

## Week 11 - Social Support



**We've all been there - you're trying to lose weight, but friends or family don't necessarily understand the journey you're on or how to best support you.** Instead of being your cheerleader, they can be a source of temptation. Being part of a group of supporters, or people in similar situations, can have a massive mental impact on your success.

Social support plays a crucial role in successful weight loss journeys, offering encouragement, accountability, and practical assistance along the way. Here's why social support is so important:

1. **Motivation and Encouragement:** Losing weight can be challenging, and there are bound to be times when motivation wanes. Having supportive individuals cheering you on can provide the boost needed to stay focused and committed to your goals. Encouraging words, compliments on progress, and celebrating achievements together can all contribute to a positive mindset and increased determination.
2. **Accountability:** When you have people invested in your success, you're more likely to stick to your commitments. Knowing that others are aware of your goals can create a sense of accountability, making it harder to veer off track or give in to temptations. Whether it's a workout buddy waiting for you at the gym or a friend checking in on your meal choices, knowing that someone is holding you accountable can be a powerful motivator.
3. **Practical Support:** Social support can also come in the form of practical assistance with meal planning, grocery shopping, or cooking healthy meals. Friends or family members may offer to join you in physical activities like walks or workouts, making exercise more enjoyable and accessible. Additionally, having someone to share recipes, tips, and resources with can make the journey feel less daunting and more manageable.
4. **Emotional Support:** Weight loss journeys often come with emotional ups and downs, including feelings of frustration, self-doubt, or discouragement. Having a supportive network to lean on during these times can provide comfort, perspective, and validation. Simply having someone to

talk to about your struggles or share your triumphs with can lighten the emotional load and remind you that you're not alone in your journey.

5. **Healthy Social Norms:** Surrounding yourself with individuals who prioritize health and wellness can help reinforce positive habits and lifestyle choices. By immersing yourself in a social environment that values nutritious eating, regular exercise, and self-care, you're more likely to adopt these behaviors as your own. Conversely, being part of a community where unhealthy habits are the norm can make it harder to stay on track with your weight loss goals.