

Fit4YAMs- I: methodology for developing health-related text messages for overweight rural young adult males

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BACKGROUND





OVERWEIGHT & OBESITY

- Almost two-thirds (63%) of Australian adults are overweight or obese[†]
- Prevalence of overweight and obesity has increased across all age groups in recent times[†]
- People in rural and regional areas more likely to be overweight or obese than their urban counterparts

[†] Source: Australian Bureau of Statistics: Profiles of Health, Australia, 2011-13

OVERWEIGHT & OBESITY

- NSW data[†] for overweight and obesity in 16-24 year olds showed:
 - Males 41.2%
 - Females 31.6%
- Prevalence in rural and regional areas may be higher than this

[†] Source: Australian Bureau of Statistics: Australian health survey: updated results 2011-12



YOUNG ADULT MALES (YAMS)

- Young adulthood critical time to prevent or reverse overweight and obesity
- Young Adult Males (YAMs) are gaining weight faster than young adult females

BUT ...



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BUT ...

Paucity of research in young adult males, particularly in rural/regional areas



ENGAGING THE YAM

- YAMs difficult to engage in health promotion
- Compared to their female counterparts:
 - YAMs visit their GP less often and
 - Access medicare services less frequently

HOWEVER ...



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HOWEVER ...

YAMs are high users of mobile phones & SMS



SMS LIFESTYLE INTERVENTIONS

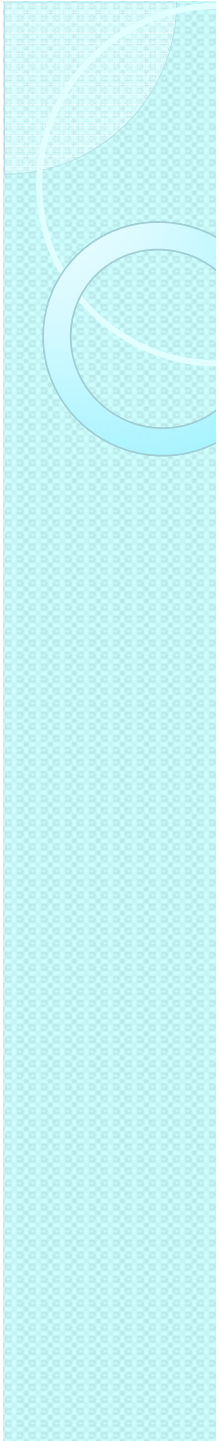
- Systematic review found a seven-fold increase in weight loss with inclusion of a text message component[†]
- Potential intervention strategy in YAMs

[†] Siopis G, Chey T, Allman-Farinelli M. 2014. A systematic review and meta-analysis of interventions for weight management using text messaging. *Journal of Human Nutrition and Dietetics*. 28(S2):1-15



AIM

Develop and refine a personalised text message support intervention for overweight and obese 18-24 year old young adult males



METHODS





TEXT MESSAGE COLLECTION

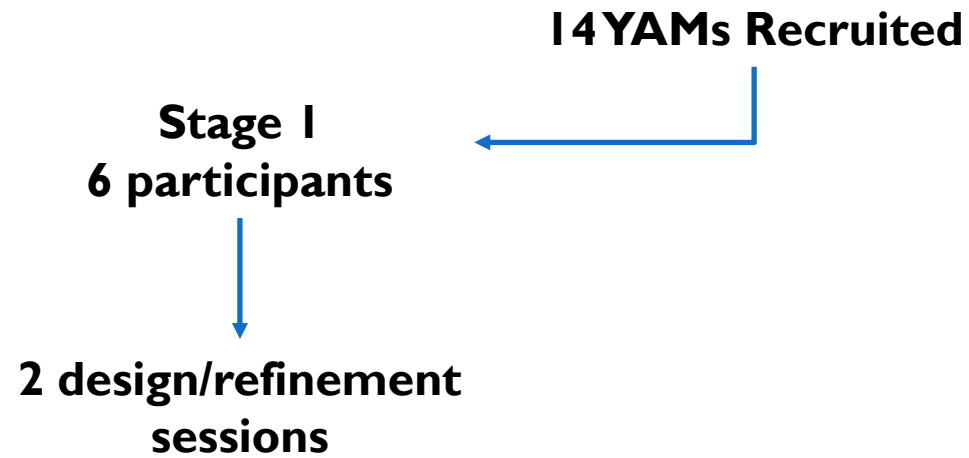
- Developed a collection of health-related messages
- Input from:
 - Dietitian
 - Personal trainer
 - Clinical Psychologist
- Messages in “professional” format at this stage



REFINING THE COLLECTION

- Two stage process of refinement
- 14 participating YAMs
- YAMs provided input on:
 - Content
 - Wording
 - Text talk
 - Other aspects of the Fit4YAMs intervention

REFINEMENT PROCESS





STAGE I

- Traditional focus group session
- Preferences relating to text messages:
 - Length
 - Text talk
 - Use of acronyms, emoticons etc
- Procedural details:
 - Message frequency
 - Times/days to send
 - Follow up strategies

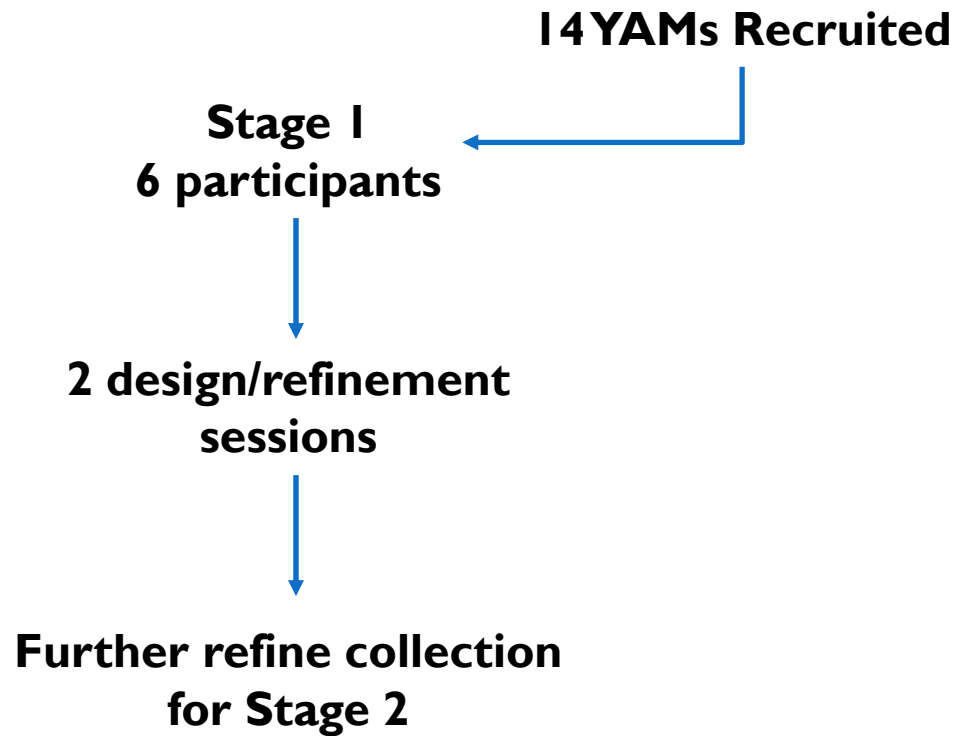


STAGE I

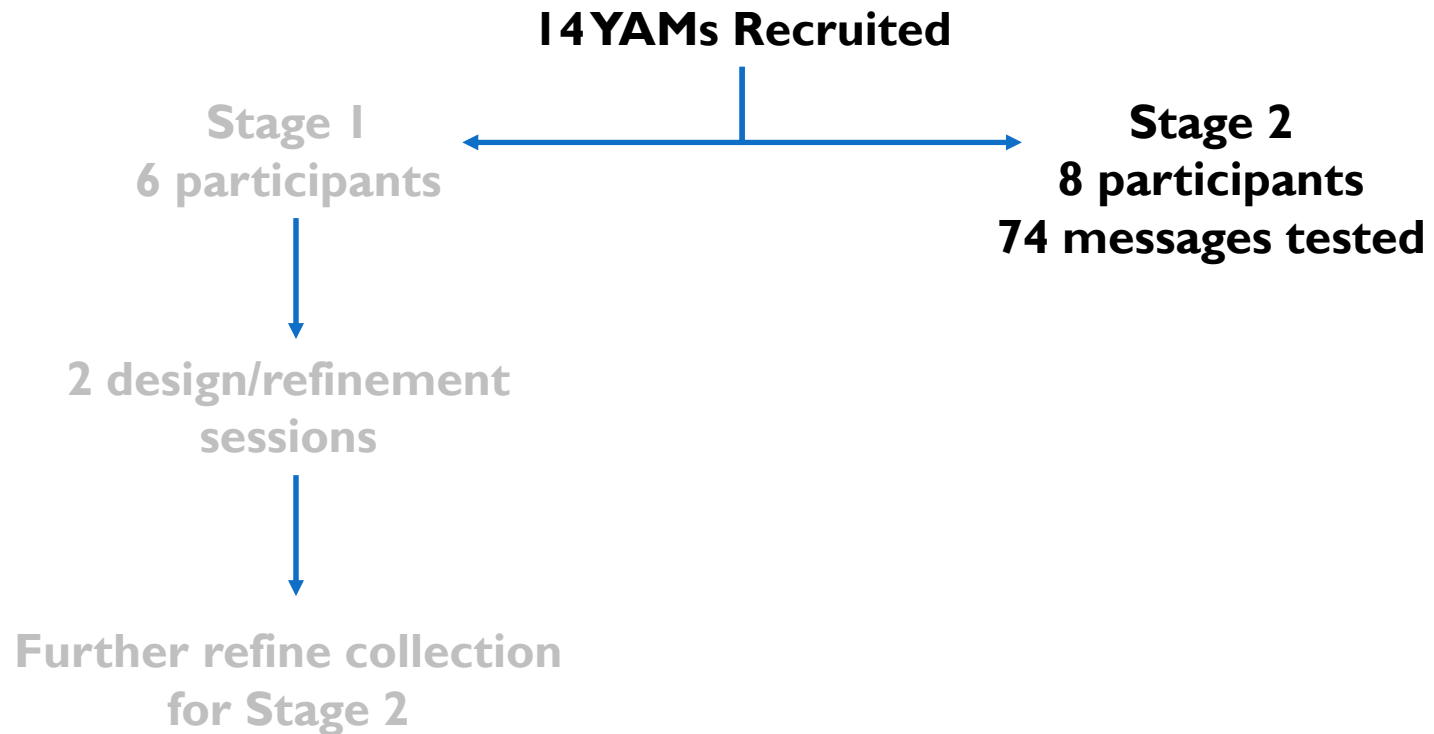
Rate and refine messages using 3 approaches:

1. Provide an overall rating (Likert scale 1-5) for a selection of individual messages
2. Place in order of preference 3 versions of the same/similar message
3. “YAMmize” some messages: convert a given message into their preferred format

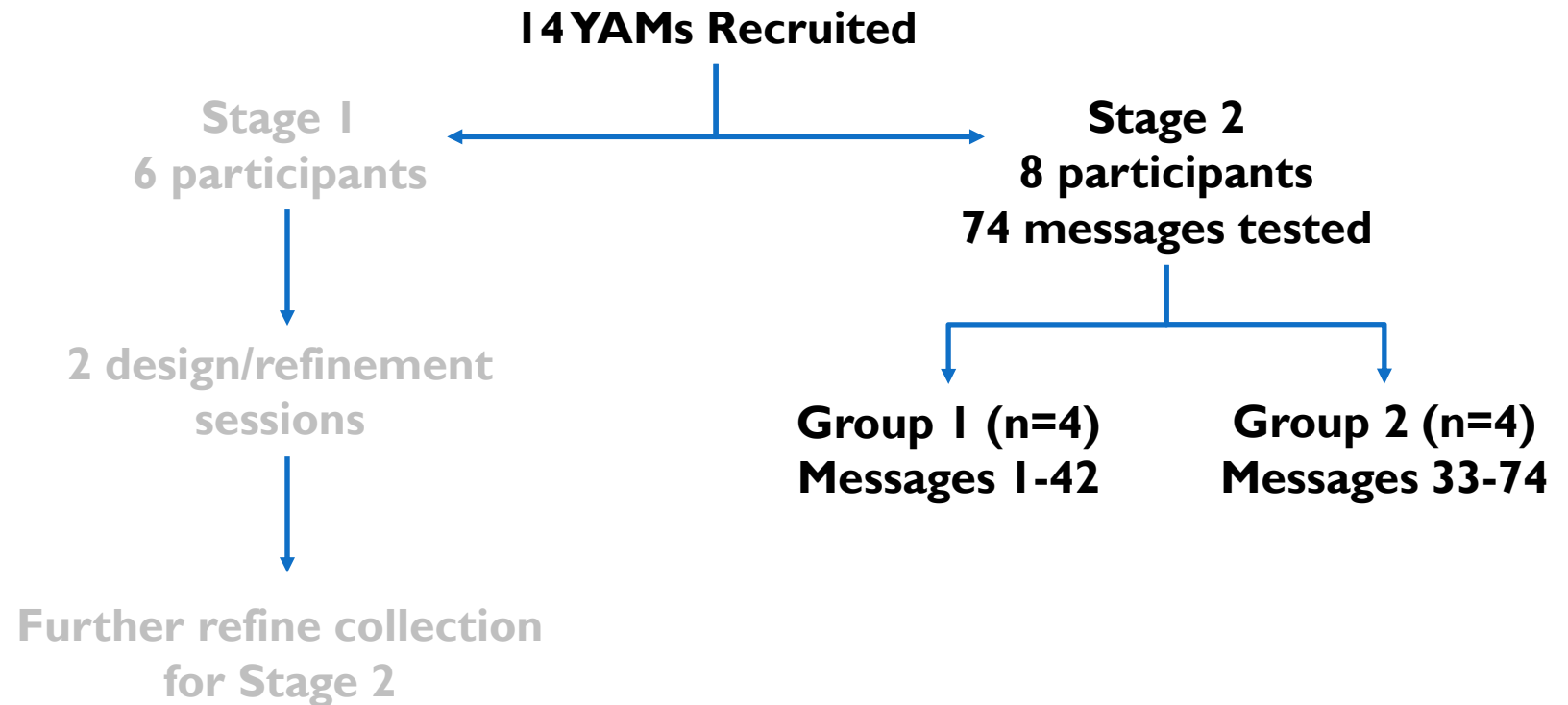
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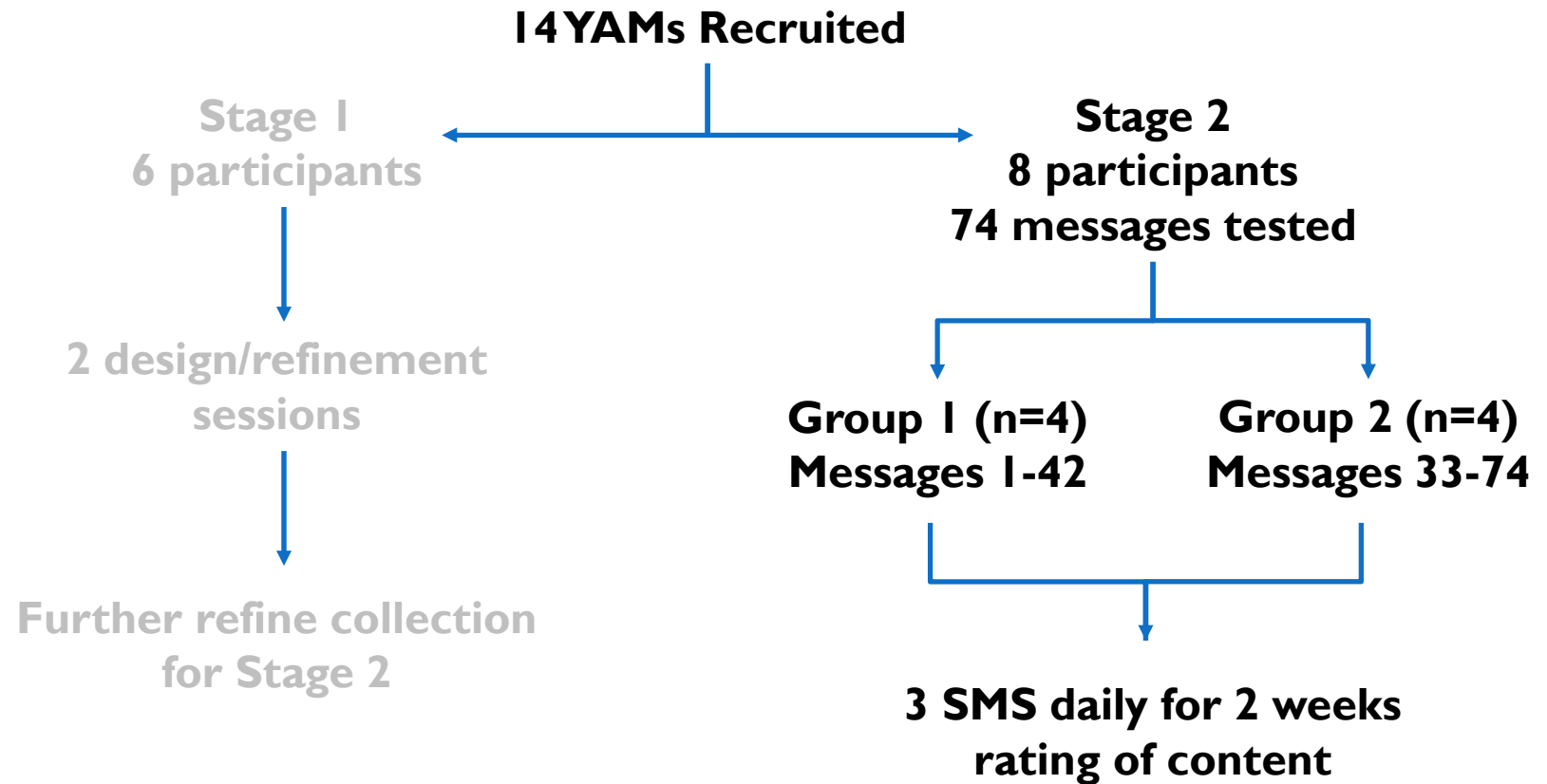
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REFINEMENT PROCESS





STAGE 2: CONTENT TESTING

YAMs replied to each message sent with an overall rating out of 5:

1. Very poor
2. Poor
3. Average
4. Good
5. Very good



STAGE 2: CONTENT TESTING

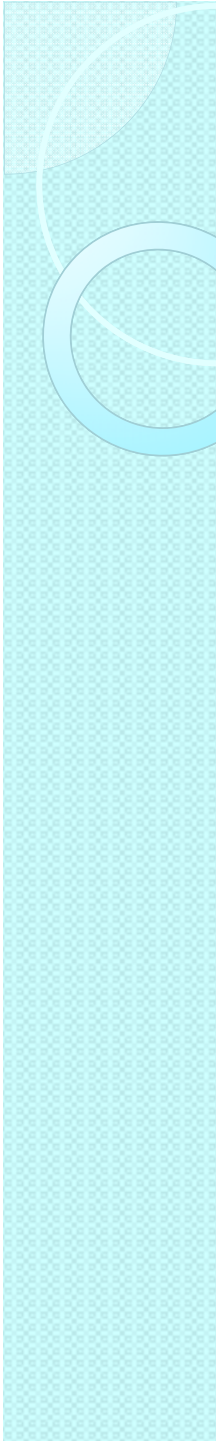
For messages assigned a 1 or 2 participants asked to include a reason from this list:

- A. Not motivating
- B. Content
- C. Length
- D. Text talk used
- E. Emoticons used



STAGE 2: RASCH ANALYSIS

- Overlap of 10 messages in both groups (messages 33-42)
- For Rasch judgement analysis
- Uses these common messages to calibrate
- Allows for predictions about how a participant would rate a message they didn't receive



RESULTS





STAGE I: PREFERENCES OF YAMS

- Unanimous in their preference for short, concise messages
- Long messages are not engaging

“Really, just keep it short and simple”



STAGE I: PREFERENCES OF YAMS

- Correct spelling and grammar was essential
- Use of acronyms and emoticons was not preferred in health messages of this type



STAGE I: PREFERENCES OF YAMS

“I just think when people use abbreviated terms it looks a bit stupid and on the subject of health I wouldn’t take it seriously”

“... receive them [emojicons] more off females because they use them like crazy”

“if it said ‘be healthy, be fit’ or whatever and a little smiley face next to it, I’ll probably run straightaway”



STAGE I: PREFERENCES OF YAMS

- Personalisation was deemed very important
- Not “fake” personalized but really targeted towards their individual goals

“But not fake personalized, anyone can stick my name in front of a message”

“so if your goal is to go to the gym three times a week, have you gone to the gym today?”



STAGE I: PREFERENCES OF YAMS

- All agreed that 3-4 messages per week would be optimal for engagement
- Weekday afternoons and weekend mornings best times to send
- Personalization of timetable also critical – some work weekends
- Diet and exercise messages: any day
- Motivational messages: Mondays & Fridays



STAGE I: FEEDBACK ON MESSAGES

- Picture messages were endorsed in theory
- Actual picture messages not well received
- Text content of picture messages was endorsed
- No perceived value in having the picture



STAGE I: FEEDBACK ON MESSAGES

- Quotes from athletes well received
e.g. Muhammad Ali
- Credible sources were preferred over general messages
e.g. “studies have shown ...” rather than “you can cut calories by ...”
- Cheesy/clichéd messages – no consensus reached



STAGE 2: CONTENT TESTING

- According to the Rasch judgement analysis:
 - 50 out of 74 messages more likely to be endorsed than not



MESSAGES THAT RATED HIGHLY

- When you skip meals you are more likely to give in to cravings. It is important to maintain an even blood sugar level to prevent hunger
- The first step is always the hardest. Ensure your success by setting small achievable goals to boost your confidence and keep you motivated to carry on
- Rethink your drink - water has zero calories and no sugar. Aim for 8 cups a day
- Short of time? Try this; 5 rounds of 10 x pushups, 10 x sit ups, 10 x squats. Time how long it takes and challenge yourself to beat it next time



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MESSAGES THAT RATED POORLY

- Need a quick healthy fix? Try a frozen meal. No cooking, no dishes, and no guilt
- Be aware of your alcohol intake when losing weight. 2 schooners of beer = 1 chicken burger
- A month from now u will wish u had started 2day

(Rating 2A,D; A not motivating, D Text talk used)



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TAKE HOME MESSAGES...



YAMS WILL PARTICIPATE!

- YAMs can be engaged to participate in research
- Traditional face to face approaches worked best for recruitment in the absence of advertising



SMS LIFESTYLE INTERVENTIONS

- One size doesn't fit all
- YAMs preferences appear to differ to those of young adult females
- Personalisation is crucial for engagement



THE NEXT STEPS ...





REFINED FIT4YAMS COLLECTION

- Collection has been refined using these results
- Disliked messages were refined into a format deemed endorsable
- Collection to be expanded with further input from dietitian, personal trainer, clinical psychologist



PILOT INTERVENTION TRIAL

- Collection to be used in a pilot study of Fit4YAMs in Bathurst



ACKNOWLEDGEMENTS

- The 14 participating YAMs
- Nathan Rollinson & Ian Kennedy for their valuable assistance with recruitment and following up with participants
- Cristin Davies for running the focus group sessions
- Catherine Forbes (dietitian)
- Dan & Jess McGrath (personal trainers)