

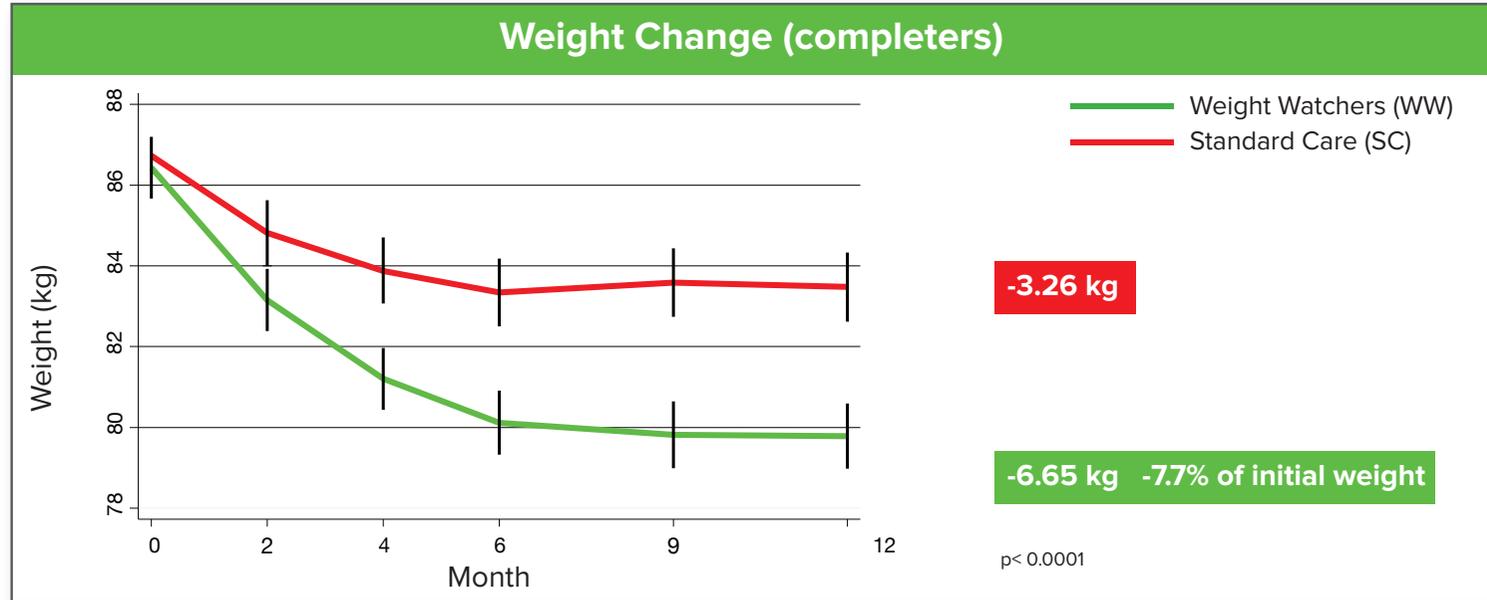
Weight Watchers is proven to be an effective obesity solution for primary care

- A prospective randomised controlled trial in the UK, Germany and Australia was published in The Lancet*. It compared 12 months referral of overweight and obese men and women to Weight Watchers to 12 months standard care by health professionals in primary care (n=772).

- The results across all 3 countries were highly consistent. At the end of the programme, people referred to Weight Watchers lost significantly more weight compared with those who received standard care. At the 24 month follow up** this finding remained; weight loss was significant for both groups (p<0.001) but greater in the Weight Watchers group.

- A majority (61%) of people who completed the programme from the Weight Watchers group lost a medically beneficial 5% or more of their initial weight, whilst 32% of people who completed the trial from the standard care programme did so.

Conclusion:
This independent research suggests that it is more effective for healthcare professionals to refer patients into Weight Watchers, than delivering the weight management interventions themselves.



*Jebb et al (2011) Primary care referral to a commercial provider for weight loss treatment, relative to standard care: An international randomised controlled trial. Lancet September 7. ** Primary Care Referral to a Commercial Provider of Weight Loss Treatment Versus Standard Care: One Year Follow Up. C Holzapfel, L Cresswell, A Ahern, N Fuller, A Simpson, J Stoll, A Mander I Caterson, S Jebb, H Hauner. -Hot topic poster presented at ECO, Lyon, France 2012.