Effective treatment messaging:
Staying in touch with those affected by obesity

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WW
Overview

1. Trends
2. What people want
3. How they want to get there
4. Examples of communication best practices & topics
<table>
<thead>
<tr>
<th>Year</th>
<th>Goals &amp; approach shift over time</th>
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</table>
| 15+ y ago | Improve appearance  
Deprivation & calories  
Quick fix  
Thin ideal |
| 2015 | Holistic approach  
Emphasis on activity  
Help with mindset  
Healthy weight (v. specific # on scale) |
| 2019 | More energy  
Increase confidence  
Focus on food quality  
Find balance  
Connect to values |
What people want
Weight loss + Wellness
How they want to get there
Belief & change via understanding:
Credible science & common sense
Livability

Don’t tell me I can eat whatever I want and lose weight. ❌

Be realistic. Help me develop sustainable habits that fit my life. ✔
Practical guidance & tools to support healthy habits

Don’t just tell me, show me
Don’t just tell me what, tell me how
Help me be self-sufficient
Personalization

This Sorting Hat Will Choose Your Hogwarts House Based On Your Preferences

nice work

TRY THIS!

YOU'VE GOT THIS

35 EASY WEEKNIGHT DINNERS For Busy Families

Healthy Eating On The Road

Wellness that Works:
Our programmatic approach

Translate science into behaviors and habits that result in improved health and overall wellbeing.
**Tone of Voice**

**Aim for:**
- Warm
- Smart
- Accepting
- Real
- Encouraging
- Self-aware

**Instead of:**
- Restricting
- Academic
- Judgemental
- Condescending
- Complicated
- Over-promise-y

**Phrases to watch out for:**

**Overweight/Obesity**
Weight and wellness goals/journey

**Before/after**

- [New year, New you]
  You are the same person you always were, you didn’t NEED to change, you wanted help evolving, growing, shifting. It’s a journey. Instead: Then/Now

**On plan/Diet**
It’s not a diet, but a way of living in a healthful and mindful way

**Moral language**
- [Healthy/unhealthy, Good/Bad, Cheat/Indulgence, Excuse-proof]
  It’s about shifts in behavior, and livability.

*Wellness that Works*
Freestyle: nudging people towards healthier choices

You’ve made a bold, life-changing decision to prioritize wellness—and we’re here to help and inspire you every step of your journey.

WW is not just about weight loss. It’s an exciting new way of living, built around joy, connection, and the power of healthy habits.
Building healthy habits is about being in the right frame of mind

Mindset topics have proven efficacy, clear link to the wellness journey, immediate benefits, and practical & actionable strategies

A person with a helpful mindset.....

...is kind to themselves, recognizing that no one is perfect.

......finds everyday things to be grateful for, both big and small.

......understands how shifting unhelpful thoughts can change how they feel and act, helping them achieve their goals.

......opens themselves up to challenges and views setbacks as learning opportunities.
Giving yourself the permission to be imperfect, and showing yourself self-compassion, can make you:
less afraid of failure
more likely to take good care of yourself
and help you maintain your weight loss

1. Think of a time when a close friend has felt bad about themselves or struggled in some way. Imagine what you'd say to them and how you would want them to feel.

2. Now think of a specific time when you have felt bad about yourself or struggled in some way. What do you typically think and do? What do you say to yourself? Even your tone of voice matters.

3. Is there a difference between the two answers? Why? Ask yourself why you would treat yourself any differently than you'd treat a friend.

Neff KD. Self and Identity 2003
Neff KD et al. Research in Personality 2007
Focusing on what your body can do, rather than how it looks, and forming a positive body image can lead to a more positive weight loss experience & help you lose weight

1. **Notice when you have a critical thought about your body.** “My arms are so big in this picture”

2. **Think about what this body part does for you.** “I use my arms to hug people and carry my groceries”

3. **Affirm your body, and take a moment to appreciate it.** “My arms are important because they let me hug my child”

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*Wellness that Works:*

Palmeira AL et al. *Body Image* 2010
Carraca EV et al. *Int J Behav Nutr Phys Act* 2011
Non-scale Victories (#NSV)

You are more than the number on the scale.

Weight loss is a journey, with its ups and downs, so take the time to notice each success along the way—on the scale and off.

WW members have posted over 340,000 NSV on Connect.
Member-led goal setting

Our mission is to help you meet your weight loss and wellness goals, whatever those goals may be.

We do not dictate your goals, but rather guide you towards best practices for setting effective goals.

- Achievable & sustainable
- Focused on both outcomes & behaviors
- Specific, short-term, reasonable

Wellness that Works: