

Weight Management: insights from young women

MLA Symposium

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The current study's key objectives

To explore the weight loss experiences of overweight young women

Understand
perceptions of
weight loss
programs

and

Explore barriers
and incentives
to past program
completion

A snapshot of the qualitative design

12 individual in-depth interviews, each 1.5 hours



Conducted in-home between 21 June and 1 July 2010

4 geographic locations



Participant specifications

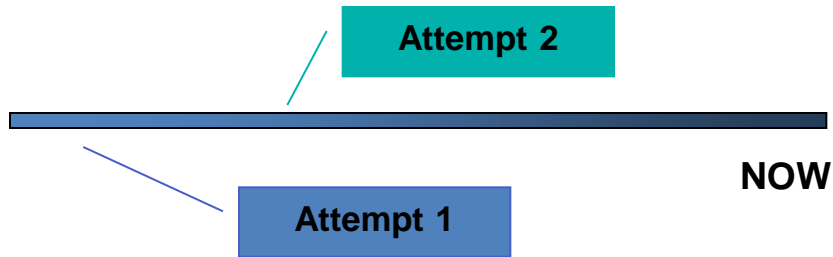


- 18 to 30 years of age
- BMI between 27.5 – 35
- At least 1 serious attempt with min 5kg loss achieved
- Fluent English speakers
- Not pregnant
- Non-rejectors of programs, and completed at least 2
- Mix of marital status, work status, with/without children across sample

Participant profiles

No	City, Suburb	Age	Demographics	Programs
1	Shepparton	24	Home duties, unmarried with child	Pilates, Wii-fit, Celebrity Slim, gym
2	Shepparton	25	Full-time work, single no children	Celebrity Slim, Tony Ferguson, Jenny Craig, Weight Watchers, gym
3	Melbourne, Hampton	24	Full-time work, married with children	Gym and Vibrabody, Liver Cleanse diet and boxing, Lemon Detox Diet, Atkins Diet, Fernwood, Cohen's program, Lite N Easy
4	Melbourne, East Bentleigh	21	Student, single no children	Weight Watchers, Lite N Easy and exercise, detox diet.
5	Melbourne, Port Melbourne	25	Full-time work, share house, no children	Low-GI diet, exercising at the gym, Chinese medicine plus acupuncture and diet, Jenny Craig
6	Melbourne, Notting Hill	26	Home duties, partnered with child	Soup diet, gym/exercise
7	Wollongong, Austinmer	30	Part-time work, married with children	Jenny Craig, low carb, lemon detox, exercise/gym
8	Wollongong, Thirroul	26	Home duties, partnered with children	Jenny Craig, Tony Ferguson, lemon detox, low carb and exercise
9	Sydney, Redfern	27	Full-time work, single no children	Lemon detox, Atkins, Tony Ferguson, exercise/gym
10	Sydney, Epping	19	Student, single no children	Curves, low carb diet and exercise
11	Sydney, Arncliffe	30	Home duties, married with children	Tony Ferguson, low carb diet, exercise/gym
12	Sydney, St Clair	30	Full-time work, married with children	Lite N Easy, Weight Watchers, Jenny Craig, Tony Ferguson

Research approach – weight loss journey timeline



	Trigger
	Strategy
	Outcome
	Barriers to success





Programs through the lens of weight management themes

Key barriers (These are just ideas Dorothy! – please amend as you see fit – I just wanted to change to barriers)

Not meeting their needs

Lack of success

Lifestyle constraints

Bored

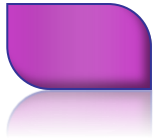
Lack of support

Make it for me

Upskilling for Life



- Weight management is a journey – trial and error
- Accumulating knowledge about:
 - self
 - weight management strategies
- Understanding of ‘what does and doesn’t work for me’
- Triggers are often short-term in nature
- Evidence of individuals tailoring their own programs
- Greater emphasis on (IS THIS ABOUT THEIR MOTIVATION?):
 - appearance and ‘looking good’ when younger
 - health/energy and ‘feeling good’ when older



Make it for me – YOU MIGHT NEED TO REWRITE AS WHAT PUT THEM OFF RATHER THAN WHAT THEY WANT

I'm not a blank canvas

- **Lack of ability to tailor a key barrier**
- **Some structure desirable ...**
 - Denotes a 'serious' approach
 - Fits with discipline mentality of weight loss
- **Also want some flexibility to:**
 - Establish interest
 - Maintain motivation

It if was an all or nothing type program, I probably wouldn't do it.

Get me in, keep me in

We need to kick off strongly

Me personally, I just want to get there. I don't care how I do it, I just want to get there and obviously I want to say there, but I just want it now

- Testimonials about program success influential in selection
- Key barrier to completion, insufficient immediate loss
- Not achieving initial early 'win' leads to question:
 - Validity of program
 - It's fit for the individual





Get me in, keep me in

It's not about stretch goals – give me permission for 'time out'

- Desire for realistic goals
- 'Treats' CONSIDERED HELPFUL prevent totally 'falling off the wagon'
- I FELT LIKE life WAS 'taken over' by weight management

*If I wanted to sit down and have a chocolate bar
... I could ... eating what you wanted to eat
whilst still being on a weight-loss program*

Make it work for my life

value

- Affordability a key consideration in program choice
- However, if success is likely 'cost' is relative

I know I've said finances is a big thing behind it, but if I was getting results, finance wouldn't be the issue.

CONVENIENCE

- Location a key driver
- Mix of interactions – Modify to explain need for flexibility without giving away ideas!!

Flexibility?? Role for kids and husband

- Young mums looking for child-friendly exercises (eg mum's walking groups)
- Don't want to cook separate meal for partner



Keep it interesting – can you change these to things they liked in previous programs???

Don't underestimate the need for the new

I honestly don't believe you can get [results] the second time around. That's because it's like a toy – the novelty wear's off!

Old women have issues as well, but if feels different. It would be nice to have people around the same age.

The appeal of mixing with the 'like-minded'

Making sure there's enough (incentives) because it's a vicious cycle – I think you'd be able to keep the clients longer as well as meeting their needs for longer

I know their sill????? be sticks, but give me car too!





Give me firm support

I need support not harrassment

Credibility, empathy and encouragement



You had your weekly appointment, it was almost like your mum checking on you ... I've got to pull my finger out because she's going to ask me next week and I think it was that constant follow-up that made me stick to it.

The person knows you, and you don't have to tell them your little story each week.

External monitoring key – but frequency and form may change over time



Imagining the Ideal Program





Exercise

- A desire to exercise with others (but not the uber-fit, gym-junkie)
- Young mum's want easy, in-expensive home-based exercises (soup cans as weight style)

It's a bit different when you turn up to a gym and you're the only fat one in the class and no-one else is doing it and you don't have that empowerment





Food & Diet

- Not just nutritional advice
- Education about:
 - How to eat
 - How to cook / plan meals (for family and friends)
 - How to budget and shop for food

If I knew how to cook better, I'd eat better





Medical Issues

- Potential underlying causes of weight gain
- However, mixed feelings



A caring, serious, complete program



Already on top of issues with GP



Psychological Issues

I think there's so much stuff behind weight loss

.. what your mindset should be, like having 5 different positive things to do if you're having a craving for something



- Cause of weight gain (stress eating, self-esteem)
- Important for successful weight management (right mind-set)



Key Points ...



Barriers in all 4 areas



To effectively lose weight, they need to address these areas



Questions & Discussion



Thank you

