

Module 3, Slide 37

Take the Alive! tour.

Overview
Alive! Tour
Alive! In the News
Alive! Research and Development



Alive! is an online, evidence-based health and fitness coaching program. In a large, randomized controlled trial *Alive!* was proven to help individuals improve their diet and physical activity behaviors. The program was developed with funding from the US Centers for Disease Control and the National Institutes of Health, and was created by NutritionQuest and researchers from the Kaiser Permanente Division of Research, the University of California at Berkeley, and Stanford and Brown Universities.

A tailored program.

Alive! is tailored to each individual -- because everyone is different. Whether you're just starting out and have a long way to go, or if you're already eating right and being active, *Alive!* has a program just for you. How does it do this? The program starts with a diet and physical activity health risk assessment, similar to the assessment that NutritionQuest developed for the astronauts on the International Space Station. This sophisticated yet simple tool measures your current diet and physical activity levels, and readiness for change.

Assessments

We first want to know how and what you're doing now, so the program begins with a brief questionnaire about your current eating habits and activity level.

A second questionnaire identifies your personal lifestyle factors (work, family, home life) and individual preferences (activity interests, diet restrictions), and uncovers your motivations and barriers to change.

Physical Activity Questionnaire

The next questions are about what you did for at least 10 minutes at a time in a "typical week" in the last three months. So it's about things you usually do at least once a week. Don't count what you do on your job.

How many days a week do you do this activity?	None or less than 1	1	2	3	4	5	6	7	How much time on those days?
Walking fast, for exercise.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	25 minutes
Other walking, to get places or for pleasure.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	25 minutes
Jogging, running.	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	How much time?
Swimming for exercise.	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	How much time?

Baseline Questionnaire Example

Feedback

After completing the baseline questionnaires, you receive instant feedback about the nutritional and activity factors that are important for your long-term health and wellness.


Alive! compares your current levels to the levels recommended for someone of your age and sex, and then suggests a Big Goal for you to work on for the next 12 weeks.

The *Alive!* program features 3 primary paths (Big Goals). You can work on these one at a time, and switch between them whenever you want.

- 1) Increase your physical activity
- 2) Increase your vegetable and fruit intake
- 3) Eat better fats, carbohydrates, and sugars

STEP 1: Review your feedback

Diet Screener


Saturated Fat

Your saturated fat intake is quite high. A high saturated fat intake increases LDL (the "bad" blood cholesterol). Experts recommend that you limit saturated fat to no more than 10% of your total calories.

For you, that would be no more than 22 grams. Your intake is higher than that. Be sure to check labels of foods, and try to limit your saturated fat intake. The Alive! program has more information and tools that can help you.

Here are the top three sources of saturated fat in your diet, as estimated by the food questionnaire. Try eating them less often, or in smaller portions.

- Regular chocolate candy.
- Regular ice cream.
- Butter (not margarine) on bread or on vegetables.

Trans Fat

You are eating some foods that could contain trans fats. Trans fats raise your LDL ("bad" blood cholesterol) and lower your HDL ("good" blood cholesterol). Brands vary and trans fats have been removed from many products, so the only way to tell for sure is to look at the label. Even if it says "zero trans fat", look at the ingredients. If it contains "partially hydrogenated" oils, it contains trans fats. Many experts believe there is **no safe level** of trans fats.

Here are the foods that may be contributing the most trans fat in your diet. Consider eating them less often, or finding "no trans fat" versions.

- Stick margarine on bread or on vegetables.
- Regular chocolate candy.
- Pizza.

Developing healthy habits is the goal. *Small steps are the key.*

The goal of the *Alive!* program is to help you develop and maintain healthy behaviors that will last a lifetime. You may have a long way to go, but you need to get there one step at a time. *Alive!* guides you through that journey by breaking your Big Goal into small, achievable goals for you to work on each week.

Every week, *Alive!* emails you with the plan for the upcoming week and asks you to commit to one or two goals to work on that week. It suggests 4-6 goals that have been designed just for you, but the choice is yours. You can also write your own goals.

For example, if you're just getting started and you're not very active, one small goal might be to "*Take a 15 minute walk at lunch on 2 days*". Or, if you're already active but still not doing enough, your goal might be to *Bike for 25 minutes on 3 days this week*. As you work on and reach your goals, *Alive!* works with you, by recommending goals that match your current level and that challenge you to move ahead.

Once a week *Alive!* asks you to report on your success in reaching the goals you worked on last week. This helps the program keep track of how you're doing, and it helps you to build the confidence that comes from working on and achieving your goals.

And don't worry about forgetting. Half way through the week *Alive!* send you another email to remind you about your chosen goals.

Example of an *Alive!* email.

alive!
a lifestyle intervention via e-mail

Week 2

Move more, sit less.

Goals Reached last week
Last time you chose to work on the following two goals. Please check the boxes next to the goals that you accomplished last week.

- ☒ This week I will bike for 15 minutes on 2 days this week.
- ☒ I will go to the playground or to another activity with my kids 2 days this week after school/work, and get some activity that way.

My Goals for this week
Please choose one or two of the following goals to pursue this week.

- ☒ This week I will bike for 15 minutes on 2 days this week. [Click here to test drive this goal.](#)
- ☐ I will go to the playground or to another activity with my kids 2 days this week after school/work, and get some activity that way.
- ☐ You're VERY active! Congratulations! Keep doing what you've been doing! This week I will keep up with my aerobic and strengthening activities.
- ☐ I will set up a physical activity log and begin to keep track of what activities I do and when I do them.
- ☐ I will join a fitness center or gym this week.
- ☐ I will make an appointment with a personal trainer.

Write your own goal. This week I will

Some email readers don't support check-boxes within the email. If the message doesn't look right, or clicking a check-box doesn't work, please click the link at the beginning of the email.

Remember why you want to move more and sit less: do I can continue to be active as I grow older.

Knowledge is Power.

One of the keys to adopting and maintaining good habits is understanding why those habits are important, and having the right skills to act on that knowledge. *Alive!* understands that people come to the program from different starting points. Some people need basic training in the principles of good nutrition, while others are looking for a detailed explanation of specific health conditions.

Every week *Alive!* introduces and discusses a new topic, based on your interests. The Health Notes are brief articles based on the most current research, and explain key concepts such as the nature and sources of trans fats, or describe the evidence on the relationship between a given behavior and a health outcome, such as physical activity and breast cancer. Your weekly email includes a preview of the health topic, and the complete article is on your personal *myAlive!* home page. Powered with knowledge about the health risks and benefits of diet and activity choices, the weekly Health Note reinforces your motivation for making healthy lifestyle choices.

myAlive! - Your personal webpage

At the heart of the *Alive!* program is your personalized *myAlive!* web site. Think of it as your personal coach, who knows the goals you're working on, and has the knowledge and training to help you achieve them.

You can log in at any time, but you're taken there each time you select your weekly goals.

myAlive! Hi Heather Week 2
a lifestyle intervention via e-mail

Home Current Goals Your Progress Health Notes Simulator Tools Resource Center Account Settings

Move more sit less.

Your Current Goals

- I will take a 30 minute walk at lunch on 3 days this week.
- I will take the stairs rather than an escalator or elevator in any public place I am in this week.

Get Tips for Achieving These Goals:
You may [click here to change this week's goals](#).
Check out the "What if...?" simulator tool to see the effect of accomplishing these goals.

This Week's Health Notes

Easy Access: How to make exercise convenient

Did You Know?
"Not enough time" is the number 1 reason most people cite for not being physically active. So you are not alone!

This Week's Health Note...
The biggest stumbling block to physical activity is "I don't have the time". In today's busy world, physical activity is the last item scheduled in and the first to be taken off because most people feel that they don't have the time.

The solution is to make exercise convenient. A routine that is easily accessible will be easier to fit into your busy schedule. This week try these tips that use the "easy access" solution.

Walk out the door. Put on your walking shoes and go. No gym, no travel time, no waiting for an exercise class to begin. Even if you have an exercise routine already, remember that you can walk right out the door to get your well-deserved physical activity. A walking routine that you can start the moment you leave the house saves you the time of having to travel to exercise. Sometimes it takes more time to travel a place to exercise than it actually takes to exercise!

Keep it short and sweet. When you're just starting, an hour a day sure doesn't sound very convenient. So commit to adding in 10 minutes a day of walking. Although ten minutes doesn't seem like much, it is ten minutes more than doing nothing at all. And if you trade in ten minutes of television or computer time for exercise, you won't even notice the time you miss in front of the television or computer screen. But you will slowly be adding up the minutes of increased physical activity.

[Read more...](#)

Alive! Community
Total number of goals your fellow participants have selected since the program began:
134
Connect with other *myAlive!* participants on Facebook.

Question of the Week
If you add 30 minutes a day of moderate walking five days a week, how many pounds could you lose in a year?
☐ a. 2-4 pounds
☐ b. 5-7 pounds
☐ c. 8-10 pounds

Your Progress so Far
Goals accomplished: 2
Percentage met: 50%
[View details](#)

Resource Center
Sources of knowledge and guidance for Alive! participants:
[Overcoming Barriers](#)
[Health Notes Library](#)
[Visual Aids](#)
[Risk Assessment Tools](#)

What if...?
Check out our interactive tools that let you see in real time how making small changes can impact your health in a big way.
[Use Simulator Tool now!](#)

Some features of your myAlive! home page include:

- Tips for achieving your weekly goals
- Tips for overcoming roadblocks
- Progress Tracker: your current and past goals
- Daily Tracker - for those who love to track their progress
- Health Note articles to increase your knowledge and skills
- The trade-off simulator, an interactive tool to help you visualize your success
- Downloadable worksheets for Windows and Mac
- Options to change your settings, including your Big Goal
- Links to the Alive! community on Facebook

and more!

Example of a home page.

Visualize Your Success with the myAlive! Trade-Off Tool

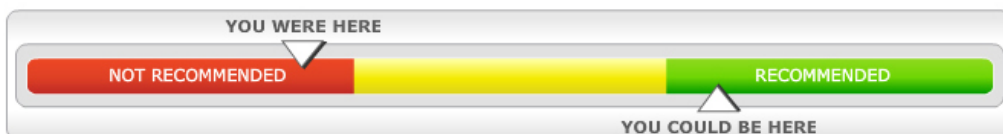
One of the powerful, interactive features on your myAlive! web site is the Trade-Off tool, which allows you to explore the impact that the specific small changes recommended by the program will have on your overall nutrition and activity status.

For example, "How much closer would I be to the saturated fat recommendation if I reduced my hamburger intake from twice per week to once per week?" or "How much closer would I be to the guidelines for physical activity if I increased my evening walk time by 20 minutes?"

You can explore how the specific foods and beverages you eat effect your total calorie intake, your saturated and trans fat intake, your sugar intake and of course your fruit and vegetable intake. And you can explore how different activities (e.g., walking or swimming) impact your overall level of fitness.

Saturated Fat

Congratulations! Your saturated fat intake meets the recommendations that saturated fat should be no more than 10% of your total calories. The American Heart Association suggests that it should be even lower, no more than 7%. Your intake of 24.7 is not quite this low. The changes you make below bring the total to 10.8 grams, a change of -13.8 grams.



Other beef or pork, such as steak, roast beef, ribs, or in sandwiches, tacos, burritos.

Click below to set your goal: Days per Week (first row), How Much per Day (second row).

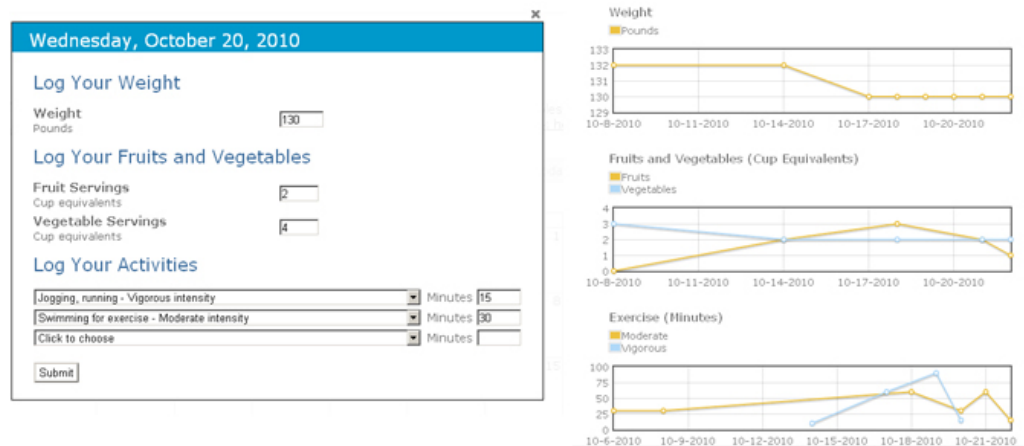
YOUR GOAL						YOU WERE HERE
Rarely or never	A few days a month	1 day a week	2 days a week	3-4 days a week	5-6 days a week	Every day

YOU WERE HERE		
3 ounce, small	4-6 ounces	7 + ounces, large

The Progress Tab and Daily Tracker

Your *myAlive!* web site provides a cumulative summary of your successful weekly goals, as well as an explanation of the types of goals that are working for you.

Alive! recognizes that everyone learns in their own way. For some people, it's enough to report on their success once per week, and you can do that right from your weekly email. But other people benefit by tracking their behaviors daily. Your *myAlive!* web site includes a daily tracking calendar reporting and graphing tool where you can log your weight, your fruit and vegetable intake and your daily activities. *Alive!* will graph your entries so that you can track your progress over time.



Repetition and Reinforcement - reaching out beyond the web

For many people, the *Alive!* emails and *myAlive!* web site are enough to keep them on track and moving forward. But some people need more than that. Health behavior research clearly shows that increased support translates into greater and longer lasting change. Consistent, repeated contacts reinforce the core message, remind you about why you're working on your goals, and motivate you to succeed.

The National Institute on Aging recognizes that and provided the funding for NutritionQuest to expand the ways in which *Alive!* motivates participants. In a unique collaboration between researchers at NutritionQuest, UC Berkeley, Stanford and Brown, *Alive!* has expanded to include optional automated, tailored telephone coaching and optional tailored, mailed newsletters.



Currently, these additional outreach arms are only available to corporate purchasers of the *Alive!* program.



Automated Phone Coaching

The NutritionQuest *Alive!* Phone Coaching Program reaches out to *Alive!* participants every other week to encourage success, and to help overcome the roadblocks that we all face when we try to make changes. This automated system communicates with your *myAlive!* web page, so it knows what goals you're working on and how successful you've been, and it calls you when you need some extra help.

The Phone Coach engages you in a conversation about your goals, and provides the tips and guidance you need to stay motivated or to get back on track. The calls are friendly, informative, smart, and short. Each call takes 3-5 minutes -- just enough time to find out how you're doing, and to encourage you to keep working on your *Alive!* goals.

Still not convinced? [Click here](#) to listen to a sample segment from an *Alive!* Phone Coaching call.



Tailored Printed Newsletters

Before there was email and text messaging, Twitter feeds and Facebook friends, we all used to send each other good old, fashioned snail mail. We recognize that many *Alive!* participants still want something that stays with them when the power goes off. The *myAlive!* Coaching Letter is an individually tailored, monthly newsletter that's built just for you. It communicates with

your *myAlive!* web page, so it knows what goals you're working on, what roadblocks you may be facing, and what motivates you to change.

Many of us face similar issues when trying to adopt and maintain new health habits, but we don't all face them at exactly the same time or in exactly the same way. That's why every *myAlive!* coaching letter is designed just for you, using the information you gave when you signed up for *Alive!*, and the updates you provide as you work towards your goals.

Each 4-page newsletter includes the information you need to help you accomplish your *Alive!* goals, including recipes, fitness and activity guides, coaching tips and tricks, interactive worksheets, advice from experts and the motivation you need to keep moving forward.

The whole is greater than its parts

The *myAlive!* website, the *Alive!* Emails, the *Alive!* Phone Coaching program, and the *myAlive!* Coaching Letter: each program stands on its own as a powerful tool to help you get from where you are to where you want to be. But when taken together they are even more than the sum of their parts. Together they represent the most advanced, individually tailored diet and activity Health coaching system available today.

Contact us for group pricing

Sign up for an individual *Alive!* subscription

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