

Alan Potts. Reference 1234

Your chosen categories of interest are;Diet and Nutrition
Fitness and Sports**Your details/demographic is (n=number);**Age 35-40 (n=75,433)
Sedentary Employment (n=101,013)
Moderate Activity Levels (n=37,435)
BMI 31.5 (n=82,929, BMI 30.0-34.9)
Waist-Hip ratio 1.19 (n=19,977 1.10-1.20)**Key Points – Your Data**

- Weight drops to 44-month low
- Physical activity up 15% over previous 12-months
- Vitamin D levels fall below ideal levels for 3rd consecutive month.

Your body weight fell for the 4th consecutive month to a low of 13st 7lb (85.7kg/189lb). The rate of reduction was, however, slight and broadly unchanged from the previous month. At 30.4, BMI was at a 12 month low (BMI 30.7 6-months ago and 31.4 12-months ago). There have been no new recordings for your waist-hip ratio in 2014.

A further sharp rise in your physical activity levels was recorded over the previous month with 30 minutes of exercise recorded on 17 separate days. Activity levels are 35% up on the same time last year and 20% since January 2014. Twelve months ago 'walking the dog' was recorded as your main activity. Last month recorded both badminton and swimming as your main activities.

Your mood had a marginal rise in April, following 2 months of negative recordings. In April 2013 your mood was recorded as either 'negative' or 'very negative' on 75% of occasions.

Heat Map;

Vitamin D remains below recommended levels. Low vitamin D is associated with rickets but is produced in the body in response to sunlight.

Your BMI is between 30.0 and 34.9. Although the BMI has certain limitations, your current score suggests that on average you have a higher risk of developing cardiovascular disease, certain cancers, diabetes and osteoarthritis.

Your waist-hip ratio is above 1.0 so you are deemed to have an increased risk of type 2 diabetes and heart problems. Ideally your waist-hip ratio should be below 0.9

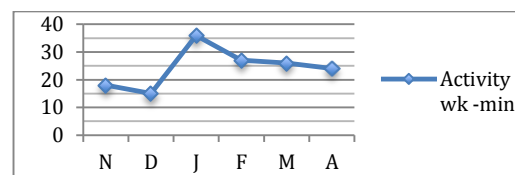
The heat map indicates that both vitamin A and B levels need to be monitored.

Key Points – Group Data

- Those aged 35-40yrs see average weight increase by 2.2kg over month
- Physical Activity levels fall to 6-month low
- Mood down to 12-month low
- 9,256 members match your demographic.

The body weight of members in your demographic has risen each month since August 2013. The latest rise was broad-based, with weight gain across all demographic sets listed above. The exception were those with a moderate level of activity, where on average, body weight decreased slightly (0.2kg ave. since August 2013).

Participants with a high/very high level of physical activity topped the weight loss rankings for the eleventh month running. However, the levels of physical activity have fallen by 33% across all demographics since January 2014.



The rate of decline in mood accelerated in your demographic, losing most of the gains made in the latter months of 2013. Mood was most often recorded as 'negative' or 'very negative' across the 9,256 in your demographic. Mood was particularly low in those with both a sedentary occupation and low levels of physical activity.

Heat Map;

Across the 9,256 members who have the same groupings as you, there was seen to be an increased incidence of Total Cholesterol levels, Sodium, and vitamin D. However, many of these high levels were reduced in those with a moderate to high level of physical activity.

Friends (5 friends registered);

On average, your friends recorded higher activity levels than you in April (30min/day on 17.5 days ave.), and an elevated level of mood. However, they also witnessed a slight increase in weight over the month (0.75kg ave.).

Comment:

Commenting on the reported data, **Stefan Hill MSc., founder of HillsHealth.org** said:

“April was another month of weight gain for both males and females, in all job types, and across all age ranges. The good news is that those with either high or very high levels of physical activity have consistently shown a greater weight loss compared to all other demographics – however activity levels are down 33% since the beginning of 2014 (possibly due to the end of new years resolutions).

The fall in mood shows no signs of abating and although the start of spring should drive mood up, there is a danger that exercise levels will decrease as the weather improves.

Members are also telling us that they expect to holiday over the next few months and that a new drive for weight loss and fitness will be there next immediate goal.

With the winter months coming to an end the heat map is showing a widespread deficiency of vitamin D. Low vitamin D is associated with rickets but is produced in the body in response to sunlight. We expect a steady increase in vitamin D levels as we move into spring and summer. In addition, increased fish consumption through the warmer months may also increase vitamin D levels (note though that sunlight exposure is the primary source of vitamin D).

The heat map also highlights increasing levels of obesity in those who are both in sedentary occupations and who live a sedentary lifestyle (79% in this demographic). This compares to 7% of those in active occupations coupled with an active lifestyle (at least 3x 30min exercise/wk)

In our previous commentaries we raised concern about the widespread increases in LDL (bad) cholesterol. However, the pace of growth has slowed marginally in April, but total cholesterol levels are still increasing and is rising faster than their historical average rates”.

For further information, please contact:

HillsHealth.org

Stefan Hill MSc.

Email admin@hillshealth.org

Member feedback in the last month has included:

Member comments have been up 30% year-on-year, with the main concerns being:

- Insufficient guidance on the heat map
- No medical articles with reference to smoking.
- Video links no longer active.

“It has been recognised that further clarity is required, along with any potential consequences, of ‘red’ warnings on the heat map. As such, we will list any ‘red’ warnings on your monthly statement, and e-mail you when a new ‘red’ warning is triggered.

The WHO states that smoking kills 6 million people every year. As such, we understand the need for evidence based summaries and guidance on how to quit smoking or deal with the associated effects. However, at this time we would recommend you contact your GP for any assistance or medical care required with regards to smoking.

Finally, please contact us should you find a dead video link on any of our pages. We will endeavour to replace the video with an appropriate alternative within 24hours.

Health Trial

Questions and Answers:

28 March - 27 April 2014 inclusive

What is the most effective way of losing weight?

- Diet alone 10%
- Exercise alone 1%
- Diet and exercise combined 78%
- Therapy 3%
- Other 8%

Total votes posted = 21,475

What is the main reason that you want to lose weight?

- Look good 23%
- Feel Healthier 36%
- Prepare for specific event 17%
- Fit into clothes 15%
- Other 9%

Total votes posted = 17, 011

What is your preferred weight loss diet?

- Low Carbohydrate 25%
- Low Fat 27%
- Low Calorie 44%
- Low GI 3%
- Other 1%

Total votes posted = 9, 378

How long does your typical diet last?

- 0-1 months 39%
- 0-3 months 23%
- 0-6 months 17%
- 6-12 months 10%
- 12 months and over 11%

Total votes posted = 11, 444

In total, how long have you spent dieting?

- Less than 1 year 19%
- 1-2 years 10%
- 2-5 years 25%
- 5+ years 44%
- Other 2%

Total votes posted = 7, 154

What is your main reason for giving up a diet?

- Food Cravings 62%
- Boredom 9%
- Life Issues/Problems 17%
- Goals obtained 10%
- Other 2%

Total votes posted = 13, 185

How often do you exercise per week?

- 0-2 times per week 64%
- 2-4 times per week 19%
- 4-6 times per week 7%
- 7+ times per week 6%
- Other 4%

Total votes posted = 6,333

How do you feel when you have reached your goal weight?

- Happy 10%
- Satisfied 7%
- Not Satisfied 37%
- Never Reached Goal Weight 45%
- Other 1%

Total votes posted = 3,361

How do you avoid food cravings?

- Keep/buy healthy food 19%
- Suppressants (Tea/coffee/smoking, etc) 15%
- Mental Strength 10%
- I don't 52%
- Other 4%

Total votes posted = 1,509

Which commercial weight loss programs have you tried?

- Jenny Craig 6%
- Rosemary Conley 8%
- Slimming World 31%
- Weight Watchers 30%
- Other 25%

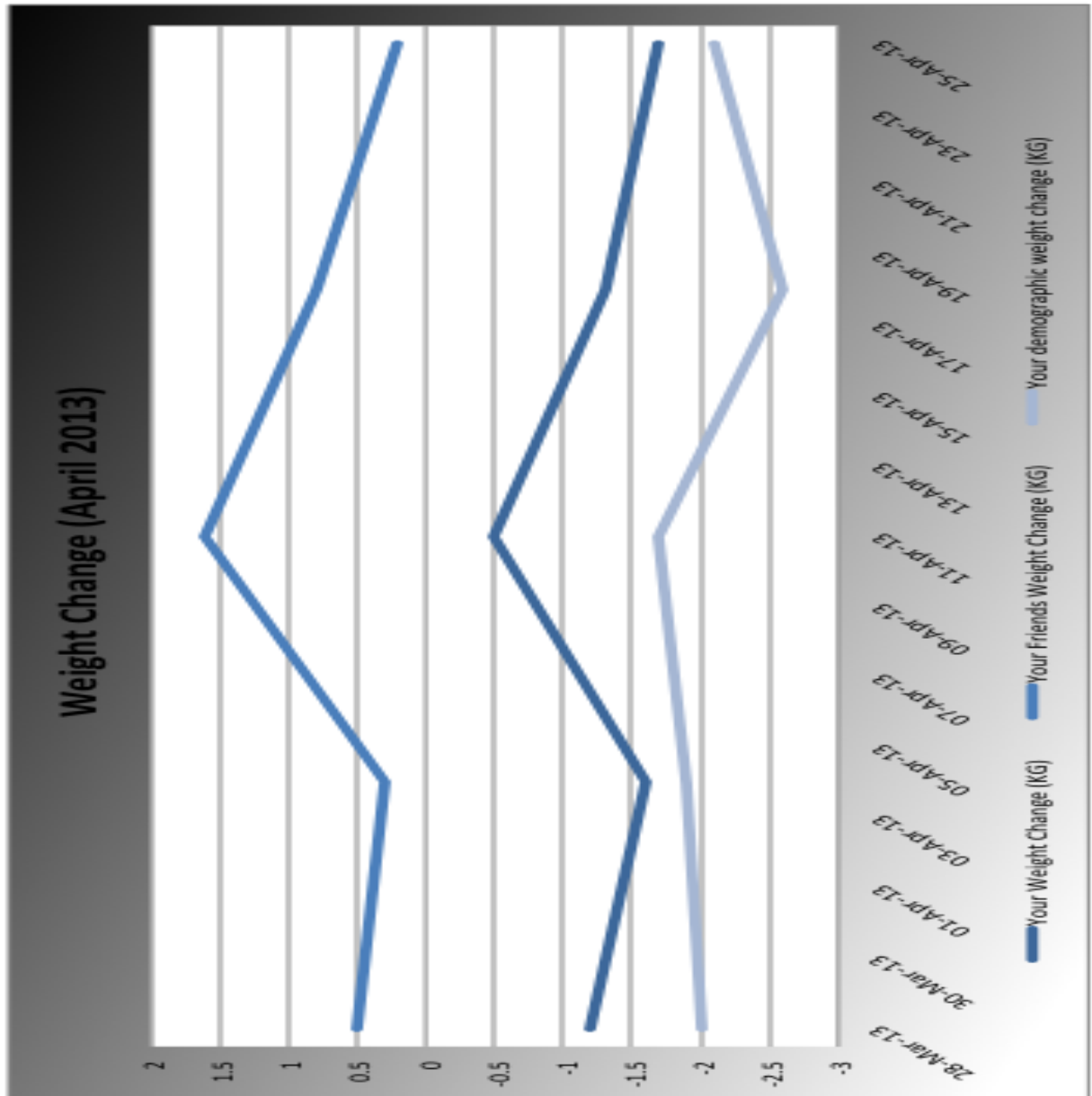
Total votes posted = 3,812

Which of the following diets would you recommend to a friend?

- Dukan Diet 55%
- Atkins Diet 48%
- Cambridge Diet 22%
- Slim Fast Diet 4%
- Other 7%

Total votes posted = 2,739

Full results, including breakdown by demographic, can be found in the members log-in area of the HillsHealth.org trial



Heat Map – Alan Potts. Reference 1234

ALT (alanine aminotransferase) Healthy range: 7 U/L. Your Score:	Albumin Healthy range: 3.9 to 5.0 g/dL Your Score:	A/G ratio (albumin/globulin ratio) total protein test. Healthy ratio: 1.0 to 1.5 favoring albumin Your Score:	Alkaline phosphatase Healthy range: 44 to 147 U/L Your Score:
AST (aspartate aminotransferase) Healthy range: 10 to 34 U/L Your Score:	Bilirubin Healthy range: 0.1 to 1.9 mg/dL Your Score:	BUN (blood urea nitrogen) Healthy range: 10 to 20 mg/dL Your Score:	BUN/creatinine ratio Healthy ratio: 10:1 to 20:1 (men and elderly may be higher) Your Score:
Calcium Healthy range: 9.0 to 10.5 mg/dL (the elderly typically score a bit lower) Your Score:	Chloride Healthy range: 98 to 106 mEq/L Your Score:	Creatinine Healthy range: 0.5 to 1.1 mg/dL for women; 0.6 to 1.2 mg/dL for men (the elderly may be slightly lower) Your Score:	Fasting glucose (blood sugar) Healthy range: 70 to 99 mg/dL for the average adult (the elderly tend to score higher even when they are healthy) Your Score:
Phosphorus Healthy range: 2.4 to 4.1 mg/dL Your Score:	Potassium Healthy range: 3.7 to 5.2 mEq/L Your Score:	Sodium Healthy range: 135 to 145 mEq/L Your Score:	Total cholesterol Healthy below 200 mg/dL (below 1.8 mmol/L) Your Score:
Triglycerides Healthy range: 30 to 160 mg/dL Your Score:	HDL (Good) cholesterol Healthy above 50 mg/dL Your Score:	LDL (Bad) cholesterol Healthy below 100 mg/dL Your Score:	Total cholesterol/HDL ratio Healthy ratio of 5 to 10 lower Your Score:
WBC (white blood cell) leukocyte count. Normal range: 4,300 to 10,800/mm Your Score:	WBC (white blood cell) differential count. Neutrophils 40% to 60% of total Your Score:	WBC (white blood cell) differential count. Lymphocytes 20% to 40% Your Score:	WBC (white blood cell) differential count. Monocytes 2% to 8% Your Score:
WBC (white blood cell) differential count. Eosinophils 1% to 4% Your Score:	WBC (white blood cell) differential count. Basophils 0.5% to 1% Your Score:	RBC (red blood cell) erythrocyte count Normal range: 4.2 to 5.9 million/mm Your Score:	Hematocrit (Hct) Normal range: 45% to 52% for men; 37% to 48% for women Your Score:
Hemoglobin (Hgb) Normal range: 13 to 18 g/dL for men; 12 to 16 g/dL for women Your Score:	Mean corpuscular volume (MCV) Normal range: 80 to 100 femtoliters Your Score:	Mean corpuscular hemoglobin (MCH) Normal range: 27 to 32 picograms Your Score:	Mean corpuscular hemoglobin concentration (MCHC) Normal range: 32 to 36% Your Score:
Red cell distribution width (RDW) or RCDW Normal range: 11% to 15% Your Score:	Platelet count Normal range: 150,000 to 400,000/mL Your Score:	Mean platelet volume (MPV) Normal range: 7.5 to 11.5 femtoliters Your Score:	Thyroid-stimulating hormone (TSH) 0.3 to 3 Your Score:
Thyroid total (total thyroxine) 4.5 to 12.5 Your Score:	Thyroid free (free thyroxine) 0.7 to 2.0 Your Score:	Thyroid total (total triiodothyronine) 80 to 200 Your Score:	Thyroid free (free triiodothyronine) 2.3 to 4.2 Your Score:
Vitamin A Normal range: Your Score:	Vitamin B Normal range: Your Score:	Vitamin C Normal range: Your Score:	Vitamin D Normal range: 30 to 74 ng/mL
Vitamin E Normal range: Your Score:	Vitamin K Normal range: Your Score:	BMI Normal range: Your Score	Waist-to-hip ratio Normal range: Your Score