



Movement  
for mind.

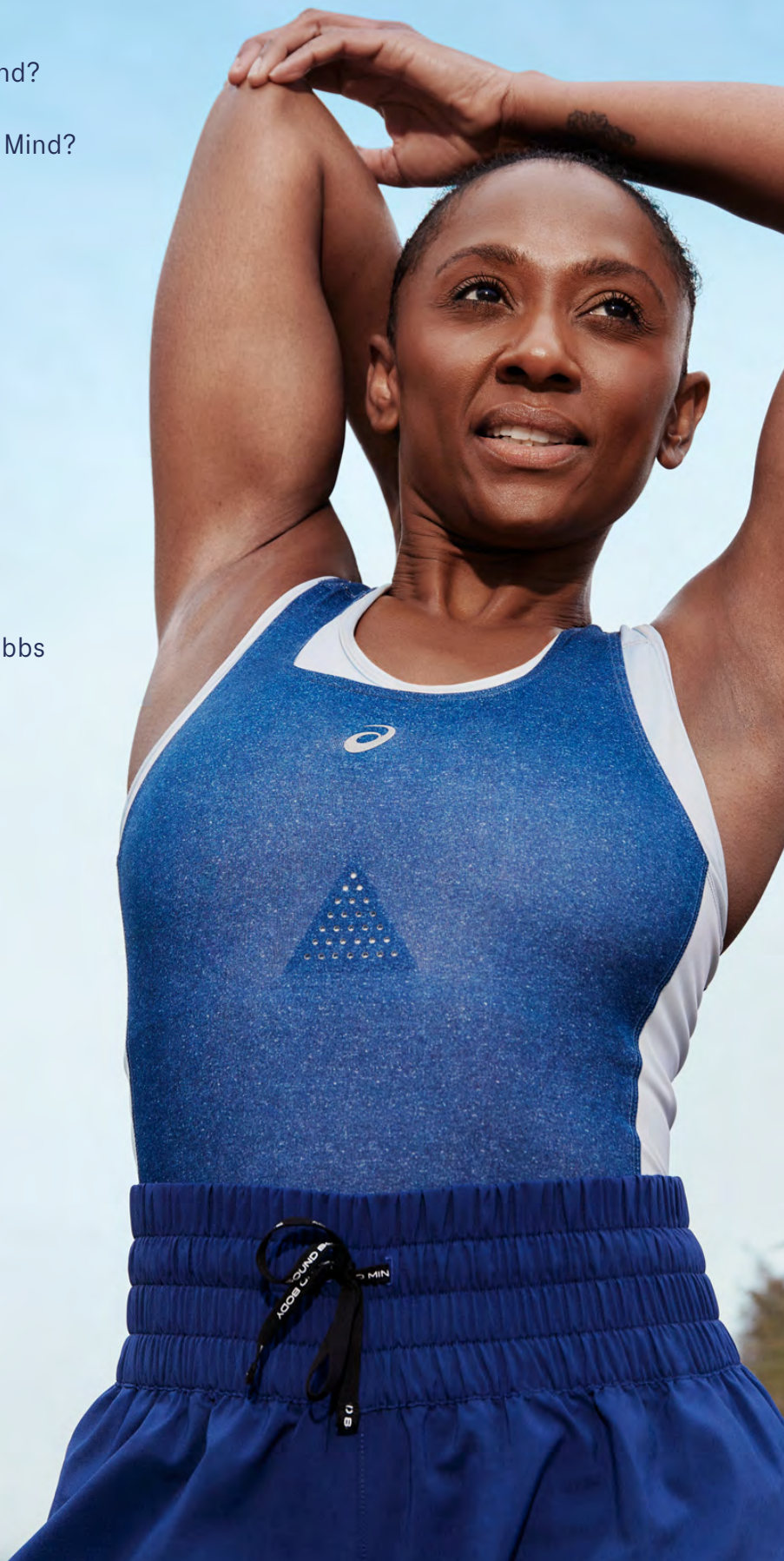


## **ASICS Movement for Mind**

Proving the impact of movement on mental wellbeing.

# Contents

- 01 Executive summary
- 02 Why ASICS Movement for Mind?
- 03 What is ASICS Movement for Mind?
- 04 The experts
- 05 The sessions
- 06 The methodology
- 07 The results
- 08 What people said
- 09 The statistics
- 10 About Professor Brendon Stubbs
- 11 Available to all



# Executive summary:



ASICS Movement for Mind was developed in the context of two significant problems. First, the rising prevalence of poor mental health. **Whether it's stress, low mood, anxiety or more serious mental health conditions**, it's widely acknowledged that globally, we face a mental health crisis. Second, outside of the clinical space, there's a vast array of wellness offerings proposing some degree of relief through apps, video or in-person sessions. Although well-intentioned, most of these programmes are not scientifically proven. So, individuals looking to feel better, or companies trying to offer support to employees, cannot be sure that they're getting what they need.

**At ASICS, we've long understood the value of movement for mental wellbeing** – it's our founding principle and is the origin of the company name (ASICS is a Latin acronym for "Anima Sana in Corpore Sano" or "a Sound Mind in a Sound Body"). With ASICS Movement for Mind, our goal was to work with experts in a variety of fields to develop a simple, accessible programme that could then be independently tested to prove it helps people to feel better.

The eight-week programme we developed combines movement with practiced, varied techniques bringing together traditional knowledge and trusted science to create something we could prove to be effective. Each week is different, with two 30-minute sessions per week, done outside, with no special equipment required. It's accessible and designed for everyone, regardless of fitness levels.

The robust, randomised control trial used to test ASICS Movement for Mind was run by Professor Brendon Stubbs, a world-leading researcher in movement and mental health. He trialled the programme with a group of nearly 200 volunteers. The primary outcome measure was "mental wellbeing". Using the internationally recognised Warwick-Edinburgh scale, he found that ASICS Movement for Mind made a clinically meaningful difference to people's wellbeing over eight weeks.

**"Most wellbeing programmes are untested and unproven. Using rigorous, independent science, we aimed to change this."**

In addition, we objectively measured low mood, symptoms of anxiety, time spent sedentary and daily steps taken. On each of these measures, ASICS Movement for Mind led to improved outcomes when compared to the control group. On top of this, **the data showed that the programme helped them feel happier, allowed them to perform better at work, got them moving more** and even helped them cope better with the pandemic.

# Key findings:



## Over the eight-week trial, ASICS Movement for Mind:

- Improved wellbeing on the Warwick-Edinburgh scale by 3 points vs the control group (where a difference of 1 point is clinically meaningful).
- Helped people's mood improve by nearly 1 point vs the control group on the PHQ-2 measure of low mood.
- Maintained steady anxiety levels amongst participants, while those in the control group saw their anxiety symptoms rise by almost 1 point on the GAD-2 scale.
- Reduced sedentary time by an hour a day – much more than just the time spent listening to the programme.
- Encouraged a 10% positive difference in daily steps taken vs the control group
- Was enjoyed by 86% of participants.
- Led to 71% of people saying they felt happier after the programme.
- Helped more than half of participants cope better during the pandemic.

## ASICS Movement for Mind significantly improved mental wellbeing on two vital outcome measures.

This report outlines the origins of the programme, how it was developed and how it works. It also includes a detailed explanation of the trial run by Professor Stubbs and its results. After reading this report, why not try the programme for yourself by going to the ASICS Movement for Mind website [here](#) or by searching for “ASICS Movement for Mind” in your favourite podcast app.



# Why ASICS Movement for Mind?

Many businesses are looking for ways to support the mental health of their employees, while individuals are feeling the pressures of the pandemic and the change in working practices.

**However, despite there being thousands of wellbeing options available, very few have been tested in independent scientific trials. Quite simply, we just don't know if most of these offerings actually work or even cause harm. There's a lack of proven, accessible programmes for people looking to make a real difference to their wellbeing.**

ASICS was founded out of adversity – a direct response to a world in crisis. In Japan in 1949, in the aftermath of World War 2, our founder Kihachiro Onitsuka saw a nation in despair. People had lost hope. Yet Kihachiro Onitsuka recognised the power of sport to lift people's spirits. He saw that sport had a benefit, not just for the body, but for the mind. That's why he founded our company, to bring hope to people through sport. And that's why we're called ASICS. It's an acronym for the Latin "Anima Sana in Corpore Sano" or "a Sound Mind in a Sound Body".

Our purpose has always been to support people to move, so that they feel better, both physically and mentally. And more than 70 years on, we believe that our focus on the mind and our track record of developing products through cutting-edge science and technology is more relevant than ever before.

ASICS Movement for Mind is the logical next step. A programme, developed by experts and independently tested in a series of rigorous trials, to prove the link between movement and improved mental wellbeing. When time is precious and the challenge to wellbeing serious, there's undeniable value in having a programme that is proven to help people feel better.

Our aim with ASICS Movement for Mind was to develop an accessible, manageable programme that anyone can enjoy. We combined ASICS' experience of the power of movement and exercise with some fundamental elements that make us human – connection to our bodies and the world – and simple ways to help us notice those connections.

ASICS Movement for Mind is true to the company's history and values, while embracing those techniques we know can offer wellbeing benefits. Critically, we chose to have the programme independently trialled and assessed. The difference that ASICS Movement for Mind brings is this scientific rigour. We've moved beyond the plethora of well-meaning initiatives based on untested claims, to something proven, powerful and accessible.

**This report explains the development of the programme, what it contains, how we measured its effectiveness and what we found.**

# What is ASICS Movement for Mind?



The ASICS Movement for Mind programme was developed with an eye on two things – the history and the science. The history is our history. What makes us human and has done for thousands of years. The science is what works. Proven techniques combined to make something accessible, simple and practical that help form positive long-term habits.

## Programme structure

ASICS Movement for Mind is a self-contained, expert-led, audio programme. It runs over eight weeks with two sessions per week. Our experts created two sessions for their respective weeks, so every week is different. Each session is carefully constructed to build on the last, while introducing something new, interesting and varied.

A session lasts around 30 minutes. With some limited variation, every session includes a warm up of 3-5 minutes and a similar cool down. We created separate run and walk programmes, so everyone can participate, regardless of fitness levels. The run and walk sessions are interchangeable, so it's possible to switch between them.

Most sessions are introduced by our lead coach and ASICS Fronrunner Team Captain, David Lenneman, who guides the warm up. He hands over to the experts who spends around 20 minutes exploring their specialism while the participants move (either walking or running). David then closes the session with a cool down.

In weeks four and seven the structure is altered slightly, and the experts open and close the session. Sophrology (explained below) or mindfulness is done before and after the main movement phase, with David leading a movement session tailored to reinforce the experts' message.

The sessions are designed to be done outside. No equipment is needed, apart from comfortable clothing and the right footwear, plus a phone and headphones to follow the sessions. Some sections are better done without distractions, so for those, we suggest that people either return home, or find a convenient place outside where they won't be disturbed.



# What is ASICS Movement for Mind?



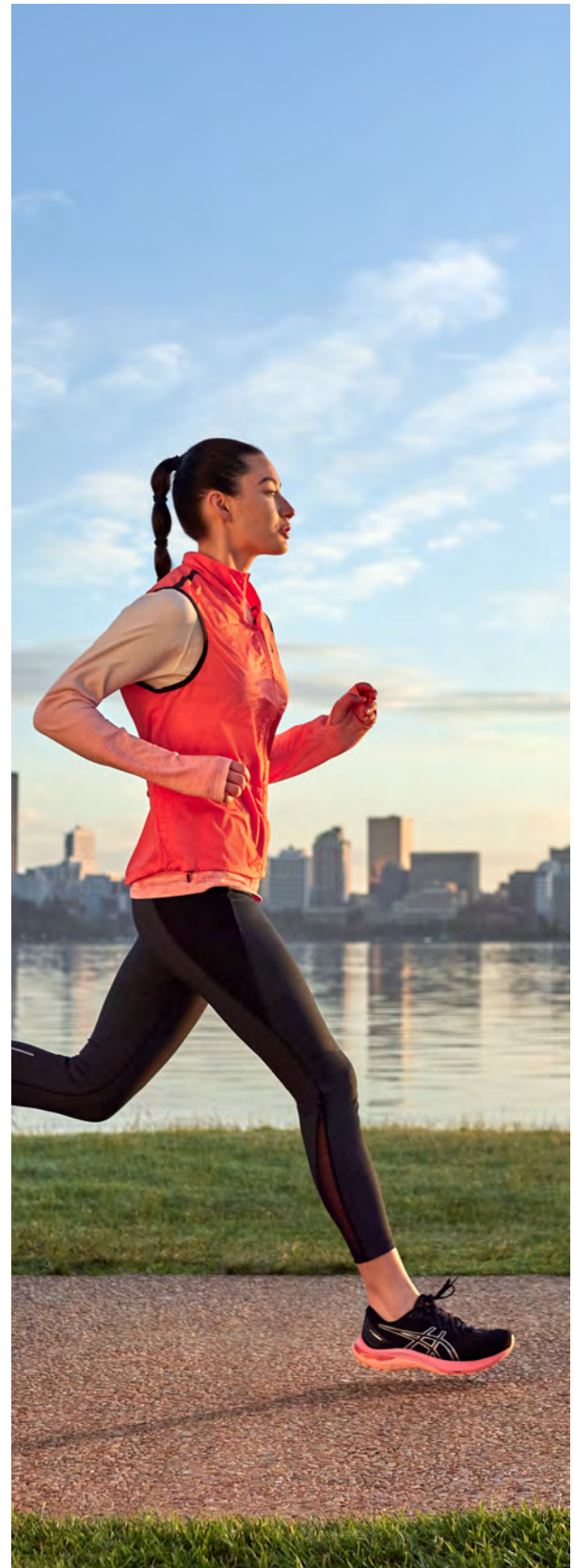
## Pace and intensity

Throughout ASICS Movement for Mind, we encourage people to find a pace that works for them – run or walk. This is done through a system of “gears”, allowing people to find their personal effort level and work to that. For example, gear two is an “easy walk” or “easy jog” and we let participants discover their own pace and carry that through the programme. This gives absolute beginners a similar experience to veteran runners.

## Expert guidance

Each week of the central six-week block of ASICS Movement for Mind is guided by a different expert and introduces a different practice. The first week is an introduction and the final week a chance to consolidate. The elements we’ve chosen to combine with movement are guided by science and history – nothing requires any previous experience, a particular mindset or worldview. Our themes are the breath, mindful movement, focus and connection (through Sophrology), the natural world, using music and living the moment (through mindfulness).

We chose our expert team after extensive research, discussion and consultation. Although experts in their fields, it was essential that they were committed to the bigger goals of ASICS Movement for Mind. Each week is unique, but all are focused on a gradual development of awareness and understanding of how movement and the body support mental wellbeing.



# The experts:

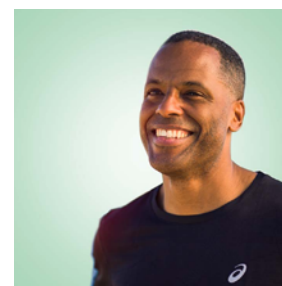


## David Lenneman - Weeks 1 and 8 - Introduction & Integration

David Lenneman is the Global Team Captain of ASICS FrontRunner and a professional actor, based in Sweden. With the ASICS FrontRunner team, David strives to inspire others to movement and experience the positive impact it has on both body and mind. He's our lead coach for ASICS Movement for Mind and guides us into every session.

Movement has always been an integral part of David's life. Throughout the years, David has always come back to his active lifestyle as a way to maintain a "Sound Mind in a Sound Body" – the philosophy at the heart of ASICS and the programme. Having been a runner from an early age, David rediscovered the sport in 2013 when signing up for his first marathon. Since then, the mental aspect of running and movement have come more into focus for David.

David introduces the programme in the first week and helps integrate everything that we've learned to round off the ASICS Movement for Mind experience. David is the anchor that grounds the programme – he's with us the whole way.



## Gray Caws - Week 2 - Breath & Movement

Gray is a running coach and personal trainer with over 10 years coaching experience. He has a master certification in the Oxygen Advantage and Buteyko breathing methods and is currently training to become a teacher of Qi Gong.

Gray is committed to the idea that health and vitality is nourished by focusing the mind and listening to our bodies. This allows us to tap into our natural, intuitive flow of breath, energy, and movement. Through ASICS Movement for Mind, he hopes to change the way we think about exercise and the breath. He believes that something as simple and essential as breathing is often missed in movement programmes.

In his sessions, Gray explains the importance of understanding the mechanics of how we breathe, and how our mind, breath and body are intimately connected. He focuses on bringing attention to how breath guides our movement. And he demonstrates how to breathe just the right amount of air when we move and how to use breathing to focus on the present moment.

Gray is the Founder of Adventures in Movement & Breath and lives in London, UK. Find out more [here](#).



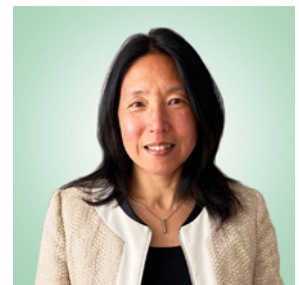


## Roos Tji - Week 3- Mindful Movement

Roos is a coach and mindful movement expert based in the Netherlands. She works closely with clients to support their physical and emotional goals. She's also a triathlete, competing in the World Championships Long Distance in Hawaii in 2015.

It's Roos' belief that in our current world, too many of us focus on 'to-do' lists – planning every aspect of our lives. This often extends to movement and exercise. We move because we feel we obliged to work on our conditioning, health, or to aim for new personal bests. For many people, this has taken away the joy of movement and turned it into a chore.

In her ASICS Movement for Mind sessions, Roos shows how by moving mindfully, we can become aware of how we move and the impact this has on the body and mind. We start to feel the strong connection between our body, mind and the outside world. She demonstrates that by listening to our bodies, we can be much gentler to ourselves, free our minds and reduce our overall stress levels.



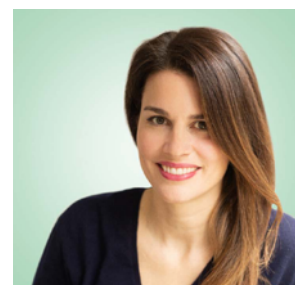
## Dominique Antiglio - Week 4 - Focus & Control

Dominique is a qualified Sophrologist, author of "The Life Changing Power of Sophrology" and founder of the online BeSophro platform.

Born in Switzerland, Dominique was referred to a Sophrologist by her doctor at 15 years old because of health issues which were not responding to conventional approaches. In just a few sessions, Sophrology not only helped her transform her health but showed her a simple way to manage her stress and feel empowered in her daily life.

Sophrology is a mental wellbeing practice that uniquely combines breathing, relaxation, movement, and visualisation. It helps manage stress, deal with anxiety, embrace restful sleep, prepare for stressful events and perform at our best. Blending Eastern meditative principles with Western science, Sophrology has been widely practised across Continental Europe for decades in settings including schools, hospitals and corporate environments. Dominique's sessions give us a taste of the power of Sophrology to relax, lift our mood and empower our lives.

Find out more about Dominique and Sophrology [here](#).



## Ian Banyard – Week 5 – The Natural World

Ian Banyard is a UK based author, natural mindfulness guide and guide trainer. He is also the creator of Nature Connection World, a global online directory of natural mindfulness guides, nature-based therapists and practitioners. He has trained over 300 guides from more than 30 countries worldwide. He lives in the Gloucestershire Cotswolds – an area of outstanding natural beauty in the UK.

Ian has always had a love for nature. As a child, the natural world was his playground. And then as an adult, when his health began to suffer due to stress, it became his sanctuary. It was while walking and running in the Lakeland Forests & Fells of North Cumbria, England, that he experienced a reconnection with nature and discovered the healing power of moving mindfully through natural landscapes.

In his ASICS Movement for Mind sessions, Ian reminds us that a combination of movement, natural mindfulness and nature connection is not only good for our bodies, it also relaxes our busy minds and lifts our spirits. Find out more about Ian and natural mindfulness [here](#).



## Dr Claire Renfrew – Week 6 – Using Music

Dr Claire Renfrew is a chartered psychologist, specialising in music psychology. Her doctorate focused on the musical identities and lived experiences of professional musicians. Claire has a particular interest in the positive impact that music can have on mental health and wellbeing. Claire lives in London and continues to teach psychology as an Associate Fellow of the Higher Education Academy in the UK.

Claire hopes that ASICS Movement for Mind can introduce people to ways in which music encourages positive mental health and wellbeing. As well as motivating us to exercise, music can encourage healthy sleep patterns and relaxation, soothe physical pain and help people to learn.

In her sessions, Claire shows how combining music with everyday activities can be a very rewarding process, helping to ease the mind by impacting on the human stress response. Music has been proven to positively affect the nervous system while stimulating the immune system, and at the same time provide us with a sense of emotional release.



# The experts:



## Dr Danny Penman – Week 7 – Live the Moment

Danny is a meditation teacher and co-author of the bestselling book, “Mindfulness – Finding Peace in a Frantic World”. He specialises in using mindfulness for the relief of anxiety, stress, depression, exhaustion and chronic pain. The practices he teaches have been validated by universities around the world.

Danny has been a keen meditator since his teenage years. He discovered mindfulness meditation in 2006 following a paragliding accident that left him temporarily crippled and in constant pain. He was so surprised by how effective a painkiller (and stress-reliever) meditation proved to be that he trained to teach mindfulness and began writing books and newspaper articles about its benefits. Two of his books have won awards from the British Medical Association.

In his ASICS Movement for Mind sessions, Danny leads us through some short but highly effective meditations that enhance our physical and mental performance while also reducing any anxiety, stress, unhappiness or exhaustion that we may be feeling.

Discover more about Danny and some of the proven benefits of mindfulness [here](#).



# The sessions:



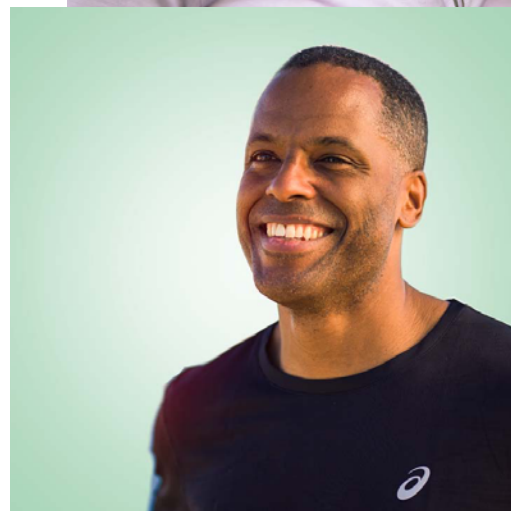
Each 30-minute session of ASICS Movement for Mind has been carefully developed by the ASICS team and our experts. Here's how the programme works:

## Week 1: Focus & Awareness

- Introducing simple stretches to warm up
- Using gears to control pace
- Setting expectations for the programme
- Cooling down to avoid injury and prepare for future sessions

The opening week is designed as a gentle introduction to the programme, with a focus on understanding the gears and forming a bond with the lead coach, David Lenneman. The sessions begin with a warm up involving dynamic stretches and gentle movements to prepare the muscles.

The main section of around 20 minutes encourages people to connect to their bodies as they move and pay attention to their posture and stride. In particular, the focus is on learning to find the appropriate intensity level for you – something that's carried throughout the programme. The sessions conclude with a cool down and stretch.



# Week 2 : Breath & Movement



- Paying close attention to the breath
- Learning to breathe through the nose during movement
- Using the breath to monitor and control effort
- Introducing pauses to support physical effort

Breathing is often an unconscious activity, but we show how having a better connection to the breath when we move can make us more mindful and improve the efficiency of our movements. We chose to begin with breathing because it's a foundational piece of the programme – something we return to across all eight weeks.

This week's session is all about breath awareness and how to pay attention to your natural breathing rhythms. We begin with a short warm up. Then, as we move between the slower gears, breathwork expert and running coach, Gray Caws, explains how the breath can be an important tool in guiding our movement. The focus is on breathing in and out through the nose and learning about the many health benefits of breathing this way.

Gray helps to build more confidence and control in our movement through guided breathwork in the second session. We move up through the gears a little and focus on keeping control over the breath in higher intensity sessions. We also explore how pauses in breathing can support physical effort.



# Week 3 : Mindful Movement



- Using a body scan to connect to the body
- Paying close attention to the body as we move
- Learning simple techniques to move more efficiently
- Noticing that how we move impacts how we feel and vice versa



Mindfulness is often associated with meditation, but it's also a really useful tool for our daily lives. It brings focus and awareness to what's happening in the present moment. We spend a lot of time moving – walking to the shops or going for a run. And all this movement presents an opportunity to be more mindful in our everyday routines.

In week three, Roos Tji, a mindful movement expert, lifestyle coach and competitive triathlete, guides us through two sessions focused on creating a strong connection between our body, mind and the outside world. We explore how listening to our bodies can free our minds and reduce stress levels.

Very often, moving is just routine for us – something we do while our thoughts are elsewhere. Moving mindfully brings us back into the 'here and now' and allows us to be more present. Roos leads us to connect to the body and breath by bringing our attention to our movement.

In the second session, Roos introduces different techniques to help demonstrate that how we move also has an impact on how we feel. By staying focused on the body and breath, we really notice our movements and the impact this has on our mood and wellbeing.

# Week 4 : Focus & Control

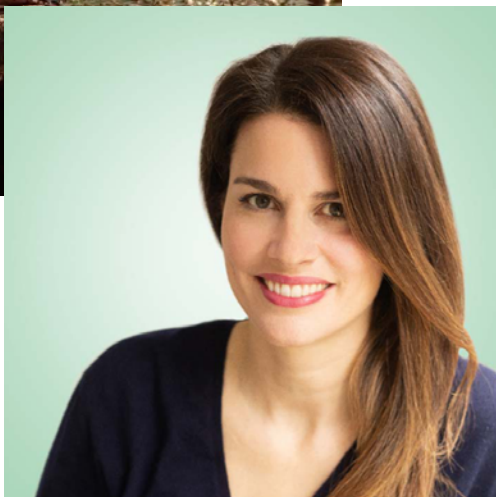


- Showing how simple, focused movements can release tension
- Using visualisation to set mood
- Combining simple movements and breathing to relax
- Harnessing the power of positive visualisation

This week we introduce the empowering practice of Sophrology. Qualified Sophrologist and author, Dominique Antiglio, combines breathing, movement and visualisation to help us recharge and destress. She also introduces the power of intention to positively transform our daily lives.

For the first part of session one, Dominique's guidance helps us become more aware of the presence of the body. She shows how to instantly relax and let go of tension with the powerful combination of movement and breathing. After the outside movement section with David, Dominique closes the session with a short exercise to recharge batteries and help cultivate a positive perspective on our body.

When we combine movement, breathing and intention, we open ourselves to new, positive, conscious experiences. In the first part of session two, Dominique demonstrates how to bring a clear intention to our day. David then helps to reinforce that intention as we move – bringing movement and mind together with a simple visualisation exercise. Dominique closes the week by suggesting some simple ways to use our intention to help shape the life we want.



# Week 5 : The Natural World



- Recognising nature wherever we are
- Connecting the breath and the natural world
- Seeing our place in nature
- Moving in harmony with nature

This week our focus is on reconnecting with nature. For many of us, modern living means our lives are increasingly spent indoors. And it's easy to forget that our bodies (and minds) are a part of the natural world. Our expert is Ian Banyard, a natural mindfulness guide and wellbeing author based in the beautiful Cotswolds, England.

Scientific research clearly shows that connecting with the natural world mindfully, as we move, improves health and wellbeing. Many of us are living our lives on adrenaline – the stress hormone that increases your heart rate and sends more energy to the muscles.

In this session, Ian shows how to help the body relax and recover, simply by looking at nature around us. We all know that it's important to exercise the body, but very few of us realise the benefits of exercising the senses. Ian uses a combination of movement and mindful attention to give the senses a workout in this session. We connect to what you see, feel and hear in nature.





# Week 6 : Using Music



- Showing how music connects to the body
- Using music as a tool for mindfulness
- Integrating music and movement to stay in the moment
- Introducing new ways to listen to music in everyday life

This week, we turn to the power of music. We hear music almost every day, but how often do we actually listen to that music and notice the impact it has? These sessions have been created by chartered psychologist and music psychology expert, Dr Claire Renfrew. In the sessions, Claire outlines the mental and physical benefits of music. Her sessions include carefully chosen tracks to help us connect with the music and lead us on a mindful musical journey.

Music has the ability to reduce stress, increase motivation and improve muscle and brain function. In this session, Claire encourages us to focus on the impact music can have on our body and mind. She introduces a combination of movement and music which can improve focus and regulate mood. It's an introduction to hearing music in a whole new way.



In the second session, Claire uses a new set of tracks to help us deepen the appreciation of movement and music. Claire guides our listening and shows how the connection with sound can influence the way our body moves and reacts.

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# Week 7 : Live the Moment



- Using simple mindfulness meditations to energise the body
- Learning how to deal with intrusive thoughts
- Noticing the way thoughts move through the body and mind
- Dissolving tension through mindfulness practice

This week's sessions are led by Dr Danny Penman, a UK-based meditation teacher and bestselling author. By exploring mindfulness practices, we focus on whatever thoughts, feelings, emotions and sensations are flowing through our minds and bodies. Danny leads a short meditation at the beginning and end of each session. In between, David leads a movement session to reinforce the meditations.

Danny begins this first session by showing how mindfulness can help us settle and ground the body in the present moment. Using visualisation, we're able to move stronger for longer, whether we choose to walk or run. To close the session, Danny takes us through a classic mindfulness practice to help cool down, reduce anxiety and dissolve any discomfort. Reconnecting with the body speeds up recovery and builds strength and endurance for session two.

The second session focuses on the power of visualisation and mindfulness. Danny helps us gain an understanding of how thoughts, feelings and emotions rise and fall, just like waves in the ocean. The repetition of these meditations helps to rewire the brain and embeds their benefits.



# Week 8 : Integration



- Reminding ourselves of the ASICS Movement for Mind journey
- Reinforcing some techniques to carry forward
- Celebrating completing the programme
- Noticing how we've changed across the eight weeks

During this week, we return to two sessions with David Lenneman. It's a chance to reflect on the things that may have changed in the past eight weeks. We notice how different the gears feel after completing the programme and revisit some useful ways to use your movements to connect to the moment.

A simple moving visualisation provides the chance to remember the things we've learnt from experts Gray, Roos and Dominique.

In the final session, David returns to some of the ideas presented by Ian, Claire and Danny. He also suggests ways to adapt those ideas to work specifically for us. This acts as a reminder of some of the things we've learnt and how to incorporate these ideas into everyday life. This week is all about giving back ownership of everything we've achieved with ASICS Movement for Mind.



# The methodology:

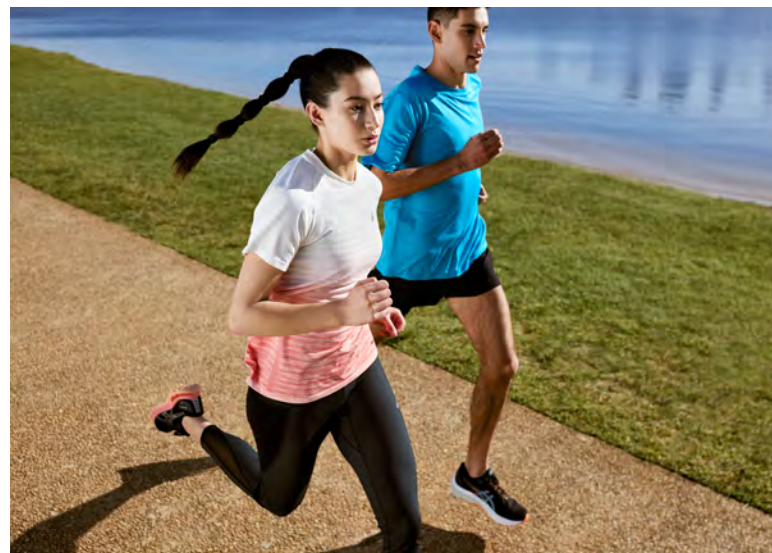


There are many ways to test if something works, some much better than others. At the bottom of the hierarchy of evidence is anecdote – “I used an app and I think I felt a bit better.” While this is good news for that individual, it’s meaningless in wider context and could simply be the placebo effect. It’s interesting but not credible to use anecdotes (or even a mountain of anecdotes) to make scientific claims about the effectiveness of anything.

The wellbeing sector has struggled to go much beyond anecdote in proving its effectiveness. And although wellbeing – and workplace wellbeing in particular – is a multi-billion-pound industry, very few programmes have ever been through independent trials to evaluate whether they actually work.

## Independent, rigorous, robust

With ASICS Movement for Mind, our approach was different. From the beginning, we wanted to show, beyond doubt, that our programme helped people feel better following best practice principles. So, we connected with Professor Brendon Stubbs, one of the world’s leading researchers into movement and mental wellbeing, to devise the trial. You can read more about Professor Stubbs at the end of this report.



The results you’re about to read are entirely independent. Professor Stubbs was responsible for structuring the trial, advising the participants and analysing the results. Although ASICS funded the research, we had no involvement in the data collection, data processing or analysis of the results, or ultimately the outcomes.

# The methodology:



**In line with best practice, before the full trial began, Professor Stubbs ran a feasibility study in 2020 to check that the whole process of study, engagement and data collection was viable. And although the way we delivered the programme changed because of the pandemic, this feasibility study meant we were properly prepared when the full trial began.**

## The gold standard

Our goal was to use a randomised control trial (RCT) to measure ASICS Movement for Mind. In order to make valid, provable claims about any kind of programme, an RCT is the only way anyone can definitively say that an intervention works.

Having a random control group, who are mathematically similar to the ASICS Movement for Mind group, means that any differences in the outcomes we measure can be attributed to the programme. Any external or unaccounted for events will be similar for both groups. The control group continued to work and live alongside the ASICS Movement for Mind group and were allocated to the control group in an entirely randomised way. All the data was pseudo-anonymised and handled in line with data protection best practice. The study received independent ethical approval before it started.

All participants were briefed on the trial by Professor Stubbs, went through an induction session, were given written information about the ASICS Movement for Mind programme and asked to complete an informed consent form. After the induction, participants were given a “baseline” survey to fill in before the trial began, another survey at halfway and a final questionnaire at the end of the 8-week trial. Professor Stubbs also conducted interviews with volunteer participants to gather subjective feedback alongside the objective measures.



# The results:



In some trials, so many outcomes are monitored that if you keep fishing, you'll find one that shows a positive result. We wanted to avoid this scattergun approach, so we worked with Professor Stubbs to choose measures that are reputable, specific and clinically useful. Good research is upfront about the primary outcome it wants to change. After consultation and consideration - and confirming suitability in our feasibility study - we decided our main aim was to improve mental wellbeing.

## What is "mental wellbeing" and how do we measure it?

One of the challenges faced by the broader "wellness" sector is defining what is meant by wellness or wellbeing. We all have an idea of what mental wellbeing means, but we wanted to be as precise as we could be when it came to our trial.

Most wellbeing practices tend to ignore the details and focus instead on vague, individual measures that really only amount to "feeling a bit better". While this can be useful, it lacks any scientific authority and validation.

We wanted to move past anecdotes and instead use internationally robust, tested and reputable methods to measure the potential benefits of ASICS Movement for Mind. In broad terms, the measures we used look at how people have been feeling about themselves, their lives and their relationships. These combine to give a picture of a person's overall mental wellbeing.

Our aim was to look for clinically meaningful changes across all our outcomes. These are changes which professionals consider will make a perceptible difference to people's lives, beyond just a change in "numbers". In order to say something works, you need to be able to show clinically meaningful changes, based on peer-reviewed analysis of recognised clinical tools, done independently of the trial itself.

In some cases, this is difficult, because often analysis using certain measures (e.g. WHO-5) tend to concentrate on groups of people with very specialist population or specific problems, or existing mental health challenges. Our participants were healthy working adults with no major underlying health conditions, so meeting the challenge of clinically meaningful change in this group is a significant and valuable one.



# Primary outcome : Mental wellbeing



This is the most important outcome we wanted to study – does ASICS Movement for Mind improve mental wellbeing? We used two internationally recognised scales for measuring wellbeing:

## 1. Warwick and Edinburgh Wellbeing Scale (short form):

This scale involves a series of questions that ask **how people have been thinking or feeling over the previous two weeks**. It is widely used in public health, workplaces and clinical settings and is sensitive to change, so is particularly useful when assessing whether a particular intervention helps in a meaningful way. That is why we chose this specific measure as our primary outcome.

The scale runs from 7 to 35. The higher the score, the better the person’s wellbeing. Studies have shown that an increase of 1 point on this scale is “clinically meaningful”.



## What this shows:

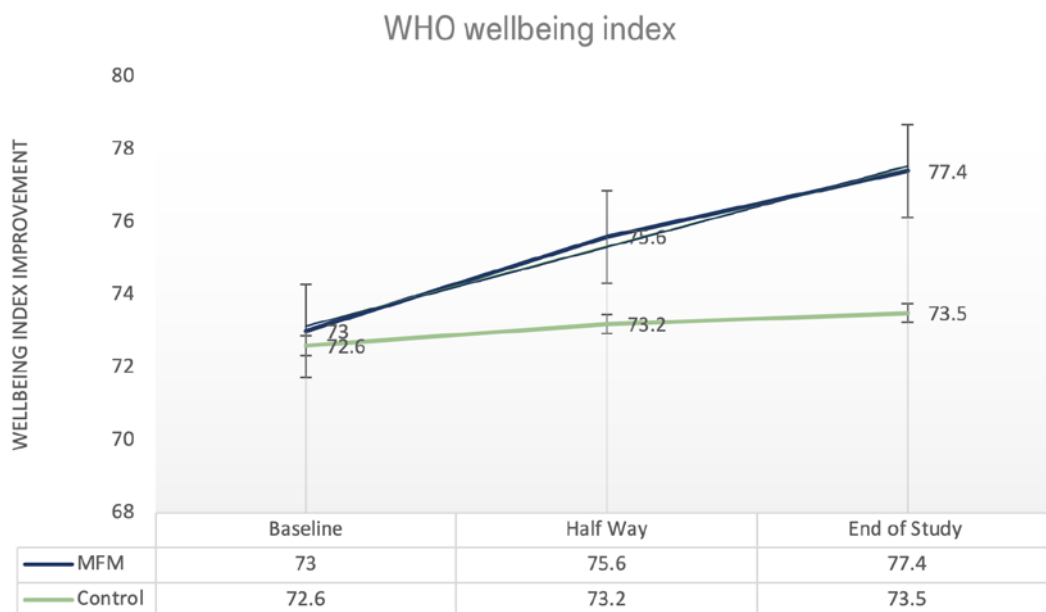
The ASICS Movement for Mind group increased their scores by 1.95 points at halfway and 3.35 points at the end of the study, when compared to the control group (whose scores fell very slightly - but not significantly).

By our main measure, comparing changes in the programme group to the control group, we can see ASICS Movement for Mind made a genuine, provable, clinically meaningful difference to people’s wellbeing.

## 2. World Health Organisation (WHO-5) Wellbeing Index:

This is another well used and robust way to measure mental wellbeing, developed by an international group of experts for the World Health Organisation (WHO). A little like Warwick-Edinburgh, it’s a series of questions that ask how people have been feeling over the previous two weeks.

This scale runs from 0 to 100. Again, higher numbers mean more positive wellbeing.



### What this shows:

For the control group, their scores are relatively consistent throughout the study (72.6 to 73.5). But compared to the control group, the ASICS Movement for Mind group increased their scores by 2.4 points at halfway and 3.9 points at the end. Although there is little comparable analysis to determine what’s clinically meaningful using WHO-5 in a generally healthy population, the 4% increase here is significant in statistical terms.



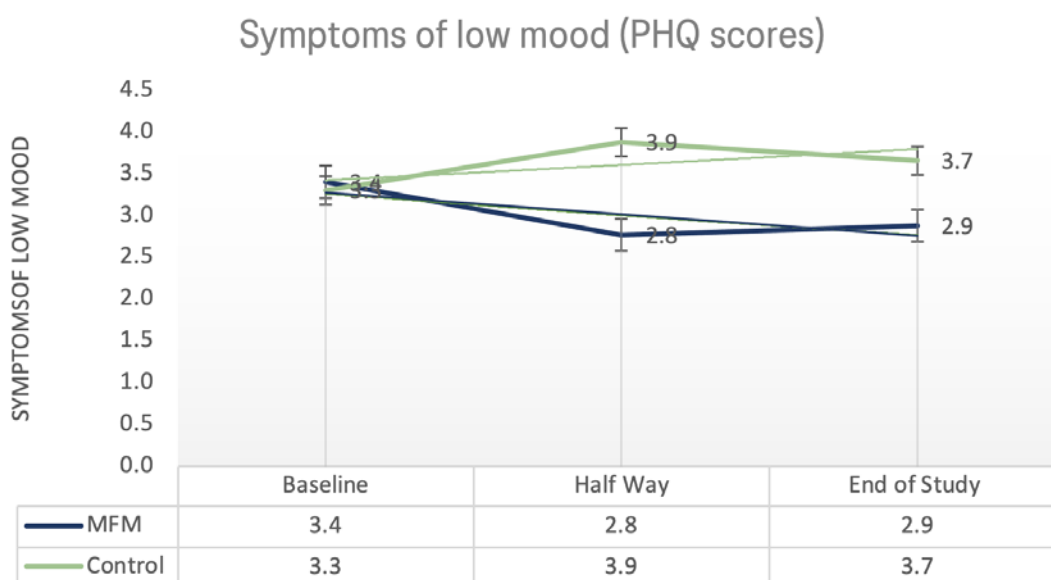
# Secondary outcomes :



Alongside the primary outcome, we also looked at four secondary outcomes. These were not the main focus of the programme, but important additional areas on which we wanted to gather data, linked to mental health and general wellbeing.

## 1. Low mood:

We used PHQ-2 scores to measure low mood. PHQ-2 is a widely used “first step” screen for depressive symptoms, but here we used it to assess low mood across the participants. The scale runs from 0 to 6 and the lower the score, the better the person’s mood. A difference of 1 point between the control and the intervention group is considered a clinically meaningful improvement in mood.

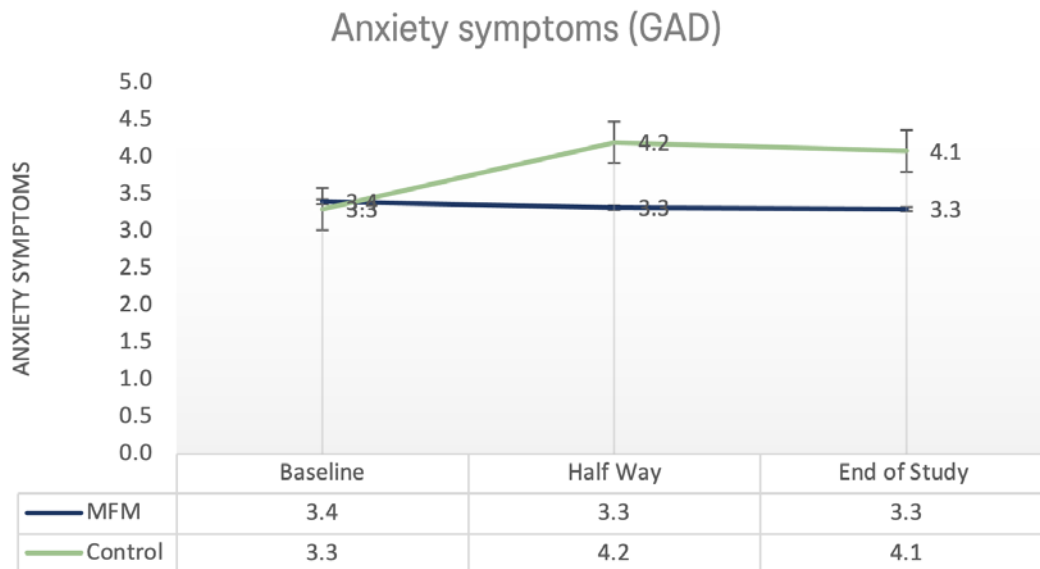


## What this shows:

As expected, our control and ASICS Movement for Mind groups began at very similar levels (3.3 and 3.4). At halfway the difference is 1.1 and at the end, 0.8. So, although there is a slight narrowing of the gap, the difference between the mood levels of the programme group and the control is clinically meaningful. ASICS Movement for Mind did significantly improve people’s mood on this scale.

## 2. Anxiety and worry:

To measure symptoms of worry, we used the GAD-2 (Generalized Anxiety Disorder) tool, another internationally recognised way to look at anxiety symptoms. The scale runs from 0 to 6 and here, a difference of 1 between scores is considered clinically meaningful.



### What this shows:

Interestingly, here the data shows a noticeable rise in anxiety in the control group during the study (from 3.3 at baseline, to 4.08 at the end). This could be linked to the extraordinary circumstances of the pandemic (although we didn't capture that in our study). However, the ASICS Movement for Mind group remained consistent throughout the trial (3.4 to 3.3). Although the difference is marginally below the level of "clinically meaningful", it's still a statistically meaningful difference between the groups.

### 3. Sedentary time:

We looked at how much time each day people were sedentary before, during and at the end of the trial. We used a common self-reported measure for this – the International Physical Activity Questionnaire (IPAQ). Most of our participants worked in office jobs, and although many were working from home, their work meant that they spent much of the day at a desk. Many studies have shown that any reduction in sitting still can be beneficial to health – physical and mental. A difference of more than 20-30 minutes is considered clinically significant here.

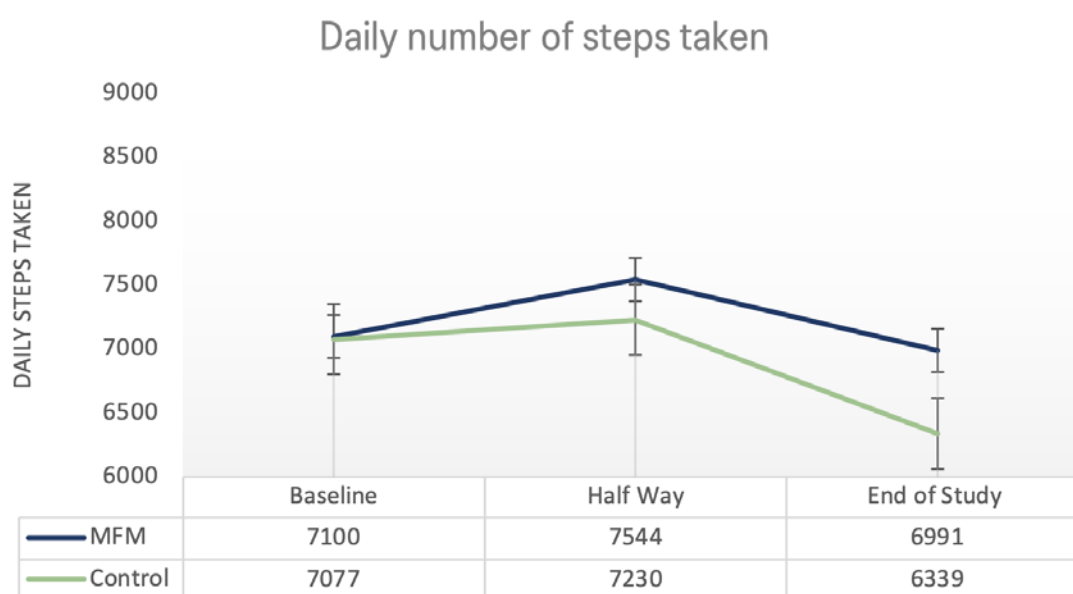


### What this shows:

There was very little change in the hours spent sedentary each day by our control group throughout the trial, at around 8.7 hours. However, the ASICS Movement for Mind group reduced their sedentary time by around 30 minutes at halfway, and an hour at the end (from 8.8 hours, to 8.1 hours, to 7.7 hours). Importantly, this is much more than the single hour per week of the programme itself – beyond the twice-weekly sessions. This suggests that ASICS Movement for Mind encouraged people to sit less and move more, even when they weren't listening to the programme.

## 4. Daily number of steps:

Our final secondary outcome was looking at the number of steps taken. We used standard accelerometers – the tech in all mobile phones – or wearables (where people had them) to capture this in an objective way. Here again, we need to look at the difference between the ASICS Movement for Mind group and the control. A clinically meaningful difference here is considered to be anything around 10%.



### What this shows:

There could be a number of reasons why the total step counts for both groups dropped across the programme (the weather, for example, or government lockdown restrictions). However, the gap between the groups shows that by the end of the programme, there's a difference of 652 steps per day, which is considered clinically significant by expert bodies including the World Health Organisation. Professor Stubbs' statistical analysis of the data showed that this difference was significant and did not occur by chance. We can conclude that ASICS Movement for Mind encouraged people to walk more than the control group.

**Important to note: We recorded no adverse events in the ASICS Movement for Mind group, or the control group. This means the programme is both safe and effective.**

“

**I had found myself working increasing number of hours and drifting into having little time to do the things I enjoy doing and often could not switch off from work.**

**The programme really helped me address this imbalance... I feel much happier and more able to deal with the stresses of life from all of the sessions and tools we were taught.**

”

# What people said:



Alongside the scientific data captured by Professor Stubbs, he asked some questions about the programme itself and how people felt about it at the end. These questions were only asked of the ASICS Movement for Mind group who accessed the programme. He also spoke to some participants who consented to interviews and shared their experiences. Quotes here are taken from those interviews but to preserve anonymity are not attributed to individuals.

## 1. Did people enjoy ASICS Movement?

Asked whether they agreed that they enjoyed engaging in the ASICS Movement for Mind programme, people said this:

Strongly agree – 37.2%  
Somewhat agree – 48.7%  
Neither agree nor disagree – 8.0%  
Somewhat disagree – 5.3%  
Strongly disagree – 0.9%

**“I absolutely love the ASICS Movement for Mind programme! After the programme finished, I became an evangelist to all my colleagues and said what an amazing programme it is and they must sign up and take part. For me, it was truly wonderful and really made me feel confident, content and happy again.”**

**86% of participants enjoyed ASICS Movement for Mind.**

## 2. Did ASICS Movement for Mind help people feel happier?

We asked people whether they agreed that taking part in ASICS Movement for Mind had made them happier:

Strongly agree – 11.5%  
Somewhat agree – 59.3%  
Neither agree nor disagree – 21.2%  
Somewhat disagree – 6.2%  
Strongly disagree – 1.8%

**“I noticed that since stopping ASICS Movement for Mind, my mood had dropped. I have restarted the programme again and this has really helped me lift my mood again. It is only now I can see how beneficial the programme was in helping me feel better when I started. Now I am determined to run through the programme again.”**

**71% of participants agreed that ASICS Movement for Mind helped them feel happier.**

# What people said:



## 3. Was ASICS Movement for Mind useful to help people “cope” in the pandemic?

The trial took place during an unprecedented time in our history. This wasn't part of the original plan, but we wanted to see whether, as a side effect, it had helped at all during very difficult times. We asked how much people agreed that ASICS Movement for Mind helped them cope better during the pandemic:

- Strongly agree – 16.8%
- Somewhat agree – 45.1%
- Neither agree nor disagree – 30.1%
- Somewhat disagree – 4.4%
- Strongly disagree – 2.7%

**ASICS Movement for Mind actively helped more than half the participants cope better with the consequences of the Covid-19 pandemic.**

## 4. Did ASICS Movement for Mind help at work?

Again, this wasn't directly related to our original concept, but we asked to what extent people agreed that ASICS Movement for Mind had helped them perform better at work:

- Strongly agree – 11.5%
- Somewhat agree – 35.4%
- Neither agree nor disagree – 43.4%
- Somewhat disagree – 4.4%
- Strongly disagree – 4.4%

**Even though not focused on workplace performance, half of the ASICS Movement for Mind participants felt it helped them improve at work.**

**“I was so busy with work during Covid and was finding life very stressful. The ASICS Movement for Mind project arrived at the perfect time for me... I have no doubt that it helped me during this difficult period of my life in so many ways.”**

**“Taking part in the programme really helped me deal with my rising stress levels, stay grounded and become re-energised. All of the techniques, especially the breath work and mindful movement, really helped me throughout my day to ground myself and focus at work with more clarity.”**

# What people said:



## 5. Did ASICS Movement for Mind help you be more active?

Although we did measure this in the data, we wanted to see if people thought that the programme had encouraged them to get up and move more. We asked if they agreed that engaging with ASICS Movement for Mind had helped them be more active:

- Strongly agree – 24.8%
- Somewhat agree – 45.1%
- Neither agree nor disagree – 20.4%
- Somewhat disagree – 8.0%
- Strongly disagree – 1.8%

**70% of ASICS Movement for Mind participants became more active after completing the programme.**

## 6. Will you come back to ASICS Movement for Mind?

Although the programme is designed to last for eight weeks over 16 sessions, people were given full access to the programme at the end. They were also introduced to a wide range of mindful and movement-based practices. We asked how likely they were to continue some aspects of ASICS Movement for Mind in the future:

- Very likely – 25.7%
- Somewhat likely – 44.2%
- Ambivalent – 19.5%
- Somewhat unlikely – 7.1%
- Very unlikely – 3.5%

**ASICS Movement for Mind encouraged 70% of participants to continue some aspect of the programme into the future.**

“I was so busy with work during Covid and was finding life very stressful. The ASICS Movement for Mind project arrived at the perfect time for me... I have no doubt that it helped me during this difficult period of my life in so many ways.”

“I usually exercise indoors and consider myself active and thought there is little I could be taught about exercise. However, I found the programme taught me so much about mindful movement, running in a correct manner and enjoying a local green space... I now continue with much of this during my week as I certainly noted the added benefits of my previous routine of just exercising indoors.”

“I loved the programme so much that I said after two weeks to my wife, “you must come and try this programme”. So, we started doing the programme together. Since finishing I have restarted the programme and am finding I am learning new aspects that I did not pick up the first time I took part.”

## 7. Would you recommend ASICS Movement for Mind?

A great way to see whether any programme has been a success is to ask how likely the participants are to recommend it to a friend:

- Very likely – 35.4%
- Somewhat likely – 42.5%
- Ambivalent – 21.3%
- Somewhat unlikely – 0%
- Very unlikely – 0.9%

**Fewer than 1% of ASICS Movement for Mind participants would not recommend the programme to a friend.**





**My routine and sense of personal direction had become completely lost during Covid. My only interactions with colleagues during this time was on email or online calls and I had lost the social element of being at work.**

**I was personally not feeling great before starting the ASICS Movement for Mind programme but wanted to give it a go anyway. I found taking part gave me a real purpose each week, it helped me get out and exercise and brought me and my colleagues closer together. We set up a WhatsApp group to talk and encourage each other, and this not only helped me, but brought me and my colleagues closer together again."**



# The statistics:

All of the detailed statistics about the way the trial was conducted and the analysis and processing of the results is available in [Professor Stubbs' own summary paper](#) on the programme. His results are going through the standard (and time-consuming) peer review process for publication. Here's a summary of some of the key statistics:

**We put in place a robust screening process before people could enter the study**

**204 healthy employees volunteered to take part in the study and 189 (93%) were enrolled after attending a study introduction**

**150 people were randomised to take part in the ASICS Movement for Mind programme and 39 people were randomly allocated to the control group**

**The mean age of all participants was 36.9 years**

**63 (33.3%) identified as males and 126 (66.6%) identified as females**

**100% of the 189 enrolled participants met the eligibility criteria and completed the baseline survey**

**At halfway, 163 (86.3%) completed the pseudo-anonymised survey, including 132 (88%) in the ASICS Movement for Mind group and 31 (79.5%) people in the control group**

**At the end of the study, 153 (81%) participants completed the pseudo-anonymised survey, including 122 (81.3%) in the ASICS Movement for Mind group and 31 (79.5%) in the control group people in the control group**

**At the end of the study, participants reported that 47.7%, 46% and 1.8% completed the content once a week, twice a week, or three or more times a week, respectively (At the start of the study it was recommended that each participant completed two pieces of content each week)**

# About Professor Brendon Stubbs:



Professor Brendon Stubbs research focuses on physical activity and mental health and the relationship between a sound mind and body. Specifically, Professor Stubbs is the leading global authority on movement and mental health. Professor Stubbs is ranked as one of the world's most influential mental health researchers according to Clarivate™ “Web of Science” from a pool of 8 million international scientists. This metric recognises researchers whose citation records position them in the very highest strata of influence and impact, including 23 Nobel laureates.

Read more about Professor Stubbs on the [Web of Science](#).

Professor Stubbs has published over 650 academic papers and given over 250 invited talks on mental health and lifestyle across the world. In addition to leading/chairing European and World Psychiatric Guidelines on movement and mental health, his work has informed multiple World Health Organisation Guidelines and the World Economic Forum. Professor Stubbs’ research is frequently featured in media outlets such as the New York Times, TIME magazine, Forbes, CNN, Women’s Health, Men’s Health, BBC news, ITV news and Sky News (among others). He has also featured on several leading podcasts, including “Feel Better, Live More” with Dr Rangan Chatterjee.



In recognition of his contributions, Professor Stubbs holds visiting professor positions at three international universities. He is also an invited advisor to the World Health Organisation, helping to mitigate the current and future mental health impact of Covid-19.

# Available to all:



**ASICS Movement for Mind was originally developed to thoroughly test the principle that movement and mindfulness would improve mental wellbeing. Now we have the evidence to support this claim, we want to make the programme much more widely available.**

If you're keen to hear the programme, both the walk and run versions are available on [asics.com](https://asics.com) or through your favourite podcast app by searching for "ASICS Movement for Mind". We hope you enjoy it and feel some of the benefits reported by our trial participants.





Movement  
for mind.



**Thank you**