

HIPS/21/32 – Partnership Project With Disadvantaged Communities To Design And Test A Novel Evidence-Informed And Community-Based Intervention To Address And Promote Healthy Weight And Wellbeing.

People living in disadvantaged areas seldom take part in weight loss services. Low income, unemployment, working anti-social hours and stressors like food insecurity make looking after health and wellbeing challenging. Addressing the link between obesity and inequalities in people's physical and mental health is a key priority for citizens, Government and for post-Covid recovery. In partnership with two disadvantaged communities in Forth Valley, we will co-design a new community-led approach to incentivise, support, and sustain healthy weight and wellbeing. We will review the current evidence on incentives with monetary value as motivators for healthy weight and explore community preferences using a door-to-door citizen survey (online option) and citizen involvement via pop-up cafés and social media to decide what would work best. The co-designed incentive intervention will be tested to see if it is helpful and can be delivered in a larger trial with linkage to future health outcomes and long-term follow-up.