

DISCOVERY VITALITY SUMMIT

HEALTH, WELLNESS, FITNESS, SPORT.

AN OVERVIEW OF THE 2013 EVENT



THIS IS AN OVERVIEW OF KEYNOTE SPEAKERS AND INSIGHTS SHARED AT
THE 2013 DISCOVERY VITALITY SUMMIT.

DISCOVERY VITALITY SUMMIT

promoting health, wellness and fitness

Discovery Vitality and the Sports Science Institute of South Africa hosted the Discovery Vitality Summit at the Sandton Convention Centre from 15 to 17 August 2013. Through this event we aimed to further promote sporting performance and build a healthier nation by staying in touch with global health matters that influence our society.

The three-day event featured some of the most respected minds in the health and wellness industry – each topic, discussion and demonstration inspiring and educating people on topical issues in the health and wellness industry.

This document will give you an overview of the 2013 Discovery Vitality Summit, the speakers and topics that came under the spotlight.





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DISCOVERY VITALITY SUMMIT – INSIGHTS FROM LEADING MINDS

“We aim to make 15 million people healthier by 2018.”



ADRIAN GORE

Adrian Gore – behind the vision of making 15 million people healthier

Adrian Gore, founder and CEO of Discovery Limited delivered the opening address at the Discovery Vitality Summit. He started his talk by reminding the audience of Discovery’s core purpose: To make people healthier and enhance and protect their lives.

Three common errors that people make formed the basis of his talk:

The first error is a cognitive error. A prevailing paradigm that systems are normally distributed, or Gaussian. In fact, most systems are in the form of a Pareto, or power-law distribution. For example, 20% of health insurance members account for 80% of all claims. The implication of this is that while changing a Gaussian system requires shifting the whole curve, in a Pareto system, a few people or events can have a dramatic and disproportionate positive impact.

The second error is a factual error. Society has held a view that most deaths are due to communicable diseases. However, Adrian shared the Oxford Health Alliance’s 3:4:50 model which disproves this view – **three behaviours** (poor nutrition, physical inactivity and smoking) lead to **four health conditions** (type 2 diabetes, cardiovascular disease, cancer and lung disease) and cause **50% of all deaths worldwide**. These deaths are therefore related to poor health choices and human behaviour and are preventable. To address this, we have to understand and change human behaviour

The third error is a behavioural error. Adrian discussed the health-care paradox – where healthcare is over-consumed but wellness under-consumed. The reason behind this is a behavioural economics insight – hyperbolic discounting – the notion that future rewards of a healthy lifestyle are significantly undervalued relative to cost today.

The Vitality model addresses all three errors, through its foundational principles: to reduce the price of engagement in healthy behaviour, personalise it and reward engagement in this behaviour.

Adrian shared some of the successes of Vitality, including the HealthyFood benefit which rewards healthier dietary choices. High engagement in the Vitality programme provides immediate rewards for members, and also shows clear health benefits.

Adrian also shared his vision to expand Vitality’s reach to touch 15 million individuals by 2018.





“The point is, you achieve what you believe is possible.”

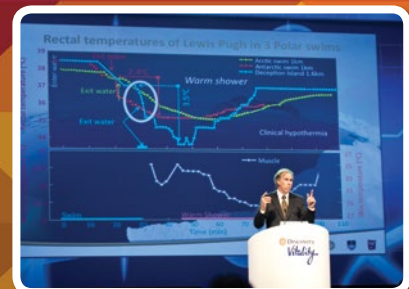
PROF TIM NOAKES

Prof Tim Noakes – believe it’s possible

Prof Tim Noakes is a world-leader in sports science and a successful sportsman in his own right. His powerful message was: believe in the outcome. First, he said, it is important to start believing that a person is capable of greatness, without pushing them beyond their personal limit. Then, if other people believe in you and what you can achieve, you will also believe it and achieve the outcome.

He talked about the power of belief. To illustrate this, he showed how the difference between the athlete who wins the race and the one who comes second is in the mind. Prof Noakes drew on his experience and numerous examples in the sporting world to illustrate how powerful personal belief is – “Muhammad Ali believed he was the greatest before he became world champion.”

Prof Noakes also gave the example of John Landy who said it was impossible to run a mile in under four minutes. However, as soon as another athlete, Roger Bannister, ran the mile in under four minutes, Landy could break through the four-minute mile barrier. He could because his thinking and belief changed.



“We eat with our eyes, not with our stomachs.”



DR BRIAN WANSINK

Dr Brian Wansink – it’s our eyes that do most of the eating

Dr Brian Wansink is considered a global thought leader in the psychology of food and its consumption. Wansink’s lively and entertaining talk looked at the idea of “mindless eating”. This concept speaks about the up to 200 decisions we make about food every day, and how the majority of them are not conscious.

Dr Wansink says: “Our homes are filled with eating traps. Our immediate environment has unhealthy food items that cause us to eat more.” He explained that there is a ‘Mindless Margin’ – the margin where people eat 100 calories more or less, based on subconscious factors. He suggested that by skewing the ‘Mindless Margin’ in your favour, you can lose weight without even knowing it. And this way of losing weight, he says, is a much more sustainable way of doing it.

Using examples from his numerous experiments, he showed how small changes in the environment can change eating habits. He said that people should create ‘skim-by-design environments’ to help them lose weight without dieting. We also have to think about the size of our plates and how it influences how much we eat. Wansink suggested that by using smaller plates, people will eat up to 24% less – while feeling satisfied.

His books include the best-selling *Mindless Eating: Why we eat more than we think* (2006), *Marketing Nutrition* (2005), *Asking Questions* (2004) and *Consumer Panels* (2002).





“Living a lie was awful. I’m happy I finally had the opportunity to do the right thing.”

TYLER HAMILTON

Tyler Hamilton – glad for the opportunity to do the right thing

In 2004, Tyler Hamilton tested positive for doping and was banned from cycling. In his intense talk, Tyler recounted his cycling history, and shared the pressures that existed to be the best and to win.

Some of these pressures had a significant toll physically, when he would have to lose as much as 10kg off his already small frame in a short time to ride up hills. He told of his team doctor advising him to take a sleeping pill right after a long training session in order to skip a meal. It was the pressure to win that drove Hamilton into the dark world of drugs and doping – which started with a little red pill handed to him by the team doctor. It was a performance enhancing testosterone booster to help him recover faster. Hamilton shared his journey, giving insights into the high-pressure culture that would be turned on its head when the dark secrets were revealed.

After being subpoenaed to testify, Tyler finally started telling the truth. He admitted it is still hard to tell the truth, but that it has, in his words “set him free”. Tyler talked about the power of truth and made some great points on how we should all search for the truth to pave a decent path going forward.

He challenged audience members to always think before bending rules. “In every industry there are unwritten rules. When you are confronted with a choice and you need to be dishonest to succeed, understand there is a price to pay,” said Tyler. He cycled professionally for over a decade and now continues his passion by running his own training business for cyclists of all levels.

His book is called ‘The Secret Race: Inside the Hidden World of the Tour de France: Doping, Cover-ups, and Winning at All Costs’. It was an instant New York Times bestseller and tells the riveting story of the never-before-seen world of cycling and the stark choices to compete at a world-class level.



“You can rediscover good health and a respectable physique, while still enjoying your meal times.”

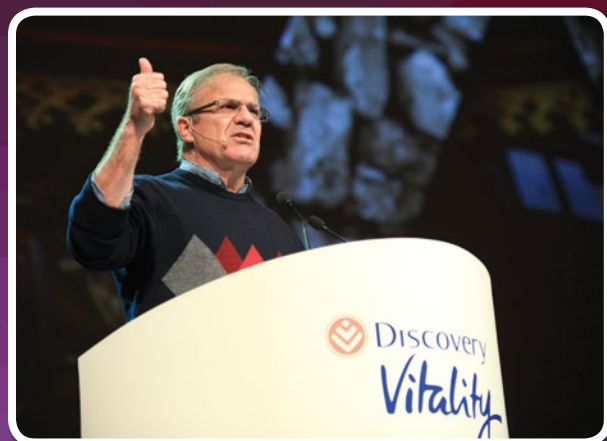


TIM PLEWMAN

Tim Plewman – be mindful of your health and wellness

Tim Plewman is a South African actor, dancer, humorist, director, writer and producer, best known for writing and starring in his one-man comedy theatre show: ‘Defending the Caveman’. Tim discussed the importance of being mindful of your health and wellness as you move into your 50s. Tim lost two of his friends to avoidable illnesses. This made him realise that he had to make some changes to avoid falling ill himself. He shared his road to wellness and the challenges he and his friends faced changing old habits and adjusting to a new way of life. His entertaining story-telling had the audience in stitches, at the same time as giving people practical insights into getting and staying fit as you get older.

In May this year, he published a book called ‘Fitness for Old Farts’ – an emphatic yet comedic take on health. His book was penned as both a tribute to the loss of a dear friend and a commitment to providing practical and honest help to men over the age of 50. His book is a journey to wellness, which goes to the heart of truly understanding the problems and motivations relevant to “old farts” and how to shift their preconceptions and fears.





“Reward yourself in the short term, because we do not think of the long term.”

DAN ARIELY

Dan Ariely – understand human behaviour to achieve positive results

Dan Ariely is a passionate behavioural economist who studies how human decision-making is influenced by emotional states, moral codes and peer pressure. His talk gave deeper insight into individual behaviour and an understanding of why we behave the way we do. By understanding human behaviour we are better equipped to change it to produce positive results.

People respond to the short term regardless of the long term implications. His answer to this is to reward yourself “in the short term because we do not think of the long term”. He said it was important to force yourself to do the right thing in advance. He gave the example of an experiment where patients were asked to put down a deposit for a colonoscopy, having been told that they would only get it back if they kept their appointment. He made the point that no one in the history of mankind wakes up and says “Today I feel like a colonoscopy”. The outcome of the experiment was an increase in the number of people who kept their appointment.

He has authored two New York Times bestsellers called *‘Predictably Irrational’* and *‘The Upside of Irrationality’* which explores the unexpected ways we defy logic at work and home. His latest book, *‘The (Honest) Truth about Dishonesty’*, takes a groundbreaking look at the way we behave and the contradictory forces that drive us to cheat and to keep us honest.



“Getting rid of sugary drinks and unhealthy snacks is unrealistic, but we can try to reduce the unhealthy ingredients in these products.”



**DR DEREK
YACH**

Dr Derek Yach – SA has many successful health programmes to learn from

Dr Derek Yach is the Senior Vice President of the Vitality Group, where he leads the Vitality Institute for Health Promotion. He started his talk applauding South Africa for the many successfully implemented health programmes, particularly in HIV and Aids. He stressed the importance of learning from this success in light of the increasing challenges of non-communicable diseases.

He spoke about the various approaches to addressing obesity, a global concern – especially with increases in obesity among children. He looked at four examples of strategies, ranging from broad to narrow, and libertarian to paternalistic:

- Cuba’s economic blockade that led to increased physical activity and reduced obesity due to calorie restriction, although the numbers returned to normal once the blockade was lifted.
- Government strategies to regulate diet, including taxing certain products and regulating portion size.
- Voluntary actions by industry to improve nutrient quality of foods produced and marketed.
- Mass marketing to promote healthier diets.

He shared the positive and negative aspects of these approaches, ultimately suggesting the only way to make a difference is through new and innovative partnerships.





“There are many people on the internet who consider themselves experts on health and fitness – filter the advice and don’t simply follow it.”

DR ROSS TUCKER

Dr Ross Tucker – filter advice you get online

Dr Ross Tucker is an Honorary Senior Lecturer with the University of Cape Town’s Exercise Science and Sports Medicine Department. He offered insights into the way the internet has changed the world in sharing knowledge on health and fitness. He went on to explain that there are many people who consider themselves experts on health and fitness. Despite several of them actually offering misleading advice, it can still contain an element of truth and substance.

He explained that we need to filter the advice we receive online, rather than simply following it.

Dr Ross Tucker is involved in various sports organisations and institutions. He is celebrated in the sporting community for being a devoted researcher, passionate academic and enthusiastic sports science lecturer. He has a passion for the application and communication of science and for complementing sports science with strategic planning at all levels of participation and performance.



“Gain an understanding of what you are dealing with and how to get the most out of it – go back to basics.”



GARY KIRSTEN

Gary Kirsten – have a plan of action

Gary Kirsten is the former head coach of the South African National cricket team and the World Cup-winning Indian National cricket team. He is also well known as one of South Africa’s most reliable opening batsmen. In his international cricketing career he had the ability to adapt to all conditions and to understand the dynamics of every bowling attack.

In his insightful talk, he spoke about how he found himself in the coaching deep end when he received the contract to be the new coach for the Indian cricket team.

Although he was a reluctant leader at first, he gained an understanding of who he was dealing with and how to get the most out of them just by assessing the situation and planning a strategy. He spoke about how doing this helped him to change the fortune of the Indian team – his central message was to go back to basics when facing challenges.



PANEL DISCUSSION

There was much excitement surrounding the panel on drug use and sports supplementation, which was hosted by the event's MC, Africa Melane, and featured industry experts such as Khalid Galant from SAIDS, Gareth Powell from USN, Dr Glen Hagemann from SASMA, Natalie du Toit as the athletes' representative to SAIDS, Dr Harris Steinman from FACTS, David George, a South African cyclist, and Anthony Broom from HFL.

One of the issues discussed was the increase of steroid use in high schools, with one expert feeling that sporting supplements like the ones produced by USN being like 'a gateway' to banned substances. Through the correct regulations and monitoring it can be part of the solution rather than a problem in the sporting environment, as Gareth Powell from USN pointed out.



TRACKS ON DIFFERENT ASPECTS OF HEALTH AND WELLNESS

The Discovery Vitality Summit offered themed tracks and insightful panel discussions on various health and wellness issues. We highlight some of the topics under discussion:

Public interest track



This track included talks on general topics.

Dr Ross Tucker spoke about the world of sport, teamwork and the culture of perfection. He shared his insights into what the winning formula is to achieving excellence – the preparation and work that separates the winner from the person who comes in second.

Kabelo Mabalane gave an inspiring talk on the challenges he faced as a successful musician and celebrity with a cocaine addiction. Once he hit ‘rock bottom’, he decided to turn his life around and lives a holistically healthy life – he has since also completed the Comrades marathon.

Dr Lindie Viviers gave insight into the psychological barriers that impact, in particular, women’s ability to lose weight or maintain a healthy weight.

Nutrition track



This track included the latest facts on nutrition, shared by local and international experts.

Prof Terry Huang touched on how we can adjust and change architecture to facilitate weight loss. He shared his experience in using design to make children healthier – encouraging physical activity and healthier eating habits. A panel discussion with industry representatives from Unilever, Woolworths, Pick n Pay and a retail analyst addressed the role of industry in fighting obesity.

Biokineticist track



This track covered various topics from biokineticists, from sports performance to rehabilitation.

- Dr Wayne Derman gave a talk on chronic disease rehabilitation.
- Arnold Vlok covered theories and techniques in ACL rehabilitation.
- Lindsay Parry delved into triathlon training and injury management.
- Fiona Bull spoke about the impact of the built environment on physical activity and health.

Kids' health track



The kids' track featured different areas of kids' health and an interesting panel discussion on the role of the sports coach.

Justin Durant and Debbie Alexander discussed early vs. late specialisation in sport.

Derek Jackson also offered some insight into discipline without anger or tears:

- Kids need boundaries and love to thrive.
- Discipline begins the day the child becomes mobile.
- There are three stages to discipline: lay down the rule, assert discipline, take action.

Some other key messages included:

- Coaches need to have a philosophy, and it should reflect the school's philosophy.
- Coaches need to continuously advance by attending workshops and networking.
- Enjoyment of sport is key to success.
- Mass participation vs. selecting the best possible team is a debate in most schools.
- Parents are most instrumental in sport participation, but not in performance.
- The debate around 10 000 hours for success still goes on – literature indicates that it's not only about practice, also about genetics, environment and other factors.
- Early specialisation in sport may cause social integration issues later in life.

Corporate wellness track



An interesting quote from this track: ***"Keep the active 25 year olds fit, and they'll soon be active 45 year olds."***

- Andre Nepgen spoke about how healthier people are more productive – make people healthier, and improve your bottom line.
- Howard Bolnick shared how potential savings on healthcare costs with a workplace wellness programme increase significantly with age.
- Elle Alexander spoke about US wellness trends. Half of US nett salary goes towards healthcare costs. Reducing costs is the number one objective in the US. Using incentives and coupling it with social norms seem to get results.
- Stuart Kerr covered UK wellness trends. Out of the top 20 most influential brands in the UK, 10 produce high calorie, poor quality, and inexpensive foods – including Pringles, Cadbury and McDonalds. There is a big focus on productivity in the UK. Their corporate wellness results show the bigger the difference between Vitality Age and real age, the higher an employee's absenteeism rate (BHC findings). Also, a younger Vitality Age may be the key to improving employee engagement. PruHealth's message is: "Get one year back" – the idea being that the better they get every year, the more productive and healthy employees will be.
- Valentine Douala-Mouteng covered sub-Saharan wellness trends and how AIDS is a workplace problem with a loss of skills and experience. South Africa has the second highest HIV infection rate in the world (18.8%) with KwaZulu Natal at 39.1%.
- The panel discussion highlighted the element of accountability. At one company, employees who are deemed to have a high risk for health conditions, agree to a face-to-face consultation. This provides motivation to improve results by the follow-up discussion.



Personal training track



Jonathan Blake discussed HIT, followed by Amy Philpott who explored the facts around stretching and myofascial release. Carl McCartney investigated GRIT and team training and the track was rounded off by Dorian Cabral who presented on the progressive stages of exercise.

Coaching and high performance track



The high performance coaching track was aimed at coaches of all levels, recognising that from the very first introduction to the sport to the top step of the podium, coaching expertise is the foundation of success. Prof Mike Lambert kicked off the track with a discussion on the monitoring and recovery of athletes. Ezer Tshabangu, from SASCOC, then outlined the country's coaching strategies for Rio 2016. A panel, comprising Rob Walters from the Titans Cricket, Steph du Toit from the Stormers and Jono Meintjies from SA Women's Hockey and lead by the Sports Science Institute of South Africa's High Performance Manager, Justin Durant, discussed strengthening and conditioning ideas in the various sporting codes. Lastly, Prof Malcolm Collins talked about genetic testing in high performance sport and the myths and realities around it.



Sports medicine track

This track covered a wide variety of topics, including exercise medicine, the alignment of the healthcare and fitness industries in the promotion of physical activity, the effects of exercise intervention programmes, modern technology in the promotion of physical activity and the cost of inactivity.



Group exercise training day

With the venues transformed into exercise studios overnight, the music turned up and all kinds of delegates ready to have some good, active fun, Saturday saw the chance for group training gurus to showcase what they had. The Sandton Convention Centre was transformed into a party-like atmosphere as delegates were put through their paces in sessions that included classes such as “Technical Knockout ‘British Lions’ Aerobic Party”, and “NOVA”, in the Virgin Active Studio, to “Les Mills GRIT Series and the Science behind HIIT Training” and “Disco Dance Off”, in the Planet Fitness studio.

For those that preferred a more relaxed exercise environment, the Mind/Body studio offered “Exercise for Longevity”, “Ashtanga: inspired ISHTA Yoga” and more. For the cycling enthusiasts, there was plenty to choose from in the spinning studio, from sessions focusing on preparing for the 94.7 Cycle Challenge, to training for mountain biking on a spinning bike. Last but not least, these dedicated exercise fanatics also had practical sessions on using kettlebells, “Ballroom Fitness” and “Rock n Robics”. With 25 exercise sessions crammed into one day, we’re certain that the delegates left feeling exhausted but inspired to continue on their journey to being active and healthy.



Discovery Vitality Summit –
a wonderful success under the theme

GET INSPIRED!

We believe with the diverse range of viewpoints from the most influential thought leaders in the industry, the delegates there couldn't help but Get Inspired! We hope all the inspirational and practical tips will drive positive behaviour change.

We have uploaded videos of all the keynote talks to the [Discovery Vitality Summit](#) YouTube channel, for delegates to continue the learning experience.

We would like to thank everyone who attended and helped us make the event a success. We look forward to growing the reach of the Discovery Vitality Summit.



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To keep up to date with all the latest SSISA news 'Like' the Sports Science Institute Facebook page or follow on Twitter @sports_science_sa.

