

# Development of web-based weight management programme: Focus groups results

Dr Laura Stewart, Dr Thomas Stewart, Dr David Stewart & Dr Clare Neilson

AppleTree Healthy Lifestyle Consultancy





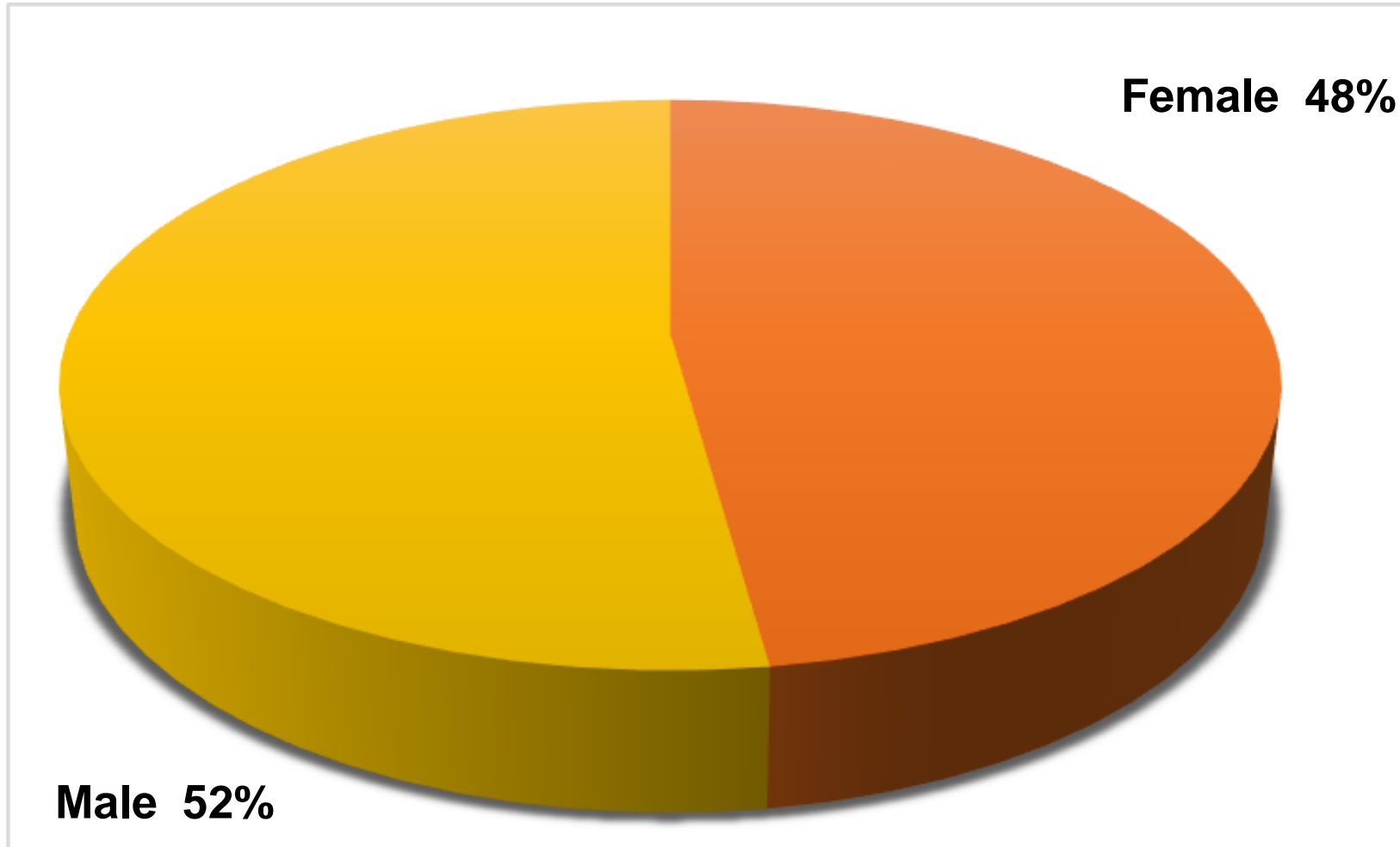
Ayrshire **n=6**

Dundee **n=5** (2 groups)

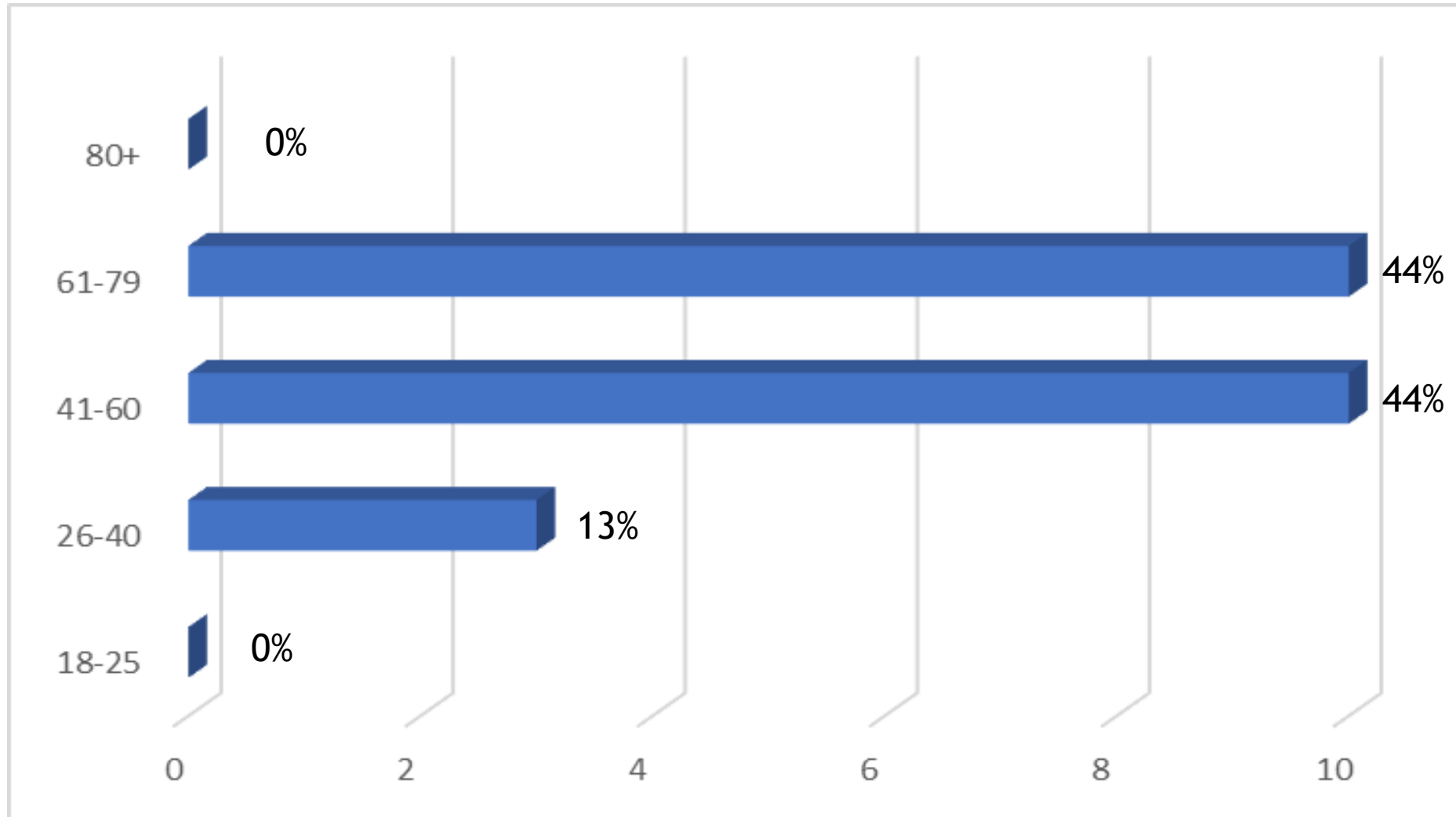
Edinburgh Leisure **n=7**  
Midlothian Leisure **n=5**



# Gender of participants



# Ages of participants



# Discussions led using a semi structured topic guide



Themes/concepts	Quotes	Quotes	Quotes
<b>Ownership</b>	<i>'Too much hard work (keeping diary)' (Edin)</i>	<i>'I need someone else to set my goals eg Apple phone goals' (MidL)</i>	<i>'Every Saturday I had a cheat day and then back next day' (Edin)</i>
<b>Understanding</b>	<i>'Could use any (term) but needs explained' (Dun)</i>	<i>'Too deep too technical' (Dun)</i>	<i>'Activity could be playing a computer' (A&amp;A)</i>
<b>Achievement</b>	<i>'Goals seem further away' (Edin)</i>	<i>'Stick to goals will reach target' (A&amp;A)</i>	<i>'Step targets' (Dun)</i>
<b>Judgement</b>	<i>'Lifestyle different for everyone eg night shifts, weekend alcohol intake' (Dun)</i>	<i>'(Your) saying on one breathe its about behaviour changes and then saying look at your weight' (MidL)</i>	<i>'Weighing yourself is good but focus should be on changes made' (Dun)</i>
<b>Support</b>	<i>'Need some feedback from the webpage' (Dun)</i>	<i>'For next week lets aim for ..... (then will) not feel alone' (A&amp;A)</i>	<i>'Need local support after end of the programme' (A&amp;A)</i>
<b>Empowerment</b>	<i>'Can now walk 3 bus stops not 1' (A&amp;A)</i>	<i>'Means how you deal with a task &amp; progress' (Dun)</i>	<i>'Couldn't stand so measured myself. See losing inches' (Edin)</i>

# Comments on overall 12 week plan

- ▶ BMI calculator important
- ▶ More focus on well-being
- ▶ Need to emphasis not alone
- ▶ Food labelling earlier
- ▶ Discuss physical activity every week
- ▶ Mention mental well-being every week
- ▶ Link to recipes important
- ▶ Link to calorie counting
- ▶ Link to local support and support givers
- ▶ Link to local physical activity



Questions	Groups questioned asked	Terms to use
Your goals / goal setting / targets / change goals	All groups	<p>Goals or targets                      Use positive language</p> <p>Explain                                      Your ..... gives ownership</p> <p>Some examples would be helpful</p> <p><b>Use Your goals – weekly. Target long term, weekly goals steps to target</b></p>
Self-monitoring / lifestyle tracking / lifestyle diary	All groups	<p>Printable – for most, others apps or complete online</p> <p>Diary or journal – less judgemental. A conversation</p> <p>Food log / activity log / mood log – different ways for different people</p> <p>Others a diary/recording too much hard work</p> <p>Needs to be simple and easy to review    Self-monitoring term not liked by most</p> <p><u>Give</u> choices of ways</p> <p><b>Use Lifestyle diary / journal, also mention apps</b></p>



Questions	Groups questioned asked	Terms to use
Calories/ kcal/ cal	Dun, A&A, Edin	<p>Any one just explain      All seen as the same</p> <p>Be consistent throughout programme</p> <p><b>Use Calories</b></p>
Macro nutrient / major nutrients	Dun, A&A, Edin	<p>Do not use terms at all</p> <p>In food labelling explain main nutrients are....</p> <p><b>Not use terms</b></p>
Physical activity / activity/ exercise / fitness / physical fitness	All groups	<p>Activity most popular but again explain as ‘activity could be playing a computer’</p> <p>We are talking about physical activity</p> <p><b>Use Physical activity</b></p>

# Other issues raised

Need to give ideas  
of local support eg  
community trusts,  
walking football  
(Dun)

Food labelling, traffic lights  
(A&A)

Need local  
support at the end  
of the programme  
(A&A)

Need to engage  
people (MidL)

Portions as  
sugar and fat  
(Dun)

Online forum (Edin)

At the end no  
well done  
(online) (Dun)

Questions	Groups Question asked	Terms to use
What does the term lifestyle mean	A&A, Edin, Dun, MidL	<p>Lifestyle fine if defined – most</p> <p>Some felt it implied a criticism of how ‘life’ was being lived</p> <p><b>Use Lifestyle</b></p>
How does talking about self-management feel to you	All groups	<p>Disagreement between groups. Strong feelings on both side of the use/not use.</p> <p>Find a simple non jargon way to discuss</p> <p><b>Not use term</b></p>
Task / homework / to do/ for next week	All groups	<p>None of our terms.</p> <p>Needs to be positive and inclusive language</p> <p>To do for next week .....</p> <p>For next week lets aim for .....</p> <p><b>Use To do for next week</b></p>

If in the house weighing yourself, something like the scales are going to go (A&A)

Got to be in the mind set to allow a wee bit up & down in the scales (A&A)

Needs to be positive, not about what they are doing wrong (Dun)

May see as a failure if not lost or put on. Need to think what has happened (Edin)



Not every week going to lose weight – could lose inches & not weight (Dun)

Give expectation of weight to expect to lose and will feel negative feelings (MidL)

Not just about weight, should be also BP, waist – some going through FFIT saw more difference in waist than in weight (Dun)

In the end of the day want to be less than start (Dun)

Don't want focus on weight numbers (MidL)

# Webpages

- ▶ Brief writing, short sentences, bullet points
- ▶ Click on link for more info
- ▶ Tips from people with lived experience
- ▶ Videos from people with lived experience – their journey. Include successes & failures
- ▶ Little if nothing from experts
- ▶ Downloadable lifestyle diary & goal setting sheet (for most not all)
- ▶ Link to other disease mentioned, T2 link for majority but not all – could be a barrier for some if mentioned too early
- ▶ Large font (14), basic
- ▶ Contrast in colours to hold attention
- ▶ Photos if relevant



# A huge thank you to all our focus group participants & the following organisations

