# EVALUATION OF INTERVENTION ADDRESSING PARTICIPANT NON-COMPLIANCE FACTORS IN THE IFITER PROGRAM AT WELLNESS HUB JOHOR BAHRU

## Background

The NHMS 2023 report shows prevalence rose from 50.1% in 2019 to 54.4% in 2023. The IFitEr program at Wellness Hub Johor Bahru adopts a holistic approach such as physical activity, healthy eating and behavior change, aiming for at least 10% weight loss over for a 6-month intervention.

## Objective

- To identify participant attendance levels during the first month of intervention.
- To determine participants' weight loss during the first month of intervention.
- To assess which nudge theory strategy had the greatest influence on participants during the first month of intervention.




## Result

**Self-Progress Monitoring (Reinforcement Theory)**

- 80.6% of participants strongly agreed that seeing their own progress increased their motivation to continue exercising. Intrinsic motivation, such as a sense of achievement, proved most effective.

**Workout Buddy Support (Accountability Nudging)**

- 64.5% strongly agreed that having a workout buddy helped maintain commitment. Social support boosted consistency in physical activity.

**Visual Reminders (Framing & Reminder Nudge)**

- 58.1% were influenced by seeing others exercise. Observational learning had a positive impact on behaviour.

## Conclusion

The most impactful strategy combines intrinsic motivation, social accountability, and visual reminders. This combination effectively enhances participant engagement and continuity in healthy lifestyle interventions.

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