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**Novel Approaches to Weight Loss Maintenance:
Six Month Results from the Keep It Off Pilot Study**

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Background: Long term weight loss maintenance presents one of the most critical challenges for obesity research. Behavioral weight loss treatments are effective in the short term, but long-term results have been disappointing. Although increasing treatment duration improves weight loss, there is a point of diminishing returns as people eventually stop attending intervention sessions. An alternative strategy may be to recruit people who have recently lost weight to a maintenance-focused intervention. The present report describes methods, recruitment success, and 6 month results of Keep It Off (KIO), a pilot study evaluating two novel phone-based interventions to improve weight loss maintenance among adults who have recently lost weight.

Methods: Participants were members of a managed care organization (MCO) who reported intentionally losing ? 5% of their body weight during the past year. Participants were randomized to one of three groups: usual care (n=24), "scheduled" maintenance intervention (SMI, n=24), and "personalized" maintenance intervention (PMI, n=23) and followed for 6 months. Height, weight, demographic, and behavioral characteristics were measured at baseline and 6 month follow-up.

Results: On average, participants were 46 years old, Caucasian, well-educated and married. The average amount of weight lost prior to joining the KIO study was 13 kilograms and the average BMI was 28 kg/m². Six month weight changes were .30 kg, -.57 kg, and 0.02 kg in the PMI, SMI and Usual Care groups, respectively (p < .48). Successful weight maintenance, defined as having regained <20% of the weight they lost prior to study entry, was 81.8%, 91.7%, and 75% in the PMI, SMI and Usual Care groups, respectively (p < .321). Participants in the SMI group reported higher levels of body shape satisfaction (p < .014) and more frequent self-weighing (p < .004) compared to Usual Care participants at 6 month follow-up

Conclusions: Recruiting participants who have recently lost weight to maintenance-focused interventions may be a promising strategy for enhancing long term weight loss maintenance. Data from this pilot study have important implications for designing maintenance programs that have the potential to be widely disseminated.