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

Oh so you just had a baby 4 seconds ago and you’re already back down to your pre-pregnancy weight? Congratulations! Screw you.

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
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

Loggin my food is a fail. But I took my kids on a walk and did lots if crazy walking while shopping so I’m getting active 😊
November 13, 2014 at 10:20am

Doing well sticking to my exercising! Although it’s being negated by my excessive hunger this week!
November 13, 2014 at 11:07am

My goal is to run more than half of my three mile loop tonight!
November 13, 2014 at 11:12am

- 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

And, 😊 crazy shopping walking
November 13, 2014 at 11:25am

- anything different going on that might lead to feeling hungrier? Try high-tiber foods - will help you satisfied longer
November 13, 2014 at 11:26am

I was just thinking this morning that I need to eat more fiber-rich foods. Hope that helps.
November 13, 2014 at 10:04am
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

<table>
<thead>
<tr>
<th>N=19 overweight or obese post-partum women</th>
<th>M±SD or N (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age (years)</td>
<td>31.5 ± 3.2</td>
</tr>
<tr>
<td>Months post-partum</td>
<td>3.5 ± 2.2</td>
</tr>
<tr>
<td>Baseline BMI (kg/m²)</td>
<td>30.1 ± 4.2</td>
</tr>
<tr>
<td>Non-Hispanic white</td>
<td>14 (73.7)</td>
</tr>
<tr>
<td>Married</td>
<td>16 (84.2)</td>
</tr>
<tr>
<td>BA/graduate degree</td>
<td>17 (89.5)</td>
</tr>
<tr>
<td>Currently breastfeeding</td>
<td>14 (73.7)</td>
</tr>
<tr>
<td>2+ kids in household</td>
<td>12 (63.2)</td>
</tr>
<tr>
<td>Baseline post-partum weight retention (lbs)</td>
<td>14.2 ± 18.0</td>
</tr>
</tbody>
</table>
Results: recruitment

- Contacted (n=134):
  - Did not screen for eligibility: unable to contact (n=28), not interested (n=29), busy/inflexible schedule (n=6), recruitment closed (n=1)

- Screened for eligibility (n=70):
  - Ineligible: normal weight (n=14), infrequent Facebook use (n=4), pregnant (n=4), no scale (n=4), no smartphone (n=3), no Facebook (n=3), plans to move (n=3), BMI ≥ 45 kg/m² (n=2), >12M post-partum (n=2), medical conditions (n=2), can’t walk ¼ mile (n=2), no English (n=1), no Internet (n=1), bariatric surgery (n=1)

- Eligible (n=30):
  - Did not complete baseline: no-show (n=9), cancelled (n=1)

- Completed baseline assessment (n=20):
  - Did not participate: did not join Facebook group (n=1)

- Participated (n=19)
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

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

- 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

- Satisfied with the program: 59%
- Satisfied with weight loss: 42%
- Participate again: 88%
- Recommend to friend: 82%
Results: weight loss (exploratory outcome)

- N=18/19 lost weight
- Average weight loss was 4.8% (SD: 4.2%)
- 58% lost ≥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?
Questions?

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