

Journal of Obesity
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Supplemental Materials: Materials include web-based messaging content delivered during two phases of the intervention.

Supplementary Table 1: Website Theory-Based Message Intervention Content for Phase 1 (baseline to 6 months).

Supplementary Table 2: Website "Hot Topic" Message Intervention Content for Phase 2 (6 months to 18 months).

**Table 1. Website Theory-Based Message Intervention Content-Phase 1 (baseline to 6 months)
Women Weigh-In for Wellness Study (WWW Study)**

9	Sleep & Weight Connection	X													
	Avoid Food Habits that Interfere with Your Sleep			X		X		X			X				
Week	Content	Info			Benefits Barriers		Self Efficacy			IP Support		Self Monitor	Goals		
		G	PA	Eat	PA	Eat	PA	Eat	O	PA	Eat				
10	Regular Exercise Helps you Sleep Better		X		X										
11	Stress Can Interfere with your Weight Loss	X			X	X									
	Barriers of Stress				X	X				X	X				
	Success Story: Mary Kay's A-Ha Moment									X	X				
	Need a Healthy Snack?			X											
12	Look at Your New Normal Lifestyle	X						X	X	X					
	Finding it difficult to meet your activity goals?				X										
	Limit Screen Time to Lose Weight				X										
	I Love Vegetables Recipe			X											
13	Your New Lifestyle and 6S Behaviors	X						X	X	X			X	X	
	Use the 6S Plan to Enjoy Social Gatherings											X			
	Sensible Tips to Eating Out											X			
	Smarter Eating Tips by Type of Restaurant			X		X		X					X		
14	Clean out your closet for success	X								X			X		
	Forget Fatigue - Find Energy		X		X			X			X				
	Breakfast Fruit Cup Recipe			X											
15	Transformation of Mind and Body	X								X				X	
	Plan Your Personal Success Story	X												X	
	Fine Tune Your Efforts to be More Active for life		X		X			X			X		X		
	Success Story: Betty's Successful Activity Habit							X	X						
16	Get Re-Motivated & Energized	X													
	5 Ways to Beat Boredom with Physical Activity		X		X										
	Be Grateful that you can do physical activity							X							
	Updated Nutrition Guide with Suggested Servings			X					X				X		
	MyPlate Guide for a Balanced Diet			X											
17	Do you LOVE a bargain?	X								X					
	Health Costs of Overweight	X			X	X									
	EAT BREAKFAST!			X											
	Nutrition Corner as a Rainbow			X		X									
18	Super S! Challenging Situations				X	X		X	X	X	X	X			
	No Couch Potato!		X		X			X			X				
	Nutrition Corner: Fabulous Fruits!			X		X									
	Busting Weight Loss Myths	X						X	X	X					

Legend: G - General O - Other
PA - Physical Activity IP - Interpersonal

