

Club One Island: Changing Lives Virtually



**2010 PILOT PROGRAM RESULTS:
REAL WEIGHT LOSS IN A VIRTUAL WORLD**

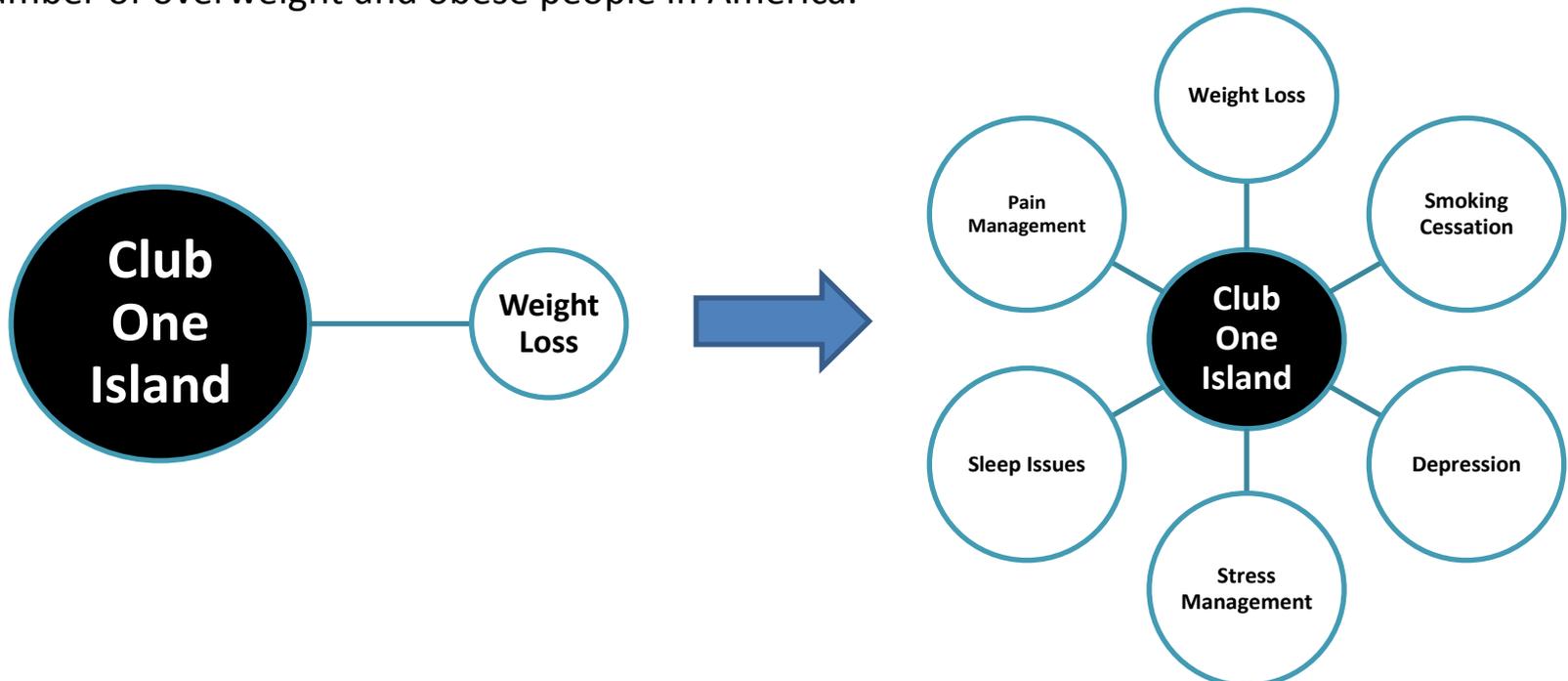
<http://island.cluboneinc.com>

Our Vision: Creating Islands of Change

Club One Island is a new world.

TODAY: We tackle weight loss through behavior change. We pursue prevention to reduce health costs and the number of overweight and obese people in America.

TOMORROW: We pursue behavior change in multiple markets.



Five P's

- Place:
 - 3 SIM island on Second Life
 - Realism
 - Activity & Movement based



People

- People to guide the experience
- Participants, SMEs, instructors, support, mentors, design partners, builders



Purpose

- Penetrate 80% market
- Change peoples lives
- Lose weight
- Get healthy



Practice

- 12-week program
- Education & activity
- Virtual, physical, blended



Potential

- ??? What is the potential???
 - Improve lives virtually
 - Improve the country
 - Improve the world
 - Tackle the top 10 behavior & health issues that can be addressed outside of a clinical setting.
 - Weight, Stress, Time, Insomnia, Money, Smoking, Nutrition

Translation

- Physical -> Virtual
- Behavior change concepts -> Virtual
- Education - > Non-traditional



The \$100 Billion-Dollar Question

“So I can **lose weight**
sitting at my computer?”



Average Losses After 6 weeks

THE RESULTS

Weight Loss Success
in a Virtual World

	Weight	Waist	Body fat %
Club One Island	-5.16	-1.20	-2.83
Physical	-3.25	-1.18	-1.51



Participant Feedback

It feels more like a lifestyle change program than a rigid diet program!

I've realized I can do more than wish for change, I can actually make a change if I choose to.

I ran 40 minutes for the first time in my life today! I pictured my avatar running that last stretch which helped me get to the end.

I don't mean to sound like an infomercial, but this program has really changed my life.



Findings – Avatar Association

“Look at my avatar - she is so beautiful and strong. I want to be that.”



“During my workday, I remember my avatar sipping from the water bottle. Having the water bottle and drinking animation has led directly to a change in my behavior.”

Findings – Psychological Responses

- Diet/Exercise
 - “You don’t give us rules; you give us information.”
 - “What?!? You’re not going to give us a diet?!?”
 - “We could focus on the underlying causes and learn to trust our own wisdom.”



Findings - Demographics

- Age, weight, physical ability

“I wondered how in the heck a virtual program would help me while sitting in front of a computer, but now I realize the benefits have been **INCREDIBLE.**”

