

# NEM NEWSLETTER

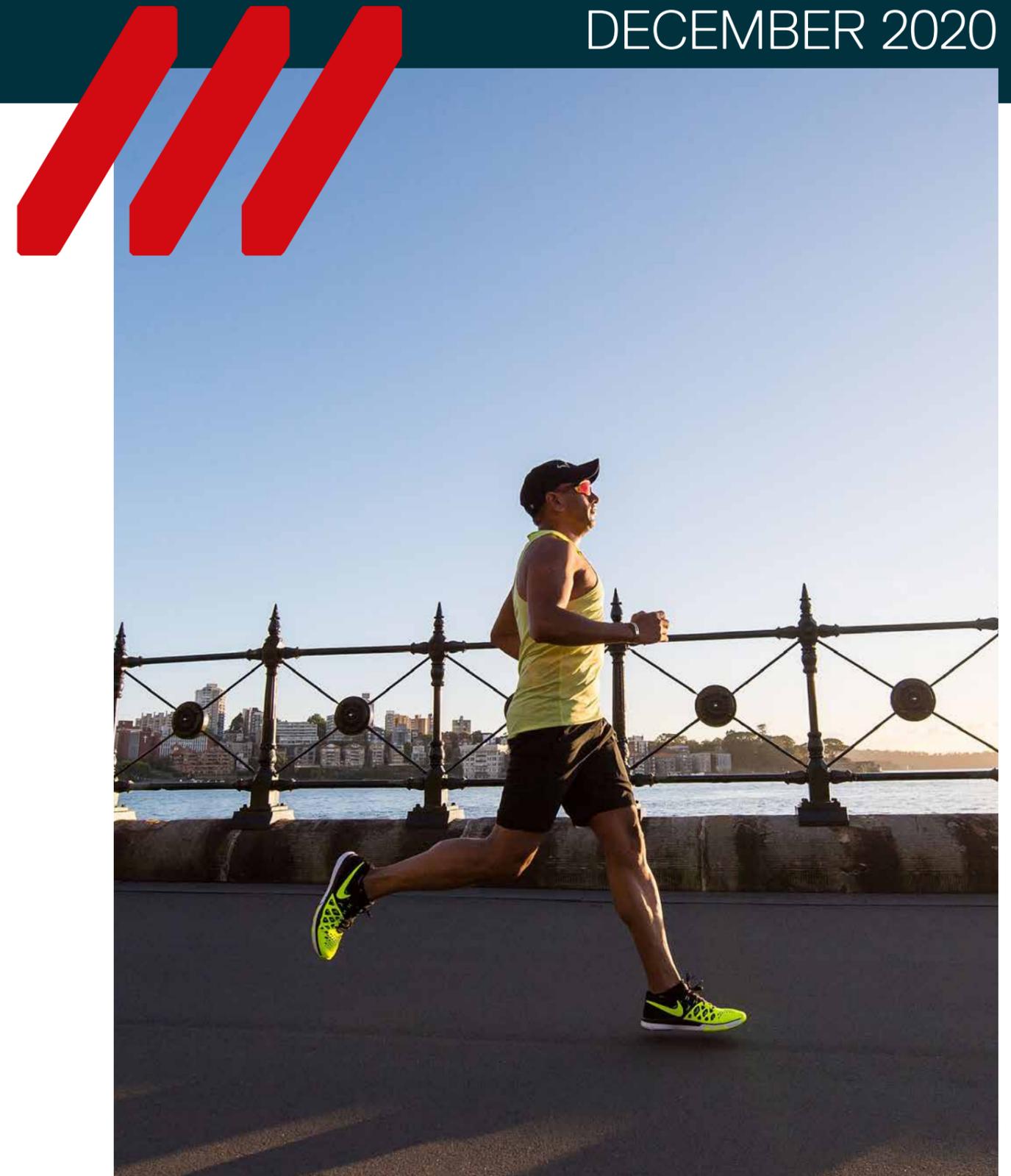
BSc (Hons) Nutrition and Exercise as Medicine

DECEMBER 2020

A very warm welcome to the 2020 Nutrition and Exercise as Medicine students. We are so pleased that you decided to commence your studies with us, despite the pandemic, as we should do our very best to continue life and not let COVID-19 halt our plans where possible. Welcome back to L5 and 6 students and we wish you well with your studies this year.

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# INDUCTION ACTIVITY FOR NEW STUDENTS

We were very lucky to have a lovely sunny day for our induction activity at the University in September. It was very pleasing to see a bigger than usual cohort this year (approx. 40). Despite the COVID related restrictions, we did manage to meet them in person during the induction week, where previous University of Salford student Ric Moylan (now Performance Coach) welcomed them with a nice wake up exercise session.





# CHLOE HUTCHINSON



**Chloe, congratulations in walking into a graduate job as soon as you had finished. Are you enjoying working 'The Gym' group in Altrincham?**

Thank you. Yes, being self-employed was initially more challenging than I expected. But I am thoroughly enjoying it. Does not feel like work to me, which is good.

**What aspects of the degree do you feel really helped you in securing this role?**

Level 3 PT qualification, nutritional knowledge & evidence-based approach to my work.

**Run me through a typical day at 'The Gym'**

Typically try to fit my clients around my shifts. Which are mainly evenings, so some days I'm not in the gym until the afternoon for a few clients before my shift. However, some days though I have 6am clients and then come back to the gym for evening clients later on.

Shifts would usually compromise of classes and inductions. But due to covid I haven't had chance to do that yet.

**Do you get clients that want to focus on health and performance and if so, do you have a favourite type of client to work with?**

Majority want to focus on weight loss, but I have had 2 or 3 so far, which are more performance focused. Although my niche is fat loss, I do think I enjoy working with performance-based clients. They're generally more experienced and higher level of performance in and outside the gym.

**You obviously have a good knowledge of nutrition for health and performance too from the degree – do you use this when working with clients?**

Yes, I have received a lot of transferable knowledge and skills from the degree for my job.

**If you could offer the current students any advice about their studies, what would it be?**

The stress is worth it in the end! Keep pushing on and do not leave everything last minute. Stay on top of it. You'll be sad when it's all over.

# APPLIED NUTRITION AND DIETARY ANALYSIS AT LEVEL 5

The level 5 students are currently underway on the assignment for this module, which entails them analysing their own diet, using our new software Nutritics, in order to make recommendations for dietary change based on their own specific goals. They are enjoy this assessment as they can benefit from the analysis, as it may show they are deficient in certain vitamins, consuming insufficient protein, or too many carbohydrates for example, which they can rectify to suit health and performance goals.



DAYS 1	
<b>Breakfast</b>	
• Raspberries, raw	40g
• Sunflower and pumpkin seed mix	20g
• Chia seeds	10g
• Peanut butter, wholegrain	15g
• Milk, semi-skimmed, pasteurised, average	250g
• Oat flakes, rolled	40g
• Yogurt, Greek style, plain	45g
• Graham's The Family Dairy Skyr Natural Icelandic Style Yogurt	40g
• Grapes, red	40g

# CHILDHOOD OBESITY CONFERENCE

## TACKLING CHILDHOOD OBESITY IN GREATER MANCHESTER WEBINAR

Date: 27<sup>th</sup> November 2020

Time: 9:00 – 13:00

Facilitator: **Dr Vinod Gadiyar**  
 Consultant Pain Specialist and Anaesthetist / Northern-care Alliance NHS Trust)

**Mr. Mohamed Alasmar**  
 Senior Clinical Fellow in Upper GI Surgery / Salford Royal Hospital



Dr. Anna Robins



Dr Paul Sindall



Dr Phil Gray

**Role of Nutrition, Exercise and Behaviour**

**Dr. Anna Robins**  
*Programme Lead Nutrition and Exercise as Medicine / The University of Salford*  
**Dr Paul Sindall**  
*Senior Lecturer in Exercise Science / The University of Salford*  
**Dr Phil Gray**  
*Lecturer in Exercise and Health Psychology / The University of Salford*

# NUTRITION, EXERCISE, AND HEALTH PRODUCTS. PERFORMANCE ENHANCING OR PLACEBOS?

Recent figures from the global wellness institute place the worth of the wellness industry at £3 trillion globally. To put this into perspective, that's around four times the entire expenditure of the UK government. Given the vast amount of money at stake within this competitive industry, we are often bombarded with infinite nutrition, fitness, and health products, accompanied by unscrupulous claims from manufacturers. Who can forget the Power Balance bracelets who's manufacturers claimed tapped into the "body's natural energy field" thus increasing exercise performance; adopted by sports personalities such as David Beckham and Rubens Barrichello, and is still freely available to buy to this day. Or Enformas "exercise in a bottle", which miraculously claimed to drop body fat and induce other benefits of exercise, without you actually moving; which of course posed dangerous implications for promoting increased sedentariness and calorie intake. Both products have been demonstrated to fare no better than a placebo in well controlled randomised trials. Indeed, a review article investigating manufacturers claims found that of 431 claims, only 3 (less than 1%!) had supporting evidence deemed sufficient quality to support their product.

A more recent example (February 2020), is the claim made by a well-known manufacturer of sports clothing, suggesting that the wearing of their compression top results in increased



strength. They claimed their top operated by "reflecting back the body's natural energy into tissues and muscles", thus increasing strength.

They cited one supporting study for their claim regarding strength enhancement; however, within this "evidence" the sample size was insufficient, the implausible proposed biological mechanisms were not tested, 3 of the 4 researchers had links with the manufacturer, and the compression top advertised was not the same as that used in the study! If this study was "cherry-picked", as manufacturers frequently and unashamedly do, they didn't do a very good job at it! This was not the first, and I expect not the last unsubstantiated claim regarding performance enhancement from this manufacturer. Similarly, poor internal validity was evident in one study used to justify Enformas "exercise in a bottle". The main ingredient "calcium pyruvate" was shown to increase lean muscle mass when ingested, however the manufacturers were less forthright in explaining that this occurred when accompanied by creatine supplementation and prescribed resistance training.

So why do people buy into ineffectual products, many of which are potentially of health-risk? (e.g. miracle mineral solution). A multitude of factors may be responsible



ranging from poor regulation, manipulation of decision making by manufacturers, our own cognitive bias, the placebo effect, and our heuristics in judgement and decision making.

Manufacturers employ a range of tricks to make you part with your money. The aforementioned example of the advertised compression top was accompanied by a glowing endorsement by a world champion boxer. To the lay population, this evidences that product's effectiveness, yet by engaging our critical faculties, we must ask is that person sufficiently qualified to fully comprehend the proposed mechanisms behind that product? Have they tried all competitor products and come to a objective decision on its efficacy? Or simply have they been paid? Just google "Lauren Goodger cyanara" to see where I'm going with this, regarding the potential dangers of celebrity endorsements. In a similar vein, manufacturers may exploit the well-known "mere exposure effect" whereby individuals rate products more favourably due to familiarity (i.e. via advertising), without that product necessarily being effectual. Manufacturers often employ other methods such making claims that are ambiguous with no clear operational definition,

such as "improves wellness", or "enhances recovery", facilitating leeway for manufactures when their claims are challenged. Even worse are those who package their product as "alternative or complementary therapies". These typically are based on poor science, have no plausible underpinning biological mechanism, and operate through the exploitation of heuristics and cognitive biases such as targeting peoples pre-existing beliefs (confirmation bias), and the well-known placebo effect.

The point of this article is not to deter you from using exercise and nutrition products, however to encourage you to develop your own critical faculties when assessing the efficacy of these products. Current level 4 NEM students have availed of this within the "Evaluating Contemporary Developments Applied Settings module", assessing a wide range of nutrition and exercise products/ training methods currently on market including cryolipolysis, altitude chambers, ketone supplements, fat burners among others.



Dr Phil Gray



# SAM JERVIS

**Sam, we are really pleased to have you back at the University, remind me when did you graduate?**

It is a pleasure to be back. I graduated in July 2013.

**Are you enjoying the MSc Clinical Exercise Physiology so far?**

Yes, I am very much enjoying the MSc. The content is rich, detailed and highly informative. The lectures are delivered exceptionally well considering these can't be done at the University lecture halls at present.

**So following graduation, if I remember rightly you worked for Nuffield Health is that correct?**

Once graduated, I was approached by Nuffield Health for an interview as they had heard about me through communication with you Anna at the University.

**How well did the degree prepare for this role?**

The degree helped significantly within the role. The role involved a lengthy interviewing process, which the degree prepared me for. The month's training that followed once I had successfully achieved the role, alongside the knowledge gained from the degree aided me in becoming a very competent health and well-being physiologist for years to come.

**What do you like most about working in this industry?**

Mainly helping people achieve greater health. It was fascinating working alongside doctors and various health workers. I worked all over the UK within various medical centers, hospitals and on-sites (working with businesses at their work sites); which was a fantastic and rewarding experience.

**What made you decide to return to study?**

I decided I wanted to take the next step towards a greater understanding of clinical physiology after hearing about the MSc available at The University of Salford. I was highly impressed with the undergraduate degree undertaken in 2010, thus it was an easy decision to further advance myself within the University with a fantastic pedigree of lecturers and content.

**What is your goal now, where are you hoping the MSc will lead you?**

I have two avenues I would like to go down. The first would be working towards my Doctorate, whilst lecturing within the university setting. The second, would involve combining my current experience working as a physiologist, with the MSc in Clinical Exercise Physiology, and attain a role suitable to my skill level within Cardiac/Respiratory physiology. This may require further on the job training, but I feel I would be very comfortable prepared to undertake this as necessary.



# CURRENT JOBS OF INTEREST

If you are not sure of the types of careers available to you, please follow this link and select the 'employability' tab to access more information on the wide selection of roles and organisations available for our graduates  
[www.salford.ac.uk/courses/undergraduate/nutrition-and-exercise-medicine](http://www.salford.ac.uk/courses/undergraduate/nutrition-and-exercise-medicine)

## ADULT WEIGHT MANAGEMENT PRACTITIONER (MAINTENANCE COACH)

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MoreLife (UK) Ltd, Salford

**£18,000 a year**

The service delivers non-surgical programmes for obese adults including pregnancy weight management. Our specialist service uses a psychologically informed approach to weight management and utilises a range of therapies and approaches to evoke behaviour change around diet and physical activity.

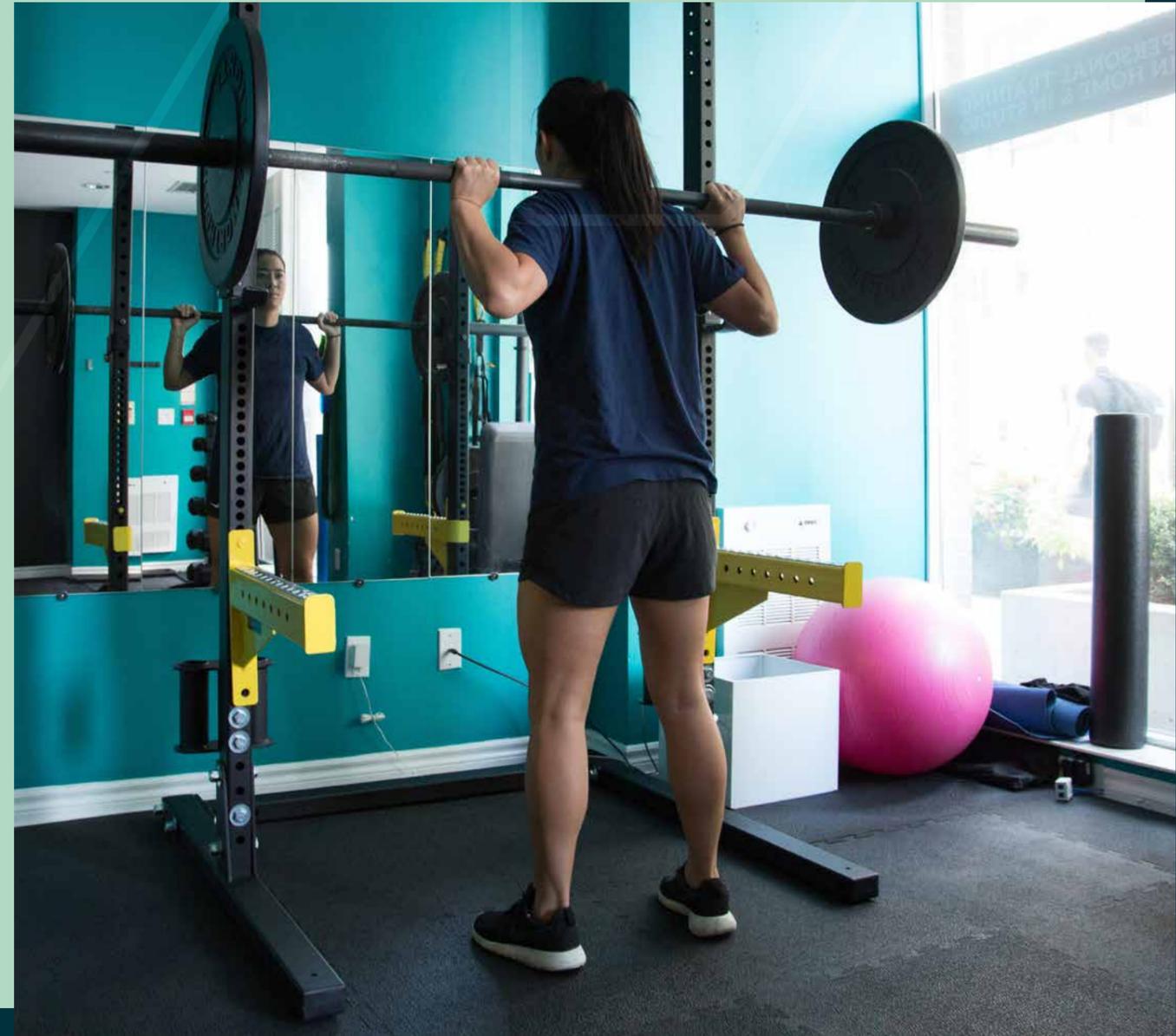
## LIFESTYLE HEALTH ADVISER

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BUPA, Salford Quays

**£20,000 a year**

A typical day will require you to promote and encourage a healthier lifestyle in accordance with Bupa's current clinical policies and respond to all goal related communication with customers which can be via phone, email or other methods of communication. You will need to take ownership to ensure all queries are resolved. You'll maintain client records ensuring all system are updated in an accurate and timely manner and fully investigate all queries and complaints from customers.



## PERSONAL TRAINER/FITNESS INSTRUCTOR

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Accrington

**£16,617 - £30,000**

Jetts is a 24/7 fitness network with over 300 clubs in Australia, New Zealand, Thailand, The Netherlands and now we are launching the brand in the UK. Looking for an energetic and confident Personal trainer who has the same values and beliefs as Jetts. A trainer who lives and breathes health and fitness and has a passion for helping people change their lives for the better!



# GET IN TOUCH

If you have any news of interest to the NEM programme newsletter then please get in touch.

**Thank you for reading!**

Kind regards  
NEM Programme team

[www.salford.ac.uk/courses/undergraduate/nutrition-and-exercise-medicine](http://www.salford.ac.uk/courses/undergraduate/nutrition-and-exercise-medicine)

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