SUSTAINING WEIGHT LOSS:
The IFitEr Approach

Overview

- The Fit and Eat Right (IFitEr) Program is a new brand for weight management interventions at PPKK and in communities.

- The IFitEr Program by Malaysia's Ministry of Health helps individuals with overweight and obesity while promoting community involvement and long-term healthy lifestyles.

Objectives

General Objective
- The study aims to identify what are the determinants contribute to the behavior change in IFitEr program.

Specific Objective
- To identify what are the determinants contribute to the behavior change of participant in IFitEr program.
- To explore the coaches/coordinators knowledge, perspective, and usage on the module IFitEr
- To explore the coaches/coordinators views on the training received for the implementation of the IFitEr program
- To assess the extent to which the available facilities at the Wellness Hub support the implementation of the IFitEr training program.
- To explore the perceptions of trainers and coordinators regarding long-term sustainability of the IFitEr program.

Methodology

📌 Study Type: Mixed-method research, quantitative & qualitative

Quantitative
📊 Design: Cross-sectional study.
👥 Participants: 1026 IFitEr participants from 2023.
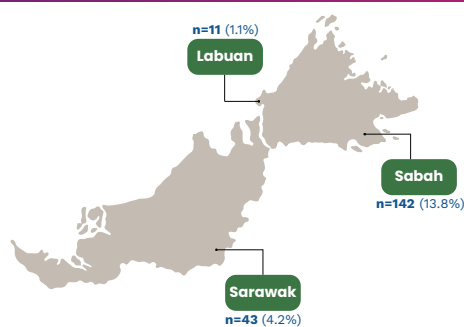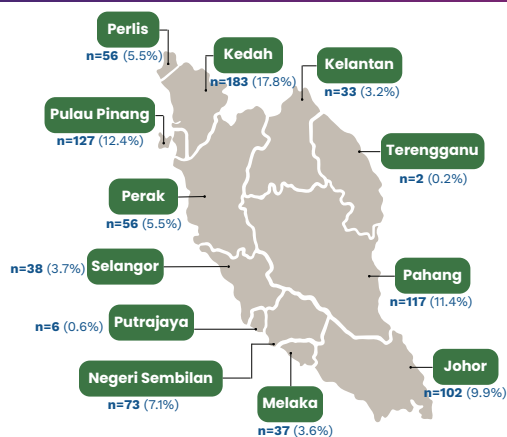📋 Method: Online survey via Google Forms.

Qualitative
📊 Design: Exploratory research.
🎙️ Method: In-depth interviews (40-60 minutes).
👥 Participants: 12 coaches/program coordinators.
🌏 Location: 8 selected Wellness Hubs across 5 zones.
🎯 Purpose: Gained deeper insights into program sustainability.

Section A

DEMOGRAPHIC PROFILE
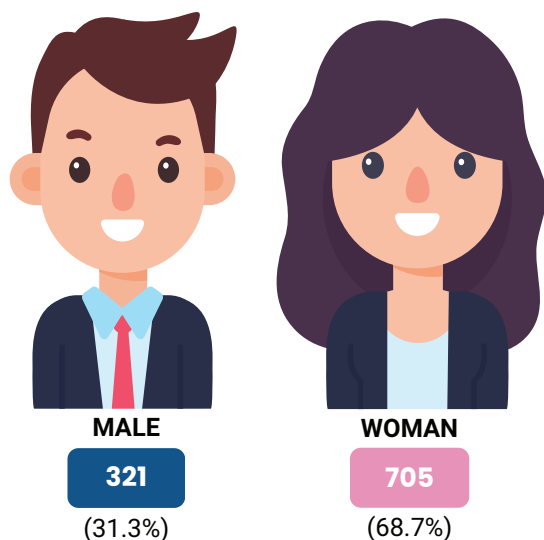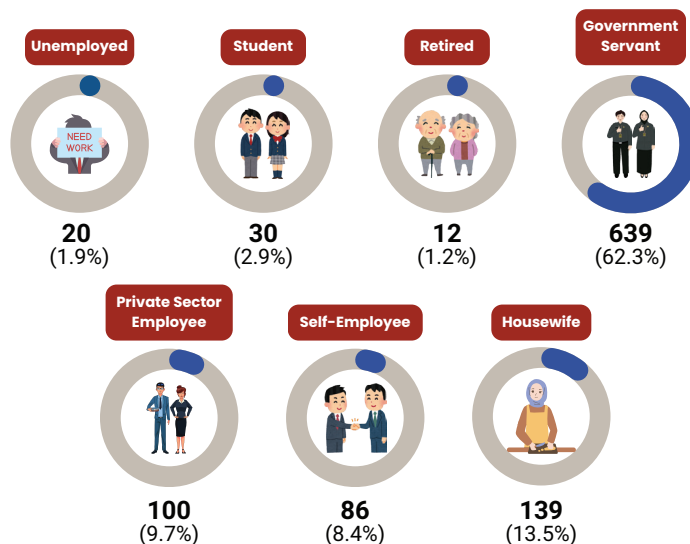
Perlis
n=56 (5.5%)

Kedah
n=183 (17.8%)

Kelantan
n=33 (3.2%)

Pulau Pinang
n=127 (12.4%)

Terengganu
n=2 (0.2%)

Perak
n=56 (5.5%)

n=38 (3.7%) Selangor

Pahang
n=117 (11.4%)

n=6 (0.6%) Putrajaya

Negeri Sembilan
n=73 (7.1%)

Melaka
n=37 (3.6%)

Johor
n=102 (9.9%)

n=11 (1.1%)
Labuan

Sabah
n=142 (13.8%)

Sarawak
n=43 (4.2%)

LOCATION OF WELLNESS HUB

DEMOGRAPHIC PROFILE

GENDER

MALE

321

(31.3%)

WOMAN

705

(68.7%)

DEMOGRAPHIC PROFILE

EMPLOYMENT STATUS

Unemployed

NEED WORK

20
(1.9%)

Student

30
(2.9%)

Retired

12
(1.2%)

Government Servant

639
(62.3%)

Private Sector Employee

100
(9.7%)

Self-Employee

86
(8.4%)

Housewife

139
(13.5%)

DEMOGRAPHIC PROFILE

AGE

Age	Count
18-22	**30**(2.9%)
23-27	**44**(4.3%)
28-32	**106**(10.3%)
33-37	**175**(17.1%)
38-42	**258**(25.1%)
43-47	**217**(21.2%)
48-52	**114**(11.1%)
53-57	**59**(5.8%)
58-62	**15**(1.5%)
63-67	**4**(0.4%)
68-72	**3**(0.3%)
78-82	**1**(0.1%)
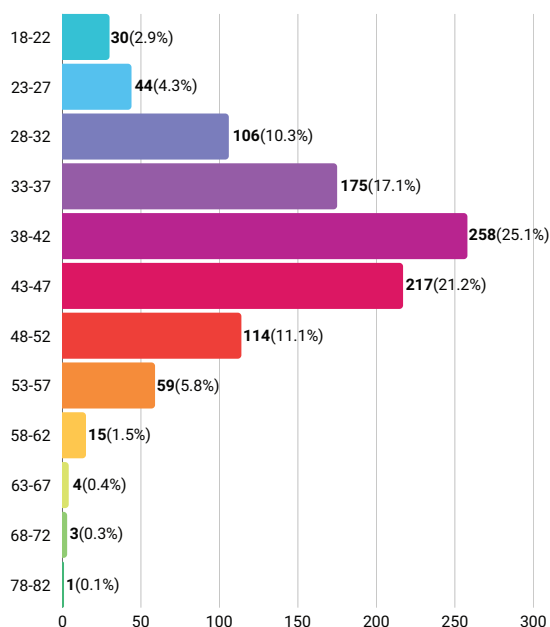
DEMOGRAPHIC PROFILE

FOUND OUT ABOUT IFITER

Source	Count
Health Officer	**332** (32.4%)
Family member	**40** (3.9%)
Friends	**337** (32.8%)
Social Media	**165** (16.1)%
Bunting/Banner/ Pamphlet	**25** (2.4)%
Company Program	**106** (10.3)%
External Instructor	**3** (0.3%)
Institution	**12** (1.2)%
Community Program	**6** (0.6%)
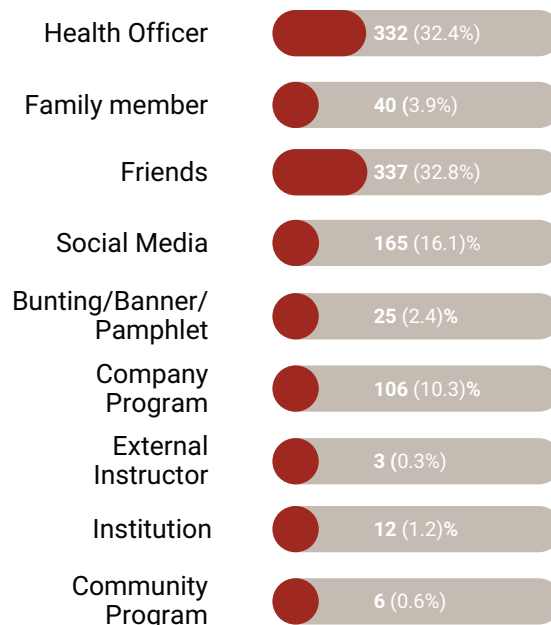
Section B

EFFECTIVENESS OF THE IFITER PROGRAM

Intrapersonal Factors

594 (57.9%) — IFitEr increases knowledge about weight loss

557 (54.3%) — Participation in IFitEr boosts motivation for weight loss

469 (45.7%) — The program helps develop skills for behavior change to support weight loss

534 (52.0%) — IFitEr promotes healthy and safe weight management

286 (27.9%) — Some participants find it challenging to manage weight after the program

625 (60.9%) — The program impacts overall quality of life

639 (62.3%) — IFitEr contributes to improved self-confidence

617 (60.1%) — Sleep quality may improve after participating in the program

605 (59.0%) — Activity and fitness levels are influenced by IFitEr

588 (57.3%) — Eating habits shift towards healthier choices after the program

Section B

EFFECTIVENESS OF THE IFITER PROGRAM

Interpersonal Factors

Encouragement from partners supports weight management

476 (46.4%)

524 (51.1%)

Support from family members plays a role in weight management

Lack of support from friends affects participation in the IFitEr program

328 (32.0%)

501 (48.8%)

Mutual support among IFitEr participants contributes to weight management success

The coach's personality serves as a source of motivation

560 (54.6%)

459 (44.7%)

The trainer's gender does not influence interest in joining the program

Section B

EFFECTIVENESS OF THE IFITER PROGRAM

Community Factors

▼ **n=525** (51.2%)

51.2% The community offers accessible spaces and facilities for physical activities

▼ **n=546** (53.2%)

53.2% Participating in physical activities within the community feels secure

▼ **n=367** (35.8%)

35.8% The local community frequently arranges group physical activities

▼ **n=471** (45.9%)

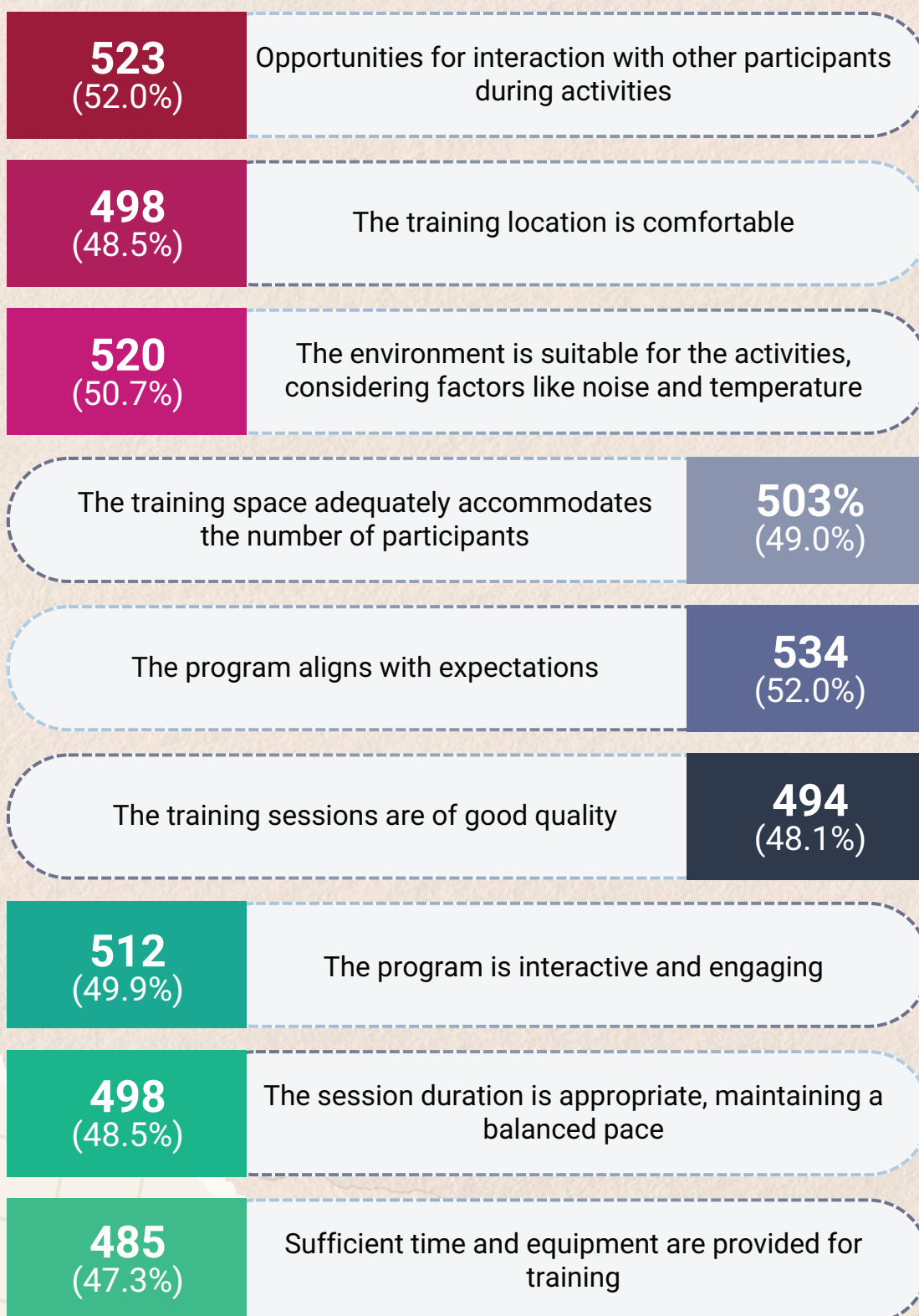**45.9%** Engaging in physical exercise is a common habit in the community

▼ **n=279** (27.2%)

27.2% The high availability of food vendors may lead to overeating

Section C

POST EFFECTIVENESS OF THE IFITER PROGRAM

Post-Training Survey on Experience

523 (52.0%) — Opportunities for interaction with other participants during activities

498 (48.5%) — The training location is comfortable

520 (50.7%) — The environment is suitable for the activities, considering factors like noise and temperature

The training space adequately accommodates the number of participants — **503%** (49.0%)

The program aligns with expectations — **534** (52.0%)

The training sessions are of good quality — **494** (48.1%)

512 (49.9%) — The program is interactive and engaging

498 (48.5%) — The session duration is appropriate, maintaining a balanced pace

485 (47.3%) — Sufficient time and equipment are provided for training

Section C

POST EFFECTIVENESS OF THE IFITER PROGRAM

Post-Training Survey on Trainer

598 (58.3%) — The trainer is skilled in delivering training

595 (58.0%) — The lessons taught by the trainer are of good quality

602 (58.7%) — The trainer has strong knowledge of the topics covered

625 (60.9%) — Enthusiasm is demonstrated by the trainer during sessions

625 (60.9%) — A friendly approach is maintained by the trainer

619 (60.3%) — Effective communication encourages participants to complete the training

616 (60.0%) — Clear speech makes instructions easy to follow

617 (60.1%) — Proper guidance is provided on using training equipment

602 (58.7%) — The trainer effectively leads participants in activities

602 (58.7%) — Training activities are tailored to participants' abilities

600 (58.5%) — Active involvement is shown in every training session

582 (56.7%) — The training schedule is well-planned and organized

595 (58.0%) — Punctuality is consistently maintained in sessions

605 (59.0%) — Clear instructions are given for movements during training

Section C

POST EFFECTIVENESS OF THE IFITER PROGRAM

Post-Training Evaluation on Training Content, Modules & Structure

513 (52.1%) The training modules are well-organized and easy to follow

521 (52.9%) The modules are practical and support participants in completing the training

509 (51.7%) Coaching is suitable for all participants

496 (50.4%) The training methods, such as demonstrations, challenges, and group activities, are effective

500 (50.8%) Personal health data helps determine appropriate training needs

503 (51.1%) High satisfaction with the module content and training materials

510 (51.8%) The visual aids in the training module are sufficient

498 (50.6%) The audio-video content is adequate

506 (51.4%) Clear instructions are provided for each movement in the training module

Section C

POST EFFECTIVENESS OF THE IFITER PROGRAM

Post-Training Survey on Online Training Experience

243 (55.0%) — Online training guide is easy to follow

Having a hard time doing online training — **145 (32.8%)**

160 (36.2%) — Online training is more effective than face-to-face training conducted by an instructor

Lack of skills to use software to undergo training — **134 (30.3%)**
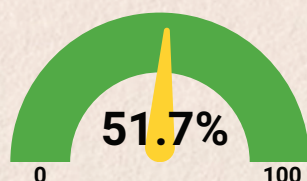
141 (31.9%) — Broken links or missing pictures, videos, or audio clips for online training use

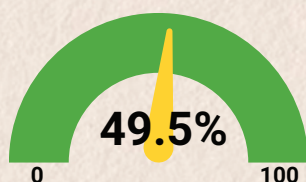Experienced virus attacks, outages, or slow download times — **130 (29.4%)**
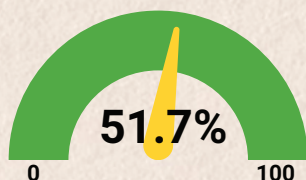
Section D

PARTICIPANT EXPERIENCE

51.7% 0 100 **n=530**

Confidence is placed in the competence of Wellness Hub staff
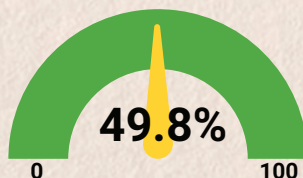
49.5% 0 100 **n=508**

Trust exists that the IFitEr trainer would accept returning participants after program completion

51.7% 0 100 **n=530**

The training experience encourages commitment to completing the six-month program

49.8% 0 100 **n=551**

Personal advice and information are provided while maintaining participant confidentiality

Section E

SATISFACTION & FUTURE INTENTION

Satisfaction with the IFitEr activities and overall experience

n=601 (58.6%)

Satisfaction with the overall IFitEr program in Wellness Hub

n=618 (60.2%)

Willingness to continue the program if given the opportunity

n=554 (54.0%)

Recommendation of the IFitEr program for those interested in weight loss

n=598 (58.3%)

Encouragement for friends and relatives to join the program

n=604 (58.9%)

601 (58.6%) Satisfaction with the IFitEr activities and overall experience

Satisfaction with the overall IFitEr program in Wellness Hub **618 (60.2)**

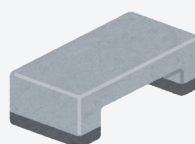**554 (54.0%)** Willingness to continue the program if given the opportunity

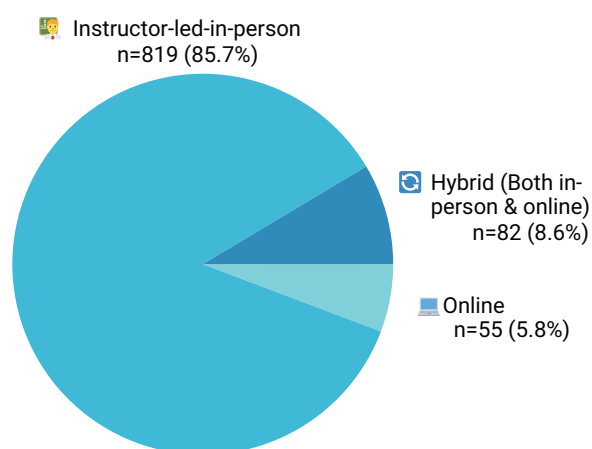Recommendation of the IFitEr program for those interested in weight loss **598 (58.3%)**

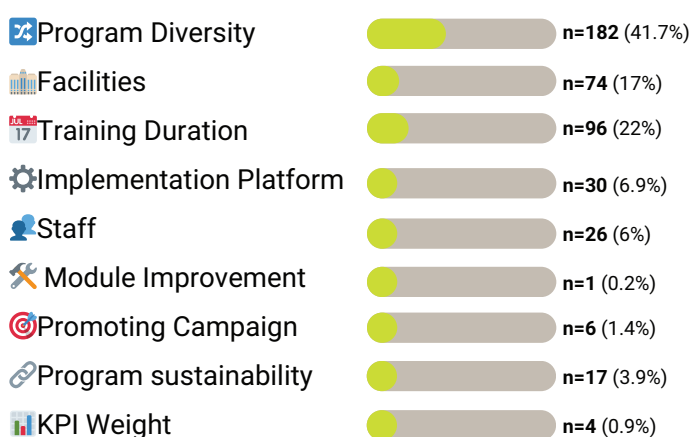**604 (58.9%)** Encouragement for friends and relatives to join the program

Section F

IMPROVING IFITER TRAINING:
Participant Insights

PREFERRED TRAINING DELIVERY METHOD

🧑‍🏫 Instructor-led-in-person
n=819 (85.7%)

🔄 Hybrid (Both in-person & online)
n=82 (8.6%)

💻 Online
n=55 (5.8%)

SUGGESTIONS FOR IMPROVEMENT

🔀 Program Diversity — **n=182** (41.7%)
🏛️ Facilities — **n=74** (17%)
📅 Training Duration — **n=96** (22%)
⚙️ Implementation Platform — **n=30** (6.9%)
👤 Staff — **n=26** (6%)
🛠️ Module Improvement — **n=1** (0.2%)
🎯 Promoting Campaign — **n=6** (1.4%)
🔗 Program sustainability — **n=17** (3.9%)
📊 KPI Weight — **n=4** (0.9%)

CHALLENGE FACED DURING THE PROGRAM

Challenge	Value
📊 Weight Achievement based on KPI	**n=2** (0.4%)
🏢 Unsuitable facilities	**n=14** (2.6%)
👩‍🦰 Coach Issues	**n=5** (0.9%)
🤔 Self Issues	**n=60** (11.1%)
📚 Training Methods	**n=10** (1.8%)
🚶 Accessibility	**n=57** (10.5%)
⏳ Time Constraints	**n=297** (54.7%)
🍔 Lack of Discipline in Diet	**n=29** (5.3%)
❤️ Health Problems	**n=27** (5.0%)
📉 Plateau	**n=10** (1.8%)
📅 Training Duration	**n=32** (5.9%)

QUALITATIVE
Module

INNER SETTING DOMAIN

Culture
- Learning-Centeredness

Compatibility

Incentive System

Available Resources
- Materials & Equipment

Access to Knowledge & Information

OUTER SETTING DOMAIN

Partnerships & Connection

OBJECTIVE

To explore the coaches/coordinators knowledge, perspective, and usage on the **module** IFitEr

IMPLEMENTATION PROCESS DOMAIN

Accessing Needs
- Innovation Recipients

Adapting

INDIVIDUALS DOMAIN

Implementation Facilitators (Coordinators)
- Capability

Implementation Leads (Coach/MyStep)
- Capability
- Motivation

Innovation Recipients
- Motivation

QUALITATIVE
Training

01

INNER SETTING DOMAIN

Communication
Culture
- Deliverer-Centeredness
- Learning-Centeredness

Tension for Change
Compatibility
Access to Knowledge & Information

OBJECTIVE

To explore the coaches/coordinators views on the **training** received for the implementation of the IFiTer program

INDIVIDUALS DOMAIN

Implementation Facilitators (Coordinators)
- Needs
- Capability

Implementation Leads (Coach/MyStep)
- Capability

02

QUALITATIVE
Facility

INNER SETTING DOMAIN

Structural Characteristics
- Physical Infrastructure
- Information Technology Infrastructure
- Work Infrastructure

Available Resources
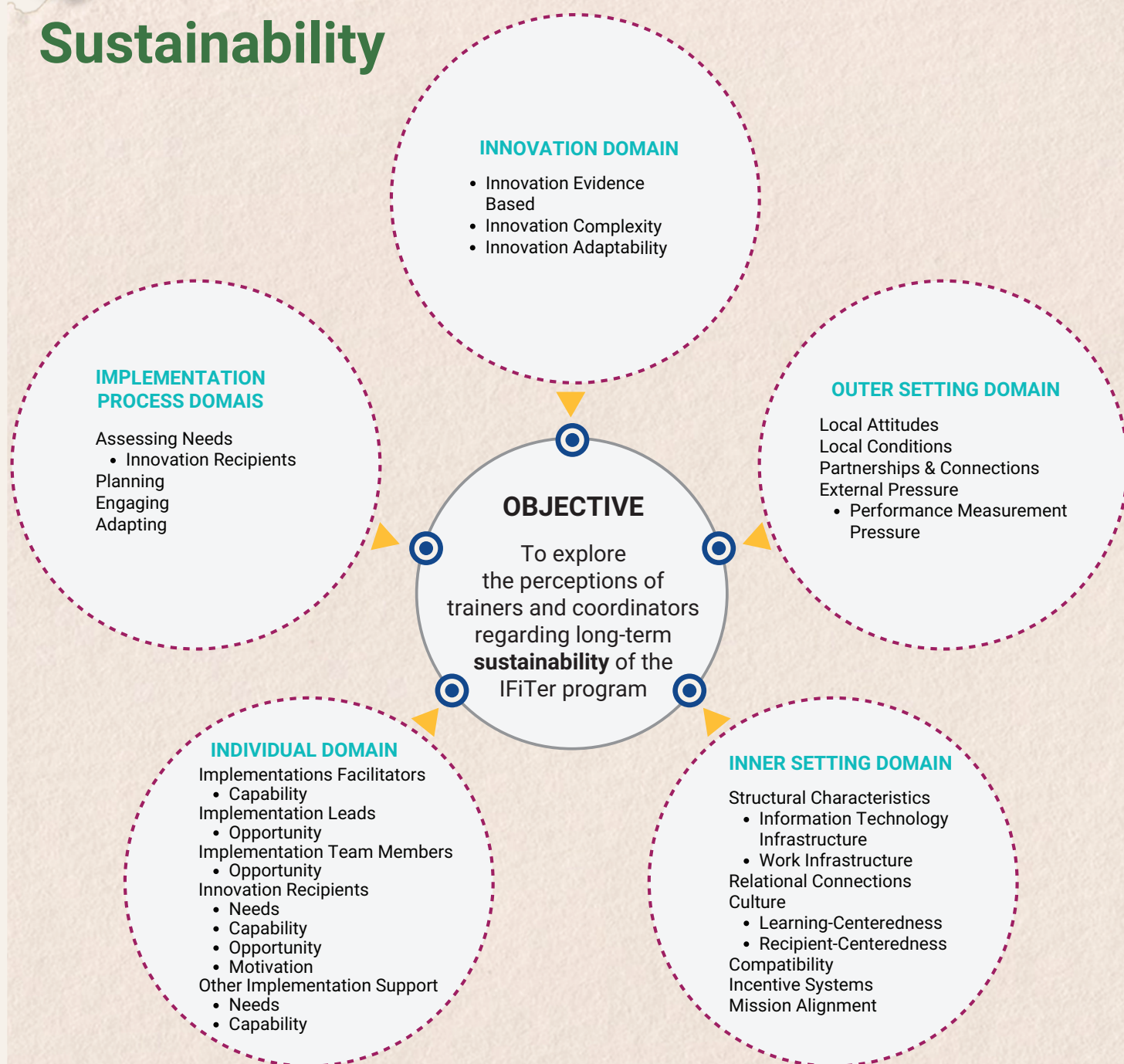- Space
- Materials & Equipment

OBJECTIVE

To assess the extent to which the available **facilities** at the Wellness Hub support the implementation of the IFiTer training program.

IMPLEMENTATION PROCESS DOMAIN

Tailoring Strategies

QUALITATIVE
Sustainability

INNOVATION DOMAIN

- Innovation Evidence Based
- Innovation Complexity
- Innovation Adaptability

IMPLEMENTATION PROCESS DOMAIS

Assessing Needs
- Innovation Recipients

Planning
Engaging
Adapting

OUTER SETTING DOMAIN

Local Attitudes
Local Conditions
Partnerships & Connections
External Pressure
- Performance Measurement Pressure

OBJECTIVE

To explore the perceptions of trainers and coordinators regarding long-term **sustainability** of the IFiTer program

INDIVIDUAL DOMAIN

Implementations Facilitators
- Capability

Implementation Leads
- Opportunity

Implementation Team Members
- Opportunity

Innovation Recipients
- Needs
- Capability
- Opportunity
- Motivation

Other Implementation Support
- Needs
- Capability

INNER SETTING DOMAIN

Structural Characteristics
- Information Technology Infrastructure
- Work Infrastructure

Relational Connections
Culture
- Learning-Centeredness
- Recipient-Centeredness

Compatibility
Incentive Systems
Mission Alignment

CONCLUSION

The IFitEr program shows strong potential for promoting healthy living and weight management in communities. Participants reported improved knowledge, motivation, physical activity, and diet, with high satisfaction in content, training, and support.

However, challenges remain in training quality, infrastructure, and resources. Ongoing capacity-building and fair access to facilities are needed. Sustainability looks promising with continued support, digital integration, community engagement, and cultural alignment.

While short-term outcomes are positive, long-term success depends on addressing operational gaps and strengthening the program. Strategic investment and policy support are key toscaling IFitEr as a sustainable health initiative in Malaysia.