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
<table>
<thead>
<tr>
<th>Intervention Component</th>
<th>Construct</th>
<th>Sessions Addressed</th>
<th>Prompts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Misinformation and Myths</td>
<td>Knowledge: Discussion of weight loss myths/breastfeeding</td>
<td>1,2,3</td>
<td>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?</td>
</tr>
<tr>
<td>Overcoming barriers to tracking</td>
<td>Self-efficacy: Strategies to improve frequent weighing</td>
<td>1,2</td>
<td>What helped you weigh yourself more frequently? What got in the way? How did you deal with this challenge?</td>
</tr>
<tr>
<td>Negative expectancies</td>
<td>Outcome expectancies: Lack of social support</td>
<td>1, -8</td>
<td>What was the reaction of your friends and family when you decided to join the weight loss program?</td>
</tr>
</tbody>
</table>
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)