



LIFESTYLE[™]
MEDICINE
INSTITUTE

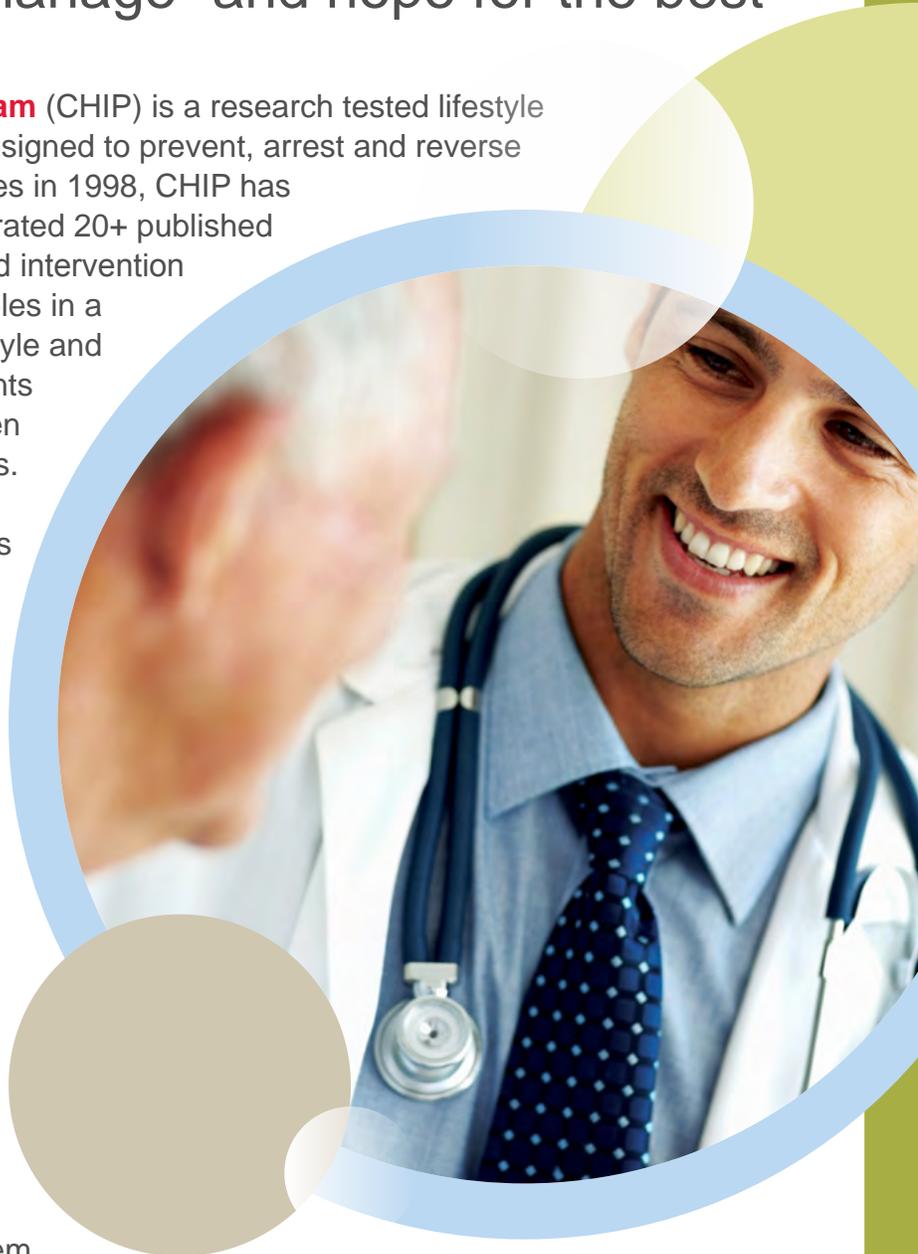
Reversal of Chronic Disease?

We can do more than “manage” and hope for the best

The **Complete Health Improvement Program** (CHIP) is a research tested lifestyle medicine intervention education program, designed to prevent, arrest and reverse chronic disease. Founded in the United States in 1998, CHIP has impacted over 60,000 participants and generated 20+ published scientific papers. CHIP is a community based intervention program that uses behavioral change principles in a group setting, education in an entertaining style and modern adult learning tools to help participants make radical lifestyle changes that are proven to lower key risk factors in as little as 30 days. CHIP is a powerful disease reversal tool for health practitioners, community organisations and work places, to address the rising chronic disease rates in highly effective manner.

How CHIP works

- CHIP occurs in the group setting, using behavior change and self-discovery learning tools
- Participants form new habits and make better choices based on increased knowledge, skills and encouragement. Participants achieve lasting change by applying new learning in the “real life” environments of homes, workplaces, and communities
- CHIP surrounds people with a support group to coach, challenge and to hold them accountable
- CHIP is designed to encourage participant self-management, teaching them to take control of their own health through making wiser choices



CHIP does not just focus on the way people eat and the way people move, but takes a whole-of-life perspective including stress management, sleep, self-worth, emotional wellbeing and happiness.

Health Risk Assessments & blood tests

The Health Risk Assessment includes height, weight, blood pressure, a medical and health history, a health behaviors assessment, and various psychosocial measures.

The blood analysis includes the standard lipid profile (triglycerides, total cholesterol, LDL, HDL, and the ratios) as well as fasting plasma glucose.

This serves several vital functions:

- Establishment of baselines
- Ability to track biometric changes
- Motivation through the provision of accountability measures
- Capture of scientifically validated data to support the continued research effort

What CHIP participants get

Interactive multimedia presentations – scientific, informative, entertaining

CHIP offers highly professional, up to date and exceptionally well presented lifestyle topics from leaders in the field of lifestyle medicine.

The kit – learn & engage

This includes:

1. The LEARN MORE textbook – additional information about topics covered in class, presented beautifully, in easy to understand language
2. The EAT MORE cook book – Excellent tool for starting to experiment in the kitchen. Easy recipes that are delicious!
3. The LIVE MORE workbook – To encourage engagement with the program content
4. The WALK MORE Pedometer
5. The DRINK MORE water bottle

Flexible delivery!

CHIP consists of 18 sessions, each containing 25 to 45 minutes of filmed content, that are typically delivered over a 6 to 12 week period. Program facilitators are responsible only for the logistics and process of the program, while the videos and books take care of the content. This allows for a good amount of flexibility.

Visit www.chiphealth.com or www.vimeo.com/chiphealth to view program content samples!





The group activities – reflect, apply, share!

The audiovisual content is complemented by 25 to 45 minutes of facilitated group discussion, interaction and practical learning application, for a total session length of 60 to 90 minutes. This allows participants to discuss the new information, apply what they have learnt, challenge themselves and share their learnings and experiences with their fellow participants and their families and friends.

Participants...

- Walk away with new information
- Apply what they have learnt with a take – home challenge
- Get to think and reflect on how the challenge went, and
- Are encouraged to share what they have learnt and are experiencing with others from their circle of influence. Indeed, one of the best ways to learn something is to teach it.

Other components & resources:

A professional information session as participant recruitment tool, food samples & demonstrations, a JumpStart challenge and optional activities and resource tools (filmed shopping tour, exercise and stretching programs etc.)

Check out more resources including testimonials from past participants, exercise and stretching videos, a shopping tour, and more. Please visit www.vimeo.com/chiphealth

CHIP key statistics

Key statistics:

On average, those at highest risk after 30 days...

- 3.2% ↓ ~ BMI
- 19.8% ↓ ~ total cholesterol (initial >280mg/dl)
- 16.1% ↓ ~ LDL cholesterol (initial > 190mg/dl)
- 44.1% ↓ ~ triglycerides (initial > 500mg/dl)
- 19.9% ↓ ~ fasting plasma glucose (> 125mg/dl)
- 10.4% ↓ participants with metabolic syndrome

Rankin, P., Morton, D.P. et al. (2012). "Effectiveness of a volunteer-delivered lifestyle modification program for reducing cardiovascular disease risk factors."

Am J Cardiol 109(1): 82-86.

Other typical outcomes:

- Decreased blood pressure
- Decreased body fat
- Reduced stress levels and a better ability to deal with stress
- Positive changes in energy, mood, sleep, resilience, libido and digestion

An endorsement from the "American College of Lifestyle Medicine"

"...clinical results of a large 5,070 free-living cohort in North America yielding some of the most impressive recorded clinical changes ever in the literature."

www.lifestylemedicine.org/ACLM-News, accessed 26 March 2012

Cost

CHIP pricing is set at a minimum of \$599 or \$33 per session.

Why should I get involved?

- CHIP works
- CHIP is cost effective
- CHIP is one of the most efficacious tools in the disease reversal space
- CHIP is a modern, highly professional and exclusively evidence based program
- CHIP has a proven track record

Contact Us!

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We look forward to speaking with you!

PROVEN RESULTS™

Priceless benefits

