

The Diet Program Utilized the Influence from the others

Hiroyuki Ohta¹⁾, Takako Shirato²⁾, Kaoru Uchida²⁾, Harumi Ueda²⁾

¹⁾Life Style Institute ²⁾ BANYU Pharmaceutical CO.,LTD Health Management Center

[Introduction] The conventional diet program devised to nutrition and exercise, and medical knowledge transfer, and was carried out in the scenario to modify participant's behavior. However, depending participants on the overview of overweight, the effect did not have a uniform and was restricted. Then, we paid our attention to usual lifestyle action. **Then, its attention was paid to usual lifestyle action. We applied behavior analysis and developed as a diet program which utilized not only efforts of an individual but the influence from the others. It would be changed to repeat bad lifestyle action although it understands, and be increased many healthy lifestyle actions.**

[Methods] It was mainly concerned with the participants measuring weight and a body fat ratio by 3 times per day during the intervention with the scale by which a digital display is carried out, and there were graph-ized it by a manual. Per two weeks, the graph-ized weight table was shown as the familiar supporter whom the participant chose, the brief review was got from it in written form, and it was sent to the health promoter. In order to make it contribute to a participant's motivation and continuity, his graph-ized weight table with the health promoter's advice, his name and his photograph were exhibited by the Intra homepage. This made a reputation in the company. **In frequent occurrence and spontaneity, healthy action acted as a participant so that a bad reputation might not occur from a reputation in the company. Accordingly the function which operant behavior promotes was offered.** Furthermore, for one initial month of intervention, it was parallel and training of the action to eat was performed. Mouthful action training which is the program developed newly, full stomach feeling training, and the amount judgment training of meals were performed two week, respectively.

[Result] Each of weight, a body fat ratio, BMI, and abdominal circumference with the ratio of decrease were significantly with 6.2% (5.2kg±2.5), 9.5% (2.6%±1.8), 6.2% (1.8 kg/m²±0.9), and 5.8% (5.8cm±3.0). By the result of the meal action questionnaire, the improvement of significant meal action was found from change of the sum total mark of a question item. And the significant improvement was found by ASO, AST, γ -GTP, TC, Uri acid, HbA1c, insulin and leptin (P<0.05)

[Discussion] There were the improvement for decreasing Leptin of pace-of-decrease □21.2% (3.1ng/ml±4.0) and the liver function index and weight, a body fat ratio, BMI, and abdominal circumference, Reduction of the amount of visceral fat and the improvement of the fatty liver were suggested, and we thought that it led to the improvement effects, such as a diabetes related index. The better living action by operant behavior took place, and these effects were considered that the significant improvement was found by lifestyle action. **Furthermore, one year afterward, although it was without approaching anything at all after intervention, since 65.5% of participant who loss in quantity is maintained 3% or more from the intervention start, was maintaining the loss-in-quantity effect, the lifestyle was considered to have improved and changed.**

[Conclusions] By a device and efforts of it, there is a limit by self about changing lifestyle action, and Our producing diet program was considered that it made loss in quantity successful by that the spontaneity and frequent occurrence of "healthy action" which made meal action training and having utilized the influence from the surroundings.

[Contact] Hiroyuki Ohta ,Life Style Institute, 〒655-0011 1-14-27 Chidorigaoka Kobe-City, lsi@h4.dion.ne.jp