



Action Project Reference: 73-01

Organisation: Body Fit and Fab

### Action Project Proposal:

“Document the Body Fit & Fab story, including testimonials and the origins of the organisation.”

### Who are Body Fit and Fab?

BFF (Body Fit and Fabulous Ltd) was founded in 2018 in response to the growing need for a wellness and fitness movement by three Health Professionals in Fiji and the Pacific. The main founder is Dr Ilisapeci Kubuabola an Epidemiologist and Public Health Physician helped establish the organisation. She was ably supported by Naomi Volavola Physiotherapist, Public Health advocate and a business woman. She was also assisted by the 3<sup>rd</sup> Director Peter Zinck, a Pharmacist by profession, former national and internal Civil Servant, a business Consultant and now a business entrepreneur.

Addressing behavioral change when it comes to weight loss continues to be an ongoing challenge for most countries in the region with Fiji included. Health promotion services continue to be core government service through the public health services approach. The private sector plays a small role which leads to market in-efficiency on the delivery of behavioral change programs that would help people lose weight. For this reason there is a growing need in promoting and marketing behavioral changes to the average Fijian and Pacific Islander that would lead to a sustainable solution to weight loss. The three founding health professionals

were convinced that their need to be a Social Entrepreneurship Approach. One that would address the social variables and determinants of NCD but in a commercial way through the creation of empowered leaders who were part of structured wellness and fitness program.

### **Mission:**

To empower Fijians and Pacific Islanders through a structured programme to successfully manage their weight.

Our BFF Values include:

- Caring
- Accountability and transparency
- Non-Judgemental and understanding
- Perseverance and tolerance
- Diversity
- Balance

Our BFF Value Statements are:

- Creating a culture of caring and a sense of belonging that is non-judgemental where everyone is encouraged to reclaim their health.
- Creating a safe space where originality is encouraged and embraced to transform one's life.
- Engaging and connecting with dignity, diversity and respect to empower each individual to actively make healthier decisions.
- Fostering balance, accountability and self-regulation to achieve self-determination.
- Acting with courage, challenging the status quo and finding innovative ways to grow BFF and its membership.
- Delivering the best evidence-based, context specific and responsive programme.

## Long Term Aims & Vision:

### ***Our immediate and short term goal ( 0 – 1 years) is to:***

- To provide a safe space for health, fitness and wellness that promotes a supportive emotional and social environment for weight management and maintaining good health through a structured 7 weeks program that is delivered 6 times in a year.
- To provide an active 7-weeks of accountability weigh in program that involves the tracking and measuring of 18 health transforming habits.
- To provide virtual support for its members through teams and a social online group messenger, Viber and whatsapp.
- Develop an Annual Business Plan for BFF Ltd that includes the following:
  - Marketing and sales plans
  - HR and Operations Plans

### ***Our intermediate and medium term goal ( 2– 3 years) is to:***

- To provide leadership, managerial, administrative and secretarial support to its members.
- To educate its members through the provision of an online health education seminar and health series on nutrition, health, fitness and wellness topics.
- Develop a Strategic Plan for BFF for every 2 – 3 years

### ***Our long term goal term goal ( 3 – 5 years) is to:***

- Ensure a fully staffed organization that has a dedicated staff, office and a gym.
- Ensure there is an annual budget with targeted delivery of wellness and fitness products that have been properly researched, tested, developed and delivered for Fiji and the Pacific Island countries.

## Current Challenges:

- Limited income stream which restrict us to being a volunteer organization
- Limited resources – with limited skill sets with capability and competence of volunteer
- Lacks organizational maturity and an organizational Development Plan
- No Sales Strategy
- Poor Marketing of the BFF 'x-factor'
- Need to un code the Financial Investment required to make BFF sustainable and visible.

## Further Information:

This action project is to document the BFF story (the organization and testimonials of selected members) and capture the narrative of how it all began. The origins, the value, the meaning and the impact that the movement had on members that have been recruited since it was established in 2018.

## Key Research & Discussion Areas:

### Planning & Delivery...

- How can you summarise the BFF story and highlight their uniqueness?
- How will you present this information so it can be used in the future?
- What strategies are commonly used by start-ups to display their stories?
- What great examples can you find of organisations stories?
- What is good about these?
- How can you adapt them to suit the needs of Body Fit and Fab?
- How can the story be presented? Video, PDF, Blog, Photos etc?

### Create content...

- What is the key information that needs to be included in the story?
- Are there any resources online you can use for inspiration?
- What makes this story important? What action is it calling for?

### Barriers to success...

- What are the potential barriers to the documentation of their story?
- What are the potential solutions?
- How have other organisations overcome similar difficulties?

### Evaluate...

- How will you evaluate your contribution?
- How will you present and share your plan?

## Useful Links:

[Facebook](#)

[Video interview of the BFF story](#)