

May 16th, 1:45 PM

## Recruiting Low Income Post-Partum Women into a Weight Loss Trial: In-Person versus Facebook Delivery

Valerie J. Silfee  
*University of Massachusetts Medical School*

*Et al.*

### Let us know how access to this document benefits you.

Follow this and additional works at: [https://escholarship.umassmed.edu/cts\\_retreat](https://escholarship.umassmed.edu/cts_retreat)



Part of the Behavior and Behavior Mechanisms Commons, Community Health and Preventive Medicine Commons, Health Communication Commons, Social Media Commons, Telemedicine Commons, Translational Medical Research Commons, and the Women's Health Commons

Silfee VJ, Lopez-Cepero A, Lemon SC, Rosal MC. (2017). Recruiting Low Income Post-Partum Women into a Weight Loss Trial: In-Person versus Facebook Delivery. UMass Center for Clinical and Translational Science Research Retreat. Retrieved from [https://escholarship.umassmed.edu/cts\\_retreat/2017/posters/73](https://escholarship.umassmed.edu/cts_retreat/2017/posters/73)

Creative Commons License



This work is licensed under a [Creative Commons Attribution-Noncommercial-Share Alike 3.0 License](https://creativecommons.org/licenses/by-nc-sa/3.0/). This material is brought to you by eScholarship@UMMS. It has been accepted for inclusion in UMass Center for Clinical and Translational Science Research Retreat by an authorized administrator of eScholarship@UMMS. For more information, please contact [Lisa.Palmer@umassmed.edu](mailto:Lisa.Palmer@umassmed.edu).

## **RECRUITING LOW INCOME POST-PARTUM WOMEN INTO A WEIGHT LOSS TRIAL: IN-PERSON VERSUS FACEBOOK DELIVERY**

Valerie J. Silfee, PhD; Andrea Lopez-Cepero, MPH; Stephenie C. Lemon, PhD; Milagros C. Rosal, PhD  
University of Massachusetts Medical School

Several studies, such as the Diabetes Prevention Program (DPP), have provided foundational evidence for the effect of lifestyle modification interventions on diabetes prevention and weight loss. However, translating these programs to the real-world has proven difficult. There remains a need to increase the feasibility and reach of translational weight loss interventions.

**PURPOSE:** To compare the recruitment rates of overweight low income postpartum women into a DPP-adapted behavioral weight loss program delivered in-person versus delivered via Facebook.

**METHODS:** We compared two 8-week pilot behavioral weight loss trials; one delivered via weekly in-person group sessions and the other delivered entirely via Facebook. Both trials used the same recruitment methods: participants were overweight low income postpartum women within five Women Infants and Children (WIC) clinics in the Worcester, Massachusetts area recruited by nutritionists during routine WIC visits. Inclusion criteria included, childbirth in the previous 6 weeks to 6 months, age 18 or older, a body mass index (BMI) of  $\geq 27$  kg/m<sup>2</sup>, and obstetric provider approval for participation in the diet and physical activity components of the intervention. Additional eligibility criteria for the Facebook intervention included: 1) ability to use the Internet daily; 2) having a Facebook account; 3) currently using Facebook at least once per week.

**RESULTS:** 27 and 54 women participated in the in-person and Facebook pilot trials, respectively. Among eligible women in the in-person trial, 62.1% gave permission to be contacted for the in-person trial, and 23.3% enrolled. Among eligible women in the Facebook trial, 59.7% of women agreed to be contacted, and 39.1% enrolled.

**CONCLUSIONS:** Recruitment rates for a Facebook-based weight loss intervention were higher than rates for an in-person intervention. Future efforts are needed to increase reach of weight loss interventions among overweight and obese low income diverse women.

### **Contact:**

Valerie J. Silfee, Ph.D., ACSM EP-C  
Post-Doctoral Research Fellow  
Division of Preventive and Behavioral Medicine  
University of Massachusetts Medical School  
[Valerie.Silfee@umassmed.edu](mailto:Valerie.Silfee@umassmed.edu)