



# 1 NEW SOURCE OF HUNGER IDENTIFIED

**The research**  
 Researchers at Yale and Harvard Universities have found a link between weight gain and the hunger hormone called 'leptin', which plays a key role in appetite, overeating and obesity.

**The findings**  
 After studying the nerve cells in the brain that regulate eating behaviour, researchers found that the endocrine system (made up of glands that release hormones which control physiological functions in your body) acts as a go-between with leptin, in a chain of events that stimulate hunger. Meaning, the cause of hunger may be a little more complex than was previously thought.

**What this means**  
 Clients who are obese or who feel constantly hungry may be at the mercy of their endocrine system, and not just their brains and that hunger hormone, leptin! Although further study is required to better understand the actual impact of the endocrine system on hunger stimulation, we do already know that exercise can help enhance endocrine function and deliver mental health benefits (e.g. exercise-induced testosterone can increase libido and confidence, while endorphins from exercise can reduce tension and anxiety, and produce that "runner's high" feeling we all know and covet). ♦

[LEARN MORE](#)

## BETTER SLEEP FOR BETTER HEALTH

**The research**  
 New research by Monash University, University of Birmingham and the University of Surrey (UK) studied people with extreme sleeping and waking habits, for three weeks. Participants were assessed using non-pharmacological interventions such as going to sleep and waking several hours earlier than their current sleep pattern; eating at regular mealtimes; and keeping the same sleep schedule seven days a week.



# 2

**The findings**  
 The study concluded that improved sleep/wake timings could lead to a decrease in depression and stress, improved eating habits, and enhanced cognitive and physical performance in the mornings.

**What this means**  
 Your clients need to understand how important quality sleep and undisturbed circadian rhythms are for optimal physical and mental health – particularly those who present signs of stress, depression, physical fatigue or mental fog. Why not offer your clients the opportunity to have a "sleep audit" where you identify areas that they can improve their sleep habits and improve their overall health and wellbeing? ♦

[DOWNLOAD STUDY](#) [LEARN MORE](#)

# 3 TAILOR YOUR MARKETING FOR HIGHER ENGAGEMENT

**The research**  
 According to a new study at the University of Pennsylvania, Keen to understand why some people may be more susceptible to different kinds of health messages than others, researchers at the Communication Neuroscience Lab at the Annenberg School tested out a theory: making health decisions might require less effort for those with a higher sense of purpose in life. As part of the study, participants completed a survey, and to test brain activity, an fMRI scanner monitored their responses to health messages

**The findings**  
 People with a stronger life purpose are more likely to listen to health messages and therefore make healthy behavioural changes compared to those with a weaker sense of purpose. Results indicated that people with a stronger sense of purpose, when exposed

to these messages, had less brain activity in the regions associated with conflict. Researchers believed it was because this group experienced less decisional conflict and effort while considering health advice; and were also more likely to agree and positively respond to these health messages. The degree of brain activity in these regions also allowed researchers to predict how likely a person would agree with the messages.

**What this means**  
 If you're spruiking healthy messages such as "move more", "eat healthier" then you may have to work a little harder to ensure your health messages are received by people who do not have a strong life purpose (i.e. those who are not motivated, ambitious or goal-orientated). This may require you to modify your marketing strategies, advertise in different places, or tailor the imagery and messaging you use in your promotions. ♦

[LEARN MORE](#)



## THE TRIBE VIBE

Got a photo from a FITREC event? Share it with us via [editor@fitrec.org](mailto:editor@fitrec.org)