

On-line to healthy weighs: electronic messages for employed women on maintaining a healthy weight.

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On-line to healthy weighs : electronic messages for employed women on maintaining a healthy weight

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Descriptions



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Creator [Sullivan, Angelique S.](#)

**Abstract or
Summary**

A nutrition education program for employed women on maintaining a healthy weight was developed and evaluated. Delivery of eight messages (two per week for four weeks) by electronic mail was tested for effectiveness. The subjects were 243 members of the Oregon State University Office and Personnel Association who were randomly assigned to three experimental groups. Group #1 received hard copies of the messages, group #2 received hard copies along with a weekly electronic tip on weight management, and group #3 received the messages by electronic mail (e-mail). An evaluation survey was developed to assess: 1) Participants' stage of change regarding fat in the diet, 2) Participants' social support network for weight maintenance, 3) Reactions to the program, 4) Impact of the program on positive behavior regarding weight control, and 5) Demographics. The survey was sent by campus mail about three weeks after the program. The evaluation was completed by 80.2% of participants. The nine male respondents and the two gender-unidentified respondents were not included in the data analysis to assure a total female population. A total of 181 surveys were analyzed (74.5%). The mean age of female respondents was 47.8 ± 13.3 . Although it was hypothesized that electronic delivery of the program and/or supplementing the hard copy/print program with brief electronic tips would be associated with higher order stages of change (Transtheoretical Model), the results from this study did not support the hypotheses. There was no significant difference in stage of change among participants in the three modes of delivery. The messages appeared to have the greatest impact on women in the action and preparation stages. They tended to make more positive changes (i.e. reading food labels) than women in the maintenance, contemplation, and precontemplation stages. Mode of delivery did not appear to make a difference in whether the women looked forward to the messages, reactions to message length, how many were read, or the resulting knowledge or behavior change. Therefore, it may not be critical to program effectiveness. Women in the electronic group, however, were more certain that they received all eight messages and were more apt to

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Angelique S. Sullivan for the degree of Master of Science in Nutrition and Food Management presented June 14, 1996. Title: On-Line to Healthy Weights: Electronic Messages for Employed Women on Maintaining a Healthy Weight.

Abstract Approved: _____
Carolyn Raab

A nutrition education program for employed women on maintaining a healthy weight was developed and evaluated. Delivery of eight messages (two per week for four weeks) by electronic mail was tested for effectiveness.

The subjects were 243 members of the Oregon State University Office and Personnel Association who were randomly assigned to three experimental groups. Group #1 received hard copies of the messages, group #2 received hard copies along with a weekly electronic tip on weight management, and group #3 received the messages by electronic mail (e-mail).

An evaluation survey was developed to assess: 1) Participants' stage of change regarding fat in the diet, 2) Participants' social support network for weight maintenance, 3) Reactions to the program, 4) Impact of the program on positive behavior regarding weight control, and 5) Demographics. The survey was sent by campus mail about three weeks after the program.

The evaluation was completed by 80.2% of participants. The nine male respondents and the two gender-unidentified respondents were not included in

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