

Project 1: The Fresh Start Trial

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Purpose and History

- Purpose: To test the effectiveness of a group-based weight loss intervention among postpartum clients in 3 Worcester WIC clinics
- History:
 - 4 year collaboration with Worcester WIC and state DPH
 - Core intervention previously pilot tested
 - Incorporates storytelling approach utilized in 2 previous studies



Fresh Start Intervention

- Core Intervention
Adaptation of the evidence-based Diabetes Prevention Program Lifestyle Intervention
 - 8 session group-based weight loss intervention
 - Tailored to needs and cultural preferences of diverse low-income moms
 - Delivered by WIC nutritionists and peer leaders
- Modifications to original intervention
 - Use of video stories to enhance participant engagement
 - Address theoretical underpinnings important for behavior change, including:
 - Basic weight self-management and health information
 - Attitudes towards weight and weight loss in this population
 - Self-efficacy through role modeling
 - Use of video stories to enhance intervention fidelity
 - Assist nutritionists with motivational counseling approach and staying on topic



Video storytelling development

- Identification of storytellers and story components from pilot trial participants
- Intervention mapping procedures
- Storytelling interview/sessions

Intervention Component	Construct	Sessions Addressed	Prompts
Misinformation and Myths	Knowledge: Discussion of weight loss myths/ breastfeeding	1,2,3	Before you started the program, what did you think or know about strategies for losing weight after having a baby? Good idea? Bad idea? Why?
Overcoming barriers to tracking	Self-efficacy: Strategies to improve frequent weighing	1,2	What helped you weigh yourself more frequently? What got in the way? How did you deal with this challenge?
Negative expectancies	Outcome expectancies: Lack of social support	1, -8	What was the reaction of your friends and family when you decided to join the weight loss program?



Evaluation

- Design: RCT comparing Fresh Start intervention to print materials control condition (n=120); baseline, 3 and 12 month follow-up
- Outcomes:
 - Primary: weight loss
 - Secondary: diet, physical activity, quality of life
 - Process: RE-AIM (reach, adoption, implementation, maintenance)

