



Effective treatment messaging:

Staying in touch with those affected by obesity

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WW

Overview

1. Trends
2. What people want
3. How they want to get there
4. Examples of communication
best practices & topics

15+ y ago

Improve appearance
Deprivation & calories
Quick fix
Thin ideal



2015

Holistic approach
Emphasis on activity
Help with mindset
Healthy weight (v. specific # on scale)



2019

More energy
Increase confidence
Focus on food quality
Find balance
Connect to values

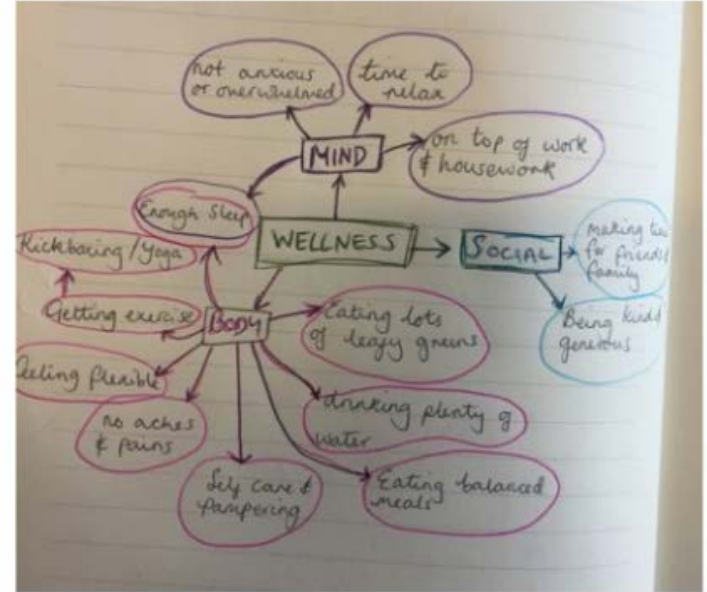


**Goals &
approach
shift over
time**



What people want

Weight loss + Wellness



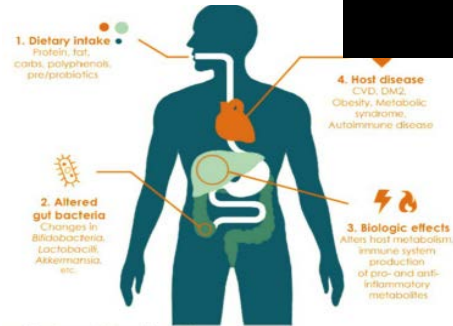
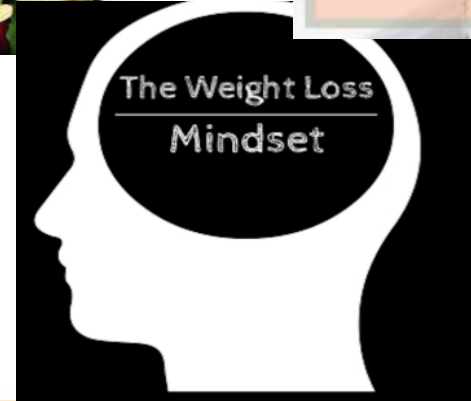
How they want to get there

Wellness that Works.™



Belief & change via understanding: Credible science & common sense

Wellness that Works.™



Livability

Don't tell me I can eat whatever I want and lose weight.

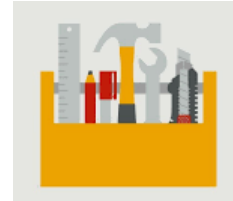
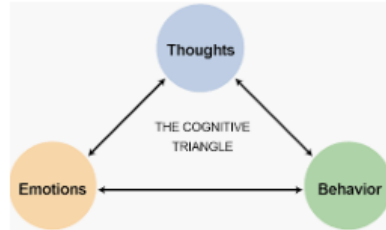


Be realistic.
Help me develop sustainable habits that fit my life.



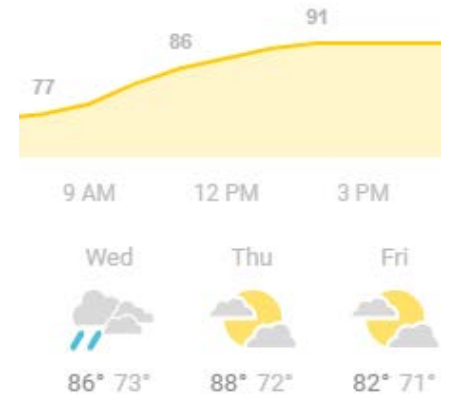
Practical guidance & tools to support healthy habits

Don't just tell me, show me
Don't just tell me what, tell me how
Help me be self-sufficient



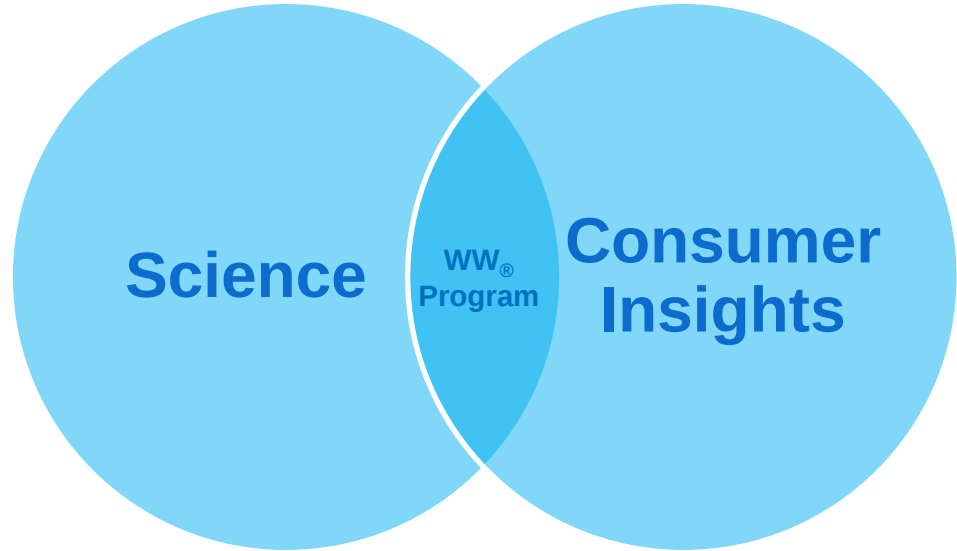
Personalization

This Sorting Hat Will
Choose Your
Hogwarts House
Based On Your
Preferences



Our programmatic approach

Translate science into behaviors and habits that result in improved health and overall wellbeing.



Tone of Voice

Aim for:

Warm
Smart
Accepting
Real
Encouraging
Self-aware

Instead of:

Restricting
Academic
Judgemental
Condescending
Complicated
Over-promise-y

Phrases to watch out for:

Overweight/Obesity

Weight and wellness goals/journey

Before/after

[New year, New you]

You are the same person you always were, you didn't NEED to change, you wanted help evolving, growing, shifting. It's a journey. Instead: Then/Now

On plan/Diet

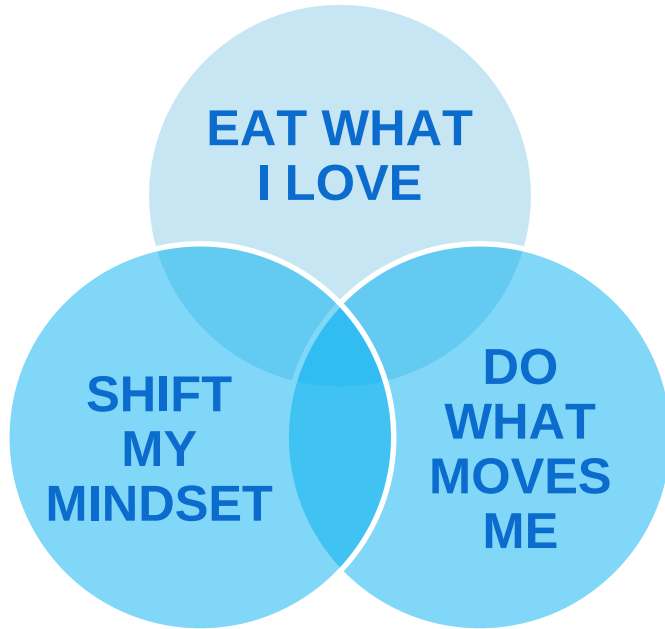
It's not a diet, but a way of living in a healthful and mindful way

Moral language

[Healthy/unhealthy, Good/Bad, Cheat/Indulgence, Excuse-proof]

It's about shifts in behavior, and livability.

Freestyle: nudging people towards healthier choices



You've made a bold, life-changing decision to prioritize wellness—and we're here to help and inspire you every step of your journey.

WW is not just about weight loss. It's an exciting new way of living, built around joy, connection, and the power of healthy habits.

Building healthy habits is about being in the right frame of mind

Mindset topics have proven efficacy, clear link to the wellness journey, immediate benefits, and practical & actionable strategies

A person with a helpful mindset.....



...is kind to themselves, recognizing that no one is perfect.



.....finds everyday things to be grateful for, both big and small.



...understands how shifting unhelpful thoughts can change how they feel and act, helping them achieve their goals.



...opens themselves up to challenges and views setbacks as learning opportunities.



Giving yourself the permission to be imperfect, and showing yourself self-compassion, can make you:
less afraid of failure
more likely to take good care of yourself
and help you maintain your weight loss

1

Think of a time when a close friend has felt bad about themselves or struggled in some way. Imagine what you'd say to them and how you would want them to feel.

2

Now think of a specific time when you have felt bad about yourself or struggled in some way. What do you typically think and do? What do you say to yourself? Even your tone of voice matters.

3

Is there a difference between the two answers? Why? Ask yourself why you would treat yourself any differently than you'd treat a friend.

Focusing on what your body can do, rather than how it looks, and forming a positive body image can lead to a more positive weight loss experience & help you lose weight



1. **Notice when you have a critical thought about your body.** “My arms are so big in this picture”
2. **Think about what this body part does for you.** “I use my arms to hug people and carry my groceries”
3. **Affirm your body, and take a moment to appreciate it.** “My arms are important because they let me hug my child”

If you were standing in front of a mirror, you'd naturally focus on how you look—and maybe how your looks fall short of some imagined ideal. You can thank unrealistic beauty standards for that. Imagine how different it would feel if your thoughts instead went to what your body can do. How its strength, flexibility, and expressiveness help you in your daily life.

People who think about their bodies in terms of what they can *do* versus how

they look are more likely to be physically active. They often experience greater well-being and have a more positive body image—all improvements that are tied to weight-loss success and an overall better quality of life.

So, the next time you have a critical thought related to your appearance, show yourself compassion (or be patient with yourself) and instead try to focus on what that aspect of your body does for you.

WHAT TO DO

Retrain your brain

1. **Visualize** the part of your body that you're focusing on. If you think, “My arms are so big,” picture your arms.
2. **Think** about how you use this part of your body.
3. As best you can, **create** an affirmation about how that body part helps you, such as, “My arms let me lift my child, swing a tennis racquet, and hug a friend.”

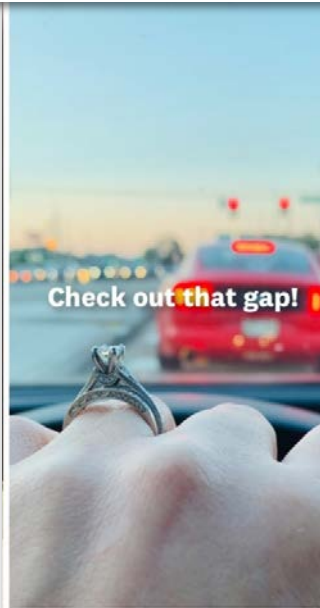
What my body can do

The part of my body I will think about differently:

What that part of my body can do:

Best NSV yet! I stepped out of my comfort zone and stepped into the pool. My baby girl screamed with excitement when she saw I had a swimsuit and was joining her in the pool. That was the best victory so far! I got in and kept saying to myself "I'm in the pool. I'm in the pool. I'm in the pool." I had a great time with my daughter for 40 minutes before her swim class.

#newbie #swimsuit #comfortzone #mommy
#nsv #ididsomethingright



Wellness that Works.™

WW members have
posted over 340,000
NSV on Connect

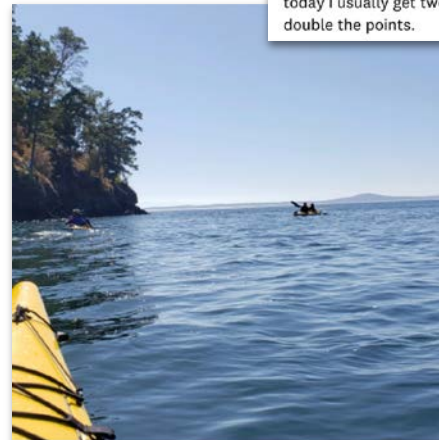
Non-scale Victories (#NSV)

You are more than the
number on the scale.

Weight loss is a journey,
with its ups and downs, so
take the time to notice each
success along the way- on
the scale and off.



Even a small #nsv counts. I picked up one 4 point snack from the vending machine. Before today I usually get two snacks for at least double the points.



Went sea kayaking when we were at the San Juan Islands. I've never kayaked before and would have been hesitant to try this 25 pounds ago. Being more comfortable doing what I want to again is such a huge #nsv!



Member-led goal setting

Our mission is to help you meet **your** weight loss and wellness goals, whatever those goals may be.

We do not dictate your goals, but rather guide you towards best practices for setting effective goals.

- Achievable & sustainable
- Focused on both outcomes & behaviors
- Specific, short-term, reasonable

Wellness that Works.™



This is my journey.

You've made a commitment to yourself—and those you love—to live your healthiest, best life each day. This is your place to record and reflect on every amazing step you take.

Your goals can be anything: weight loss, maintaining your weight, getting more sleep, trying a yoga class.... All that matters is that they're meaningful to you.

The path to success is rarely a straight line and that's OK. This book will help you navigate twists and turns and keep you moving forward. No matter what, celebrate the small victories, focus on progress, and keep looking at the big picture.

You've got this!

Bring this book to your Wellness Workshop each week to record your progress.



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