



SUMMARY

Fewer men than women engage with weight loss interventions therefore new approaches are needed. In men with obesity, a 12-month self-care intervention consisting of behavioural text messages with financial endowment incentives resulted in statistically significant weight loss, compared to a waiting list control group. Weight loss in the texts only group did not differ significantly from the control group.



STUDY DESIGN

Randomised controlled 3-arm trial | Assessor blind

General practice and community recruitment in 3 UK areas: Belfast, Bristol, Glasgow



POPULATION

585 men with Body Mass Index $\geq 30\text{kg/m}^2$ (mean 38kg/m^2) Average age 51; 39% lived in disadvantaged areas; Co-morbidities: 71% lived with at least one; 40% two or more; 25% lived with a mental health condition.



COMPARISON

1. Texts with incentives

Financial incentive of £400 (Euro463) with money lost for not meeting weight target



12 months daily text messages



Web based information
Online Self monitoring page



2. Texts only

12 months daily text messages



Web based information
Online Self monitoring page



3. Waiting list control

Text messages after 12 month weight taken



Web based information



% weight change from baseline to 12 months

OUTCOMES

Box plots of percent weight change from baseline



Mean % weight loss Baseline - 12months*

1. Texts with incentives	5%
2. Texts only	3%
3. Waiting list control	1%

*51 participants took weight loss medication. Removing these men from the analysis did not change the results.

FUNDED BY

NIHR | National Institute for Health Research

UNIVERSITY OF STIRLING



Endowment Incentives
Lose <5% weight at 3m → lose £50
Lose <10% at 6m → lose £150
Lose <10%* at 12m → lose £200
* Incremental £ for every 1% lost between 5-10%

Contact: Professor Pat Hoddinott E: p.m.hoddinott@stir.ac.uk