

Transcript for Prominence Behaviour Change at Individual Level

Intrinsic motivation and healthy lifestyle, physical activity and joy of movement in managing overweight and obesity.

There are many different strategies for developing and influencing health behaviour and long-term lifestyle change. This learning material focuses on the individual's intrinsic motivation and experience of happiness and well-being. It consists of background material in the form of scientific articles and a few questions for discussion to be used by physiotherapy students and teachers.

Scientific evidence supports **a comprehensive and individualised approach** to treating obesity, combining **lifestyle changes, behavioural support, and when needed, medical or surgical interventions.**

Physical activity plays a crucial role in the prevention and treatment of overweight and obesity.

Beyond simply burning calories, movement supports both physical and mental health in a holistic way. For individuals living with excess weight, integrating enjoyable physical activity into daily life can have transformative effects on well-being and long-term health outcomes. Encouraging individuals to find joy in movement - whether it's walking with a friend, dancing, swimming, or playing a sport - helps shift the mindset from exercise as **an external (extrinsic) motivation** requirement to movement as **an internal (intrinsic) motivation and self-care.**

This emotional connection to physical activity is often a key to sustainable change. Engaging in activities that feel enjoyable and rewarding helps create lasting behaviour change. The focus on joy, rather than obligation, increases adherence, **and thus intrinsic motivation** over time.

Physical activity, especially when experienced, as enjoyable and empowering, can serve as a cornerstone of obesity treatment. While **no single solution fits everyone**, combining health promotion activities as joyful movement with evidence-based medical approaches offers the best chance for long-term success and improved quality of life.