ηλεκτρονικά εργαλεία διάλεξαν με σειρά προτίμησης: κουίζ, παιχνίδια, εφαρμογή κινητού, φόρουμ και επιβράβευση για επίτευξη στόχων.
- Ως προς τα εκπαιδευτικά θέματα που θα τους ενδιέφεραν διάλεξαν με σειρά προτίμησης: μύθοι και πραγματικότητες για την διατροφή και την άσκηση, συμβουλές για φυσική δραστηριότητα, ετικέτες στα προϊόντα τροφίμων, σχέση μεταξύ υγιεινού τρόπου ζωής και βάρους, συνταγές, ενθάρρυνσή, κίνητρα και αυτοεκτίμηση, οδηγός ποσοτήτων και τέλος θερμιδικός μετρητής.

Επαγγελματίες

- Οι περισσότερες απαντήσεις των επαγγελματιών ως προς το υλικό και τα εργαλεία συμφωνούν με αυτές των υπέρβαρων ενηλίκων.
- Οι περισσότεροι επαγγελματίες τόνισαν ότι χρειάζονται εκπαίδευση σε αρκετούς τομείς ώστε να μπορέσουν να προσφέρουν αποτελεσματική καθοδήγηση στους πελάτες τους σε τομείς όπως η ψυχολογία και η ενσυνειδητή διατροφή.

Συστάσεις

Φαίνεται να υπάρχει μια θετική διάθεση τόσο από του υπέρβαρους ενήλικες όσο και από τους επαγγελματίες να ενημερωθούν και να εκπαιδευτούν σε καινούριες τεχνικές διαχείρισης βάρους. Όλοι βλέπουν τον συνδυασμό μιας ηλεκτρονικής πλατφόρμας και προσωπικής συμβουλευτικής με μέντορα εν δυνάμει αποτελεσματική.

1. Introduction

The purpose of Weight Matters is to offer a unique set of solutions, with strength-based coaching at its core, to support adults in developing weight literacy and help them learn how to shift their mind-sets in order to manage weight loss. The aim of the National Report for Greece is to address the current situation and trends on obesity and weight management in Greece, the approaches and methodologies mostly used by professionals in the field, the current state of affairs on obesity (national statistics, key determinants, key stakeholders, current initiatives, best practices), as well as the needs, challenges and eating habits of overweight adults.

Weight management is a hot issue currently, as rates of obesity are rising and most Western countries face an obesity epidemic. Obesity is a serious public health problem as it is significantly associated with the prevalence of chronic and life-threatening diseases such as coronary heart disease, hypertension, type 2 diabetes, certain cancers, sleep apnea, musculoskeletal problems and a wide of variety of psychological issues. According to the World Health Organization (WHO), Europe had the second highest proportion of overweight or obese people in 2014, behind the Americas (Eurostat 2014).

As the number of overweight and obese persons has been growing in recent years, many people find it increasingly difficult to maintain a “normal” weight in today's largely obesogenic environment. This environment spans from low breastfeeding rates to difficulties in geographically or financially accessing the ingredients of a healthy diet, to a lack of cooking skills, to the abundance and marketing of energy-rich foods, to urban planning choices and lifestyle pressures that often reduce the opportunity for physical activity. While obesity was once considered a problem only for high-income countries, there has been a considerable increase in the proportion of people from low- and middle-income countries who are considered to be overweight or obese. Obesity costs national economies billions of Euros per year, including lost productivity and sick days. Strategies to address obesity across the social gradient – but especially in low socioeconomic groups – are urgently required to stem these financial losses.

2. State of Affairs

a) Key national statistics on obesity at national level

As stated above, weight problems and obesity are increasing at a rapid rate in most of the EU member states with 51.6% of the EU population (18 and over) being overweight or obese in 2014. In other words, nearly 1 in every 6 persons in the EU was obese in 2014. Obesity is a serious public health problem that can be statistically measured using the Body Mass Index

Top five obese countries

Overweight and obese men and women, aged 20+

● Men ● Women



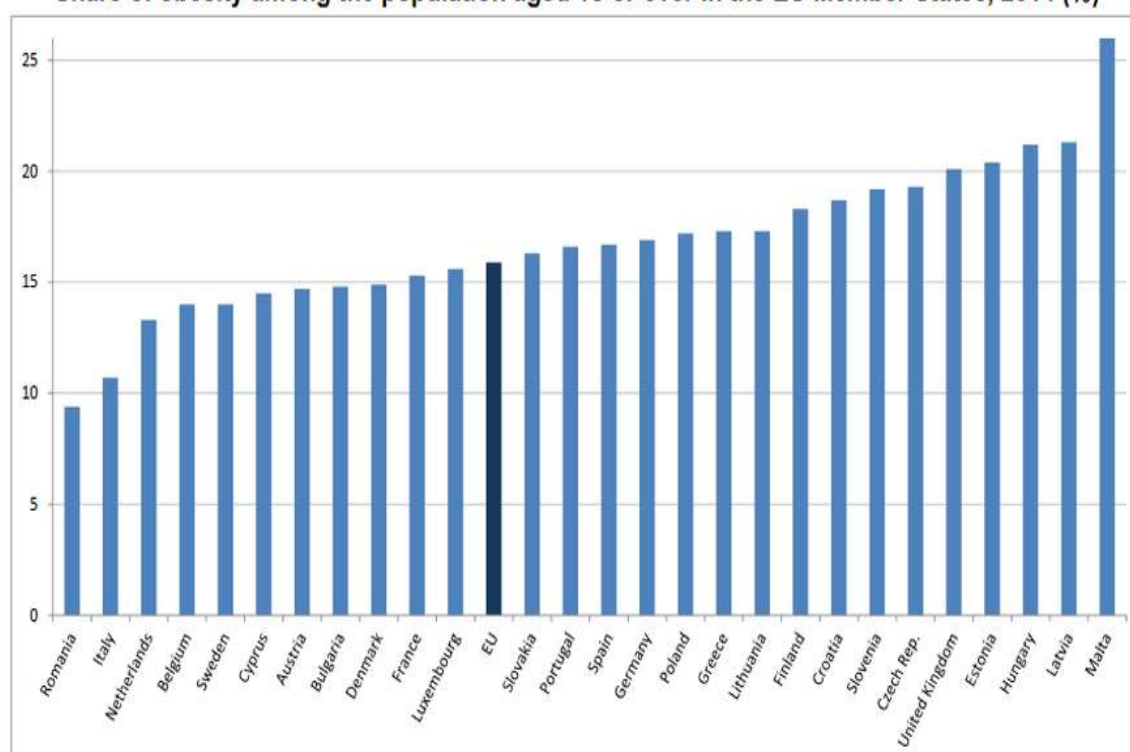
SOURCE: THE LANCET REPORT

(BMI) (kg/m^2) of adults. Obesity is defined as a BMI of 30 or over and overweight is considered having a body mass index between 25 and 29.9.

According to the Lancet Report in 2016, Greece ranks 3rd in obesity rates at international level, as 71.4% of men and women aged 20+ are overweight or obese. When we look at the children, Greece ranks first in overweight and obesity between the OECD member countries.

Focusing on obesity only, according to OECD, Greece presented with a 19.6% obesity rate (2013). Other data by Eurostat, released in 2017, demonstrate that Greece is in the 11th position in Europe with 17.3% of the population aged 18 or over being obese. The Greek rate was over the EU average.

Share of obesity among the population aged 18 or over in the EU Member States, 2014 (%)



Source: Eurostat. 2017

GREECE		Gender		
		Total	Male	Female
B M I	Underweight	2.3%	0.9%	3.5%
	Normal	42.2%	34.1%	49.6%
	Obese	16.9%	17.9%	16.0%

Source: Eurostat, 2017

In the same Eurostat Report, even though, there was no systematic difference in obesity levels between men and women, the proportion of obesity was higher for men. Adulthood obesity prevalence forecasts (2010–2030) predict that by 2030, 44% of men and 40% of women will be obese (WHO 2013). Data show that obesity is linked to the education level; adults with primary education present higher obesity rates (21%) in comparison to adults with tertiary education who present lower obesity rates (13.4%) (Eurostat).

GREECE		Education Level			
		All	Primary	Upper Secondary	Tertiary
B M I	Underweight	2.3%	2.0%	2.5%	2.5%
	Normal	42.2%	34.6%	46.5%	49.4%
	Obese	16.9%	21.0%	14.4%	13.4%

Source: Eurostat, 2017

The prevalence of obesity in Europe is rising in many countries, and rising fastest in low socioeconomic population groups. European countries with higher income inequality have higher levels of obesity, especially in children. For Greece there is no data available on the prevalence of obesity that can be disaggregated by socioeconomic factors beyond age and sex. There are very few published studies of interventions to address obesity that focus on equity or the distribution of impacts within the population. In general, low socioeconomic groups appear to be around two times more likely to become obese, putting them at greater risk of type 2 diabetes, ischaemic heart disease and stroke. Much of the premature mortality and loss of healthy years seen in lower socioeconomic groups can be explained by diseases associated with obesity. The available evidence suggests that increased energy intake – rather than decreased physical activity – is the main driving force behind the obesity epidemic in lower socioeconomic groups. The relative culpability of energy intake (food consumption) versus energy expenditure (physical activity) in gaining weight is sometimes debated, but most studies point to overconsumption of energy-dense foods being the main culprit. The data on physical activity suggest that, although levels have declined, the magnitude of the change is unlikely to explain the dramatic rise in obesity at the lower end of the social spectrum. (WHO 2014).

b) Eating habits at national level

Since 1960, rapid changes occurred in Greece that transformed the eating habits of the population. According to the National Action Plan on Nutrition report (2008-2012), the mean caloric consumption presented a steady and continuing increase. While in the 60s the mean caloric consumption was the lowest in Europe, within 4 decades it became one of the highest. In the 70s and 80s the mean meat and dairy consumption increased by a 100-130%. Today, meat consumption has increased by 270%. Throughout the years, there was an increase in vegetable, fruit and potato mean consumption, however the consumption of cereal and legumes dropped. Animal fat consumption increased, however olive oil consumption remained high. What is really significant is that sugar consumption has more than doubled.

The most recent scientific study about dietary habits in Greece, is the Attica study published in 2006 in the Central European Journal of Public Health. According to the study, “the population-based sample studied significantly deviated from the recommended dietary guidelines for Greek adults. In particular, in both genders a higher intake in red meat and a lower intake in white meat, including fish and poultry were observed. Additionally, a lower intake in dairy products, vegetables and whole grain food (cereals) items than the one recommended was found. Moreover, an increased intake of sweets was also observed. The consumption of fruits was acceptable in both sexes and the majority of the subjects were using olive oil as the main added fat. The main differences in the consumption were observed in foods that are associated, either positively or negatively, with the development of chronic diseases, such as cardiovascular diseases, diabetes and cancer. The high consumption of red meat and products confirms the indication that Greek people tend to consume an unhealthier type of diet than Greeks in the mid 1950’s and this is in accordance with the results of other studies. The Greek cohort of the EPIC Study also showed that consumption of red meat is higher than the recommended one and vegetable consumption is much lower than the quantity recommended for the Greek population. Also, sweets consumption was found to be high. In both men and women, sweets consumption was higher than the recommended one and 80% of the participants consumed more sweets than it was recommended.” Based on recent data by Eurostat (2016), 30.1% of the population in Greece aged 15 or over do not eat fruits or vegetables every day. Moreover, only 7.8% consume daily the recommended level for 5 portions of fruits and vegetables per day.

There is no other recent scientific data published after 2006 in order to describe and demonstrate the effect of the current financial crisis, started in 2009, in the eating habits of the Greek population. However, based on data from the Research

Daily consumption of fruits and vegetables				
		0 portions	From 1 to 4 portions	5 portions or more
European Union	Total	34.4%	51.4%	14.3%
	Male	40.3%	48.6%	11.1%
	Female	28.9%	53.9%	17.2%
Greece	Total	30.1%	62.1%	7.8%
	Male	34.7%	57.9%	7.4%
	Female	26.0%	66.0%	8.1%

Source: Eurostat, 2017

Institute of Retail Consumer Goods, the crisis has caused a favorable environment for the food industry to promote and sell low-priced food of questionable nutrition. Traditional foods made with olive oil, fresh ingredients, local products are now adulterated and mass-produced products using palm oil or other vegetable oils and numerous additives.

c) The key determinants of obesity at national level

Greece used to have a high standard on health and diet being along with Italy the “inspiration” of the Mediterranean diet. Since 1950, after the end of World War II, Greece had an increase in economic growth that was accompanied by a decrease in premature mortality but also an increase in coronary heart disease and several forms of cancer. Although the increased trend of tobacco smoking and other

consequences linked to urbanization may be held responsible, it is accepted that a major factor has been the shift away from the traditional Mediterranean diet and towards more westernized diets and dietary habits (Archives of Hellenic Medicine, 1999).

According to World Health Organization (WHO), most Mediterranean countries such as Spain and Italy are also abandoning their traditional diets eating more saturated fat, more processed foods and more meat. Greece has been derailing more and more from its traditional diet, victimized by the aggressive marketing and advertising from the food industry. According to WHO “advertising and other forms of marketing have been shown to influence children’s food preferences, purchasing behavior and overall dietary behavior. Marketing has also been associated with an increased risk of overweight and obesity in children. The habits children develop early in life may encourage them to adopt unhealthy dietary practices which persist into adulthood, increasing the likelihood of overweight, obesity and associated health problems such as diabetes and cardiovascular diseases”.

The current financial crisis has worsened the situation as buying habits also changed, and Greeks these days are choosing food based on price and buying offers. As Greeks are trying to save money, food companies and fast food places are developing products with unhealthy and cheap ingredients marketed to appeal to the consumer. In Greece, the use of the term “traditional” is often used as a marketing tool.

The truth is that cheap food is often unhealthy food: processed meats, starchy foods with little nutritional value are often in the shopping carts of Greeks. The financial crisis has created a prosperous ground for low-cost and value for money meal options. Dining out as a way of socializing remains an important part of the Greek culture and consumers prefer to cut down on other expenses than to restrict the number of outings. This has resulted in an impressive rise in the popularity of consumer foodservice businesses that offer low-priced food and drink options, with Greeks increasingly shifting away from full-service restaurants and towards small local coffee houses and fast food operators (Euromonitor). It is estimated that they spend 125 euro a month on fast foods to supplement their main meals in the form of coffees, savory pies, sweets etc.

Cheap, unhealthy food is a major key determinant of obesity in Greece, however, nutrition confusion and lack of education are also very important factors. While Greeks know that their traditional Greek-Mediterranean diet is healthy, they are getting mixed messages from the media, the food industry and various experts. According to the IDEFICS European study, nutrition knowledge is very low in the European Union. At the same, time changes in the societal and family dynamics enhanced by the Greek crisis have women working more and either do not cook and order out, or cook quick meals based on meat and starch. Another key determinant is that breastfeeding rates have been low in the recent years and processed foods, special kids’ milk, special kids’ yogurt, special kids’ cookies have been marketed to parents as a healthier and safer choice for their children. Finally, a very important fact: Greeks are not active enough. The challenges of the contemporary lifestyles have created sedentary habits, due to increased workload and excessive screen time.

d) The needs and challenges of overweight adults at national level

According to the above analysis, Greece nowadays faces an obesity epidemic that threatens the health and wellbeing of adults and children. Although, recent statistics from the Research Institute of Retail Consumer Goods in 2016, are showing that Greeks are regaining interest in home cooking and paying attention to the nutritional value of their meals, which is definitely a positive trend, most people have no real awareness of the situation, they do not have the tools to improve their habits, their weight and ultimately their health. Moreover, there is a lack of supportive public health actions and policies and community-based programs or low-cost group or personal educational and weight-management programs. Furthermore, access to healthy foods is often limited and designated areas for walking and other physical activities are scarce.

Overweight and obese people need awareness, access to conclusive valid information and comprehensive weight management programs that include nutrition education as well as support and guidance for behavior change and stress management. Stress is linked to obesity and the financial crisis in Greece has definitely increased the stress and anxiety levels of the population. In order to tackle the obesity epidemic there is a need for actions and programs in schools, workplaces, and at individual/family level focusing on state-of-the-art electronic educational platforms and applications that can provide valid and concrete information and to support the population in maintaining healthy eating habits.

A number of policy initiatives have been proposed at international level to tackle the above obesity challenges. Public health policies, including pricing and fiscal measures, school-based and worksite interventions, interventions in the primary care setting (e.g. prescribing physical activity), reformulation of products, food labeling, regulation of marketing, changes in portion sizes, and transport policies (e.g. subsidies for active commuting instead of cars). Regarding fiscal measures in particular, taxation policies have been increasingly implemented in the past few years in a number of OECD countries (e.g. Belgium, Chile, Finland, France, Hungary, and Mexico) in order to increase the price of potentially unhealthy products such as foods high in salt, sugar or fat, or sugary drinks. The goal is to promote healthy diets by improving health literacy and empowering consumers, or by regulating marketing of potentially unhealthy products. Unfortunately, none of the above policies have been implemented in Greece, as funding and resources have been limited. Public health has been of low priority in the years of the financial crisis, so the challenges for overweight and obese people who want to change their weight and lifestyle remain high. (Obesity Update 2017, OECD).

e) Stakeholders and current initiatives

Mapping of stakeholders at national level

The following stakeholders are currently involved in the prevention and treatment of obesity in Greece.

Ministry of Health: In 2015, the Ministry of Health proposed a new National Nutrition Policy. Even though the policy has not been implemented thoroughly yet, the National Nutrition Policy Committee recently developed nutrition guidelines for preschools and kindergartens.

Moreover, a project entitled “Development of a National System to Prevent and Tackle Childhood and Adolescent Obesity” was implemented between 2009 and 2013 and was funded by a European NSRF Program. The project included an awareness campaign on childhood obesity and the development of a website with information for health professionals and the public. As part of the same project and in collaboration with the 1st Pediatric Clinic of the Athens Medical School, a weight management clinic for children with obesity was founded.

Universities: Harokopeio University, National School of Public Health, University of Crete and the National and Kapodistrian University of Athens conduct research concerning adult and childhood obesity, Mediterranean diet and quality of life, genetic and psychological factors associated with weight management and participate in International and National Conferences, Forums and Workshops.

Hospitals: A number of public and private hospitals in Greece offer outpatient weight loss clinics and seminars for the public. In most clinics, health professionals focus on weight loss through dietary changes and do not address the behavioral and psychological aspects of obesity. Also, a number of bariatric clinics (surgical weight loss) operate in different hospital locations around Greece.

Professional Associations: The Hellenic Dietetic Association and the regional Medical Associations promote information about obesity, however this is not part of a comprehensive program.

Non-Governmental Organisations (NGOs): There is a number of NGOs (*Hellenic Nutrition Institute, Prolepses, Diatrofi tou Paidiou*) that offer school meals and organise seminars and events in order to offer information on healthy diet and/ or obesity prevention. The Greek NGO *Mathaino Diatrofi* (Learning to Eat Right) focuses on developing up-to-date nutrition education opportunities for health professionals, teachers and the public (live workshops, trainings, coaching & e-learning) as well as on implementing best practices and nutrition policies in schools (The *little spoons* Initiative) and other public and private settings. *Mathaino Diatrofi* is collaborating with the *National School of Public Health* and the *Athens Medical School*. Currently *Mathaino Diatrofi* is developing a series of training and coaching protocols for adult weight management and wellness in a variety of settings.

Private institutes and educational centers: There is a number educational private institutes and centers that offer educational courses for the public and health professionals in the areas of eating disorders and obesity. The *Center for Education and Treatment for Eating Disorders (KEADD)* offers certification for health professionals in association with the *British National Center of Eating Disorders*. The *Hellenic Center for Eating Disorders* offers group therapy session for people with eating disorders.

Private practices, weight loss centers and websites: Different health professionals, dietitians, doctors, coaches, offer nutrition education and/or coaching for weight management, however, the strategies they use mainly focus on weight loss through dietary changes. Also, there is a number of so called “weight loss specialists” that propose unorthodox and fake weight loss treatments (blood type diet, weight loss based on food sensitivities etc). At the same time, a number of weight loss centers offer a variety of services such as massages, body therapies, supplements and special foods. Both weight loss centers and private practices are not regulated for the scientific credibility and the safety of the services they provide. In lack of coherent action, the internet is full of websites, social media groups, chats and forums that provide information and guidelines on nutrition and dieting based on personal

and hear-say opinions, and not on scientific findings that misinform and confuse the public on actions and practices in order to adopt healthier lifestyles and develop balanced dietary habits.

Key coaching and mentoring initiatives and best practices

The Greek Non-profit organisation *Mathaino Diatrofi* (Learning to Eat Right), is currently developing and implementing comprehensive coaching and counseling initiatives in collaboration with the *National School of Public Health* and *Athens Medical School*. Even though the NGO was only founded in 2015, the training programs offered and the best practices proposed can be of great value in the areas of obesity prevention and weight management in Greece.

In the private sector, The Center of Education and Treatment for Eating Disorders (KEADD) is offering training to professionals in coaching for obesity and eating disorders management. The training course is offered in collaboration with the British National Center of Eating Disorders.

Unfortunately, in Greece, there is limited information on other credible training, coaching or mentoring initiatives or best practices that focus on obesity and weight management.

Mapping of Stakeholders

Organization name	Organization type and level of representation (Local, national, European, International)	Area of work connected with the project)	Relevant information/comments for the project.
Ministry of Health & 1 st Pediatric Clinic of the Athens Medical School	National	National policies Childhood obesity prevention & treatment through online information and weight management clinic.	<ul style="list-style-type: none"> • Nutrition guidelines for preschools • Main focus is weight management for children through dietary changes. • General information on childhood nutrition and obesity for health professionals and the public is included in the website.
Universities <ul style="list-style-type: none"> • Harokopeio University • National of School of Public Health • University of Crete • Athens Medical School 	National and International	Research in the areas of obesity and nutrition	<ul style="list-style-type: none"> • No specific practical guidelines or best practices have been proposed yet.
Hospitals (private and public) <ul style="list-style-type: none"> • “Sismanoglio” Hospital • “Laiko” Hospital • “Attico” Hospital • Volos Regional Hospital • “Aglaia Kyriakou” Hospital • “Tzaneio” Hospital • “Mitera” Hospital • “Iaso” Hospital 	Local	Weight loss outpatient clinics and bariatric (surgical weight loss) clinics Psychotherapy program (Volos Regional Hospital)	<ul style="list-style-type: none"> • No specific information is available about the methods and strategies used in the clinics. • Psychotherapy groups for weight maintenance following bariatric surgery. • No information on specific practices available (Volos Regional Hospital).
Professional Associations <ul style="list-style-type: none"> • Hellenic Dietetic Association 	National	Nutrition and health information for health professionals and the public as well as	<ul style="list-style-type: none"> • General information focusing on nutrition and wellbeing. • No best practices or guidelines have been proposed yet.

“Good” or Promising Practice No 1	
Title of the practice	Little spoons Initiative
URL of the practice	www.mathainodiatrofi.org
Location /geographical coverage	Attica and other regions (upcoming)
Brief description of the practice	Development and implementation of good practices (mindful eating, division of responsibility in feeding, weight control strategies in childhood, nutrition policies, food literacy etc) in the areas of nutrition and wellbeing in preschools.
Institution/ Organization/ Service provider/ Implementing agency	Mathaino Diatrofi NGO (Learning to Eat Right)
Target Group(s)/ Beneficiaries	Stakeholders of childhood obesity (teachers, parents, health professionals)
Main Services provided	Trainings and coaching sessions (live & e-learning) for teachers, parents and health professionals
Effectiveness/ Contribution that the practice has made to weight literacy and control	22 certified preschool teachers 70 informed preschools teachers 700 informed parents 150 parents participated in coaching sessions 25 trained dietitians
Are the services provided by highly skilled and well trained professionals and providers of weight control and literacy?	Yes
Is the practice focused on adult women and/or individuals of low socioeconomic status?	Yes
Is the practice innovative, replicable and sustainable?	Yes
What are the elements of this practice which could be used in the training program (Output 2)?	Trainings in food literacy, coaching for mindful eating

“Good” or Promising Practice No 2	
Title of the practice	Professional training through seminars and webinars in eating disorders management (Master Practitioner in Eating Disorders and Obesity Certificate)
URL of the practice	www.keadd.gr
Location /geographical coverage	National level
Brief description of the practice	Development and implementation of good practices (coaching in mindful eating and division of responsibility in feeding, training on weight control strategies in childhood and food literacy, implementing nutrition policies etc) in the areas of nutrition and wellbeing in preschools.
Institution/ Organization/ Service provider/ Implementing agency	Greek Center for Education & Treatment of Eating Disorders
Target Group(s)/ Beneficiaries	Health professionals
Main Services provided	Training sessions (seminars, webinars) for health professionals in the field of obesity and eating disorders management
Effectiveness/ Contribution that the practice has made to weight literacy and control	129 certified professionals
Are the services provided by highly skilled and well trained professionals and providers of weight control and literacy?	Yes
Is the practice focused on adult women and/or individuals of low socioeconomic status?	No
Is the practice innovative, replicable and sustainable?	N/A
What are the elements of this practice which could be used in the training program (Output 2)?	Access to the educational material is limited to paying signed-up users

3. Research findings

3.1 Focus Groups

In order to explore the training and educational needs of overweight adults as well as health professionals, adult educators, coaches and mentors, two focus groups were organized, one with overweight adults and a second with health professionals working with overweight and obese adults. The objective was to capture their perspectives, opinions and needs in the areas of weight management and weight literacy.

3.1.1 Methodology

Seven overweight adults, six female and one male participated in the first focus group. The participants were reached personally, by phone and via email. The participants were selected through the network of the associate partner of the Greek Project Partner, KMOP-Family and Childcare Centre. Totally eight people were contacted and seven participated. All people contacted were interested to participate. The people contacted were preselected and the criteria were: overweight or obesity, low socio-economic status, having tried many times to lose weight and history of dealing with difficulties to keep a healthy weight.

In the second focus group, there were six participants, three female and three male. The participants were all dietitians and were reached by phone and through Facebook. They were selected from a group of dietetics professionals volunteering for the associate partner of KMOP. Ten professionals were contacted in total, eight were interested to participate and six finally attended the session. The professionals contacted were preselected and the criteria were: having experience working with overweight and obese clients who seek weight management.

Both focus groups took place in the associate partner's offices and the facilitator was Olga Kounari, Registered Dietitian. The total duration was 70 minutes for the first focus group (overweight adults) and 85 minutes for the second (health professionals). The sessions were recorded using a voice recorder and an additional researcher also kept notes. The discussion was based on pre-defined questions and everyone took turns answering each question.

3.1.2 Results of the focus group with overweight adults

In the first question discussed with participants related to their attempts to lose weight in the past and the challenges they faced, six out of seven participants answered that they've tried multiple times in the past to lose weight. The main challenges for them were: the long duration of the diet, the commitment to follow a specific diet plan with specific foods that differed from their peers and especially when they were eating out. To sum up the feeling of the answers, we hereby quote one of the participants statement "I don't like to diet", which reflects the thinking of all participants. In the second question posed to research participants related to the techniques they have used in the past for losing weight, all participants answered they've tried a lot of different diets to control their weight in the past. The diets ranged from caloric restriction as directed by a dietitian to "chemical", "detox" and popular (fad) diets. Three of the participants had also tried Weight Watchers. In the third question discussed with participants related to whether they are aware of coaching and mentoring support for

losing weight, the participants were not familiar in the beginning with the term “Coaching/ Mentoring support” for weight management. After the facilitator explained the term, all participants answered that a dietitian should serve as a coach or mentor. However, the participants pointed out that most dietitians they had experience with in the past, only focused on the diet plan and weight progress. Five participants pointed out that they had some experience with this approach with one dietitian and three mentioned that the Weight Watchers program they followed in the past included some group sessions “with a coach”. In the fourth question posed to participants related to whether coaching and mentoring support could be beneficial for controlling and managing weight, all participants agreed that coaching and mentoring support could be very helpful in controlling and managing weight. Five out of seven participants had at least one experience with a dietitian that offered coaching sessions as part of a weight management program and they believed that this approach was really beneficial for them. In the fifth question discussed with participants related to whether there is a relationship between self-esteem, stress and weight management, six out of seven participants agreed that stress and anxiety lead to excessive eating; however the majority of participants (four out of seven) could not find a relationship between low self-esteem and weight management. In the sixth question discussed with participants on whether they are aware of what positive psychology is, and how it can help people improve their self-esteem and stress management, all participants agreed that positive psychology could play an important role but they said that they need specific guidance on how to achieve a positive attitude towards weight management. One of the participants specifically mentioned that having a mentor or coach with positive psychology would be really helpful. In the seventh question related to whether access to a free online learning and coaching platform would be helpful for acquiring new knowledge on weight management, six out of seven participants think that an online platform could be useful; however, they believe that it should be a secondary tool to be used in combination with one-to-one or group coaching. In the eighth question posed related to the kind of features that they would expect in a free online learning and coaching platform for weight management, the participants agreed that the platform must be interactive, interesting and with features such as quizzes and games. Three out of seven participants think that a forum would be an interesting feature, however all agreed that they would not like a chat. Moreover, most participants pointed out that the platform should have a personalized approach, tracking individual goals and offering personalized information. In the last ninth question related to the teaching subjects they would like to see in the Weight Matters training programme, the participants answered that they would like the platform to include mindfulness and motivational tools and information about nutrition and health, however none of them would like a calorie count feature. One of the participants specifically answered, “I would definitely wouldn’t like to even look at a calorie count tool”. Most participants, stressed out that they would like the information to be practical, short, fact-based, easily applied and presented “positively and in a fun and interesting way”.

From this focus group it was clear that people with weight issues have difficulty in following specific diet plans without coaching/ mentoring support. Stress and low self-esteem, for most of them, have a negative effect on Weight Management. They consider mindfulness and positive psychology techniques to be useful. They believe a more personalized or group-based approach that combines coaching with an online platform could be very helpful. Calorie counts and chats should not be included in the platform. Games, quizzes, tracking progress, reminders, facts and tips on credible nutrition information as well as positive psychology and mindfulness tools would support life-long weight

management. They think they would benefit from interactive training and coaching sessions that offer opportunities to apply knowledge.

3.1.3 Results of the focus group with adult educators, health professionals, coaches and mentors

In the first question posed to participants on whether they are aware of techniques such as mindfulness, positive psychology and Neuro-linguistic programming (NLP), all professionals, responded they are aware of the three techniques mentioned for weight management, however they haven't been specifically trained in applying the techniques. They all answered that they do use mindfulness and positive psychology tools in order to motivate and encourage clients, help them with goal setting, increase awareness, manage emotional eating, enhance compliance and establish a better rapport. In the second question posed to participants on which of the above techniques above would they be most interested in finding out more about, most participants pointed out that positive psychology and mindfulness tools are more useful in coaching for weight management, however they would like to know more about all three approaches. In the third question discussed with participants on whether it would be useful to apply in their professional practice techniques using positive psychology, mindfulness and NLP, four out of six professionals answered that they consider positive psychology and mindfulness techniques to be more useful in their practice, however they have limited knowledge about the NLP technique. Two professionals pointed out that all techniques are useful to them and their tools should be used interchangeably, depending on the individual needs of each client. In the fourth question discussed with participants related to whether there is a relationship between self-esteem, stress and weight management, and whether they incorporate techniques in their practices that aim to evaluate their target group's self-esteem and stress levels, all professionals agreed that anxiety and low self-esteem play a very important role in weight management and can be important barriers to people trying to control their weight. As one of the professionals specifically mentioned, "obesity, stress and low self-esteem form a vicious cycle". All professionals make an effort to assess anxiety levels when counseling clients for weight management. They do not use specific evaluation tools. One professional mentioned she tries to assess stress levels from the client's body language. Also, all professionals mentioned, they do not use specific tools to evaluate self-esteem and feel quite unsure of the evaluation process. One of the professionals pointed out that "it is not a dietitian's job to evaluate self-esteem and that should be done by a mental health professional. Another professional mentioned that she tries to evaluate self-esteem by talking with clients about their childhood experiences with food and weight, assessing family dynamics and peer influences. Finally, all of them agreed that when they help clients manage their weight, their self-esteem seems to improve. In the fifth question discussed with participants on whether they are aware of what positive psychology is, and how it can help people improve their self-esteem and stress management, the professionals agreed that positive psychology could really help with stress management and probably with low self-esteem issues as well. In the sixth question posed to participants on whether they think that an eLearning platform with quizzes, games, and motivational mechanics can act as a supportive tool for the provision of weight management in their practice, all professionals agreed that an online platform could support their work by motivating clients, help with planning, tracking progress, reminding goals and actions and improve psychology. One professional was concerned if people will use especially if they are older. Three professionals pointed out it should be used in combination with personal or group coaching. In the seventh question posed related to the kind of features that they would expect in a free online learning and coaching platform for weight

management, one professional answered a chat could be helpful. All others think that a chat would cause confusion and be misleading except if it was in the form of a support chat that specialists answer. Two professionals answered that a forum could be also helpful if overseen by specialists. The rest think a forum would increase misinformation. Quizzes, games, progress tracking, badges, tasks and assignments, all agreed would be great characteristics of an online platform. Finally, in the eighth question related to the teaching subjects they would like to see in the Weight Matters training programme, professionals agreed that apart from a calorie count all other teaching subjects mentioned in the question would be useful. They also proposed more subjects like practical tips when eating out or at work, creating shopping lists, cooking tips, recipes, visual tools to assess portions, info and tips on physical activity and screen time limitation, food label reading, snacking tips. Most professionals agreed that trainings should be interactive, offer opportunities to apply knowledge, contain videos and maybe cooking, yoga, relaxation/ meditation sessions.

From this focus group it was clear that dietetics professionals need to gain more practical knowledge on techniques such as mindfulness, positive psychology and NLP. Most believe mindfulness and positive psychology are very important for successful weight management and support overweight people to deal with emotions, increase awareness, goal setting, increase compliance, commitment and motivation. All professionals agree that stress and low self-esteem affect weight management and need to learn more on specific assessment protocols as well as practical tools to increase positive psychology. They believe an online platform with practical tools that includes quizzes, games, progress tracking, reminders as well as mindfulness and positive psychology tools (not a chat or forum though) would be supportive to their practice. Finally, they agree that a series of successful training sessions should be interactive and include multiple opportunities for the participants to apply knowledge in areas like food labels, cooking, snacking, portion estimates, activity, mindfulness, relaxation.

3.1.4 Conclusions & Recommendations

The two focus groups organised with both overweight adults and professionals, revealed the need to learn more about techniques such as mindfulness and positive psychology to support successful weight management. The traditional diet-based weight loss approach, counting calories, restricting food items and closely monitoring weight loss, seems to not be working for overweight adults. People seeking successful weight management need to expand their knowledge on nutrition, health and weight management as well as learn how to use tools to manage stress, improve self-esteem and self-confidence, find practical solutions in everyday challenges and have access to ongoing support through digital tools (progress tracking, reminders, tasks, badges etc.). Dietetics professionals strongly believe that increased motivation, awareness and compliance as well as lifestyle change can only happen through a process that includes: individual or group coaching, mindfulness and positive psychology techniques, practical nutrition tips and is combined with digital tools aiming to increase knowledge and track progress, offer encouragement and motivation and enhance compliance.

According to the results of the two focus groups, the Weight Matters training program should definitely be interactive and offer opportunities to apply practical knowledge. Teaching subjects should include: a) nutrition, health and weight facts, b) cooking, snacking and portion control tips, c) label reading, d) physical activity and screen time limitation tips, e) mindfulness, positive psychology, stress management and confidence building techniques. Trainings should aim to create a positive environment that encourages participation and information should be delivered in an easy, practical and fun way. Finally, the training process may include sessions such as cooking, tasting, yoga, walking,

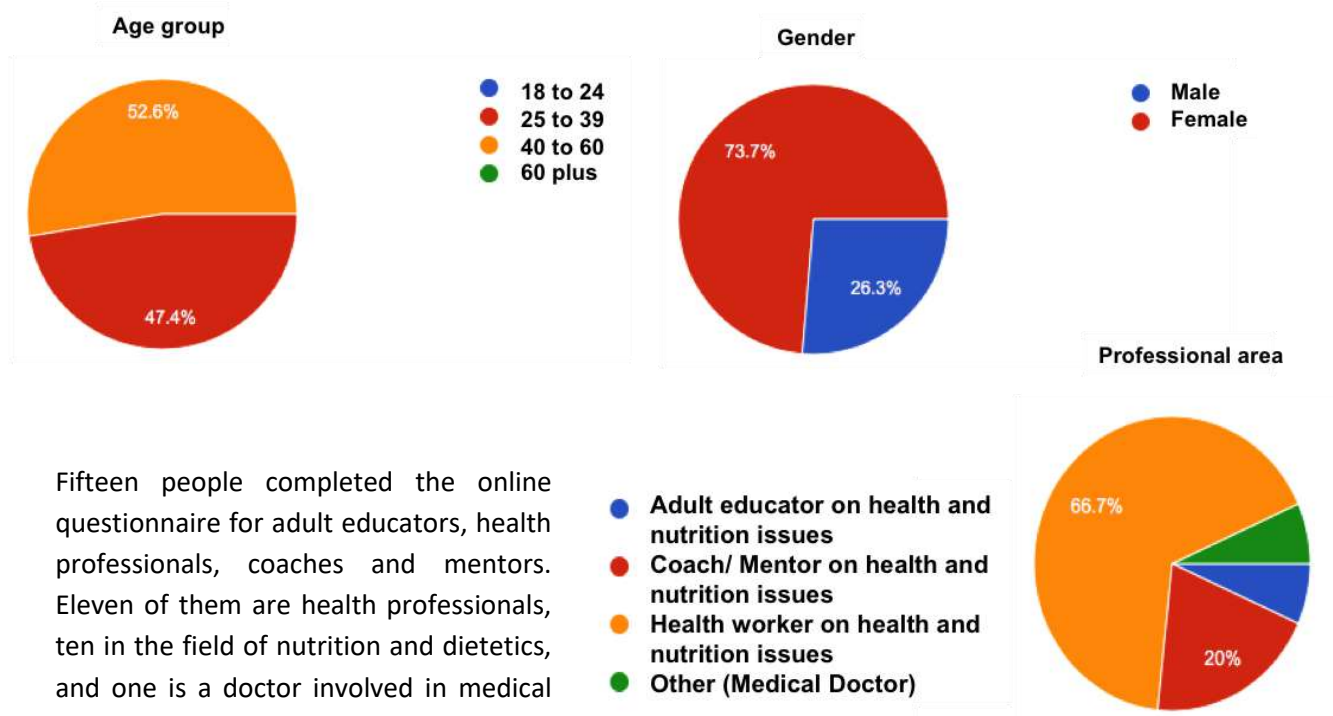
meditation and relaxation in order to enhance group dynamics and promote positive experience and feelings about healthy lifestyle.

3.2 Online Questionnaire

The main scope of the online questionnaires, one for overweight adults and one for health professionals, adult educators, coaches and mentors was to determine the needs and challenges of adults who want to control their weight. All information gathered will be used in order to develop a group of solutions for successful weight management, including a training program and coaching sessions based on the individual needs and strengths of each participant. The objective is to help adults develop weight literacy and change their mindsets in order to better control their weight. Finally, an electronic guide for health professionals, coaches, mentors and adult educators will be developed in order to facilitate them in supporting overweight and obese adults to learn how to use positive psychology techniques to manage their weight and overcome the challenges of the obesogenic environment.

3.2.1 Methodology

Nineteen people, 14 female and 5 male completed the online questionnaire for overweight adults. The questionnaire was sent to them via Google forms. The people who completed the survey were informed before the form was sent to them personally or by phone or email. Twenty-five people were initially contacted. The participants were selected through the associate partners network. Finally 19 people completed the survey.

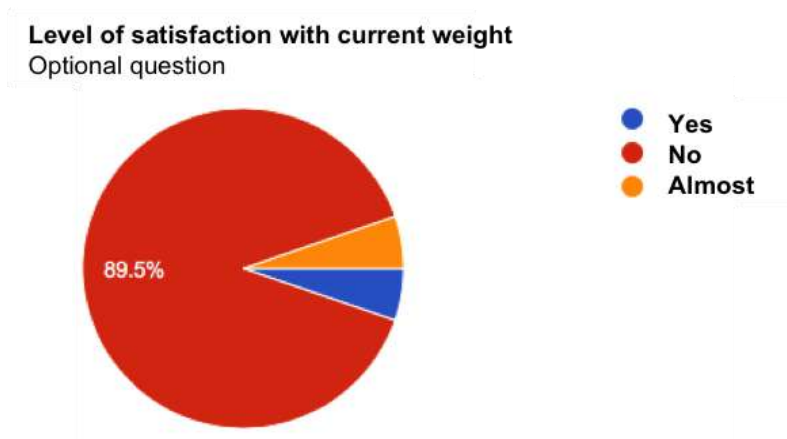


Fifteen people completed the online questionnaire for adult educators, health professionals, coaches and mentors. Eleven of them are health professionals, ten in the field of nutrition and dietetics, and one is a doctor involved in medical weight loss. Moreover, three of them are mentors/ health coaches and one is a health and wellness educator. The participants were selected through the associate partner's network and the questionnaire was sent to them via Google forms. The professionals who completed the survey were informed before the form was sent to them, personally or by phone or email. Twenty-five professionals were initially contacted and fifteen completed the survey.

3.2.2 Results of online questionnaire to overweight adults

Level of satisfaction with current weight (optional question)

Seventeen out of nineteen respondents are not happy with their current weight. One respondent is almost happy and one is happy with her current weight.



Greatest challenges for people who want to lose and control their weight

Most respondents reported the following challenges: a. cravings and temptations, b. change in habits and life-style, c. stress and anxiety, and d. restrictions and deprivation.

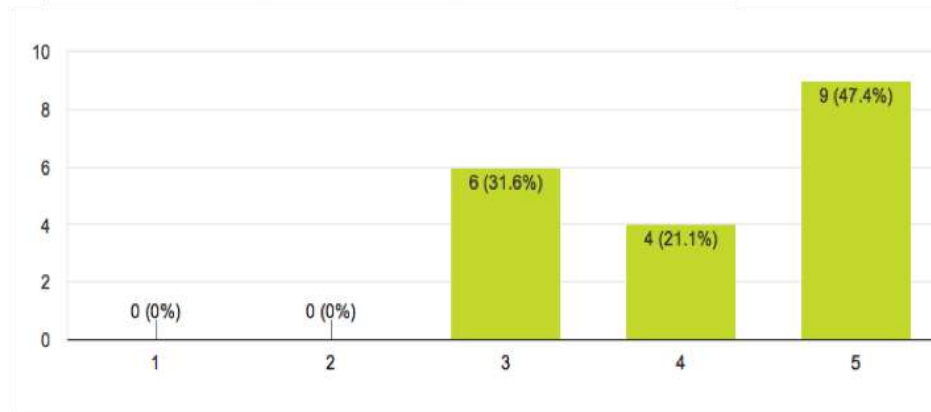
A more analytical presentation of all answers can be found below:

1	Female	Cravings, limited time for preparation, stress
2	Female	Delicious food and desserts
3	Female	Stress and anxiety that leads to overeating.
4	Male	Having to restrict food quantity
5	Female	Nibbling
6	Female	Smell, taste memories, feelings
7	Female	Restricted food quantity, forbidden foods, compliance, meal planning
8	Male	Changing daily eating habits
9	Female	Personal weakness, stress and disappointment
10	Female	Tasty temptations
11	Male	Food temptations
12	Female	Having control to restrict certain foods
13	Female	Changing habits, self-restraint
14	Male	Change habits
15	Female	Peers, social life, feeling satisfied fast after a goal is achieved
16	Female	Bad eating habits, deprivation
17	Female	Frequent meals
18	Female	Facing a new, unknown side of oneself, self-discipline, suppression to achieve the goals.
19	Male	Life-style

Importance of high self-esteem for weight management

Thirteen out of nineteen respondents rated high self-esteem as an important or very important factor for weight management. Six respondents rated high self-esteem of average importance for weight management.

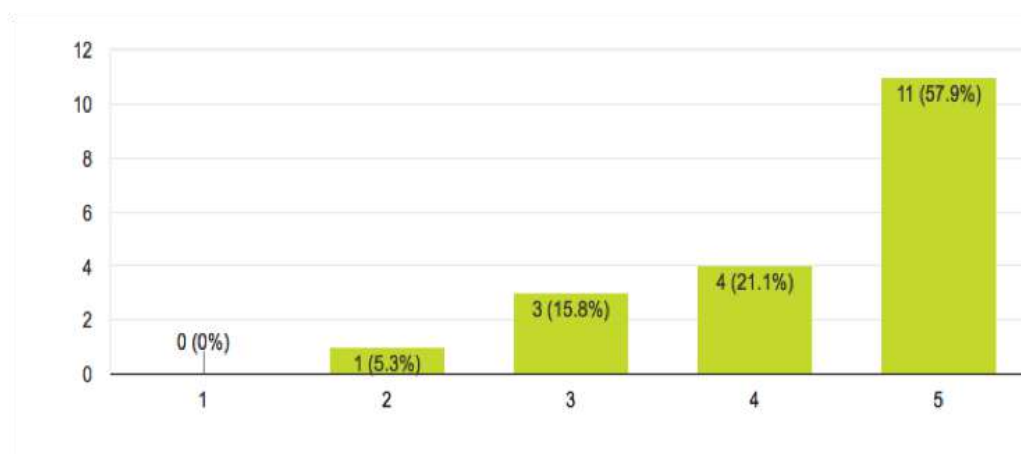
Level of importance of high self-esteem for weight management
(1= not important, 5= very important)



Importance of low stress levels for weight management

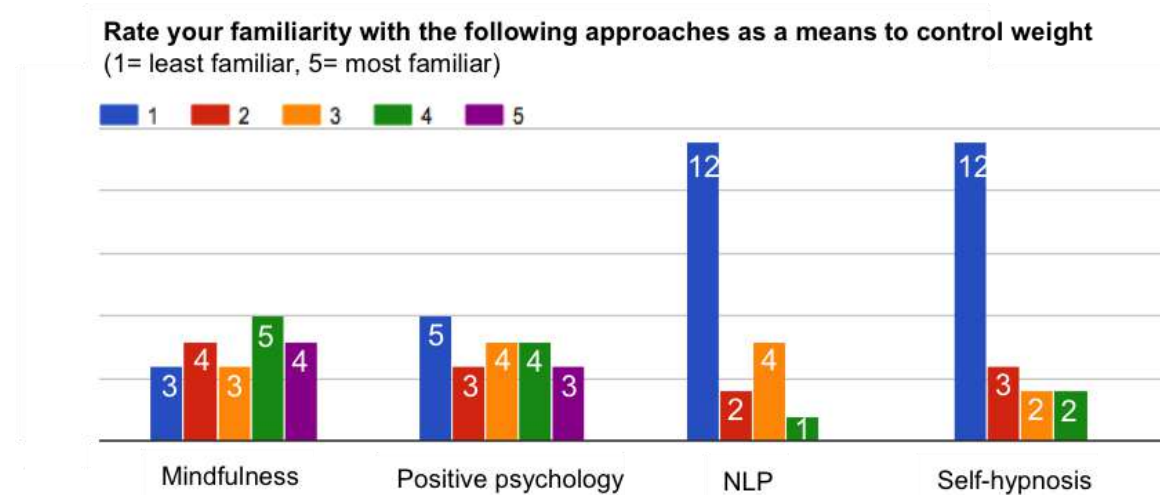
Fifteen out of nineteen respondents rated low stress as an important or very important factor for weight management. Four respondents rated low stress of average or low importance for weight management.

Level of importance of low stress for weight management
(1= not important, 5= very important)



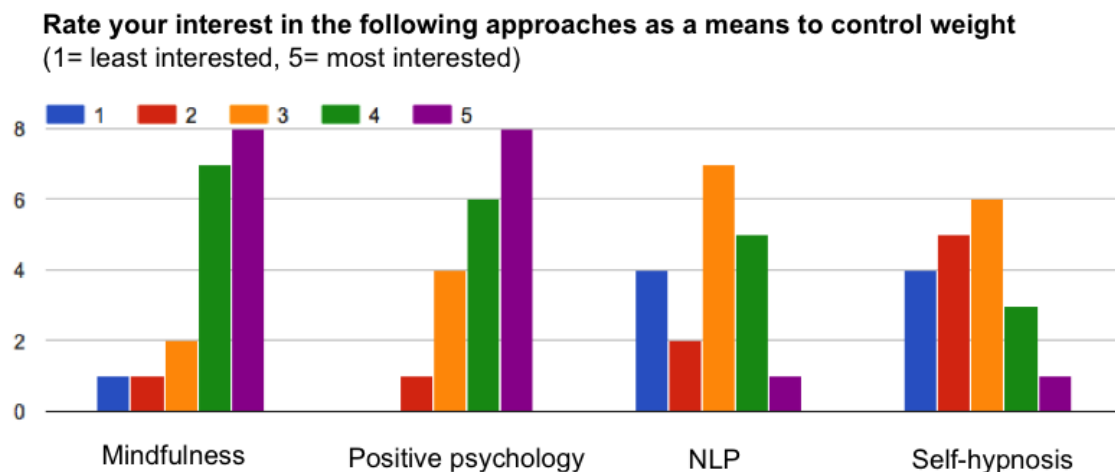
Familiarity with mindfulness, positive psychology, NLP and self-hypnosis techniques as means to control weight

Mindfulness: nine out of nineteen respondents reported to be most familiar or familiar with mindfulness. *Positive psychology*: seven out of nineteen respondents reported to be most familiar or familiar with positive psychology. *NLP*: one out of nineteen respondents reported to be familiar with NLP. *Self-hypnosis*: two out of nineteen respondents reported to be familiar with self-hypnosis.



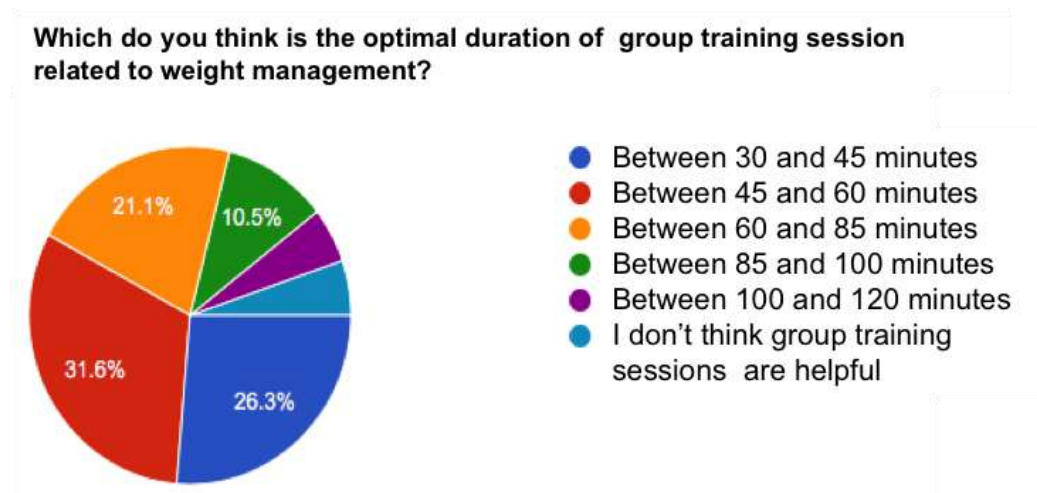
Interest in mindfulness, positive psychology, NLP and self-hypnosis techniques as means to control weight

Mindfulness: Fifteen out of nineteen respondents reported to be most interested or interested in mindfulness. *Positive psychology*: fourteen out of nineteen respondents reported to be most interested or interested in positive psychology. *NLP*: Six out of nineteen respondents reported to be most interested or interested in NLP. *Self-hypnosis*: four out of nineteen respondents reported to be most interested or interested in self-hypnosis.



Optimal duration of a group training session

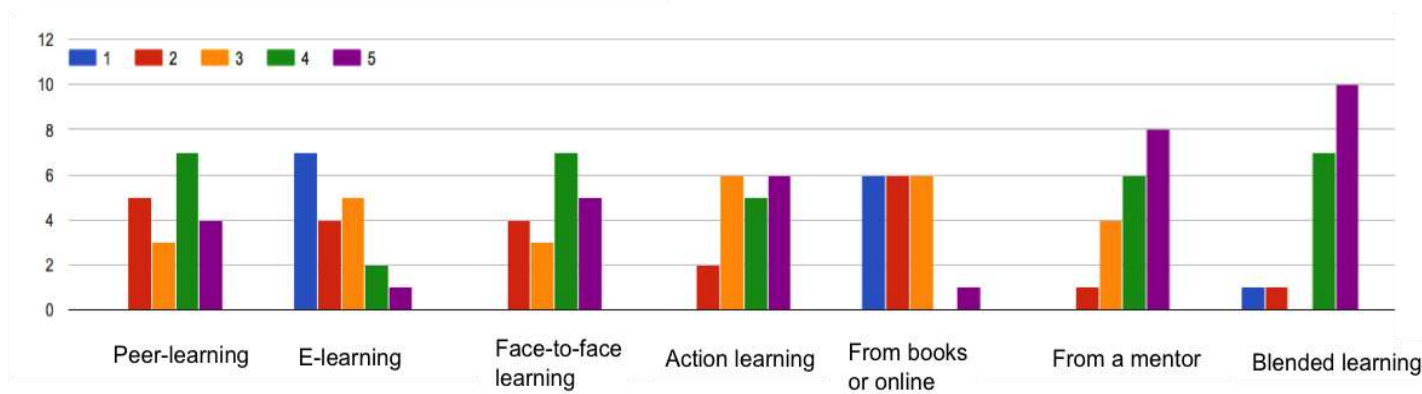
Out of nineteen respondents, five answered 30-45 minutes, six 45-60 minutes, four 60-85 minutes, two 85-100 minutes and one 100-120 minutes to be the optimal duration of a group training session. One person answered that group training are not helpful.



Preferable learning styles

Peer learning: Eleven out of nineteen respondents reported peer learning to be most preferable or preferable. *E-learning:* Three out of nineteen respondents reported e-learning to be most preferable or preferable. *Face-to-face learning:* Twelve out of nineteen respondents reported face-to-face learning to be most preferable or preferable. *Action learning:* Eleven out of nineteen respondents reported action learning to be most preferable or preferable. *From book or online:* One out of nineteen respondents reported learning from books or online to be preferable. *From a mentor:* Fourteen out of nineteen respondents reported learning from a mentor to be most preferable or preferable. *Blended learning:* Seventeen out of nineteen respondents reported blended learning to be most preferable or preferable.

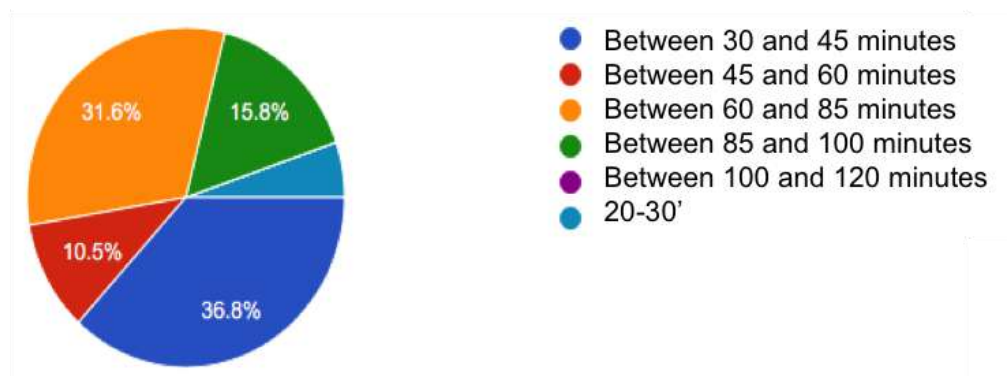
Rate the following learning styles in regard to your preference
(1= least preferable, 5= most preferable)



Optimal duration of a coaching/ mentoring session

Out of nineteen respondents, six answered 30-45 minutes, two 45-60 minutes, six 60-85 minutes, three 85-100 minutes and one answered 20-30 minutes.

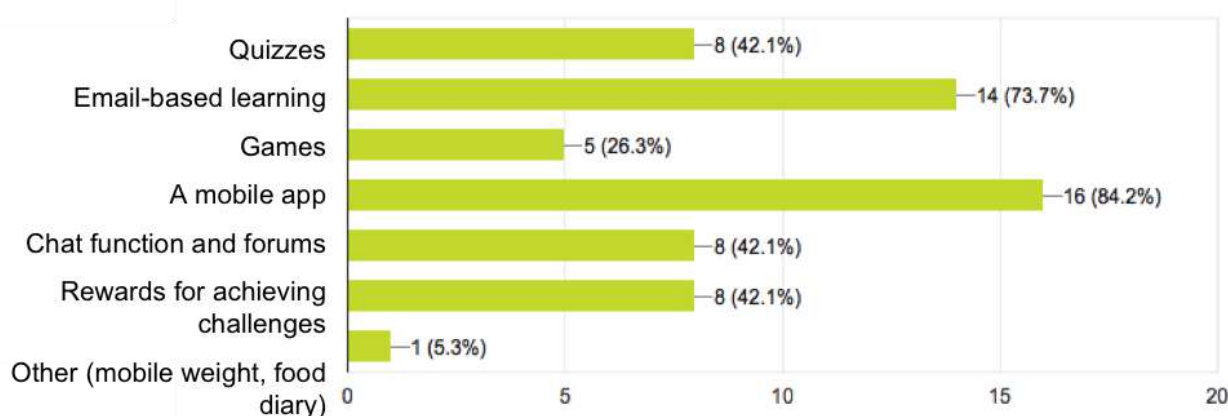
Which do you think is the optimal duration of a group coaching session for weight management applied to a group of 5-8 people?



Features expected in a free online learning and coaching platform

Out of nineteen respondents, eight chose quizzes, fourteen chose email-based learning, five chose games, sixteen chose a mobile app, eight chose a chat/ forum function, eight chose rewards for achieving challenges and one answered a mobile app to record food and weight.

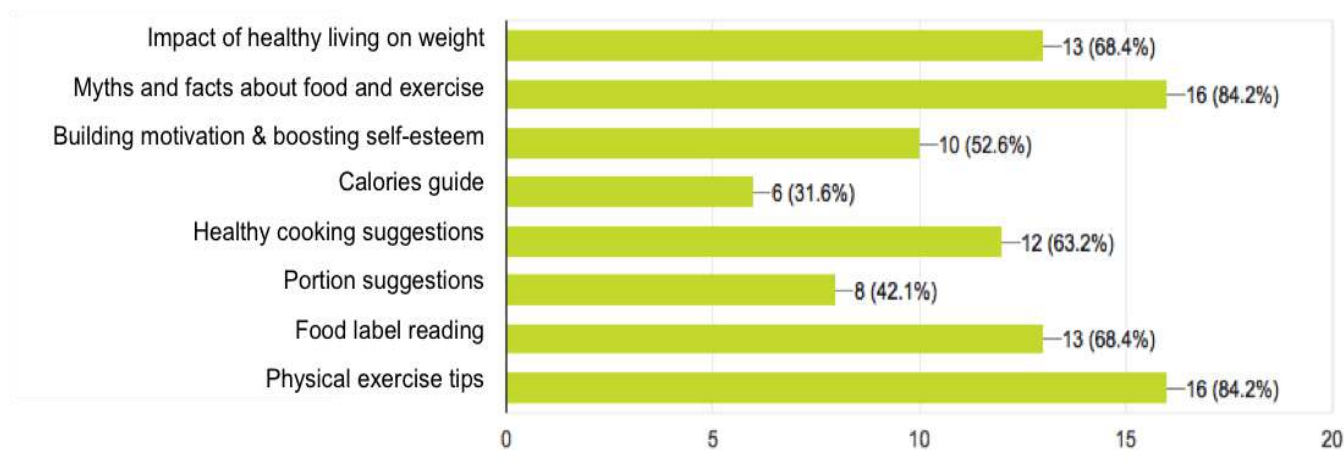
What kind of features would you expect in a free online learning and coaching platform for weight management designed for adults?



Teaching subjects participants would like to see in the Weight Matters training program

Out of nineteen respondents, thirteen chose impact of healthy living on weight, sixteen chose myths and facts about food and exercise, ten chose building motivation & boosting self-esteem, six chose a calorie guide, twelve chose healthy cooking suggestions, eight chose portion suggestions, thirteen chose food label reading and sixteen answered physical exercise tips.

What teaching subjects would you like to see in the Weight Matters training program for adults?



3.2.3 Results of online questionnaire to adult educators, health professionals, coaches and mentors

Greatest challenges for people who want to lose and control their weight (professionals)

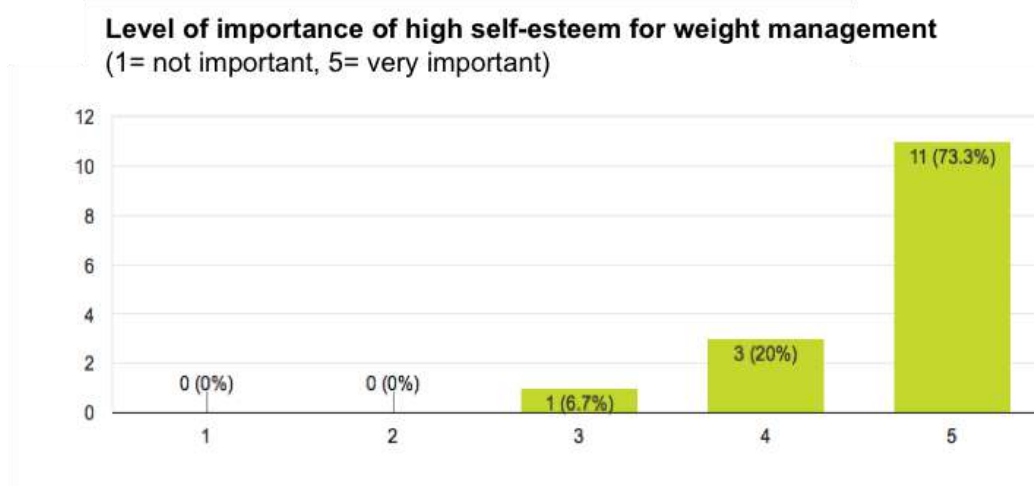
Most professionals reported the following challenges: a. psychological issues that affect relationship with food such as low self-esteem, stress and anxiety, b. the obesogenic environment e.g. availability of unhealthy, processed food, excessive marketing, c. lack of knowledge and skills, low awareness and d. temptations.

A more analytical presentation of all answers can be found below:

1	Planning, dealing with temptations
2	Processed foods with high caloric content, full of sugar with increased availability, low price and successful marketing
3	Stress, difficult to stay compliant, psychological issues that affect their relationship with food
4	Preparing healthy meals, preference in ready meals (delivery), obsession with food, difficulty realizing what is a healthy lifestyle, difficulty eating healthy food, anxiety
5	Temptations, negative psychology
6	Busy schedule, low motivation, psychological issues that affect their relationship with food, financial issues, peers and social life
7	Temptations
8	Psychological issues
9	Psychological issues
10	Large availability of unhealthy food, lack of nutrition knowledge and weight management skills
11	Low self-esteem
12	Emotional eating, lack of mindfulness skills, low awareness about the link between diet, weight and health
13	Low motivation, low self-control
14	The obesogenic environment
15	Wrong perceptions about weight management

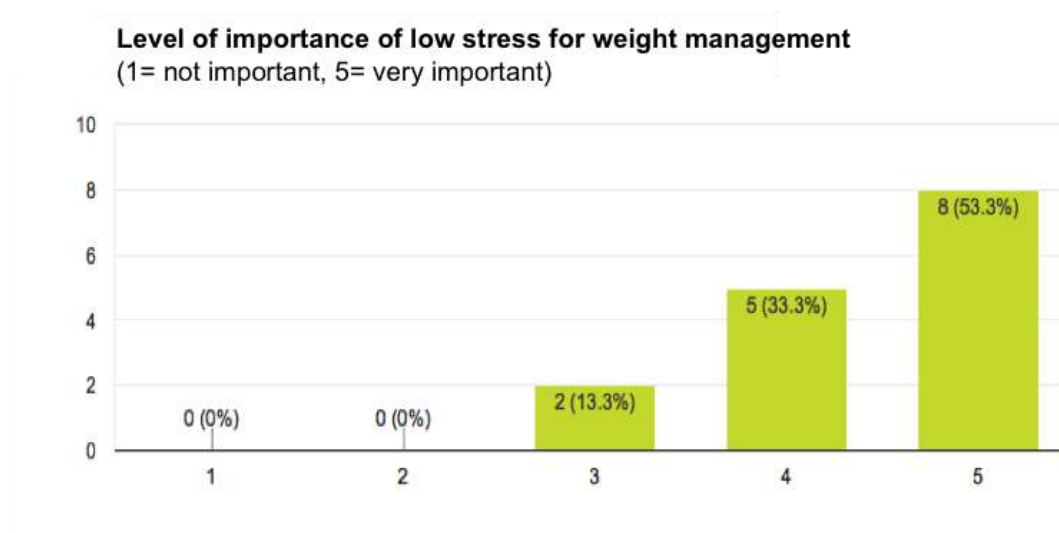
Importance of high self-esteem for weight management (professionals)

Fourteen out of fifteen respondents rated high self-esteem as an important or very important factor for weight management. One respondent rated high self-esteem of average importance for weight management.



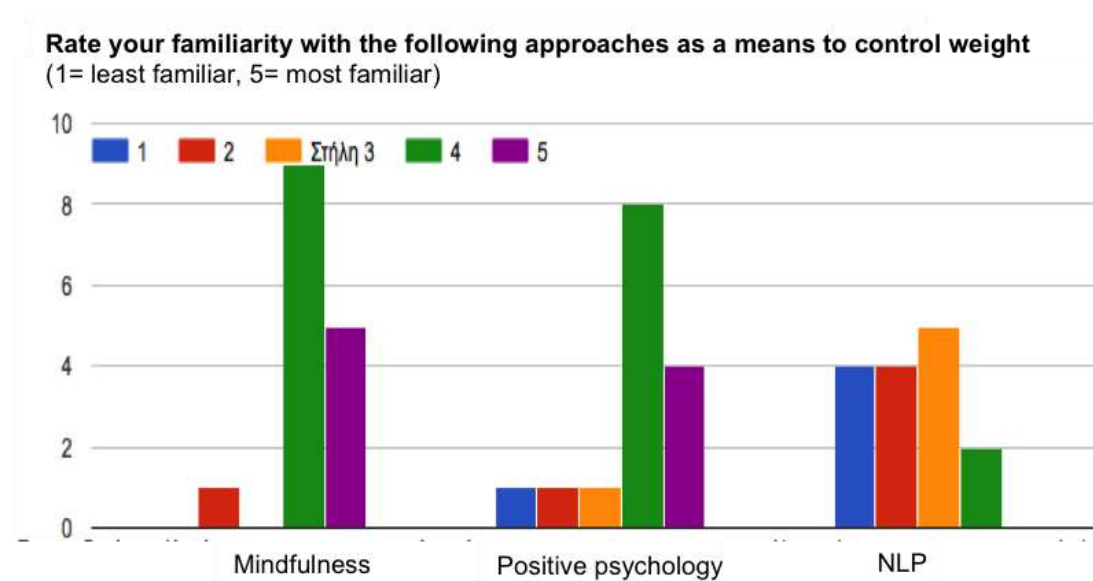
Importance of low stress levels for weight management (professionals)

Thirteen out of fifteen respondents rated low stress as an important or very important factor for weight management. Two respondents rated low stress of average or low importance for weight management.



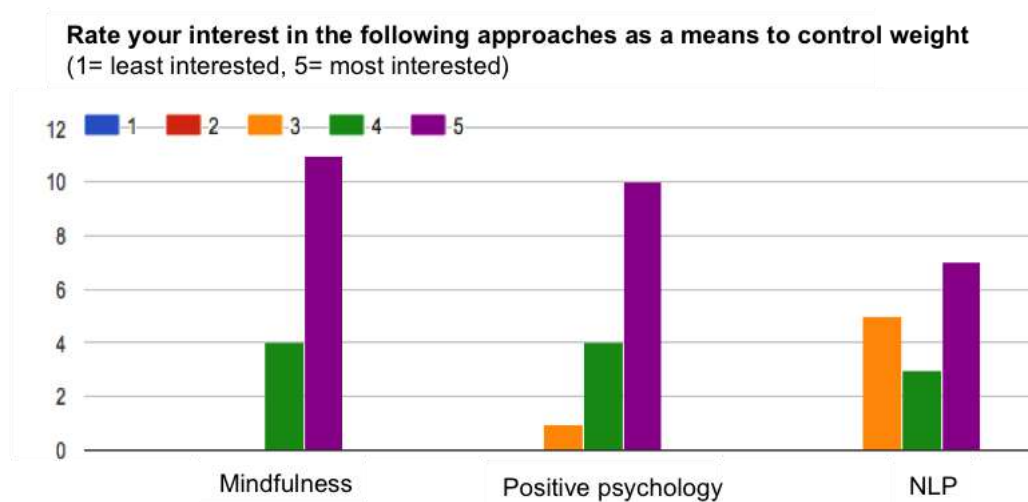
Familiarity with mindfulness, positive psychology and NLP techniques as means to control weight (professionals)

Mindfulness: Fourteen out of fifteen respondents reported to be most familiar or familiar with mindfulness. **Positive psychology:** twelve out of fifteen respondents reported to be most familiar or familiar with positive psychology. **NLP:** two out of nineteen responders reported to be familiar with NLP.



Interest in mindfulness, positive psychology and NLP techniques as means to control weight (professionals)

Mindfulness: Fifteen out of fifteen respondents reported to be most interested or interested in mindfulness. *Positive psychology:* fourteen out of fifteen respondents reported to be most interested or interested in positive psychology. *NLP:* Ten out of fifteen respondents reported to be most interested or interested in NLP.



Most important skills needed by professionals to deliver effective coaching and mentoring interventions (professionals)

Most professionals reported the following skills: a. psychological support skills, b. empathy, listening, c. adaptability, mindfulness and motivation

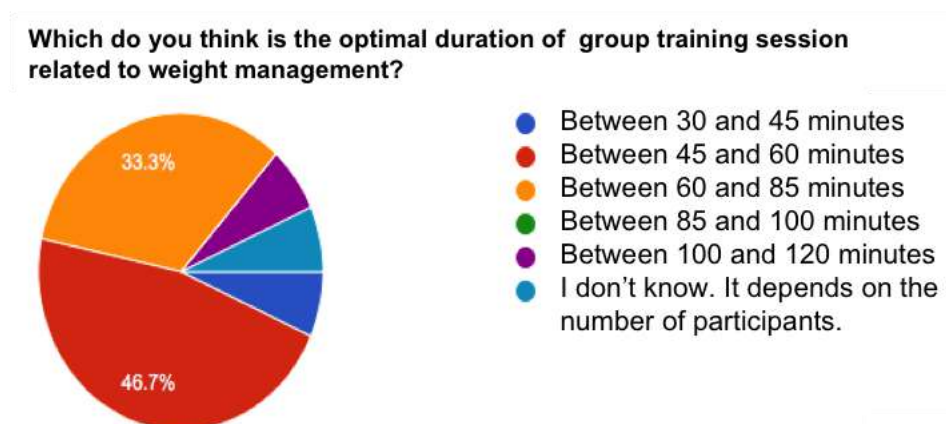
A more analytical presentation of all answers can be found below:

1	Coaching techniques & mindful eating
2	Decision making skills, negotiation skills, rolling with resistance

3	Understanding, empathy, motivation skills, role modeling
4	Practical experience, knowledge of mindfulness, motivation tools, stress evaluation
5	Knowledge and positive attitude
6	Training in psychology, communication skills, adaptability/ flexibility depending on the needs
7	Listening skills
8	Mindfulness skills
9	Psychological support skills
10	Empathy, flexibility, acceptance, goal setting skills, being cooperative, coaching skills
11	Psychological support skills
12	Adaptability in the individual needs of each person, psychological support skills
13	Empathy
14	Up-to-date knowledge of new techniques
15	Nutrition coaching skills

Optimal duration of a group training session (professionals)

Out of fifteen respondents, seven answered 45-60 minutes and five 60-85 minutes. One person answered 30-45 minutes and another 100-120 minutes. Also, one person answered that it depends on the number of participants.



Optimal duration of a coaching/ mentoring session (professionals)

Out of fifteen respondents, six answered 60-85 minutes, four 45-60 minutes and three 100-120 minutes. One respondent answered 30-45 minutes.

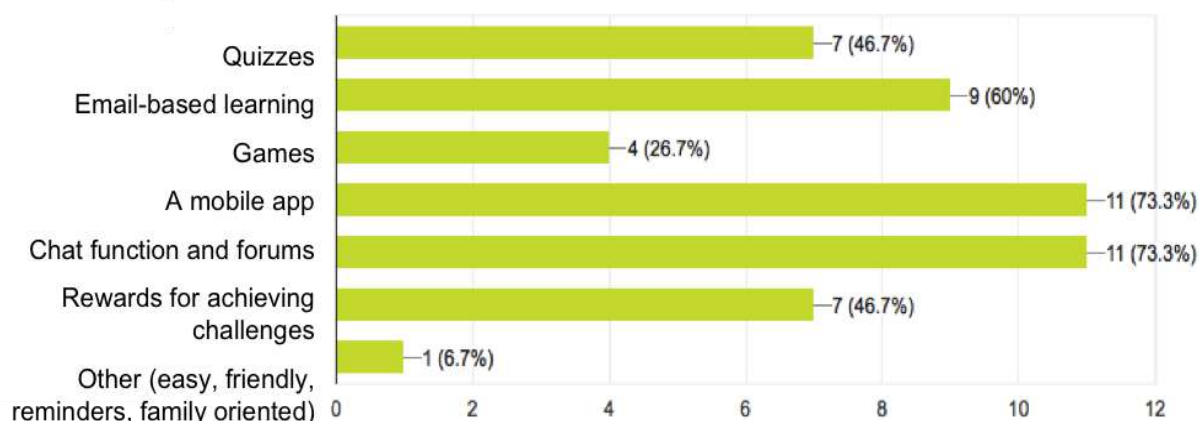
Which do you think is the optimal duration of a group coaching session for weight management applied to a group of 5-8 people?



Features expected in a free online learning and coaching platform (professionals)

Out of fifteen respondents, seven chose quizzes, nine chose email-based learning, four chose games, eleven chose a mobile app, eleven chose a chat/ forum function, seven chose rewards for achieving challenges and one answered easy, friendly with reminder and family oriented features.

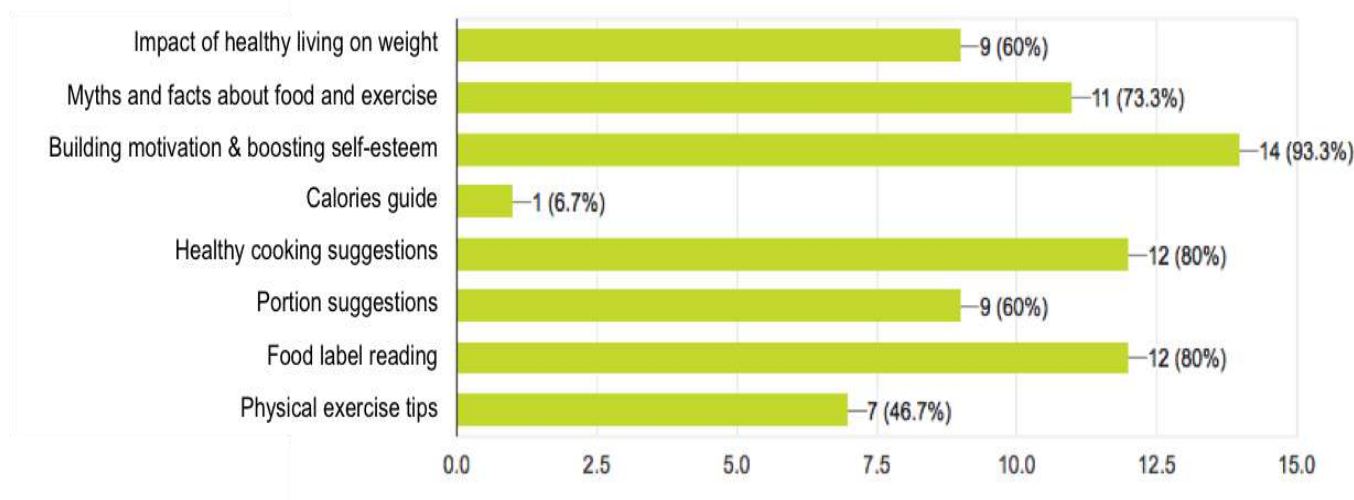
What kind of features would you expect in a free online learning and coaching platform for weight management designed for adults?



Teaching subjects participants would like to see in the Weight Matters training program (professionals)

Out of fifteen respondents, nine chose impact of healthy living on weight, eleven chose myths and facts about food and exercise, fourteen chose building motivation & boosting self-esteem, one chose a calorie guide, twelve chose healthy cooking suggestions, nine chose portion suggestions, twelve chose food label reading and seven answered physical exercise tips.

What teaching subjects would you like to see in the Weight Matters training program for adults?



3.2.4 Conclusions & recommendations

The two questionnaires revealed both discrepancies and similarities on the way overweight adults and professionals see the challenges of weight management. Overweight adults find they have more difficulty with the actual food in terms of cravings, temptations, eating habits as well as dealing with deprivation and restrictions. On the other hand, professionals believe the biggest challenges that overweight adults face are associated with psychological issues that lead to emotional eating. For overweight adults, emotional eating is not recognized as a great challenge. Even though professionals also recognize temptations as a barrier, they seem to believe this is the result of the excessive availability and marketing of unhealthy foods as well as lack of nutrition knowledge. Overweight adults seem to focus more on their inability to control cravings. Both groups though agree that stress and anxiety, as well as high-self esteem play an important role. Moreover, both overweight adults and professionals seem to believe that mindfulness and positive psychology techniques would be useful in weight management. Even though professionals seem to be more familiar with the techniques, both groups state that they are interested to learn even more about them. Both groups seem to be less familiar with or interested in NLP and self-hypnosis.

When overweight adults were asked about preferable learning method,s most rated blended learning that includes learning from a mentor, face-to-face learning and action learning in addition to digital learning, with group trainings and coaching sessions lasting between 45 and 60 minutes. Group session duration, according to professionals, should be a bit longer though, ranging between 45 and 85 minutes. Digital learning for both groups should include a mobile app, email learning and quizzes as well as a chat/ forum. The rest of the features mentioned are considered to be useful for both groups, with games being the least favorable feature. Group trainings, according to both groups, should definitely include subjects such as myths and facts about food and exercise and food label reading; however most professionals would also like to see subjects like building motivation and boosting self-esteem and healthy cooking suggestions, whereas most overweight adults would like subjects such as physical exercise tips and the impact of healthy living on weight. Both groups are not interested in a calorie guide. Finally, professionals stated that there is a number of important skills they need to have in order to deliver effective coaching and mentoring interventions such as: psychological support skills, empathy, listening skills, adaptability, flexibility, acceptance and mindful eating skills.

4. Overall conclusions and recommendations

As Greece is currently facing an obesity epidemic, with more and more adults, children and adolescents derailing from the balanced diet model and getting heavier, people need access to conclusive valid information and comprehensive weight management programs that include nutrition education as well as support and coaching in the areas of mindful eating, positive psychology and stress management.

Extensive research in Greece showed there is a lack of programs that offer high quality training and coaching targeted to overweight and obese adults, especially from low socioeconomic groups. At the same time, both focus group participants and questionnaire respondents comprising of overweight adults and professionals, stressed the need to gain more knowledge in the field of weight management with non-diet approaches. Overweight adults need skills to manage stress, boost self-esteem, and attain mindfulness and positive psychology skills in order to deal with challenges such as cravings, deprivation and emotional eating. Professionals need training and tools in order to deliver state of the art coaching and mentoring interventions, and support overweight adults increase their food, nutrition and weight literacy, become motivated and mindful about their eating, deal with stress and anxiety and find practical solutions to everyday challenges. All participants, both overweight adults and professionals, agree that face-to-face learning in groups is the preferred method of training and coaching; however they believe that carefully designed digital tools such as an online platform and a mobile app, could be supportive and useful.

Trainings and coaching sessions should not last more than 2 hours, definitely be interactive and include opportunities for the participants to apply what they've learned. Practicality of advice is a must. Teaching subjects should range from expanding nutrition knowledge and supporting food literacy (properties of food, link between nutrition and health), practical tools (food label reading, cooking, shopping and physical activity tips) Also, digital tools need to be easy to use, have condensed, fact-based information and applications that will provide ready solutions to everyday challenges.

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6. Annexes

ANNEX 1 - Summary of focus groups answers for overweight adults

<p>1. Have you attempted to lose weight in the past? If yes, what have been the three greatest challenges that you faced in your attempts to lose weight?</p>	<ul style="list-style-type: none"> • Participant No 1 answered that has tried more than 5 times. Greatest challenges were to a) to start, b) to adapt to the new eating habits individually and family wise c) eating out-does not want to differ • Participant No 2 answered yes. Greatest challenges were a) duration of the diet-could not follow for more than a month b) specific meals were difficult to follow c) eating out d) disappointment from not being able to follow the diet plan • Participant No 3 answered yes, many times. Greatest challenges were a) duration of the diet b) eating out c) the preparation of the meals in order to follow the diet plan • Participant No 4 answered yes, many times. Greatest challenges were a) works seasonally –does not have a kitchen for many months, b) does not like to diet and differ when going out, c) does not enjoy healthy food taste wise • Participant No 5 answered that has not really tried to lose weight. Greatest challenges were a) lacks the determination to commit to a diet, b) wants to eat whatever pleases her c) portion sizes • Participant No 6 answered that yes, has tried many times. Greatest challenges were a) could not sustain the weight after the diet ended • Participant No 7 answered that yes, has tried many times. Greatest challenges were a) disappointment from the taste - not pleasing food, b) disappointment from not meeting the diet goals c) disappointment from the time needed to actually lose weight
<p>2. Please describe which techniques you have used in the past for losing weight or you are already aware of (i.e. Weight Watchers, exercise programs, Atkins Diet etc...</p>	<ul style="list-style-type: none"> • Participant No 1 answered that has only followed diets that were based on restriction of caloric intake. • Participant No 2 answered that has tried a) Weight Watchers, b) chemical diets, c) low carb diet (Atkins) • Participant No 3 answered that has tried only chemical diets • Participant No 4 answered that has tried a) Weight Watchers, b) restriction of caloric intake, c) Detox diets • Participant No 5 answered that has tried a) Weight Watchers, b) Detox diet, c) restriction of caloric intake • Participant No 6 answered that has tried a) Detox diet (vegetable soup only), b) chemical diets • Participant No 6 answered that has tried a) restriction of caloric intake

<p>3. Are you aware of 'Coaching and Mentoring' support for losing weight? If so, have you ever had a coach or mentor?</p>	<ul style="list-style-type: none"> • Participant No 1 answered that is not aware of coaching techniques apart from the dietician advice, follow-up on the diet plan. The dietician serves as a mentor. • Participant No 2 answered that is not aware of coaching techniques apart from the dietician. • Participant No 3 answered that no, not aware of coaching apart form the dietician meal planning, healthy food advice. • Participant No 4 answered that Weight Watchers had some mentoring, group counseling. • Participant No 5 answered that Weight Watchers had some mentoring, group counseling. • Participant No 6 answered that no, has not been offered coaching/mentoring apart from the dietician follow-up. • Participant No 7 answered that only the last dietician served as a mentor and offered coaching/mentoring as part of the weight loss plan.
<p>4. In case you are aware of 'Coaching and Mentoring' support, do you think that this approach could be beneficial for controlling and managing weight?</p>	<ul style="list-style-type: none"> • Participant No 1 answered yes because it changes your relationship with food. • Participant No 2 answered yes. This way weight loss is more sustainable; as it changes your eating habits and way you perceive food. • Participant No 3 answered yes, it would definitely be beneficial. • Participant No 4 answered yes it would definitely be beneficial, the support through the process would be invaluable. • Participant No 5 answered yes but does not believe her mind set on food could change. Very skeptical. • Participant No 6 answered yes. Coaching by her dietician has been very beneficial and can potentially help sustain weight loss. • Participant No 7 answered yes. Coaching by his dietician has helped identify and change eating habits, comfort eating etc.
<p>5. Do you think that there is a relationship between self-esteem, stress and weight management, and if so how do they influence each other?</p>	<ul style="list-style-type: none"> • Participant No 1 answered yes, low self esteem and stress lead to eating. • Participant No 2 answered that no. Does not believe low self-esteem is related to weight management. • Participant No 3 answered that stress leads to eating. Does not think there is a relationship between low self-esteem and weight management. • Participant No 4 answered that stress leads to eating. Low self-esteem plays a part in weight management.

	<ul style="list-style-type: none"> Participant No 5 answered that low self-esteem, bullying for excess weight influences weight management. Stress plays a role. All are a vicious circle. Participant No 6 answered that does not think there is a relationship between stress and low self-esteem and weight management. Participant No 7 answered that stress plays an important role on coping with a healthy diet (difficult day, full program at work), cannot relate low self-esteem and weight management.
6. Are you aware of what positive psychology is, and how it can help people improve their self-esteem and stress management?	<ul style="list-style-type: none"> Participant No 1 answered that was not aware of the term positive psychology but believes it would help. Participant No 2 answered that has a positive psychology. Participant No 3 answered that has a positive psychology but would like to know if there is a scientific approach to help her more. Participant No 4 answered that she is not aware of it but believes it would help. Participant No 5 answered that she aware of it and believes it would help but she is negative as a person. Participant No 6 answered that she is aware of it, she believes it would help and is in fact trying to keep a positive psychology. Participant No 7 answered that he is aware of it and believes that a mentor with a positive psychology approach would help a lot.
7. Would access to a free online learning and coaching platform be helpful for acquiring new knowledge on weight management?	<ul style="list-style-type: none"> Participant No 1 answered yes. Participant No 2 answered no. Believes that personal coaching is more effective. Participant No 3 answered yes but only in combination with personal coaching and it would have to be personalized to each individual. Participant No 4 answered yes it could potentially be helpful but only in combination with personal coaching and it should be interactive. Participant No 5 answered that potentially yes but only in combination with personal coaching. Participant No 6 answered that yes it would be beneficial. Participant No 7 answered yes as a secondary tool.
8. What kind of features (e.g. quizzes, gamification, chat, forums etc.) would you expect in a free online learning and coaching	<ul style="list-style-type: none"> Participant No 1 answered a) quiz b) games Participant No 2 answered a) personalized information on goals, tracking etc. Participant No 3 answered a) quiz b) statistics c) forum d) personalized information

platform for weight management?	<ul style="list-style-type: none"> Participant No 4 answered a) forum b) happy/interesting c) interactive d) games e) short f) facts Participant No 5 answered a) pleasant/interesting, b) not long articles Participant No 6 answered a) quiz b) games c) forum Participant No 7 answered a) interactive quizzes b) interactive articles c) personalized tracking d) easy <p>All participants were against chat.</p>
9. What teaching subjects would you like to see in the Weight Matters training program? (e.g. how healthy living has an impact on our weight, calories guide, healthy cooking suggestions, portions suggestions, confidence-building, mindfulness, etc).	<ul style="list-style-type: none"> Participant No 1 answered a) not interested in calorie counting b) all the other examples yes c) label reading Participant No 2 answered a) healthy living - impact on our weight b) mindfulness Participant No 3 answered a) applied knowledge, practical applications eg. Test if one can make a diet plan, read labels b) interactive Participant No 4 answered a) all of the above mentioned b) variety c) group dynamics Participant No 5 answered a) group dynamics/discussion b) meal planning, c) practical solution d) motivation Participant No 6 answered a) not calorie counting Participant No 7 answered a) mindfulness b) tracking of emotions, food/ self awareness

ANNEX 2 - Summary of focus groups answers for educators, trainers, coaches and mentors	
1. Are you aware of any of the following techniques below and how they could be used to support weight management for adults? <ul style="list-style-type: none"> Mindfulness Positive psychology Neuro-linguistic programming (NLP) 	<ul style="list-style-type: none"> Participant No 1 answered: aware of all 3, useful for weight management (WM). (How) Help focus on positive results, increase awareness, help with goal setting, daily planning. Participant No 2 answered: aware of all 3. Believes mindfulness is more useful but harder to attain. (How) writing down emotions to increase awareness, investigate the relationship with food Participant No 3 answered: familiar with the first 2. Knows the term NLP but doesn't know how to apply it for WM. (How) deal with emotional eating, increase compliance to diet. Participant No 4 answered: aware of all 3. NLP is a new and promising approach for successful WM. (How) improve communication between the coach and the client, motivation, increase awareness and establish good rapport.

	<ul style="list-style-type: none"> Participant No 5 answered: has heard of the techniques, but is not fully aware of the practical applications for WM. Has used some mindfulness and positive psychology tools. (How) motivate clients and increase awareness. Participant No 6 answered: aware of the first 2 but not NLP. (How) awareness, long-term commitment and adaptation to a healthier way of life.
2) Which, if any, of these techniques above would you be most interested in finding out more about?	<ul style="list-style-type: none"> Participant No 1 answered: would like to learn more about NLP. Participant No 2 answered: would like to learn more about NLP. Participant No 3 answered: would like to learn more about NLP and positive psychology. Participant No 4 answered: would like to learn more about all three but mostly about NLP. Participant No 5 answered: would like to learn more about all three. Participant No 6 answered: would like to learn more about all three, but mostly about NLP.
3) How useful would techniques on how to support adults in using positive psychology, mindfulness, NLP be to you as an educator, trainer, coach and mentor?	<ul style="list-style-type: none"> Participant No 1 answered: all techniques can be useful. Ranks higher positive psychology and mindfulness techniques. Participant No 2 answered: all techniques can be useful and should be used interchangeably but she would focus on positive psychology at first. Participant No 3 answered: positive psychology techniques are more useful Participant No 4 answered: all techniques can be useful and should be used depending on the client's needs. Participant No 5 answered: confused about which technique/ approach is which. Thinks that positive psychology and mindfulness techniques are more useful. Participant No 6 answered: positive psychology, mindfulness techniques seem to be more useful. Does not know about NLP.
4) Do you think that there is a relationship between self-esteem, stress and weight management, and if so how do they influence each other? Do you incorporate techniques in your practices that aim to	<ul style="list-style-type: none"> Participant No 1 answered: anxiety is definitely negatively related to overweight, can sabotage successful WM (people cannot focus on their goals). Unsure about how self-esteem influences WM. Most times assess clients' stress levels. Participant No 2 answered: stress affects negatively WM. Anxiety makes people less stable, they cannot commit to make changes. When WM is not successful stress levels increase and this affects negatively the self-esteem. Always

<p>evaluate your target group's self-esteem and stress levels?</p>	<p>tries to evaluate stress levels and propose stress management techniques. To evaluate self-esteem, asks about clients' past and how their relationship with their body was formed (role of family and peers).</p> <ul style="list-style-type: none"> • Participant No 3 answered: low self-esteem is a big barrier to WM, triggers anxiety, making WM even more difficult. Evaluates self-esteem and stress levels. Suggests practical solutions to everyday problems. Believes a dietitian cannot help with low-self esteem. A psychologist is more appropriate. • Participant No 4 answered: all factors affect each other. Anxiety is a big issue and cannot be ignored. Weight, habits, anxiety and low self-esteem are linked. Evaluates stress, tries to suggest ways to alleviate it and tries to use empathy. Does not use specific tools to assess anxiety, focuses on client's body language. Stress affects the whole body, hormones, hunger and satiety. Becomes a big barrier for successful WM. The actual diet plan can be stressful. Believes group based coaching can help people deal with stress and increase self-esteem. • Participant No 5 answered: low self-esteem, stress and WM all form a vicious cycle. Always evaluates self-esteem and stress. Does not use specific tools. Helps clients reduce stress levels by suggesting practical solutions. Being positive and helping clients lose weight will improve their self-esteem. • Participant No 6 answered: low self-esteem, stress and WM are interlinked. Stress distracts people from WM process. When focus is on the scale and actual weight loss people become even more stressed. Losing weight improves self-esteem. Evaluates stress but doesn't know how to evaluate self-esteem.
<p>5) Are you aware of what positive psychology is, and how it can help people improve their self-esteem and stress management?</p>	<ul style="list-style-type: none"> • Participant No 1 answered that he is aware of positive psychology and he believes it can really help with self-esteem and stress management. Setting specific, realistic goals and work towards achieving them. • Participant No 2 answered that she is aware of it. Believing you can achieve your goals, increases the chances to actually achieving them and then self-esteem also improves. • Participant No 3 answered that he strongly believes positive psychology can help. More practical tools on positive psychology technique could enhance self-esteem and

	<p>reduce stress. People see the process positively and make more changes.</p> <ul style="list-style-type: none"> Participant No 4 answered that she is aware of it. Positive psychology helps people think more positive, believe they can achieve their goals. Writing down the positive end-results and try to believe you can do what you really want. Participant No 5 answered he is aware of it. If someone is negative they will not try to achieve their goals and setting goals will be stressful. Believing the outcome of the effort will be positive then stress is less. That probably can increase also self-esteem. Participant No 6 answered that she is aware of it. Believing WM will be successful makes someone trying harder, sticking to the changes in the long run. Being positive can help reduce stress and believe in yourself.
6) Do you think that an eLearning platform (accompanied with an App) with quizzes, games, and motivational mechanics (such as badges) can act as a supportive tool for the provision of weight management in your practice?	<ul style="list-style-type: none"> Participant No 1 answered yes. A platform can support his practice, can help with planning, motivate clients day-to-day. Participant No 2 answered yes. Can increase motivation, improve psychology, better planning. Reminders can be useful. Support staying on track. Participant No 3 answered yes. Support psychological aspect and help with changes. Participant No 4 answered yes, only if it is designed carefully. She is concerned that clients will not use it. Depends on the age of the clients. Thinks it should be focused on reminders. Participant No 5 answered yes. Has experience with digital tools. Could help only if it is combined with a coach. Participant No 6 answered yes. Only in combination with coach. Could offer more info and motivation and help with compliance.
7) What kind of features (e.g. quizzes, gamification, chat, forums etc.) would you expect in a free online learning and coaching platform for weight management in order to consider incorporating it in your training programs?	<ul style="list-style-type: none"> Participant No 1 answered a chat would be useful for peer support. Also quizzes and games. Participant No 2 answered definitely not a chat (misinformation). Quizzes, reminders, progress tracking and badges. Participant No 3 answered a chat and a forum would be confusing. Quizzes, progress tracking and badges. Participant No 4 answered: quizzes would be useful. Maybe a forum if a specialist oversees. Facts and tips through games and quizzes. Videos instead of text.

	<ul style="list-style-type: none"> • Participant No 5 answered: a forum that is evaluated by a specialist would be very useful. Not a chat that anyone could answer. Only a support chat. Quizzes, games and badges are good. Task assignments per month, week or day with explanations and information and badges. • Participant No 6 answered: not a chat or forum (confusing, misinformation). Games, quizzes can increase knowledge and awareness. Tasks and badges.
8) What teaching subjects would you like to see in the Weight Matters training program? (e.g. how healthy living has an impact on our weight, calories guide, healthy cooking suggestions, portion suggestions, confidence-building, mindfulness, etc).	<ul style="list-style-type: none"> • Participant No 1 answered: tools to increase self-esteem and control stress. Focus on positive psychology techniques. Practical tips when eating out or at work. Creating shopping lists. All should be applied and fully interactive. Maybe serve and eat food throughout the sessions. Cooking sessions. • Participant No 2 answered: not a calorie count, healthy cooking tips and recipes, and the other tools mentioned. • Participant No 3 answered: psychological support tools, info about weight and health, visual tools to assess portions • Participant No 4 answered: information and tips about activity and screen time limitation, connection between health and nutrition, tools for behavior change. Food labels and then practical applications. • Participant No 5 answered: eating habits (show a video on shopping tips), portions, cooking tips, support self-esteem and confidence, activity tips, maybe a yoga and or meditation sessions, mindfulness tools, different cooking suggestions. • Participant No 6 answered: tools to manage stress, relaxation techniques, positive psychology tools, connection between health and nutrition, tips, information and awareness on activity, shopping and snacking tips.

ANNEX 3 - Summary of online questionnaire answers for overweight adults	
1. What is your age group?	<ul style="list-style-type: none"> • 52.6% of respondents answered 40-60 • 47.4% of respondents answered 25-39
2. What is your gender	<ul style="list-style-type: none"> • 73.7% of respondents answered female • 26.3% of respondents answered male
3. What are the greatest challenges that you think are important for people who want to lose and control their weight?	<ul style="list-style-type: none"> • 5 Respondents answered: cravings, tasty/ delicious food, temptations • 4 Respondents answered: change in habits, life-style • 3 Respondents answered: stress, anxiety • 3 Responders answered: restrictions, deprivation, forbidden foods • 2 Respondents answered: planning, preparation • 1 Respondent answered: compliance • 1 Respondent answered: nibbling • 1 Respondent answered: feelings • 1 Respondent answered: peers
4. Rate how important it is to have high self-esteem for weight management.	<ul style="list-style-type: none"> • 47.4% of respondents rated self-esteem as very important • 31.6% of respondents rated self-esteem of average importance • 21.1% of respondents rated self-esteem as important
5. Rate how important is to have low stress levels for weight management.	<ul style="list-style-type: none"> • 57.9% of respondents rated low stress levels as very important • 21.1% of respondents rated low stress levels as important • 15.8% of respondents rated low stress levels of average importance • 5.3% of respondents rated low stress levels of low importance
6. Rate your familiarity with the following approaches as a means to control weight	<ul style="list-style-type: none"> • 47.4% of respondents are most familiar or familiar with mindfulness. • 36.8% of respondents are most familiar or familiar with positive psychology. • 10.5% of respondents are familiar with self-hypnosis. • 5.3% of respondents are familiar with NLP.
7. Rate your interest in the following approaches as a means to control weight	<ul style="list-style-type: none"> • 78.9% of respondents are most interested or interested in mindfulness. • 73.7% of respondents are most interested or interested in positive psychology. • 31.6% of respondents are most interested or interested in NLP. • 21% of respondents are most interested or interested in self-hypnosis.
8. What do you think is the optimal duration of a <u>group</u>	<ul style="list-style-type: none"> • 31.6 % of respondents answered 45-60 minutes • 26.3% of respondents answered 30-45 minutes

<p><u>training session</u> related to weight management?</p>	<ul style="list-style-type: none"> • 21.1% of respondents answered 60-85 minutes • 10.5% of respondents answered 85-100 minutes • 5.3% of respondents answered 100-120 minutes • 5.3% of respondents answered group trainings are not helpful
<p>9. Please rate the following learning styles with regards to your preferences</p>	<ul style="list-style-type: none"> • 89.5% of respondents rated blended learning as most preferable or preferable • 73.7% of respondents rated learning from a mentor as most preferable or preferable • 63.2% of respondents rated face-to-face learning as most preferable or preferable • 57.9% of respondents rated peer learning as most preferable or preferable • 57.9% of respondents rated action learning as most preferable or preferable • 15.8% of respondents rated e-learning as most preferable or preferable • 5.3% of respondents rated book or online learning as preferable
<p>10. Which do you think is the optimal duration of a coaching/mentoring session for weight management applied to a group between 5 and 8 people?</p>	<ul style="list-style-type: none"> • 36.8% of respondents answered 30-45 minutes • 31.6% of respondents answered 60-85 minutes • 15.8% of respondents answered 85-100 minutes • 10.5% of respondents answered 45-60 minutes • 5.3% of respondents answered 20-30 minutes
<p>11. What kind of features would you expect in a free online learning and coaching platform for weight management designed for adults? You may select multiple options</p>	<ul style="list-style-type: none"> • 84.2% of respondents answered a mobile app • 73.7% of respondents answered email based learning • 42.1% of respondents answered quizzes • 42.1% of respondents answered chat/ forum • 42.1% of respondents answered rewards for achieving challenges • 26.3% of respondents answered games • 5.3% of respondents answered a mobile app to record weight and food
<p>12. What teaching subjects would you like to see in the Weight Matters training program for adults? You may select one of more options</p>	<ul style="list-style-type: none"> • 84.2% of respondents answered myths and facts about food and exercise • 84.2% of respondents answered physical exercise tips • 68.4% of respondents answered impact of healthy living on weight • 68.4% of respondents answered food label reading • 63.2% of respondents answered healthy cooking suggestions

	<ul style="list-style-type: none"> • 52.6% of responders answered building motivation and boosting self-esteem • 42.1% of respondents answered portion suggestions • 31.6% of respondents answered calorie guide
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ANNEX 4 - Summary of online questionnaire answers for educators, trainers, coaches and mentors	
1. What is your professional area?	<ul style="list-style-type: none"> • 66.7% of respondents answered health worker • 20% of respondents answered coach, mentor • 6.7% of respondents answered adult educator • 6.7% of respondents answered (other) medical doctor
2. What are the greatest challenges that you think people who want to lose and control their weight face?	<ul style="list-style-type: none"> • 8 Respondents answered: psychological issues that affect relationship with food (emotional eating): low self-esteem, stress and anxiety • 4 Respondents answered: availability of unhealthy, processed food, marketing, obesogenic environment • 4 Respondents answered: lack of knowledge and skills, low awareness, wrong perceptions • 4 Respondents answered: temptations, low self-control • 2 Respondents answered: difficulties in planning • 2 Respondents answered: preference in unhealthy food, they do not like healthy food • 1 Respondent answered: low motivation • 1 Respondent answered: peers and social life
3. Rate how important it is for adults to have high self-esteem for weight management	<ul style="list-style-type: none"> • 73.3% of respondents rated high self-esteem as very important • 20% of respondents rated high self-esteem as important • 6.7% of respondents rated high self-esteem as of average importance
4. Rate how important it is for adults to have low stress levels for weight management	<ul style="list-style-type: none"> • 53.3% of respondents rated low stress levels as very important • 33.3% of respondents rated low stress levels as important • 13.3% of respondents rated low stress levels of average importance
5. Weight Matters plans to develop interventions based on strengths-based coaching techniques to support adults in weight loss. Which of the following do you think could be	<ul style="list-style-type: none"> • 100% of respondents answered mindfulness • 100% of respondents answered positive psychology

useful to participants (you may choose more than one):	
6. Rate your familiarity with the following approaches as a means to control weight	<ul style="list-style-type: none"> • 93.3% of respondents are most familiar or familiar with mindfulness. • 80% of respondents are most familiar or familiar with positive psychology. • 13.3% of respondents are familiar with NLP.
7. Rate your interest in the following approaches as a means to control weight	<ul style="list-style-type: none"> • 100% of respondents are most interested or interested in mindfulness. • 93.3% of respondents are most interested or interested in positive psychology. • 66.7% of respondents are most interested or interested in NLP.
8. Identify the most important skills needed by adult educators, health workers, coaches and mentors in order to deliver effective coaching and mentoring interventions.	<ul style="list-style-type: none"> • 4 Respondents answered: psychological support skills • 4 Respondents answered: empathy, listening skills • 4 Respondents answered: adaptability, flexibility, acceptance • 3 Respondents answered: mindful eating skills • 3 Respondents answered: knowledge and practical experience • 2 Respondents answered: motivation skills • 2 Respondents answered: goal setting, decision making skills • 1 Respondent answered: positive attitude
9. What do you think is the optimal duration of a <u>group training session</u> related to weight management?	<ul style="list-style-type: none"> • 46.7 % of respondents answered 45-60 minutes • 33.3% of respondents answered 60-85 minutes • 10.5% of respondents answered 85-100 minutes • 6.7% of respondents answered 100-120 minutes • 6.7% of respondents answered 30-45 minutes • 6.7 % of respondents answered it depends on the number of participants
10. What do you think is the optimal duration of a <u>coaching/mentoring session</u> for weight management applied to a group between 5 and 8 people?	<ul style="list-style-type: none"> • 40% of respondents answered 60-85 minutes • 26.7% of respondents answered 45-60 minutes • 20% of respondents answered 100-120 minutes • 6.7% of respondents answered 85-100 minutes • 6.7% of respondents answered 30-45 minutes

<p>11. What kind of features would you expect in a free online learning and coaching platform for weight management designed for adults? You may select one of more options</p>	<ul style="list-style-type: none"> • 73.3% of respondents answered a mobile app • 73.3% of respondents answered chat/ forum • 60% of respondents answered email based learning • 46.5% of respondents answered quizzes • 46.5% of respondents answered rewards for achieving challenges • 26.7% of respondents answered games • 6.7% of respondents answered easy, friendly with remind features and family oriented features
<p>12. What teaching subjects would you like to see in the Weight Matters Trainer's Guide? You may select one of more options</p>	<ul style="list-style-type: none"> • 93.3% of respondents answered building motivation and boosting self-esteem • 80% of respondents answered food label reading • 80% of respondents answered healthy cooking suggestions • 73.3% of respondents answered myths and facts about food and exercise • 60% of respondents answered portion suggestions • 60% of respondents answered impact of healthy living on weight • 46.7% of respondents answered physical exercise tips • 6.7% of respondents answered calorie guide



SOCIAL ACTION AND INNOVATION CENTRE

75, Skoufa str. Athens 10680, Greece

P: +30 210 3637547 | **F:** +30 210 3639758

kmop@kmop.gr | www.kmop.gr