

# Intervention Components



- Binder of print materials on core behavior and weight loss strategies
- Daily SMS messages: (4,279 different messages)
  - *TAILORED*: weight loss/management strategies; goal setting; behavioral barriers; weight monitoring; skill mastery; physical activity; and location
  - *PERSONALIZED*: name; location; social supporter; grocery store; children/pets, etc.
  - *STANDARD*: weight loss strategies; self monitoring
  - *INTERACTIVE*: messages often request reply to support self-monitoring and other query needs
- Those in SMS + Counseling received monthly calls 5-10 minutes that focused on problem solving for barriers and encouragement to use pedometer for steps. Usually finished with setting a behavioral goal for nutrition or PA.

# ConTxt: 16-Week Cycle Topics



- 1. Self-monitoring & Goal Setting
- 2. Calories
- 3. Meal Planning
- 4. Pedometers & CV Exercise
- 5. Portion Control
- 6. Sedentary Time
- 7. Barriers
- 8. Routine PA
- 9. Eating Out
- 10. Managing Social Situations
- 11. Vigorous PA
- 12. Substitution
- 13. Healthy on a Budget
- 14. Strength & Stretching
- 15. Body Image
- 16. Sticking with It

# Strategies for Weight Management (SWM)\*

1. Shopped when I was not hungry.
2. Shopped from a list.
3. Stored food in containers where it was not readily visible or in a closed cabinet.
4. Kept healthy ready-to-eat or portion controlled snacks for myself.
5. Removed high calorie foods from my home, office or room.
6. If I was served too much, I left food on my plate.
7. Only ate when I was hungry.
8. Decided ahead of time what I would eat for meals and snacks.
9. Reduced portion sizes.
10. Changed food preparation techniques.
11. Left a few bites of food on my plate.
12. Followed a structured meal plan.
13. Recorded or wrote down the type and quantity of food eaten.
14. Avoided eating while watching TV.
15. Reduced my calorie intake.
16. Cut out/reduced sweets or junk food.
17. Cut out/reduced between meal snacks.
18. Cut out/reduced late night snacking.
19. Ate less meat.
20. Ate less fat.
21. Drank less alcohol or changed type of drink to reduce calories.
22. Increased fruits and vegetables.
23. Used frozen entrees such as Lean Cuisine or Smart Ones.
24. Decreased frequency or portion sizes of desserts.
25. Altered my daily routine to get more lifestyle physical activity.
26. Used the stairs instead of the elevator.
27. Wore a pedometer.
28. Reduced the amount of time spent watching TV.
29. Used home exercise equipment.
30. Exercised at a gym or participated in an exercise class.
31. Worked out with a personal trainer.
32. Exercised for period of 30 minutes or more.
33. Recorded or graphed my physical activity.
34. Weighed myself regularly or daily.
35. Recorded or graphed my weight.

*\*Adapted from O'Neil et al by EARLY Trials, 2011*

# Types of Text Messages



ID	MESSAGE "TYPE"	
1	Weight Messages	includes weekly weight question and responses, weight milestone messages, and weight "competitive messages."
2	Weekly Content Messages	these messages relate to the corresponding printed materials
3	Self-Monitoring Messages	these messages relate to self-monitoring tips, facts, reminders
4	Physical Activity Messages	these are messages that are "tailored" based on a participants preferred physical activity: run/walk, swim, bike, gym activities, or generic. The preferred physical activity will be set at the baseline visit.
5	Motivational Messages	these are inspirational or motivational messages
6	Daily Pedometer Messages	includes daily pedometer tracking question, potential responses, pedometer milestone messages, and pedometer "competitive messages."
7	User Initiated Messages	includes Restaurants, Meals, Food Cravings, Physical Activity, and Location
8	Urge/Food Craving Messages	these are messages that are "tailored" based on a participants "guilty" food craving: chocolate, sweets, salty, comfort foods or generic. The food craving will be set at the baseline visit.
9	SWM Willingness Question	includes the willingness question & response. Note: these also fall under the general WBI category of 15

# Types of Text Messages



ID	MESSAGE "TYPE"	
10	SWM Knowledge Messages	messages that are sent to participants that answer N to the willingness question
11	SWM Barrier Questions	(includes the barrier question and goal)
12	WBI Barrier Messages	(these messages are messages that are sent to participants that answer Y or No Response to the willingness question and are tailored based on the response to the barrier question).
13	SWM Assessment Questions	(includes the assessment question and response)
14	SWM Maintenance Messages	(these are messages that are sent if a participant scores a 4 or 5 on the assessment question)
15	GENREAL SWM Messages	includes ALL the SWM messages above: Message type 9 – 14
16	Appointment Reminder Messages	(includes messages that will be sent based on certain dispositions in CMS)
17	FUTURE Messages	messages that can be used for the "User Preference" messages based on tagging, like/unlike) Note: The logic for these are not in place
18	Physical Activity Location Messages	these are messages that are "tailored" based on a participants preferred physical activity location: home, gym, office, outside. The preferred physical activity location will be set at the baseline visit.