



MONDAYS WITH
D R **MARK &** D R **MICHAEL**

Monday, January 13, 2025 | 1:00 – 2:00PM

TOPIC #36

Building Better Habits: How Employers Can Inspire Lasting Wellness



Guest speaker:



Jennifer Jones, MSM, RD, CCWS

Clinical Solutions Consultant

Noom

The Psychology of Weight Loss

The science behind building healthy,
sustainable habits



Agenda

- Motivation behind weight loss
- Weight Loss Psychology
- Building a Program



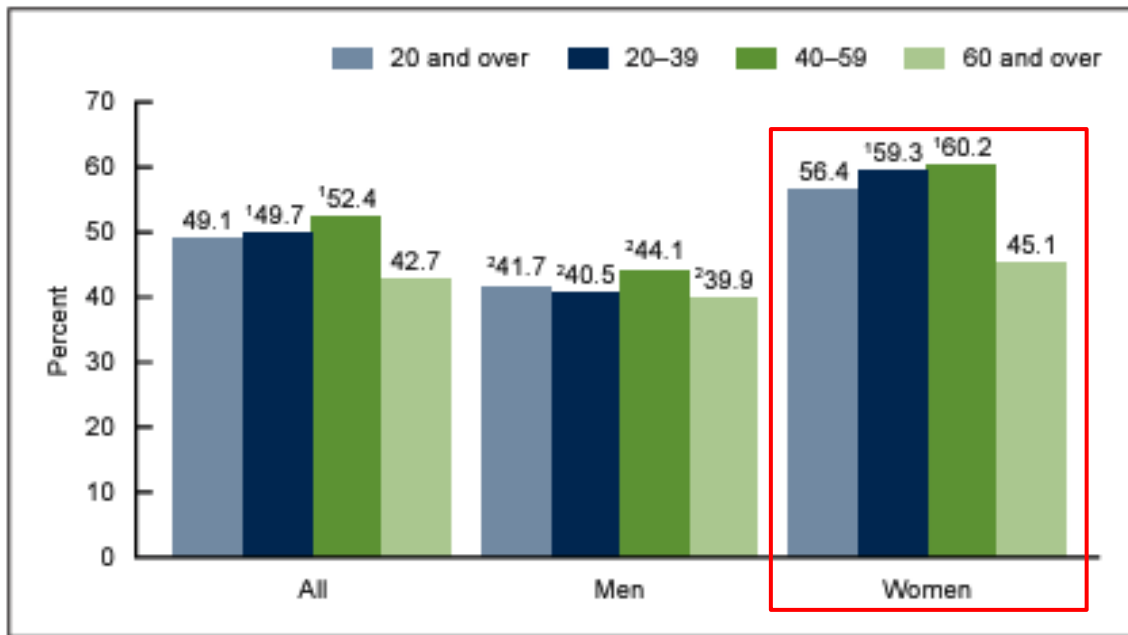
01

Motivation Behind Weight Loss

Weight Loss Attempt By Age and Gender

- Significant differences across each age group for women vs men
- Women aged 60+ have lowest rate of weight loss attempts(45.1)
- Ages 40-59 have highest attempts at weight loss

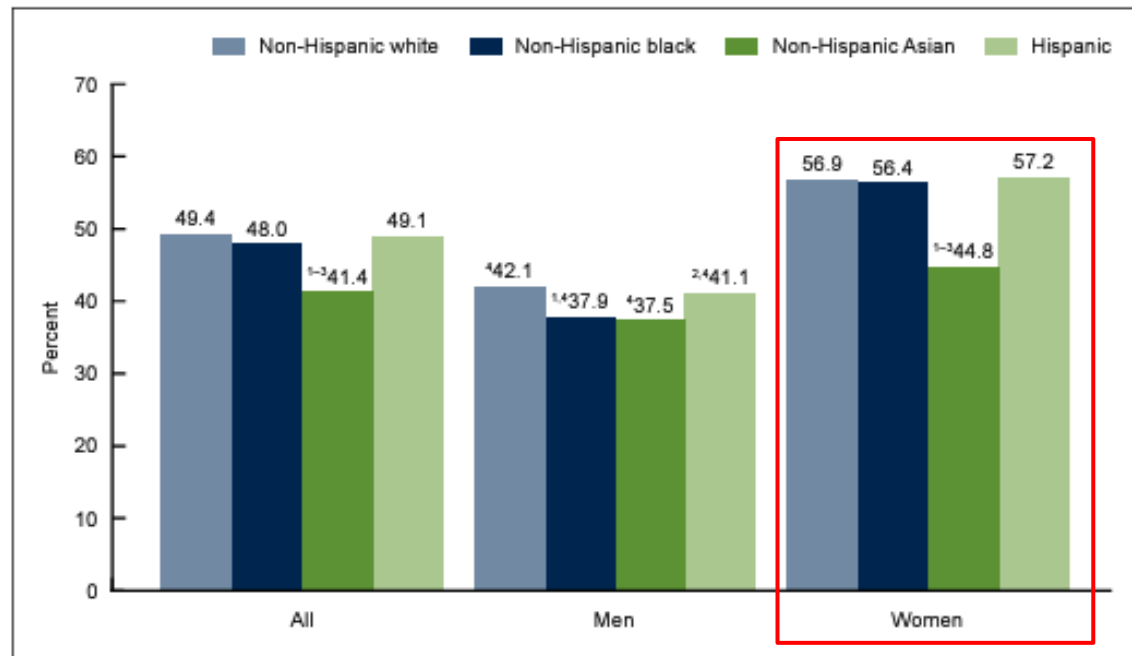
Figure 1. Percentage of adults aged 20 and over who tried to lose weight, by sex and age: United States, 2013–2016



Weight Loss Attempt By Race and Gender

- Non-hispanic Asian women significantly lower than all other women groups
- Women of all races were higher than male counterparts

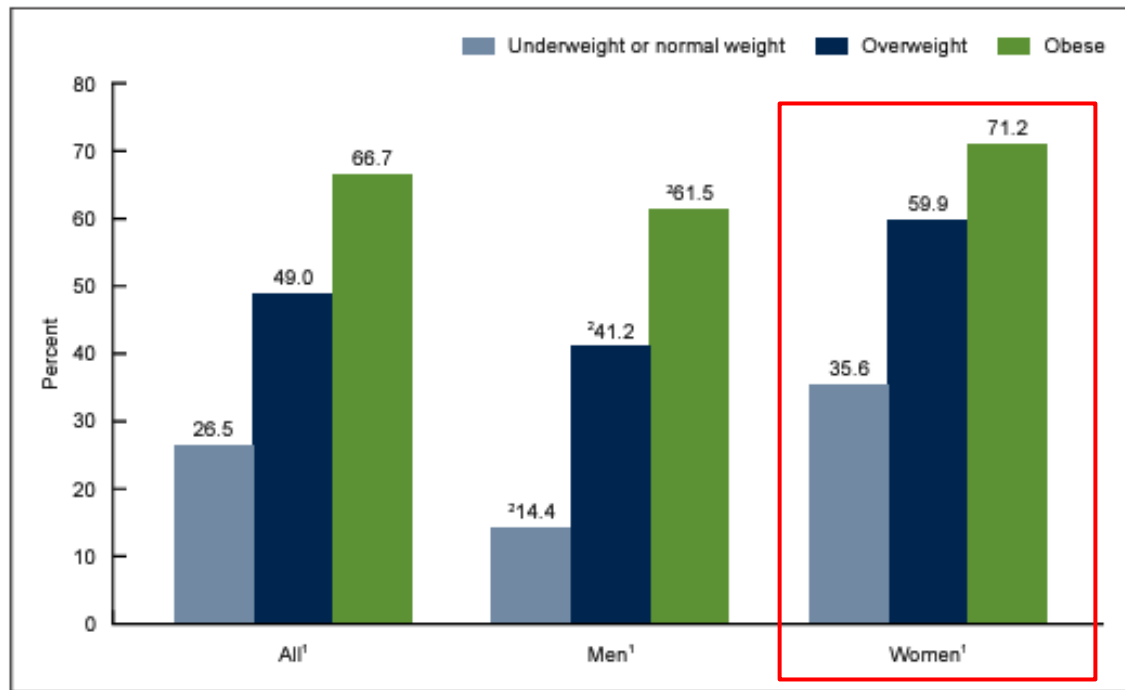
Figure 2. Age-adjusted percentage of adults aged 20 and over who tried to lose weight, by sex and race and Hispanic origin: United States, 2013–2016



Weight Loss Attempt By Gender & Weight Status

- Significantly different for women in every weight category
- Significant increase in linear trend

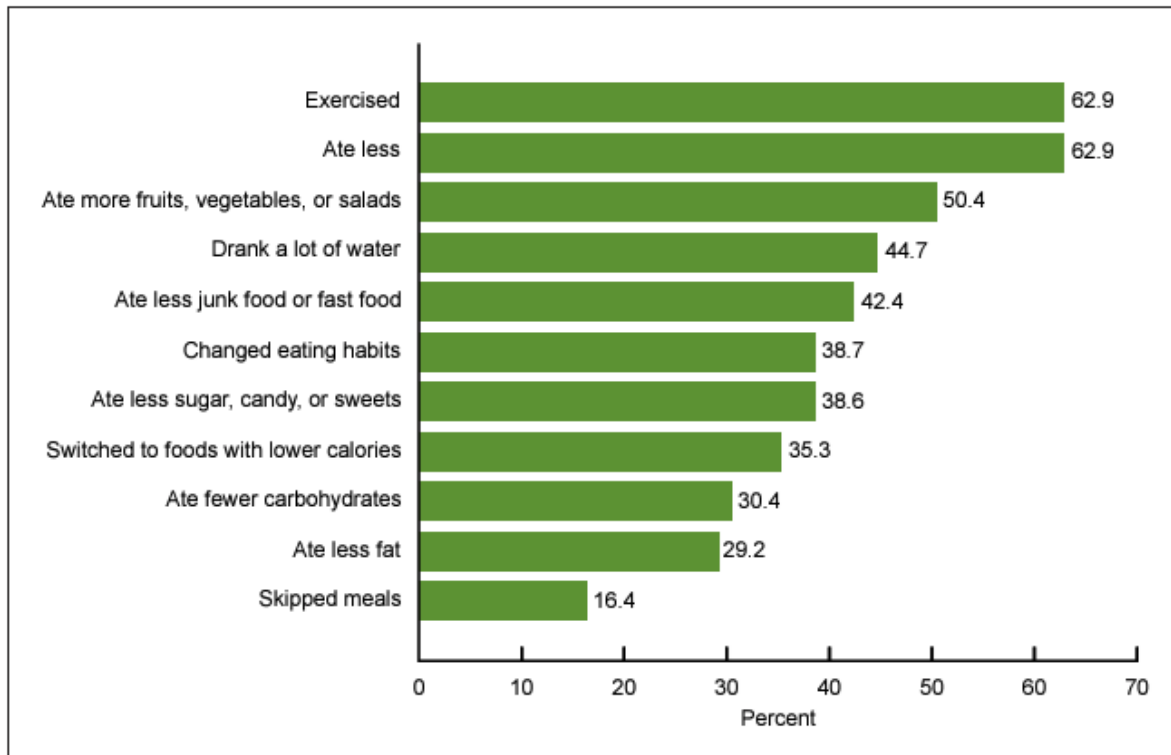
Figure 4. Age-adjusted percentage of adults aged 20 and over who tried to lose weight, by sex and weight status: United States, 2013–2016



Methods to Lose Weight

- 88% reported using two or more methods
- Overwhelming majority of methods reported with focus on diet and exercise
- Less than 40% changed eating habits

Figure 5. Ways of trying to lose weight used by adults aged 20 and over who tried to lose weight: United States, 2013–2016



02

Weight Loss
Psychology

Psychology

- Psychological Defenses
 - Often develop as means to cope with stress
 - Chronic stress leads to ongoing activation of stress hormone pathway that heightens pleasure from rewards
 - Can lead to emotional eating and focus on comfort foods
- Psychological Factors
 - Beliefs & self identify
 - Losing a sense of self or identity
 - Unmet Needs
 - Coping strategies related to food
 - All or nothing thinking
 - good/bad, perfection
 - Beliefs on what weight loss means
 - Negative thoughts = negative outcomes
 - Confidence in capabilities
 - Unique experience and confidence



INTRINSIC motivation



Interest and enjoyment in the task itself

EXTRINSIC motivation



Outcome that will result by doing the task



A wide range of evidence-based behavior change models



Cognitive Behavioral Therapy

Techniques that help individuals 1) **identify troubling situations** or conditions, 2) **become aware** of thoughts, emotions, beliefs surrounding the situation to 3) help identify and **reshape negative or inaccurate thinking**.



Social Cognitive Theory

A framework of ideas used to guide behavior change interventions influenced by: individual **experiences**, the **actions of others**, and **environmental factors** on individual health behaviors.



Skills-based Curricula

Learning by application via planning and practice; encouraging Noomers to think smart, logically and find new ways to strengthen the concepts they've learned.



Motivational Interviewing

A method of communication that sits between following (**good listening**) and directing (**giving information and advice**) that facilitates the natural process of change and honors client autonomy.



Mindfulness & Dialectical Behavior Therapy

A type of cognitive behavioral therapy focused on skill-building, leveraging 4 modules: mindfulness, interpersonal effectiveness, distress tolerance, and emotional regulation.

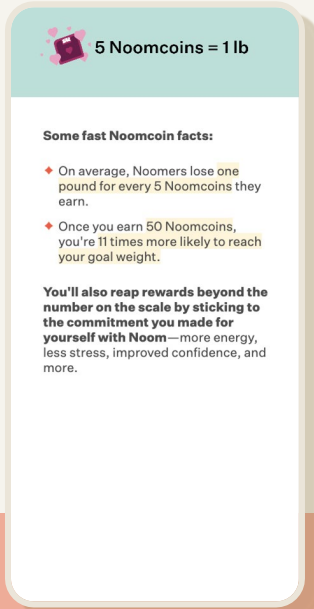


Irvin Yalom Group Therapy

Applying Yalom's 11 factors to group therapy, that help group coaches foster a culture of cohesiveness, support, and integration for Noomers.

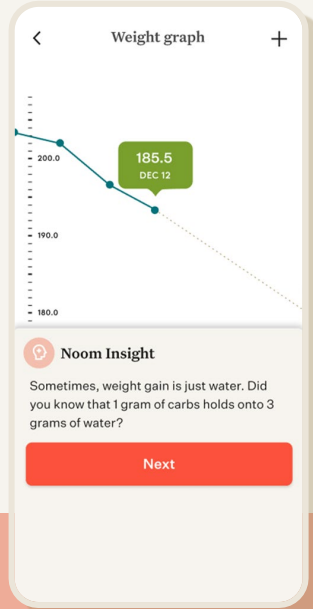
Noom's behavior change in action.

◆ Providing leading indicators of success.



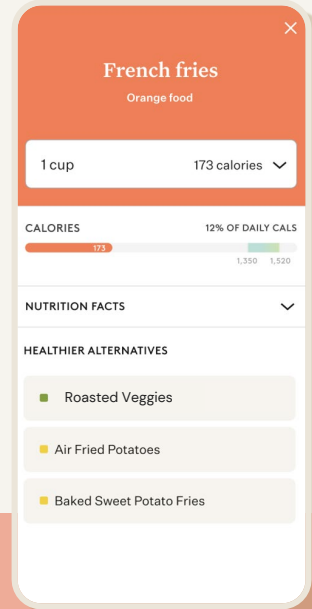
↑ 10% increase in product engagement and retention.

◆ Reframing harmful internal dialogue.



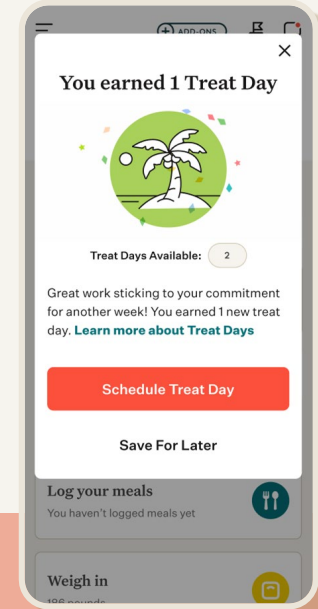
↑ 8% improvement in long-term retention and weight loss.

◆ Leveraging heuristics.



↑ 12% increase in weight loss.

◆ Challenging all or nothing thinking.



↑ 9% increase in 4-week retention and had no impact on weight loss.

03

Building a
Program

Comprehensive Weight Loss Plan

Motivation

Identify your “why”
 Establish Intrinsic and Extrinsic motivation factors
 Focus on process, not the number

Behavior Therapy

Identify self-monitoring techniques
 Break common eating scripts
 Cognitive restructuring – improve internal dialogue

Lifestyle Modifications

Identify environmental impacts
 Adequate physical activity
 Consume nutritious diet
 Improve sleep
 Manage stress

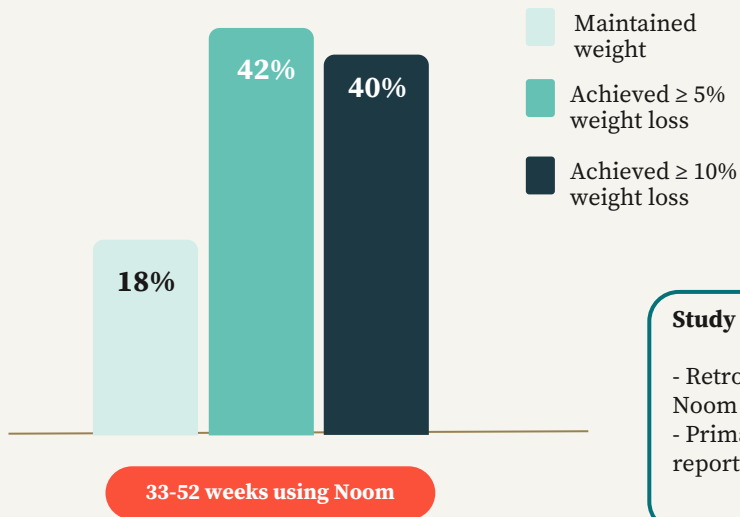
Community

Identify community of support
 Participate in activities and hobbies that promote lifestyle modifications

Medication

Use as additional tool to aid in weight loss
 Must be combined with all components of weight loss plan

Behavior Change Based Weight Loss Solution



Study design:

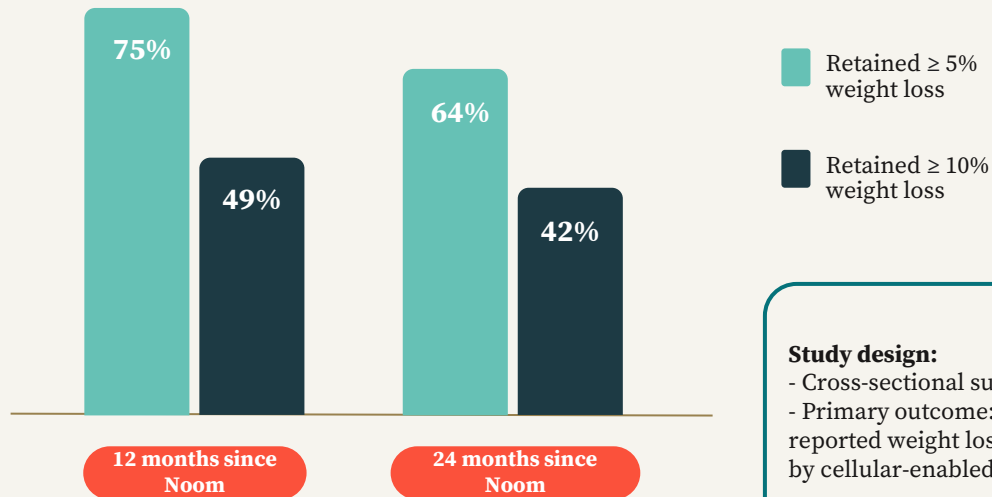
- Retrospective analysis of Noom Weight database
- Primary outcome: self-reported weight

➔ At 12 months, **82% of Noom users lost $\geq 5\%$** of their baseline weight.

➔ Engagement with Noom significantly predicted likelihood of achieving moderate ($\geq 5\%$) or high ($\geq 10\%$) weight loss



Behavior Change Based Weight Loss Solution



Study design:

- Cross-sectional survey
- Primary outcome: self-reported weight loss, verified by cellular-enabled scales

➔ 75% of Nook users maintained 5% weight loss or more 12 months later.

➔ **Time on Nook** was **significantly associated with the greatest success** with regards to maintaining weight loss.

➔ **Healthy habits learned from Nook**, such as healthy snacking, exercise behaviors were associated with **greatest weight loss maintenance**.

Thank you!



Questions

Upcoming NEBGH events:

- **January 27** – Mondays with Dr. Mark and Dr. Michael
- **February 20** – 30th Annual Tribute to Leadership - RESCHEDULED
- **March 27** – Women's Health Conference
- **June 5** – 14th Annual Health & Wellness Benefits Conference

