



Feasibility and acceptability of a post-partum weight loss intervention delivered via Facebook: a pilot study

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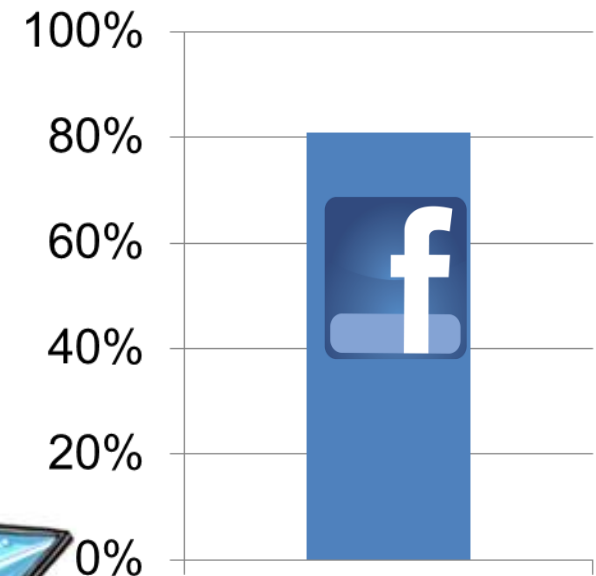
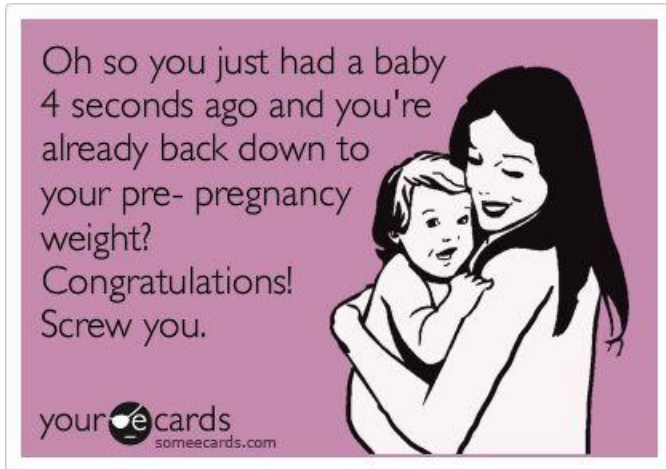
Disclosures

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Background



81% of online
moms use
Facebook

Aim



- We conducted a pilot study to evaluate the feasibility and acceptability of a Facebook-delivered post-partum weight loss intervention.

Methods: eligibility criteria

Inclusion criteria

- Feels comfortable participating in English
- 18+ years old
- 6 weeks to 12 months post-partum at intervention start
- BMI 25-45 kg/m²
- Owns smartphone
- Has Facebook account and logs in at least weekly
- Has a scale at home
- Permission from OBGYN or PCP

Exclusion criteria

- Pregnant or plans to become pregnant during study period
- Previous or planned bariatric surgery
- Medical conditions prevent increasing physical activity or dietary changes
- Medications affecting weight
- Incapable of walking ¼ mile without stopping
- Type 1 or 2 diabetes
- Unwilling to be audiotaped during follow-up visit
- Plans to move during study period

Methods: intervention

- 12 weeks
- Based on the Diabetes Prevention Program
- Delivered via secret Facebook group
- Individualized calorie goals
- Goal of working up to 150 minutes/week MVPA
- Participants instructed to use My Fitness Pal



Sherry Pagoto

November 13, 2014

How are everyone's goals going this week? Check out this post on why some people succeed while others fail to achieve their weight loss goals:

How to Know If You'll Ever Accomplish That Goal

Why some of us succeed and others fail

PSYCHOLOGYTODAY.COM

Like Comment Share



✓ Seen by 21



Logging my food is a fail. But I took my kids on a walk and did lots of crazy walking while shopping so I'm getting active 😊

November 13, 2014 at 10:20am · Unlike · 3



Doing well sticking to my exercising! Although it's being negated by my excessive hunger this week!

November 13, 2014 at 11:07am · Unlike · 3



My goal is to run more than half of my three mile loop tonight!

November 13, 2014 at 11:12am · Unlike · 3



Molly Waring [Redacted] - the food logging has been a fail... until now? There's always today and tomorrow and the next day to track. 😊

November 13, 2014 at 11:24am · Like · 2



Molly Waring And, 😊 crazy shopping walking

November 13, 2014 at 11:25am · Like · 1



Molly Waring [Redacted] - anything different going on that might lead to feeling hungrier? Try high-fiber foods - will help you satisfied longer

November 13, 2014 at 11:26am · Like · 2



I was just thinking this morning that I need to eat more fiber-rich foods. Hope that helps.

November 13, 2014 at 10:04pm · Unlike · 1

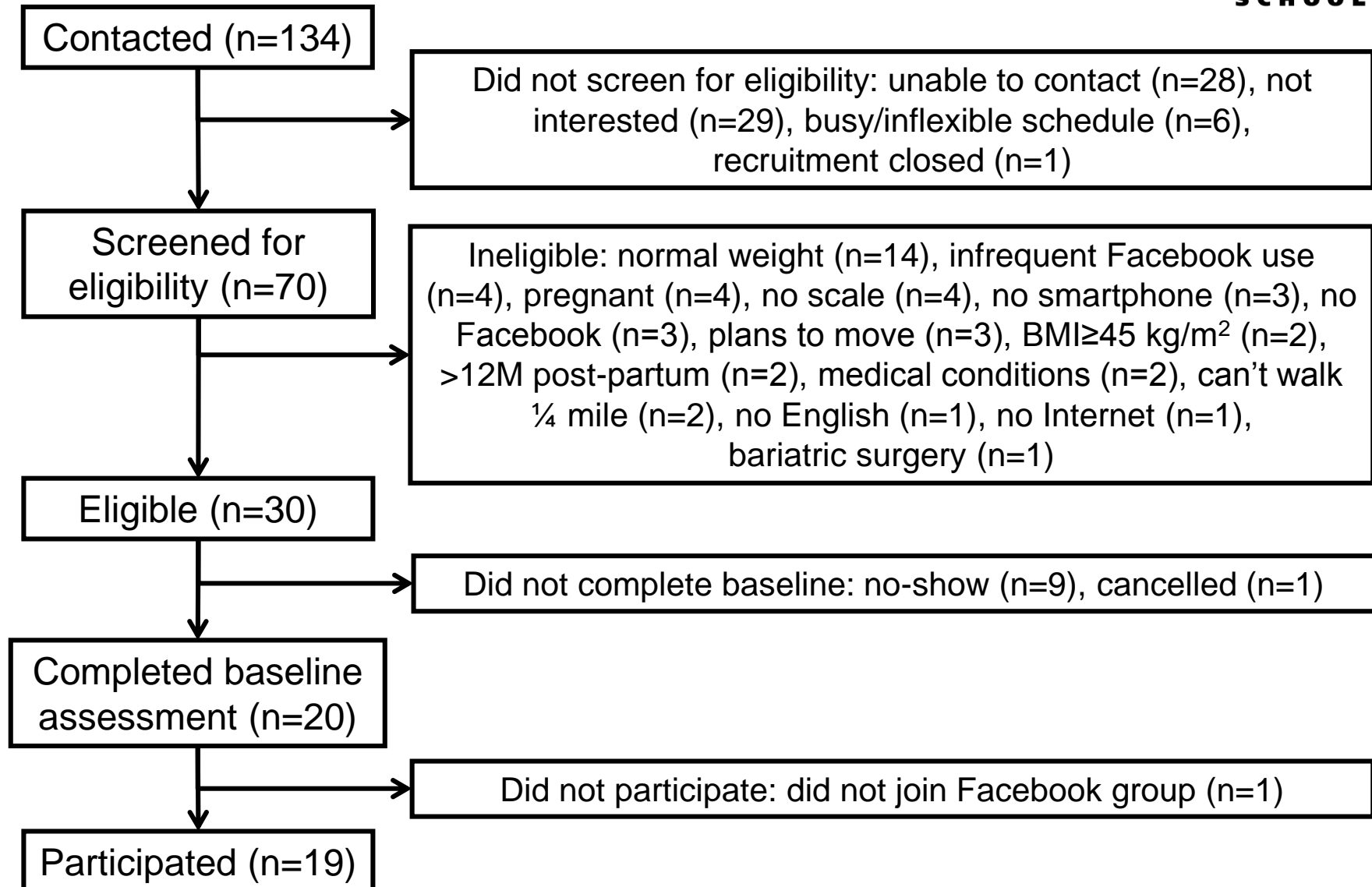
Methods: assessments

- In-person assessments at baseline and follow-up
- Weekly emails during intervention to report weight
- Engagement data downloaded from Facebook

Results: sample characteristics

N=19 overweight or obese post-partum women	M±SD or N (%)
Age (years)	31.5 ± 3.2
Months post-partum	3.5 ± 2.2
Baseline BMI (kg/m ²)	30.1 ± 4.2
Non-Hispanic white	14 (73.7)
Married	16 (84.2)
BA/graduate degree	17 (89.5)
Currently breastfeeding	14 (73.7)
2+ kids in household	12 (63.2)
Baseline post-partum weight retention (lbs)	14.2 ± 18.0

Results: recruitment



Results: retention

- Retention was 95%
- Reported weight on mean 10.5 (SD=1.5) weeks
 - 32% on all 12 weeks, 100% ≥ 8 weeks

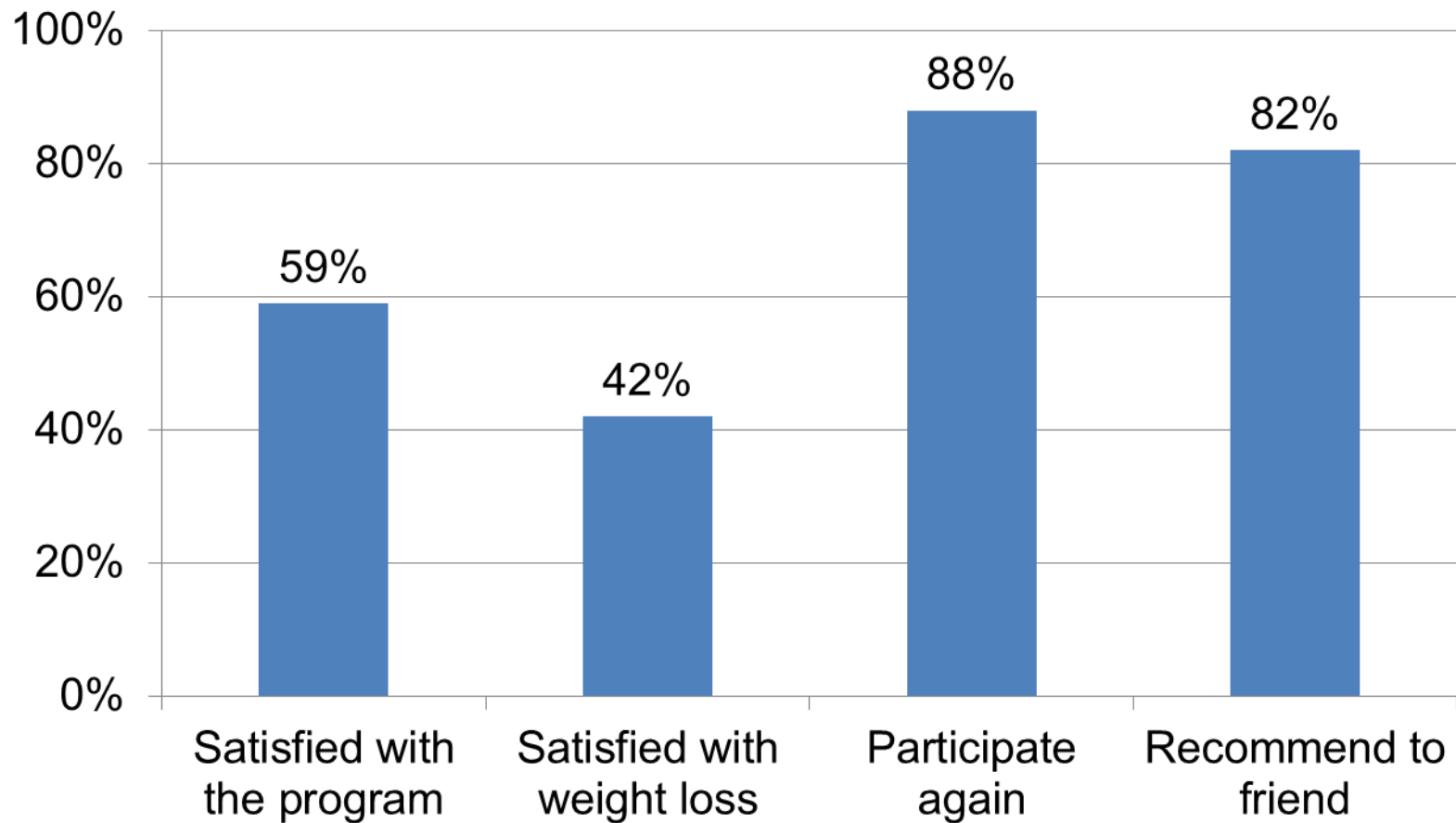
Results: engagement

- Coaches: 181 posts, 403 comments, 1324 likes
- Participants: 67 posts, 504 comments, 827 likes

Participant engagement data	M (SD)	Median (range)
Number of posts	3.5 (2.0)	3 (0-8)
Number of comments	26.5 (17.2)	22 (6-73)
Number of posts/comments “liked”	43.5 (39.3)	32 (10-172)
Percent of posts seen	95.9 (8.0)	100 (73-100)

- 42% posted, commented, or “liked” on the last day of the intervention, 63% within last week, and 89% last 3 weeks
- 74% viewed at least one post on the last day of the intervention, and 95% within the last week

Results: acceptability



Results: weight loss (exploratory outcome)

- N=18/19 lost weight
- Average weight loss was 4.8% (SD: 4.2%)
- 58% lost $\geq 5\%$ of their baseline weight

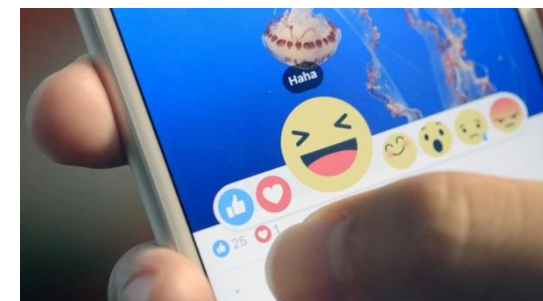
Lessons learned & next steps



Now, what can I post on Facebook that will get me a lot of "likes" and comments?



your  cards
someecards.com



Images from: <http://technoblog786.blogspot.com/2012/05/10-tips-on-how-to-shop-this-holiday.html>;
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Questions?

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