Table 1. Sample Description at Baseline – Lu already did most of this

Demographics (Already done)

Primary outcome: (already done by Lu). Proportion of participants who engage with online MOM at least 4 times during weeks 0-4 in the group with (test) and without (control) tailoring.

During the first 4 weeks, participants in the tailored arm logged into the program xx times while those in the control arm logged in yy times (p =), but over the study duration (24 weeks) there was no difference in the number of total program log-ins between participants in the tailored and control arms (p = ), Table 2.

Table 2. Data analytics

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|  | Tailored group 1st 4 weeks | Control group 1st 4 weeks | p-value | Tailored group Overall | Control group overall | p-value |
| Proportion who logged in at least weekly |  |  |  |  |  |  |
| Number pages visited total (total clicks per participant) |  |  |  |  |  |  |
| Number unique pages visited |  |  |  |  |  |  |
| Number unique sessions |  |  |  |  |  |  |
| Clicks per session |  |  |  |  |  |  |

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|  | Pages visited most frequently (top 10 in frequency of clicks, list number of clicks) | | | Pages visited by the most users (number of unique users who clicked at least once on the page) | | |
|  | Overall | Tailored | Control | Overall | Tailored | Control |
| 1.  2.  3.  4.  5.  6.  7.  8.  9.  10. |  |  |  |  |  |  |

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|  | Tailored group 1st 4 weeks | Control group 1st 4 weeks | p-value | Tailored group | Control group | p-value |
| Program satisfaction |  |  |  |  |  |  |
| Overall symptoms |  |  |  |  |  |  |
| Estimated percent improvement |  |  |  |  |  |  |
| Would you recommend WOTG |  |  |  |  |  |  |
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Knowledge, Attitudes, and Behaviors (assessed at all time-points)

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Tailored group 1st Baseline | Control group 1st Baseline | p-value | Tailored group  4 weeks | Control group  4 weeks | p-value | T 12 wk | C 12 wk | P- | T 24 wk | C 24 w | p |
| UI knowledge score |  |  |  |  |  |  |  |  |  |  |  |  |
| Behavior change stage last month |  |  |  |  |  |  |  |  |  |  |  |  |
| Behavior change plan next month |  |  |  |  |  |  |  |  |  |  |  |  |
| Risk perception  - I am not worried about bladder and bowel problems getting worse as I get older  - I can prevent problems in the future  - I will have problems no matter what I do |  |  |  |  |  |  |  |  |  |  |  |  |
| Coping self-efficacy   * When I make a plan I stick to it * Things can get in the way of me following through with a plan |  |  |  |  |  |  |  |  |  |  |  |  |
| Perceived support   * I have the support I need * It is hard because I don’t have the support I need |  |  |  |  |  |  |  |  |  |  |  |  |
| Self-reported Program use   * Last month * Next month intention * Next month prediction * Next month desire (only asked at 24 wk) | (N/A) | (N/A) |  |  |  |  |  |  |  |  |  |  |
| Health behaviors |  |  |  |  |  |  |  |  |  |  |  |  |
| Kegels (numeric) |  |  |  |  |  |  |  |  |  |  |  |  |
| Perceived fiber intake   * Not enough * About right * Too much |  |  |  |  |  |  |  |  |  |  |  |  |
| Perceived fluid intake   * not enough * about right * too much |  |  |  |  |  |  |  |  |  |  |  |  |
| Estimated daily fluid intake |  |  |  |  |  |  |  |  |  |  |  |  |
| Estimated coffee servings |  |  |  |  |  |  |  |  |  |  |  |  |
| Estimated soda servings |  |  |  |  |  |  |  |  |  |  |  |  |
| Estimated fiber intake |  |  |  |  |  |  |  |  |  |  |  |  |
| Pad use   * Nothing * Any panty liners * Any pads * Any undergarments * Something else |  |  |  |  |  |  |  |  |  |  |  |  |
| Panty liners per 24 hours |  |  |  |  |  |  |  |  |  |  |  |  |
| Pads per 24 hours |  |  |  |  |  |  |  |  |  |  |  |  |
| Undergarments per 24 hours |  |  |  |  |  |  |  |  |  |  |  |  |
| Estimated money spent in the last month |  |  |  |  |  |  |  |  |  |  |  |  |
| Estimated voids overnight |  |  |  |  |  |  |  |  |  |  |  |  |
| Estimated voids during the day |  |  |  |  |  |  |  |  |  |  |  |  |
| Time between trips to toilet |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |
| Symptoms |  |  |  |  |  |  |  |  |  |  |  |  |
| Constipation frequency last month |  |  |  |  |  |  |  |  |  |  |  |  |
| Diarrhea frequency last month |  |  |  |  |  |  |  |  |  |  |  |  |
| Bristol stool type |  |  |  |  |  |  |  |  |  |  |  |  |
| Bristol stool categories   * too hard * Just right * Too loose |  |  |  |  |  |  |  |  |  |  |  |  |
| Types of urinary incontinence (created variable)   * Stress * Urge * Mixed * Other * None |  |  |  |  |  |  |  |  |  |  |  |  |
| Ever talked to healthcare provider about urine   * Yes, helpful * Yes, not helpful * No * Choose not to answer |  |  |  |  |  |  |  |  |  |  |  |  |
| Ever talked to healthcare provider about stool   * Yes, helpful * Yes, not helpful * No * Choose not to answer |  |  |  |  |  |  |  |  |  |  |  |  |

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|  | Overall ? | Treatment group | p-value for trend | Control group | p-value for trend | Difference in differences |
| Overall health  Numeric score |  | Baseline – 4 weeks – 12 weeks |  |  |  |  |
| ICIQ-UI Score |  | Baseline – 4 wks – 12 wks |  |  |  |  |
| SMIS score |  | Baseline – 4 weeks – 12 weeks |  |  |  |  |
| IIQ-7 score |  | Baseline – 12 weeks |  |  |  |  |
|  |  |  |  |  |  |  |
| General self-efficacy as measured by GSE |  | Baseline –12 weeks – 24 weeks |  |  |  |  |
| Confidence to hold in urine |  | Baseline – 4 weeks |  |  |  |  |
| Confidence to prevent urine loss without pads |  | Baseline- 4 weeks |  |  |  |  |
| Confidence to hold in stool |  | Baseline – 4 weeks |  |  |  |  |
| Confidence to prevent stool loss without pads |  | Baseline – 4 weeks |  |  |  |  |
| BMI |  | Baseline – 4 weeks – 12 weeks |  |  |  |  |

| **Outcome Measure** | **Measure Description** | **Time Frame** |
| --- | --- | --- |
| User engagement with online MOM | Proportion of participants who engage with online MOM at least 4 times during weeks 0-4 in the group with (test) and without (control) tailoring. | 0-4 weeks |

**Secondary Outcome Measures**

| **Outcome Measure** | **Measure Description** | **Time Frame** |
| --- | --- | --- |
| Self-reported behavior changes: change in the frequency of pelvic floor muscle exercises | Frequency of pelvic floor muscle exercises | Baseline, 4, 12, and 24 weeks |
| Differences in scores of the Geriatric Index for Urinary Incontinence (GSE-UI) | The Geriatric Index for Urinary Incontinence (GSE-UI) is a validated and clinically responsive instrument for older women with urinary incontinence. Participants select a 0-10 score for each of the 12 items, with total scores ranging from 0-120. A higher score is indicative of a higher level of self-efficacy related to urinary incontinence. | Baseline, 4, and 24 weeks |
| Differences in responses to the Generalized Self-Efficacy scale adapted for MOM program | Previously, in consultation with Dr. Ralf Schwarzer (Health Action Process Approach developer), the investigators adapted the Generalized Self Efficacy scale for behaviors related to continence promotion (such as pelvic floor muscle exercises).10-items are scored on a 4 point likert scale from 1 (not true at all) to 4 (exactly true) for a total range of scores from 10-40 where higher scores indicate higher self-efficacy. | Baseline, 4, and 24 weeks |
| Program Specific Health Action Process Approach Survey Responses reported as binary outcomes | Number of Participants who report high vs low risk perception, positive vs negative outcome expectations, specific intentions, action or coping plans, barriers and facilitators for health on the program-specific survey of other Health Action Process Approach components. | Baseline, 4, and 24 weeks |
| Differences in scores of the Barriers to Incontinence Care-Seeking Questionnaire (BICS-Q) | The Barriers to Incontinence Care-Seeking Questionnaire (BICS-Q) contains 14-items framed on a 4-point Likert scale and is validated in women with urinary incontinence. Mean score will be reported, ranging from 1-4 where higher scores indicate increased barriers. | Baseline and 24 weeks |
| Differences in scores of the Barriers to Care-seeking for Accidental Bowel Leakage (BCABL) | The Barriers to Care-seeking for Accidental Bowel Leakage (BCABL) has been validated in women with bowel incontinence. BCABL contains 16 questions framed on a 4-point Likert scale (strongly disagree, somewhat disagree, somewhat agree, strongly agree), for a total possible range of scores from 16-64 where higher scores indicate increased barriers. | Baseline and 24 weeks |
| Differences in scores of the International Consultation on Incontinence Questionnaire-Urinary Incontinence (ICIQ-UI) | ICIQ-UI is a subjective measure of severity of urinary loss and quality of life for those with urinary incontinence. It is scored on a scale from 0-21. Based on the score participant can be placed in four severity categories: slight (1-5), moderate (6-12), severe (13-18) and very severe (19-21) | Baseline, 4, 12, and 24 weeks |
| Differences in scores of the St. Mark's Incontinence Scale (SMIS) (aka Vaizey) | St. Mark's Incontinence Scale (aka Vaizey) will be used to assess the severity and the outcome of MOM intervention  Never: no episodes in the past 4 weeks rarely: 1 episode in the past 4 weeks sometimes: > 1 episode in the past 4 weeks, but,1 a week; Weekly: 1 or more episodes a week but,1 a day Daily: 1 or more episodes a day  Scores will be assigned for each row (Never=0, Rarely=1, Sometimes=2, Weekly=3, Daily=4 )  Score will be added from each row. Cumulative minimum score=0 perfect continence; Cumulative maximum score will be 24= totally incontinence | Baseline, 4, 12, and 24 weeks |
| Differences in scores of the Pelvic Floor Impact Questionnaire Short Form (PFIQ-7) | The Pelvic Floor Impact Questionnaire Short Form (PFIQ-7) is a widely-used validated instrument that assesses condition-specific quality of life. Scores range from 0-300 with higher scores indicating higher symptom bother. | Baseline, 4, 12, and 24 weeks |
| Change in the response of Global patient satisfaction question (PSQ) | Patient satisfaction will be measured with the question: How satisfied are you with your progress in this program? (completely, some-what, not at all) | 4 and 24 weeks |
| Change in patient estimated percent improvement (EPI) | For EPI, Patients will be asked to estimate how much better they were on a scale from 0% (no better) to 100%(completely better) | 4 and 24 weeks |
| Change in response on global perception of improvement (GPI) | Global perception of improvement (GPI) is a tool for Global Rating of Patient Satisfaction and Perceptions of Improvement.  Question asked: Overall, do you feel that you are? Response can be chosen from the options: Much Better, Better, About the same, Worse, Much worse | 4 and 24 weeks |
| Differences in scores of the 12-item Short Form Health Survey (SF-12) | The 12-item Short Form Health Survey (SF-12) is a validated health-related quality of life questionnaire from which mental and physical component scores can be calculated. Scores on the PCS-12 (Physical Score): range from 23.99938 (difference from USA average: -26.00062) to 56.57706 (difference from USA average: 6.57706). Scores on the MCS-12 (Mental Score): range from 19.06444 (difference from USA average: -30.93556) to 60.75781 (difference from USA average: 10.75781). For both components, higher scores indicate better health-related quality of life. | Baseline, 4, 12, and 24 weeks |

**Other Outcome Measures**

| **Outcome Measure** | **Measure Description** | **Time Frame** |
| --- | --- | --- |
| Program use metrics | Comparison of specific program use metrics (number of, minutes spent on, and average intervals between program sessions accessed weekly; number of and specific components accessed) between the two groups and patterns of program use (such as tracking and reminders). | Baseline to 24 weeks |
| Self-reported behavior changes: change in body mass index (BMI) | Proportion of participants in the treatment group compared to the control group with a body mass index (BMI) >25mg/kg2 at baseline who report weight loss of at least 2 kg. | Baseline, 4, 12, and 24 weeks |
| Self-reported behavior changes: change in fluid intake | Self-reported behavior changes: fluid intake | Baseline, 4, 12, and 24 weeks |
| Self-reported behavior changes: change in fiber intake | Self-reported behavior changes: change in fiber intake | Baseline, 4, 12, and 24 weeks |
| Self-reported coping changes: change in types of pad used | Self-reported coping changes: change in types of pad used | Baseline, 4, 12, and 24 weeks |
| Self-reported coping changes: change in number of pads used | Self-reported coping changes: change in number of pads used | Baseline, 4, 12, and 24 weeks |
| Self-reported changes: change in the money-spent on buying products to manage their incontinence | It will be measured by asking participants question that how much money have they spent on products (such as pads, undergarments, or plugs) to manage their bladder and/or bowel symptoms in the last month. | Baseline, 4, 12, and 24 weeks |