

Theory lesson No 2

Promotion of physical activity and healthy lifestyle during pregnancy and postpartum period



Prof. Simona Pajaujiene, PhD.



We are responsible not only for today, but also for the future of our lives!

? How to promote daily physical activity and limit sedentary time

? How to keep the pregnant participant's adherence to the exercise programme



lifestyle

... is more than the way we spend our time.

It reflects our values and beliefs and **philosophy about life.**



Lifestyle has the most important impact on our health !!!

...the biggest 21th century EPIDEMIC



Children with shorter life expectancy than their parents have already been born!

<https://www.nejm.org/doi/full/10.1056/NEJMSr043743#t=article>



A Potential Decline in Life Expectancy in the United States in the 21st Century

S. Jay Olshansky, Ph.D., Douglas J. Pezzullo, M.D., Ronald C. Herthorn, M.D., Jennifer Lupton, M.P.H., Bruce A. Carno, Ph.D., Jacob Brink, M.D., Leonard Hayflick, Ph.D., Robert H. Butler, M.D., David K. Allison, Ph.D., and David S. Ludwig, M.D., Ph.D.



Our environment is not working for healthier life



We are constantly tempted to sit too much...



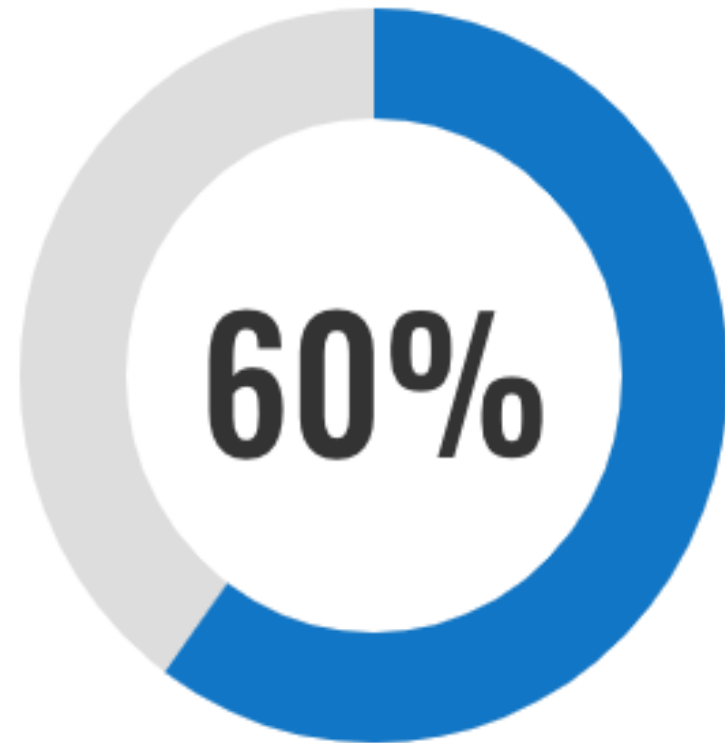
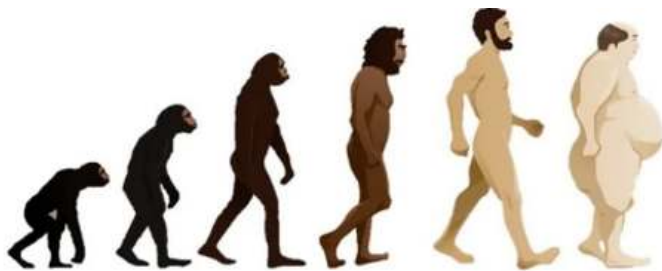
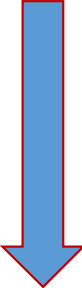
Are we at the breaking point of Homo Sapiens?



A breakthrough in 70 years!

Overweight

1950	10%
1980	27%
2000	44%
2022	60%

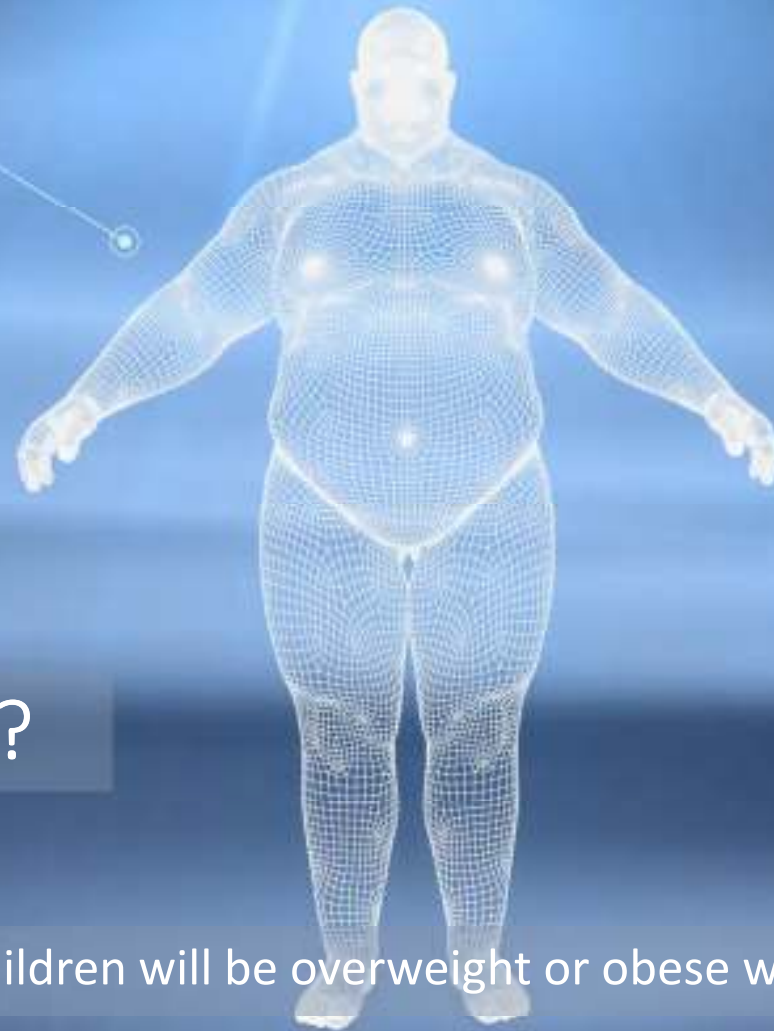


Homo Sapiens lived for 200,000 m with a healthy amount of body fat and "messed up" that in the last 70 years!!!



GENUS: HOMO

SPECIES: HOMO OBESUS



What's next?

9 out of 10 of our children will be overweight or obese when they reach our age...



Homo Computerus

iGeneration

slower, weaker, with bad posture



iPod, 2001



iPhone, 2007



iPad, 2010



iPosture, 2020

90% of Europeans do not know/DO NOT UNDERSTAND what is necessary for their healthy lifestyle!

Physical literacy

is the...



...to be **active for life**



Health Literacy survey EU, the solid facts: © World Health Organization 2015



What are the biggest PROBLEMS for our health?

Lack of daily PHYSICAL WORK

Prolonged SITTING

Malnutrition

Incorrect BREATHING

Wrong MINDSET



It's a pity, but **PROBLEM SOLVING - TREATMENT** is still more important than **PREVENTION**...



~~Treatment~~

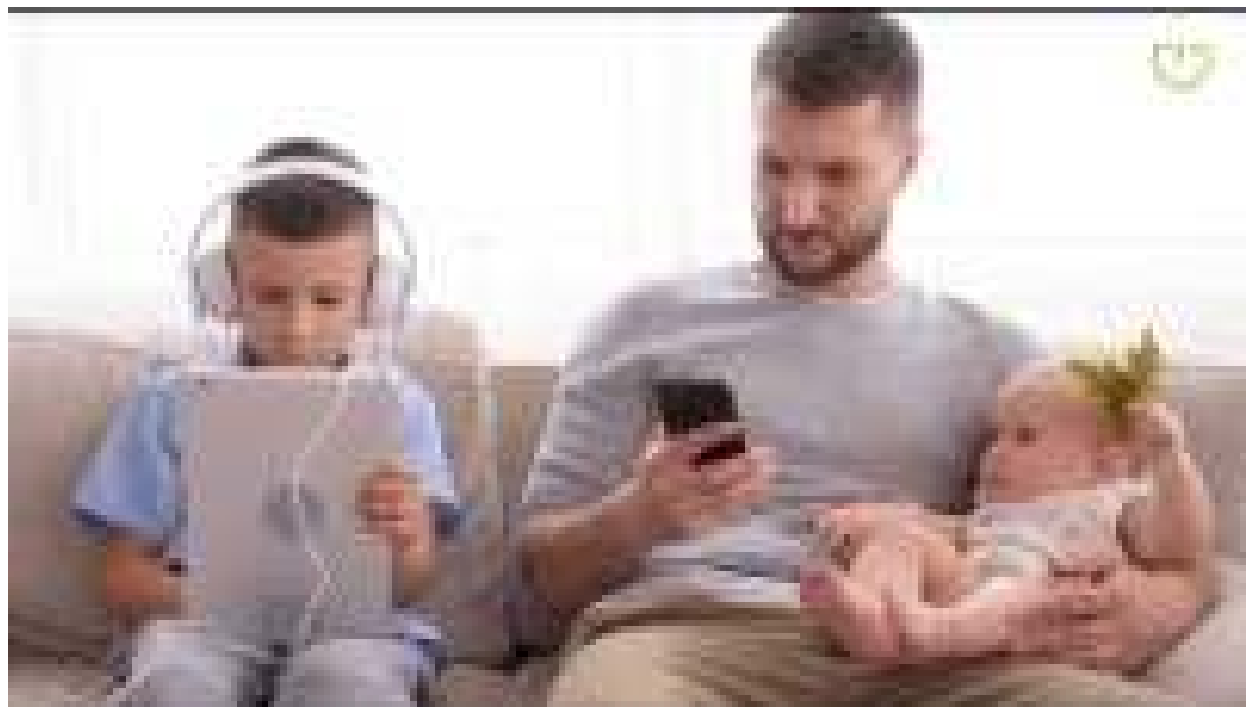
Prevention



Prevention



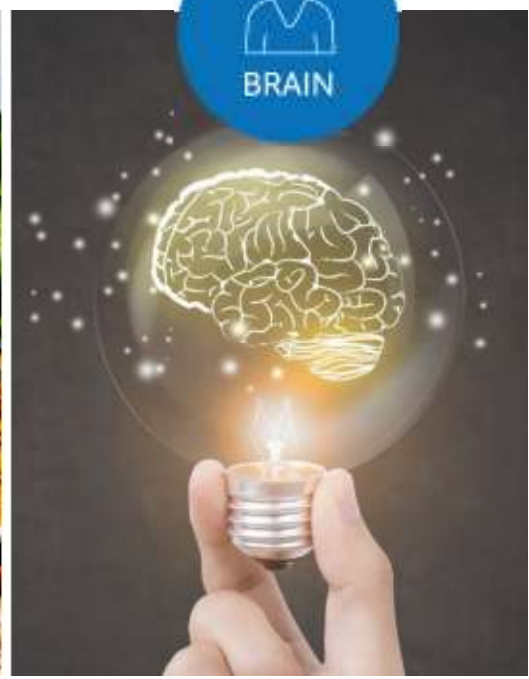
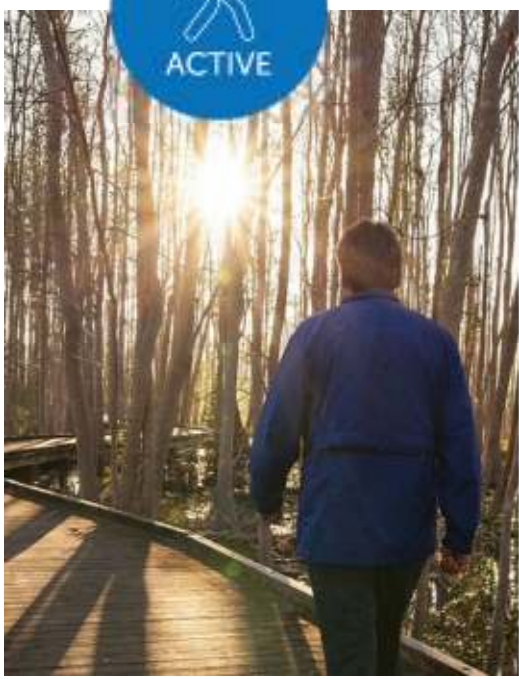
Unfortunately, most adults have not learned how to live a healthy lifestyle ☹️



<https://youtu.be/XPnMFClgAw>

Lifestyle is Medicine

Let's discover the essential insights for a healthy life!

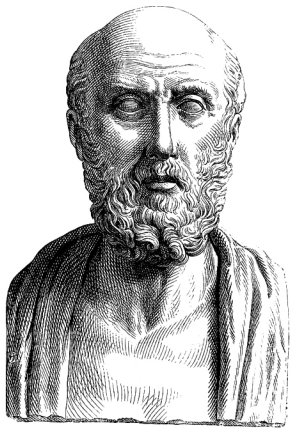


1. Exercise as MEDICINE



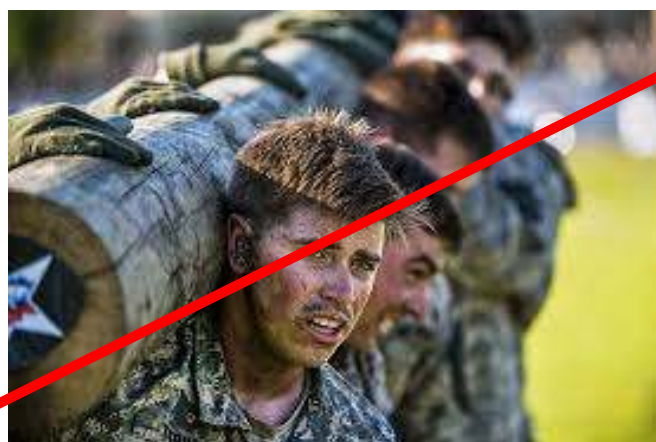
MOVEMENT is LIFE

All moving systems must move



Hippocrates







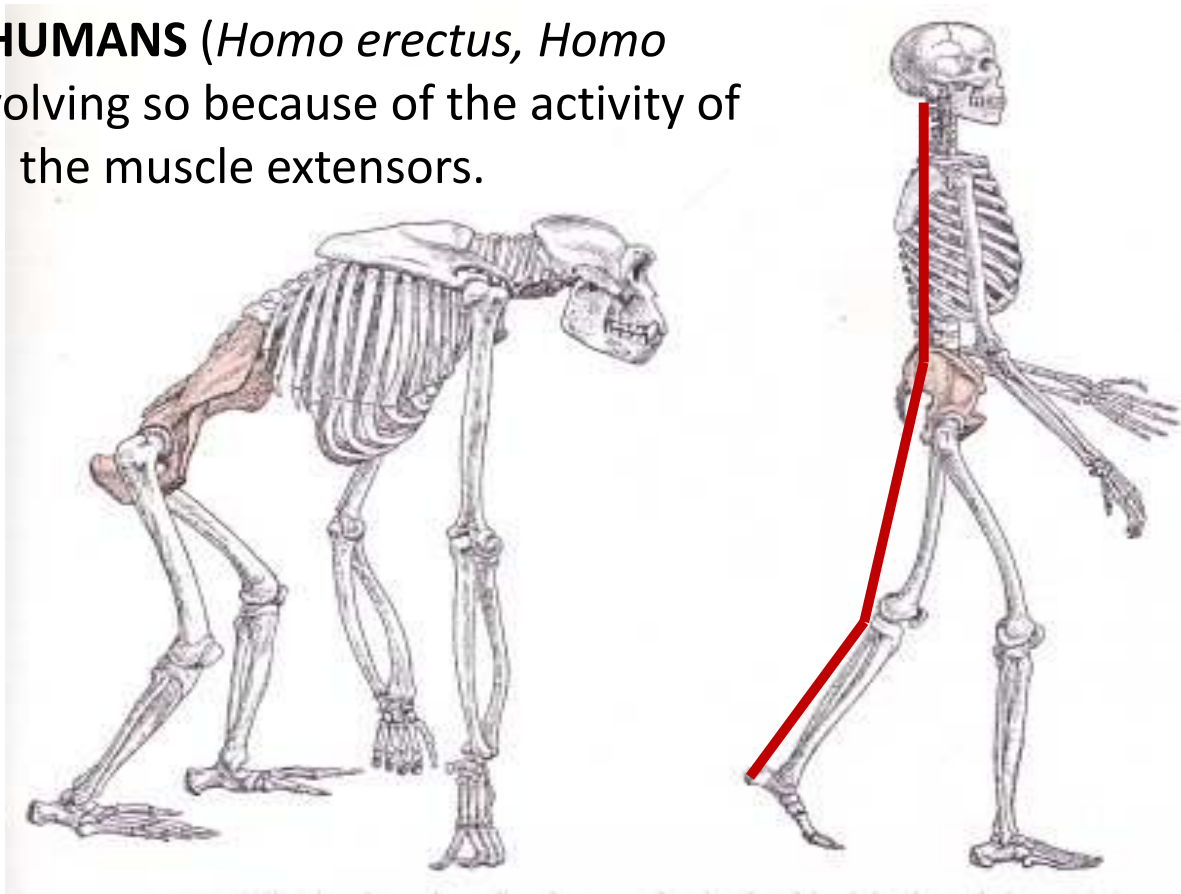
Sitting
is the new
SMOKING

**We sit longer
than we sleep**

~15.5 h !!!

- | | | |
|--------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|
| 
Shopping | 
School | 
Mail |
| 
Work | 
Meeting | 
Relax |
| 
News | 
Art | 
Sex |
| 
Movie | 
Bills | 
Chat |

We as **HUMANS** (*Homo erectus*, *Homo sapiens*) evolving so because of the activity of the muscle extensors.



But now we live differently - we work differently ...





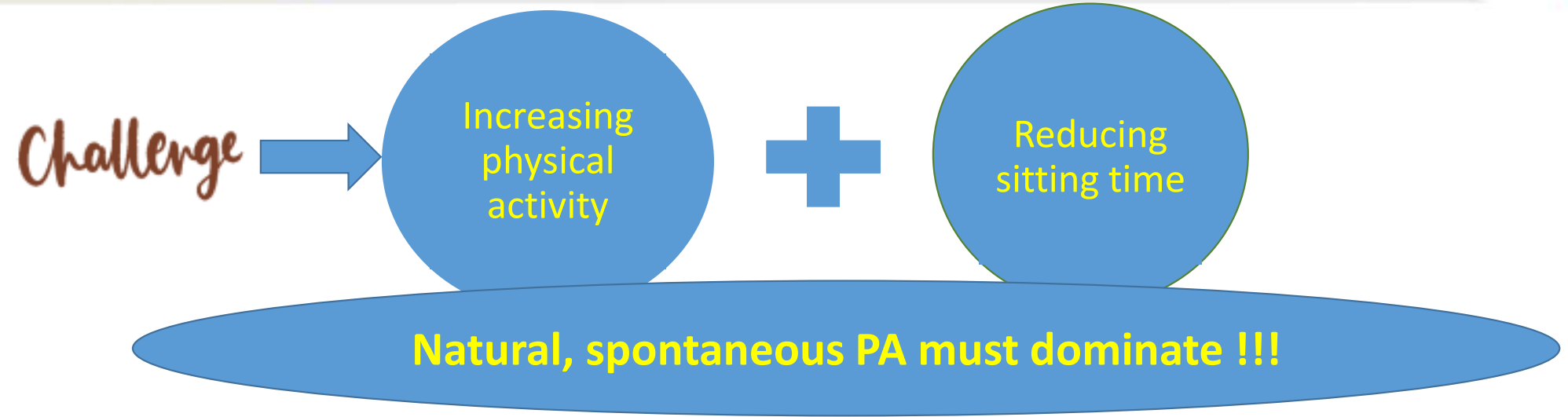
*You ignore
me now, but you'll
need me later.*
- Your Body

Promotion of combined activities at work: MIND AND MOVEMENT



- Stand up more often
- "Anti-sitting" exercises
- Apply conscious breathing breaks (2-3 min)
- Unexpected factor (eg. standing meeting, lunch)
- "Escape" from the usual workplace (table, chair)





Even a perfect 60 min workout can't fully compensate prolonged sitting! *(van der Ploeg & Hillsdon, 2017)*

What can be a motivating tool for a healthier and more active lifestyle?



IT technologies

smart phones

smart watches

apps

wearable sensors

other wearable and portable technologies



Wearable technologies and apps. Why them?

For motivation: PA, steps, calories, sitting time

Exercises: virtual trainer, video exercises, exercises, movement programs

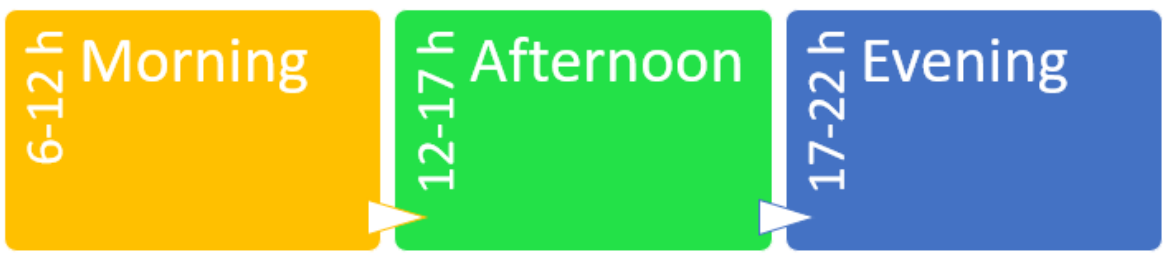
Relaxation and stress management: breathing exercises, meditation, relaxation techniques

Lifestyles: water, sleep, nutrition, stress level, etc.

Innovations: include blood pressure, oxygen saturation, sugar level and ECG.



3



BE PHYSICALLY ACTIVE

Every part of the day




min. 5
minutes

10 to 20
minutes

Let's give MEANING to OUR movement 😊



Let's do GOOD PHYSICAL WORK, let's help others 😊



Those who think they have
no time for

EXERCISE

will sooner or later
have to find time for

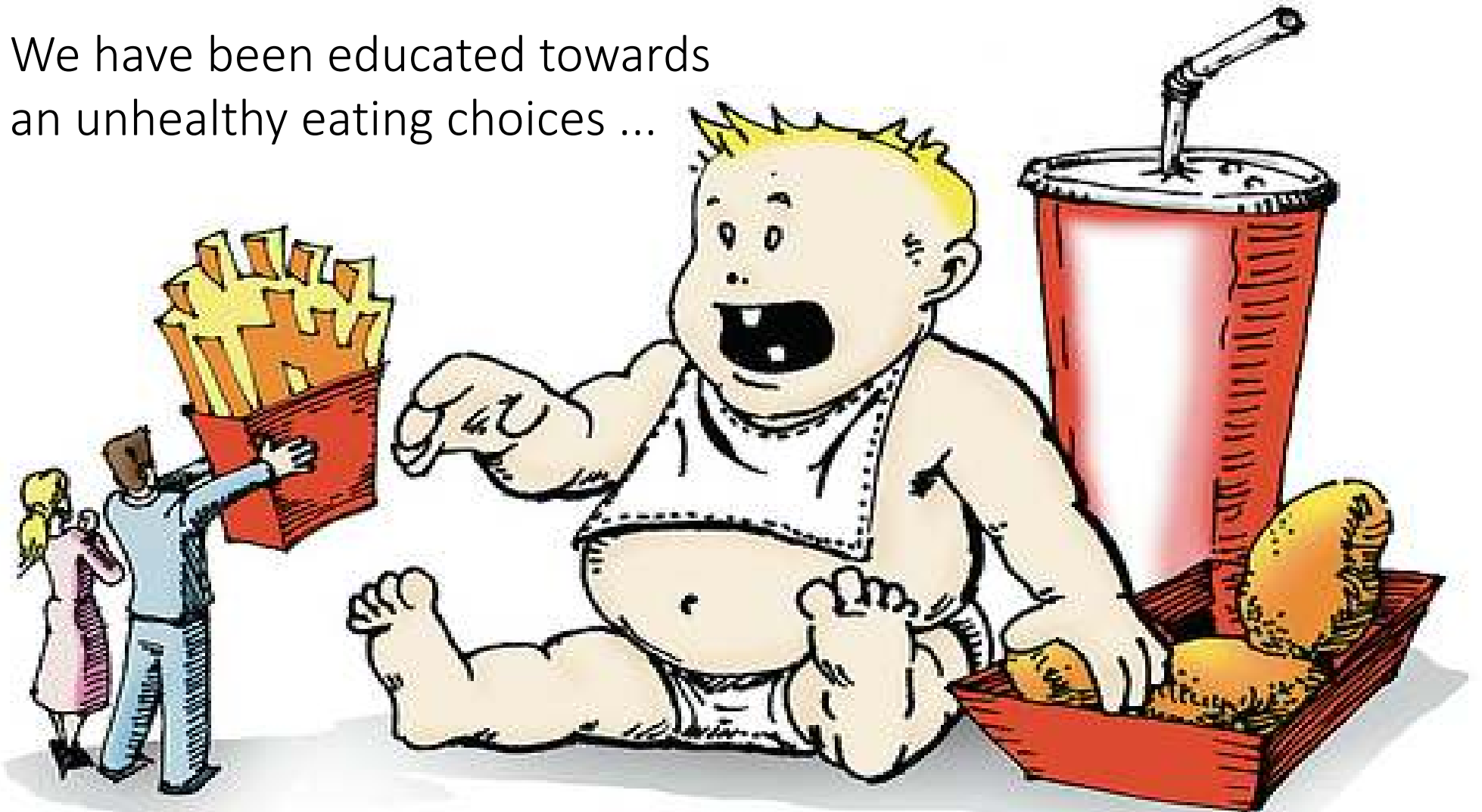
ILLNESS.



2. Food as Medicine



We have been educated towards
an unhealthy eating choices ...





Our food is no longer REAL food



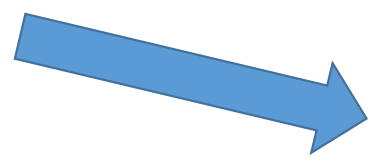
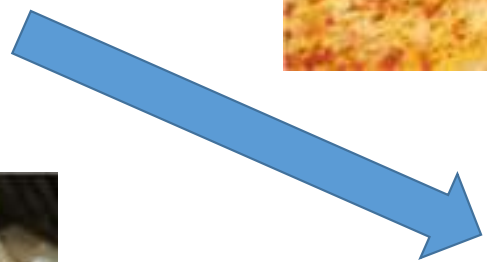


80% of foods contain too much sugar!

NATURAL HEALTH







**WHY IS
CHANGE
SO DIFFICULT?**

3. Brain (Mindset) as Medicine



The foundation of our behaviour



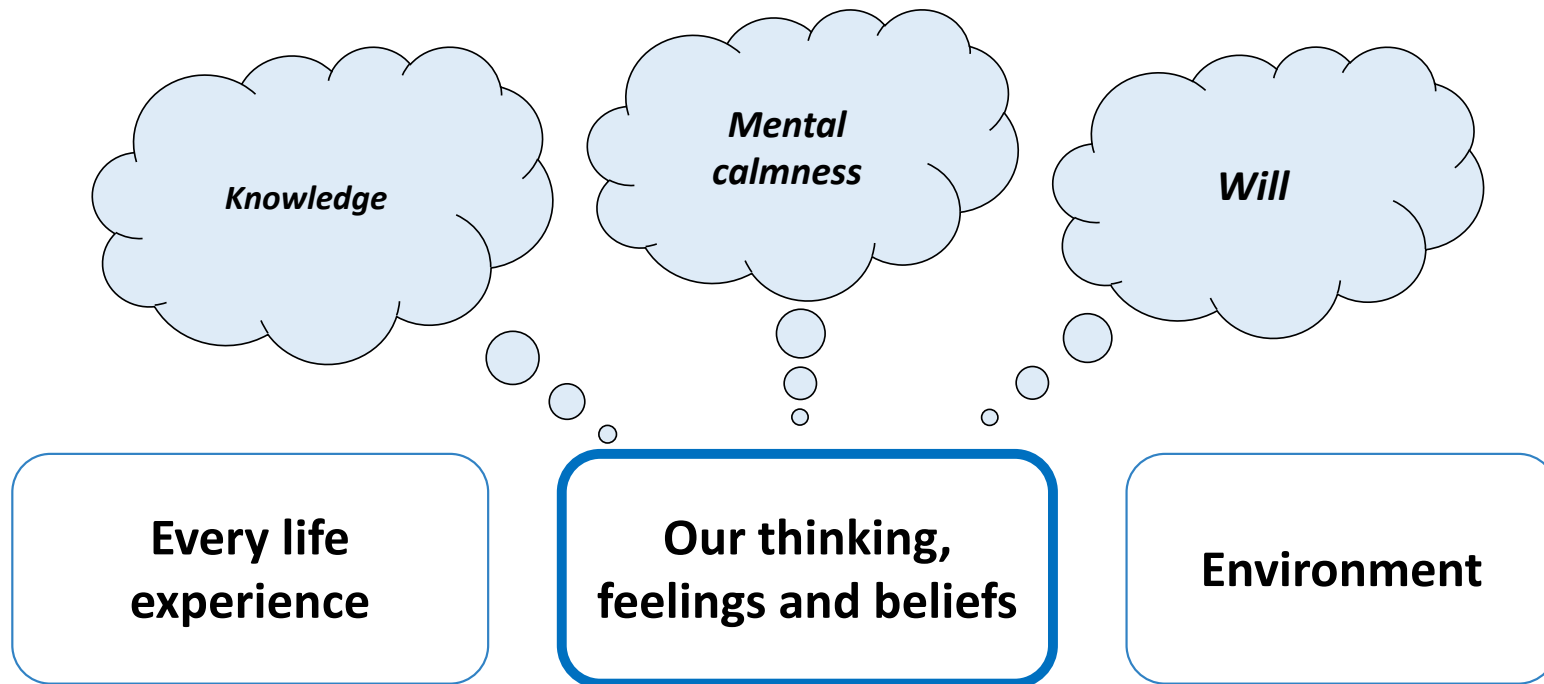
Which of the three
can we "control" the most?

Every life
experience

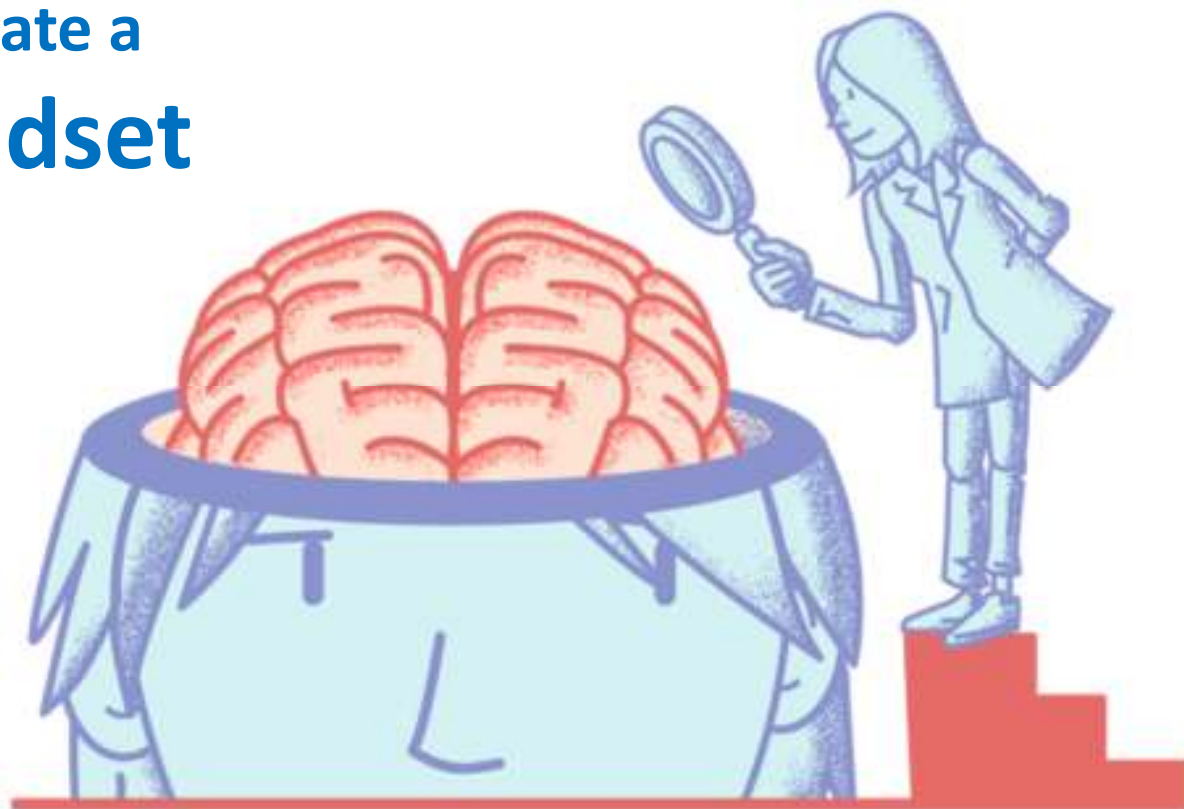
Our thoughts,
feelings and
beliefs

Environment

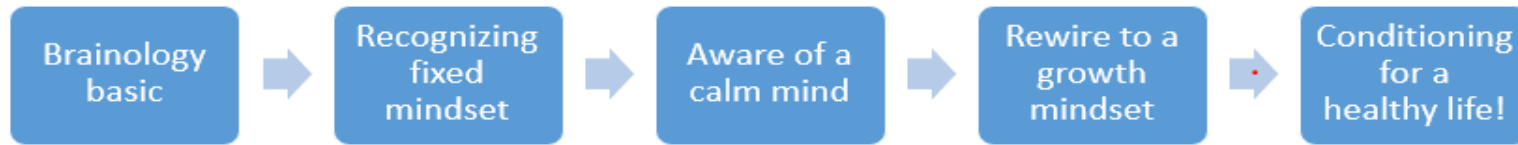




How do we create a Health Mindset

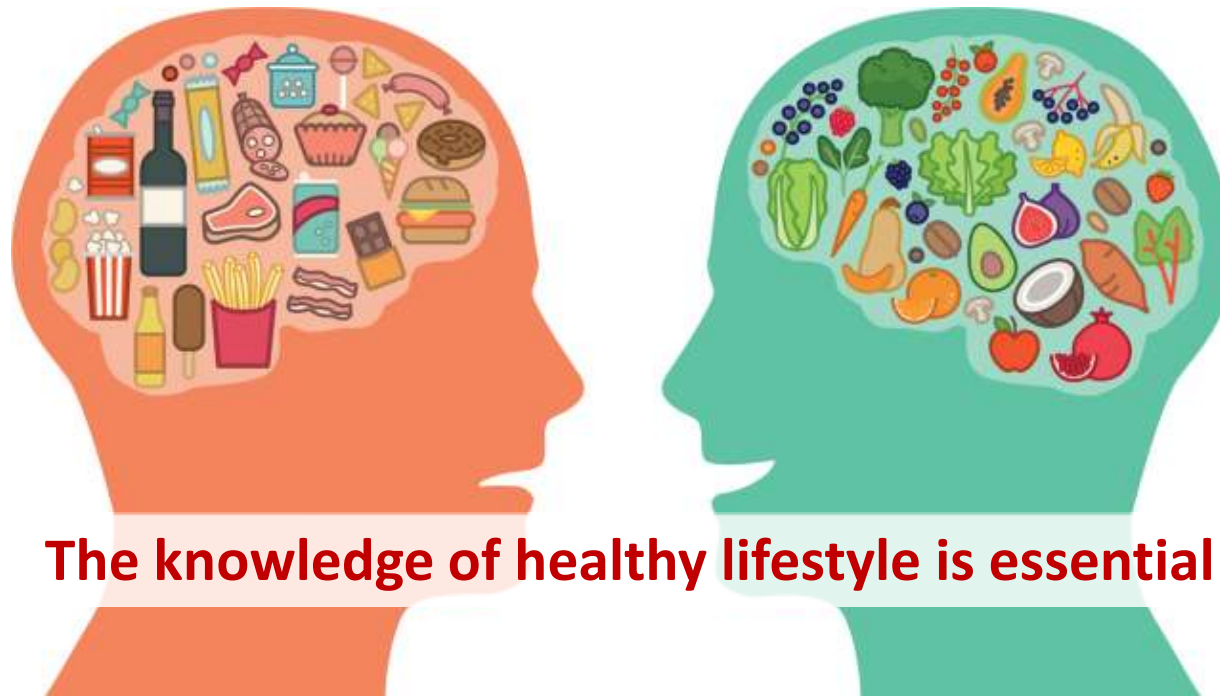


Essential steps to a Health Mindset!



A healthy lifestyle is a conscious lifestyle

We have 70,000 thoughts and make over 200 choices per day,
95% of them are subconscious/automatic (learned)



The knowledge of healthy lifestyle is essential!



Conscious

Conscious: **60 bits** every second

Unconscious: **11.200.000 bits** every second

Unconscious

We are particularly dependent on system 1 ...

SYSTEM 1

Intuition & instinct

SYSTEM 2

Rational thinking



95%

Unconscious
Fast
Associative
Automatic pilot



5%

Takes effort
Slow
Logical
Lazy
Indecisive



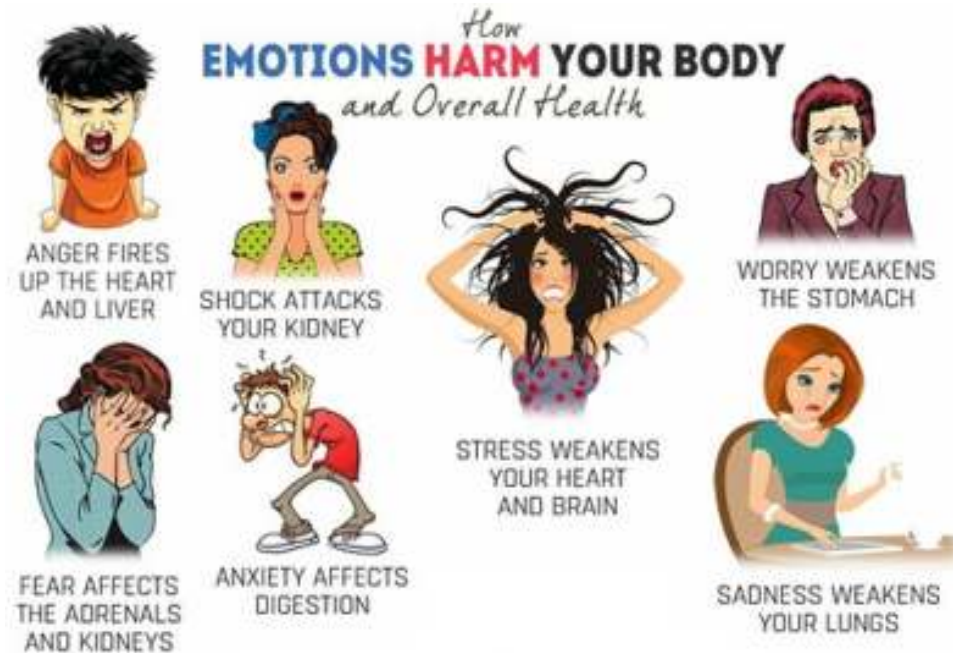
Source: Daniel Kahneman

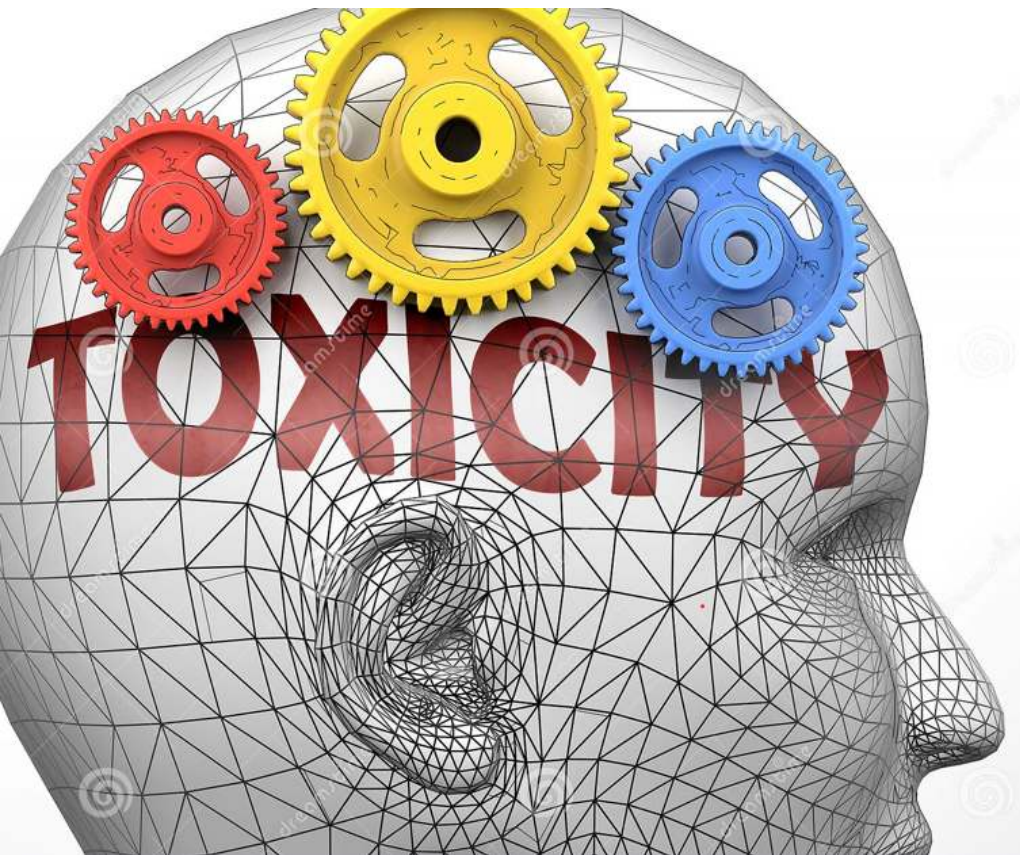


Everything we do,
think and say is
stored

Stay aware of negative emotions

Angry, annoyance, frustration, too busy, shame, fear, disgust, sad, depressed, rushed, guilt, hurt, contempt, powerless, etc.



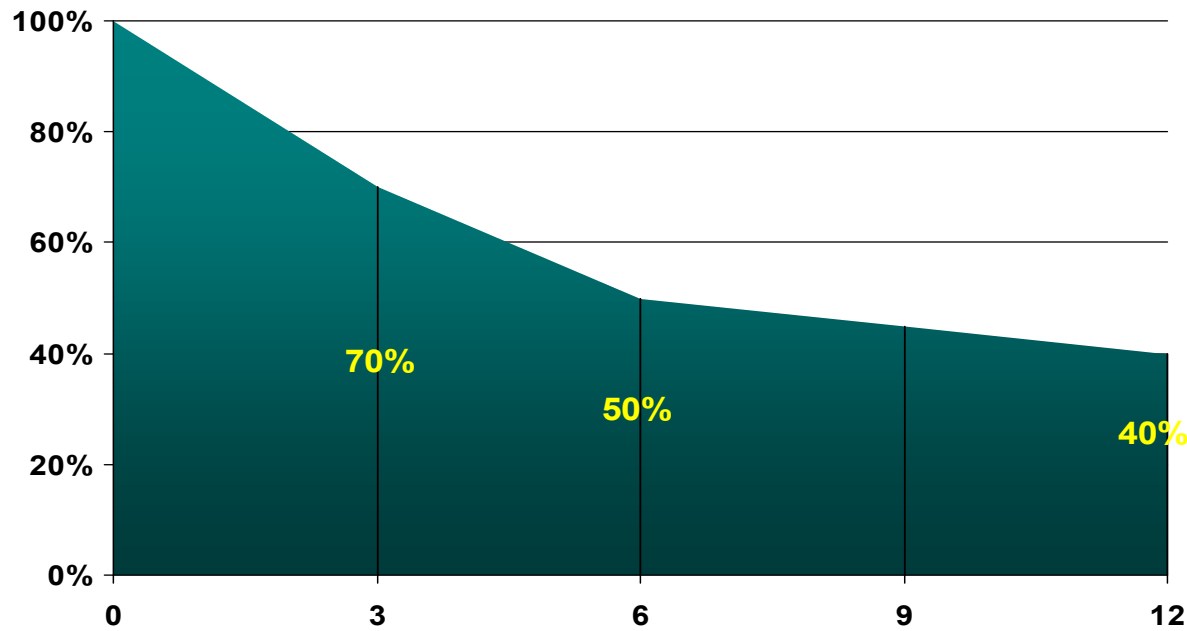


Stay aware of toxic language
“difficult”, “I can't”, “not for me”,
“maybe later” (procrastination) or
negative statements about yourself...

We are our own placebo!



Exercise professionals must know that a **pregnant or postnatal client having a HEALTHY MINDSET and ATTITUDE toward exercise** is important in **ADHERING** to the exercise experience and outcomes.



Journal of Sports Sciences, April 2006; 24(4): 393–404

The role of self-determined motivation in the understanding of exercise-related behaviours, cognitions and physical self-evaluations

CECILIE THIGERSEN-NTOUMANI¹ & NIKOS NTOUMANIS²

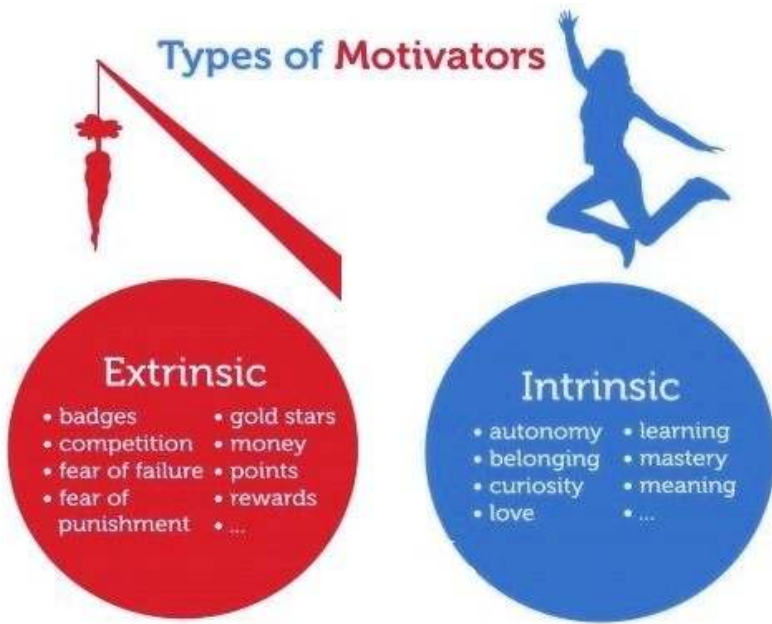
Despite the well-documented evidence supporting the physical (e.g. Blair, Cheng, & Holder, 2001) and psychological (e.g. Biddle, Fox, & Boutcher, 2000) benefits of exercise, approximately 50% of individuals who start an exercise programme will drop out within the first 6 months (Berger, Pargman, & Weinberg, 2002). Furthermore, individuals often

The main challenge in the health and fitness sector is the **low levels of ADHERENCE** and **high levels of DROP-OUT** clients display when it comes to preventive health behaviours like eating healthy and exercising.

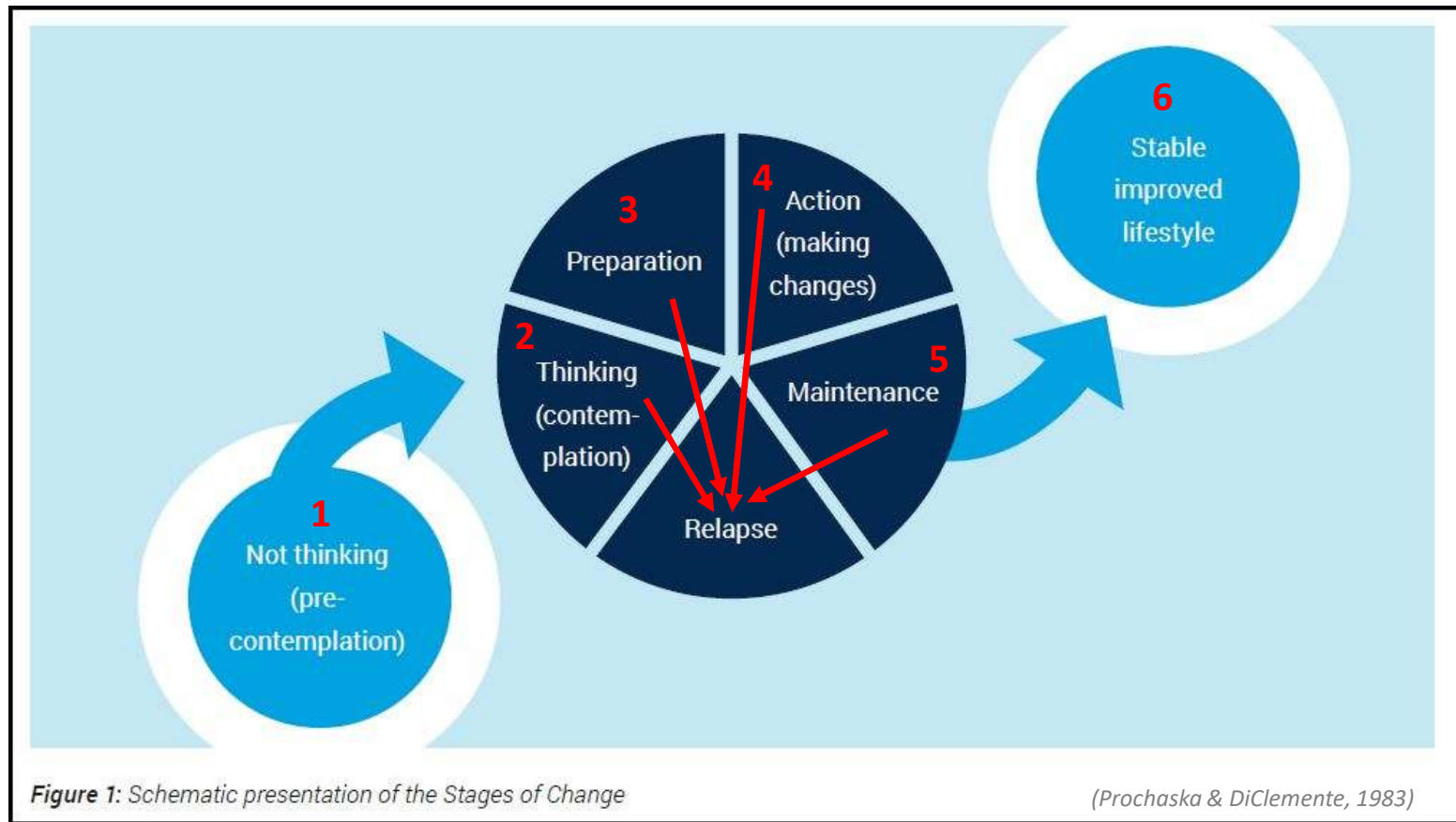
Behavioural models

In literature, 117 behavioural models are identified...

Self-determination theory – SDT (Deci & Ryan, 2008)



Transtheoretical Model of Change (Prochaska, DiClemente, 1984)



Healthy Lifestyles

"Small steps...
right direction"



NEW HABITS DON'T FORM IN A WEEK

PERCEPTION

PRACTICE

HABIT
FORMATION

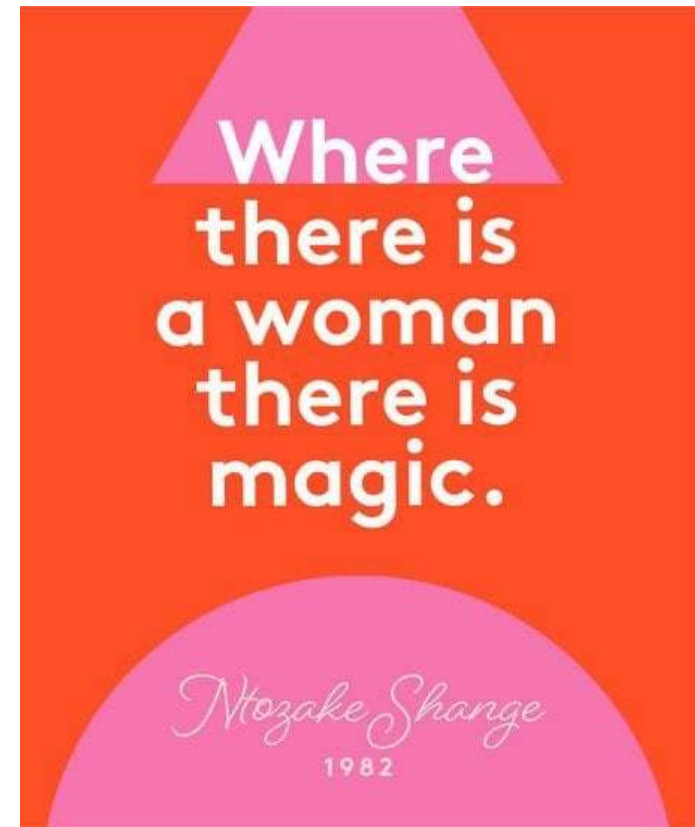


CONCLUSION

Lifestyle

A healthy and active lifestyle is not a prison, not another stress, but **FREEDOM!**
Freedom to live quality LIFE!

ONE WOMAN
CAN MAKE A
DIFFERENCE,
BUT TOGETHER
WE CAN ROCK
THE WORLD



Homework: take a test and self-assess your lifestyle

<https://new-health.eu/en/lifestyle-scan>

Lifestyle Scan

1. Analyze without judgment
2. Name the possible switches
3. Choose a Switch
4. Make it specific
5. Make it feasible



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“As artists we color our future.

If we don't, it will be done by others
or randomly.”

Deepak Chopra