# Chicken or the egg: confidence and motivation in people with successful weight loss

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Key result

## Background

- Physiological, genetic, psychological and environmental factors influence the development of obesity and may also prevent people with obesity (PwO) from reaching and maintaining clinically significant weight loss.<sup>1–3</sup>
- Successful weight loss has been linked to the motivation of PwO.<sup>4,5</sup>
- There is a lack of real-world evidence examining the perceptions, attitudes and concerns of PwO who were successful in their weight loss effort.<sup>4–7</sup>

## Objective

• To identify the psychological and sociological factors that may contribute to successful weight loss, we investigated the attitudes of PwO who had a successful weight loss outcome (WLO) compared with PwO who were unsuccessful, using data from the ACTION-IO study.<sup>7</sup>

# Methods

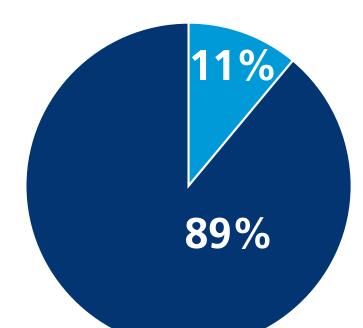
- The Awareness, Care, and Treatment In Obesity maNagement International Observation (ACTION-IO) study (NCT03584191) was a cross-sectional, non-interventional, descriptive study that collected data via an online survey among PwO and healthcare professionals (HCPs) across 11 countries: Australia, Chile, Israel, Italy, Japan, Mexico, Saudi Arabia, South Korea, Spain, the UAE and the UK between 4 June 2018 and 15 October 2018.<sup>7</sup>
- The objective of the ACTION-IO study was to identify the perceptions, attitudes and behaviours of PwO and HCPs and to assess the potential barriers to effective obesity care.<sup>7</sup>
- Here we report data from the PwO sample; eligible PwO:
- » Were  $\geq 18$  years old
- » Had a body mass index (BMI) of  $\geq$ 30 kg/m<sup>2</sup> ( $\geq$ 25 kg/m<sup>2</sup> in Japan and South Korea), calculated from self-reported height and weight.
- A successful WLO was defined as  $\geq 5\%$  body weight loss in the past 3 years that was maintained for at least 1 year. Failure to either achieve or maintain weight loss was categorised as a not successful WLO.
- Analyses are descriptive and no statistical testing has been applied.

# Results

#### Participant demographics and characteristics

- The survey was completed by 14,502 PwO; 1,559 (11%) reported a successful WLO (Figure 1).
- Baseline characteristics between the two groups were generally similar (**Table 1**). » Both groups had a similar number of comorbidities and weight loss attempts.

**Figure 1:** Proportion of PwO who achieved a successful WLO



Successful WLO (n=1,559) Not successful WLO (n=12,943)

Successful WLO:  $\geq$ 5% body weight loss in the past 3 years maintained for at least 1 year. PwO, people with obesity; WLO, weight loss outcome.

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### Table 1: Participant demographics and characteristics

	Successful WLO (n=1,559)	Not successful WLO (n=12,943)
Proportion of total	11%	89%
Male	53%	52%
Mean age, years	49	48
Current mean BMI, kg/m <sup>2</sup> *		
Japan and South Korea <sup>+</sup>	27.4	27.6
Other countries <sup>‡</sup>	33.9	34.1
Mean number of comorbidities	2.0	1.8
Mean number of weight loss attempts	4	4

\*Extreme outliers (values >1.5 interguartile ranges above the third guartile) were removed for the mean BMI calculation.

<sup>+</sup>For participants in Japan and South Korea, obesity was defined as a BMI of  $\geq$ 25 kg/m<sup>2</sup>.

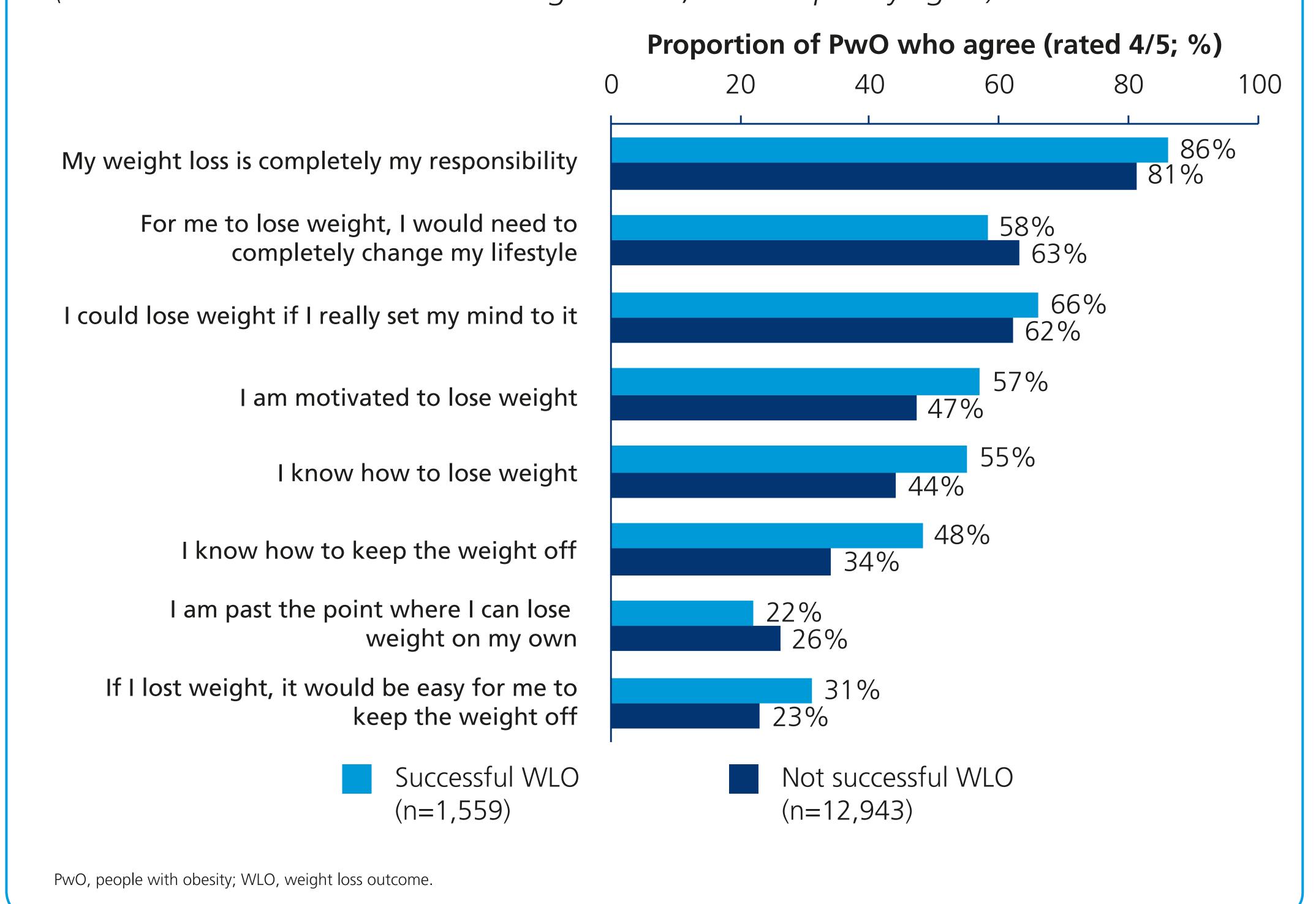
<sup> $+</sup>For participants in Australia, Chile, Israel, Italy, Mexico, Saudi Arabia, Spain, UK and UAE, obesity was defined as a BMI of <math>\geq$ 30 kg/m<sup>2</sup>.</sup> BMI, body mass index; WLO, weight loss outcome.

#### **Attitudes of PwO for weight loss**

- The majority of PwO agreed that weight loss was completely their responsibility (86% and 81%; **Figure 2**).
- A greater proportion of PwO who had a successful WLO reported that they:
- » Were motivated to lose weight (57% vs 47%)
- » Knew how to lose weight (55% vs 44%), and
- » Knew how to keep the weight off (48% vs 34%; Figure 2).

#### Figure 2: PwO attitudes towards weight loss

Please indicate how much you agree with each of the following... (rated on a scale where 1 = do not agree at all, 5 = completely agree)

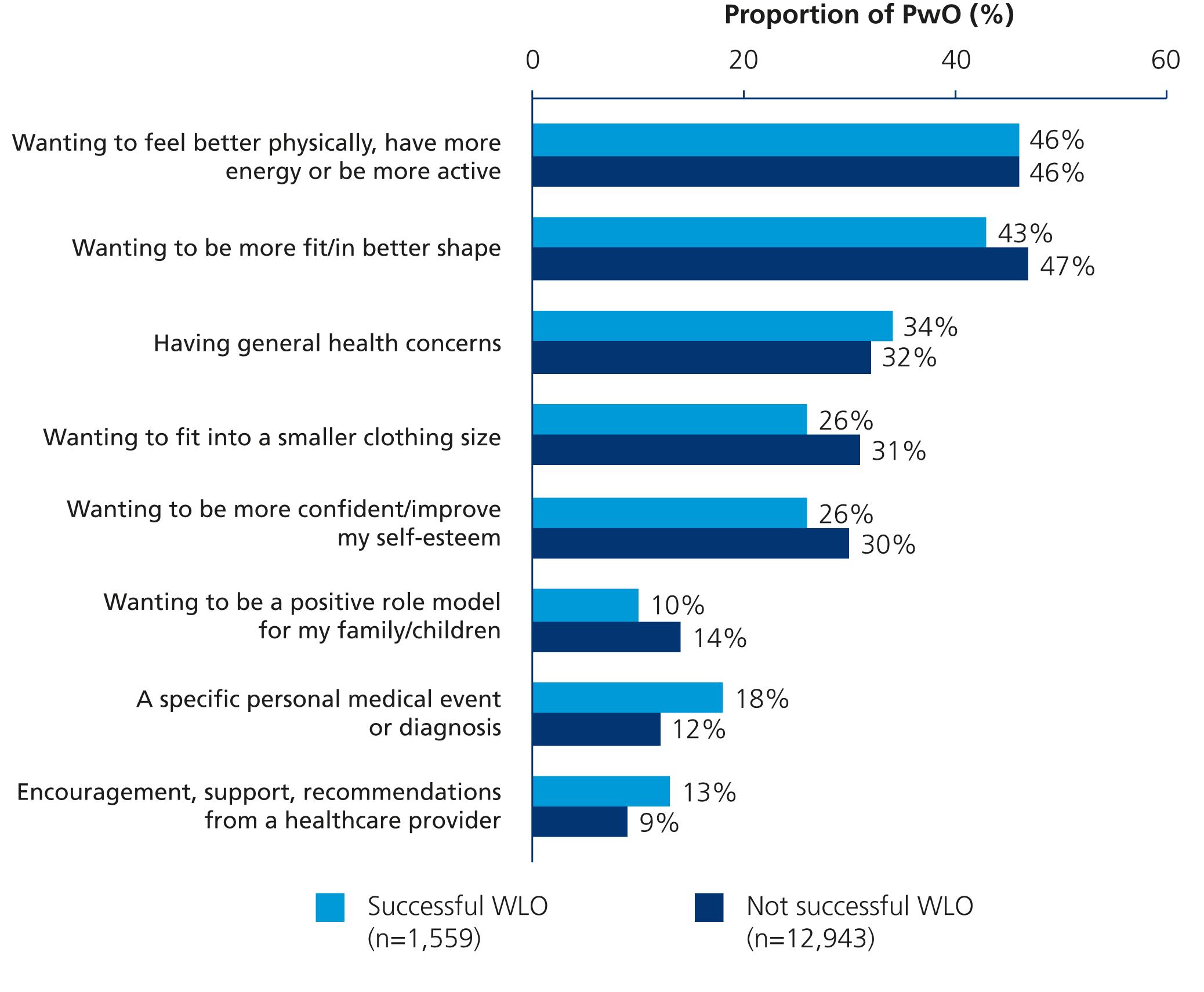


#### **Motivators for weight loss**

- The top motivators to lose weight for both groups were wanting to feel better physically, have more energy or be more active (Figure 3).
- A larger percentage of PwO who were successful in their WLO reported that motivators for weight loss were:
- » A medical event (18% vs 12%)
- » Encouragement/recommendation from their healthcare provider (13% vs 9%).
- More PwO who were not successful in their WLO reported psychosocial aspects as motivators for weight loss, such as:
- » Wanting to be more fit or in better shape (47% vs 43%)
- » Wanting to be more confident or improve self-esteem (30% vs 26%).

## Figure 3: PwO motivators for weight loss

Which of the following, if any, have motivated you the most to lose weight?



PwO, people with obesity; WLO, weight loss outcome.

## Weight loss goals among PwO

- The top weight loss goal for the two groups was to reduce the risks associated with excess weight or to prevent a medical condition (48% and 46%; Figure 4).
- Both groups had similar weight loss goals but achieved different outcomes.

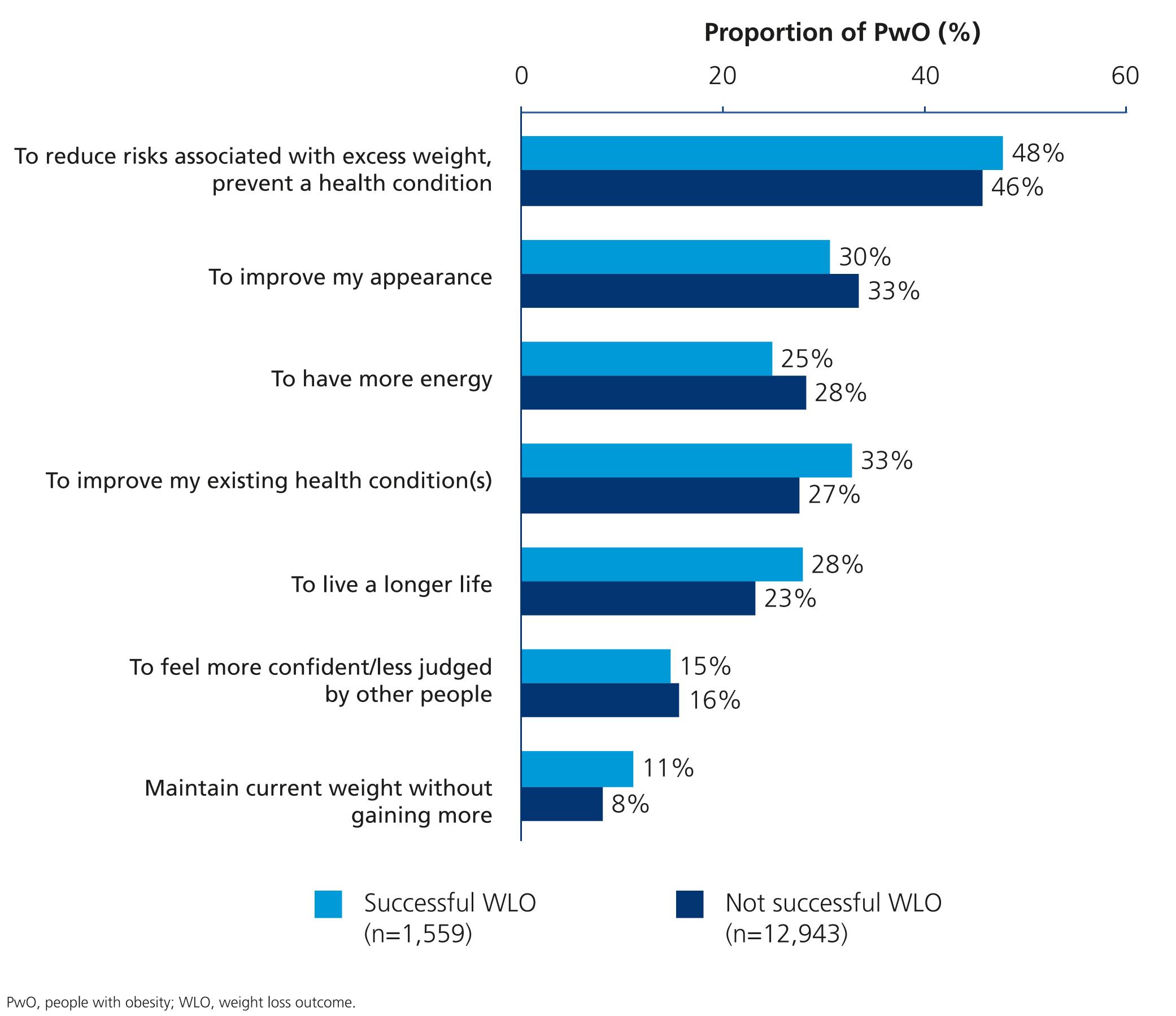


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## Figure 4: PwO's most important weight management goals

Please select the top 3 most important goals for you to personally achieve as part of your weight management, if any (select top 3).



# Conclusions

- A greater proportion of PwO who had a successful WLO appeared to be motivated and confident in their ability to achieve and maintain weight loss.
- It is unclear if their motivation and confidence is because they had lost weight or if it contributed to the weight loss.
- The two groups shared similar top weight loss goals/motivators and had a similar number of weight loss attempts, yet few PwO reported a successful WLO.
- More PwO who had a successful WLO reported a medical event or diagnosis as a motivator for weight loss.
- » Psychosocial aspects were a motivator for weight loss for PwO who were not successful in their WLO.
- These results suggest that increasing self-efficacy (including belief in oneself) and self-concept (including positive perceptions of oneself) could improve WLOs, but further research is needed to study the changes in motivation and confidence of PwO during their weight loss journey.