

# WILD TRAINING

MONTHLY ARTICLE FROM JAMES GRIFFITHS

INDUSTRY INSIGHTS - EDUCATION - PERSONAL TRAINING



THIS MONTH'S FEATURES

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**The Government's  
strategy**

**Where's the  
consistency?**

**What's the answer?**

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## A FLAWED STRATEGY FOR THE NATION'S HEALTH

### LOOKING AT THE GOVERNMENT'S PLAN FOR PEOPLE'S HEALTH

The government is looking for ways to restart the economy and in most sectors their approach is to save people a bit of money. They're giving the UK public incentives to spend money now.

Remove stamp duty on house purchases or greatly reduce it on more expensive properties. £10 off per head when you eat out.

For the Fitness Industry and the health of the nation we get the 'Better Health' campaign announcing to help people lose weight. The new strategy has been unveiled as the country is urged to lose weight to help combat Covid-19 and protect the NHS.

## So let's talk about the strategy:

- Ban on TV and online adverts for food high in fat, sugar and salt before 9pm.
- End of deals like 'buy one get one free' on unhealthy food high in salt, sugar and fat.
- Calories to be displayed on menus to help people make healthier choices when eating out – while alcoholic drinks could soon have to list hidden 'liquid calories'.
- New campaign to help people lose weight, get active and eat better after COVID-19 'wake-up call'.

## It says on the government's website:

*"We have known for decades that living with obesity reduces life expectancy and increases the chance of serious diseases such as cancer, heart disease and type 2 diabetes. In the last few months we have seen that excess weight puts individuals at risk of worse outcomes from coronavirus (COVID-19)."*

Decades. Decades of deaths from horrible illnesses that we know obesity greatly increases risk of, and that still hasn't been enough to motivate the nation to lead healthier lifestyles. We are less healthy today as a nation than we were 20 years ago, even though we have better education and more awareness of the risks of being unhealthy.

Banning adverts for rubbish foods before 9pm. We don't see cigarette adverts anymore and plenty of people still buy them.

Ending deals like buy one get one free seems pretty empty when everyone can now get up to 50% off food when eating out.

Calories get displayed on loads of foods in America and they aren't the slimmest country around.

**I'VE DEDICATED MY ADULT LIFE TO IMPROVING THE HEALTH OF OTHER PEOPLE. MY CORE VALUE IS TO IMPROVE THE QUALITY OF OTHER PEOPLE'S LIVES.**

Everyday my job is about coaching people or instructors to help teach others in how to improve their health and enjoy changing their lifestyle.



I am telling you these strategies won't work. They won't even scratch the surface.

**"IF PEOPLE CARED ABOUT THEIR HEALTH MORE THAN THEY CARED ABOUT THEIR PERCEPTION OF A GOOD LIFESTYLE WE'D BE A HEALTHIER NATION".**

Watching TV, drinking alcohol, eating rubbish food and hurting ourselves slowly over long periods of time by routinely accepting lifestyles the human body cannot sustain.

The way we live and work is damaging our health, and no amount of awareness campaign is going to change that.

*“Obesity is one of the biggest health crises the country faces. Almost two-thirds of adults in England are overweight or living with obesity – and 1 in 3 children leave primary school overweight or obese, with obesity-related illnesses costing the NHS £6 billion a year.”*

The government says these are bold strategies, but I can't see that. 'Weight management services will be expanded'. So this is described as self care apps and online tools as well as next year talking about doctors being offered 'incentives' to ensure people living with obesity are given the support for weight loss. Primary care staff will also have the opportunity to become 'healthy weight coaches'.

I'm a healthy weight coach, ready to go. Today a client in his 40s told me I've helped him lose his first stone in one month.

In fact there are around 60,000 fitness instructors in the UK that have been trained to help people lose weight.

**"60,000 PEOPLE THAT HAVE HAD THEIR CAPACITY TO WORK TAKEN AWAY OR GREATLY REDUCED BECAUSE OF SOCIAL DISTANCING AND LOCKDOWN".**

How has the government not seen an opportunity to support the fitness industry and the individuals who are desperate to get back to earning money. By connecting those who are obese to the professionals we can continue making a living, continue helping those who need it now more than ever before. Teaching effective coaching not only to lose weight but change their lifestyles for the better and for the long term.

Fitness apps are great, and online fitness has exploded out of necessity and demand during lockdown. I've been building the Wild X fitness app since 2016 to deliver the very best of my coaching, workouts and nutrition guidance that has just launched on the app stores.



These apps mostly help people that are already into fitness. Not clinically obese people who have no interest in being active or motivation to exercise on their own.

Wild X is a bit different because we are real coaches that our subscribers can speak to. They can get coaching and personalised advice from us by getting in contact. People need people to help them be accountable for their goals.

Measure your BMI. Weigh yourself regularly. Checking calories. This is what I'm reading on the government's website. There are very unhealthy ways to lose weight, and in my experience all the above leads to some very bad emotional and mental issues around what a healthy lifestyle really is.

What a healthy lifestyle is, should be joy and a feeling of absolute freedom everyday in knowing you can do anything you want because your body won't let you down. It should never feel restrictive or hard work.

**"YOU CAN'T HAVE MENTAL OR EMOTIONAL HEALTH WITHOUT PHYSICAL HEALTH. I'M NOT SAYING PHYSICAL HEALTH IS THE MOST IMPORTANT, BUT I WILL SAY IT'S THE EASIEST ONE TO GET STARTED WITH".**

*"£10 off your meal sir, good luck losing the belly".*  
This could have been £10 off every person's gym membership for 12 months. Something more sensible than just sending people out to eat.

It's great to see hospitality being supported, but without an equivalent for gyms, now previously busy nights at the gym aren't feeling as busy because people are taking advantage of the 'Eat out to help out' offer.

Flat out if there isn't a financial incentive of some sort to get people into effective coaching to help them get healthy and lose weight long term, it isn't going to happen. It hasn't happened for decades. We've been aware that it is a big factor in major illnesses that take lives, so why would it change now.

To get people buying houses, they save you stamp duty.

To get people eating out, they give you a bit of money off your meal.

To help you get fit right now, they aren't going to give you any money.

The government is going to make you more aware of the calories in our food and drink and take away some adverts on TV and online.

## **Where is the consistency in this strategy?**

I get it. The government makes a lot of money when people borrow money, like they borrow money when they buy a house, purchase things for their house on credit cards or put meals out on credit cards.

That is a massive income for the government so it's more important for them to get that part of the economy going quickly. I'm guessing that's why it's so easy to borrow money and create debt in this country. The government earns a lot of income from our debt.

People don't borrow money for their fitness. It's a simple direct debit payment for a gym membership or a straight purchase for personal training sessions. A lot less incentive for the government to look at kick starting the fitness industry with any sort of financial support.

Maybe that's why after initially saying gyms would open on the 4th of July, not only were we not included in the list of businesses that would open in the announcement where bars and restaurants got told they could open. Gyms weren't even mentioned. Not even given a new date to prepare for.

## **"WHAT WOULD WORK? PUNISHMENT ISN'T THE RIGHT WAY TO GO ABOUT IT".**

A 'bold' strategy might be taxing people more that cost the country more. Imagine if you fall into an overweight or obese category you have to pay more tax on your earnings or more national insurance. It would make a lot of people angry but I bet it would get more people thinking about actually losing weight effectively and sticking to a healthy lifestyle faster than the government's current 'Better Health' campaign.

If the government is serious about changing the nation's lifestyles, which is the language we should be using if we want people to lose weight and achieve a sustainable healthier way of living, it needs to pay for it. Training a dog works better with treats.

Give people a little bit of money towards a gym membership, like at the moment they get a bit of money towards going out for a meal. Make gyms implement effective 'Better Health' weight loss coaching systems for people suffering from obesity so these people are effectively supported and not left feeling like they don't know how to exercise or eat to be healthy and lose weight.

Do it now when the country needs it most, or it may never happen.