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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)

In Phase 1 (Guided Weight Loss), women in all groups (WO, WD, & WE) had access to the same content on the trial website, representing the identified constructs as noted. Women received automated email messages when new web content was available, scheduled weekly during Phase 1.

					Ber	nefits		Self			P		
			Info	0		riers		ficac	v		port	Self	
Week	Content	G		Eat		Eat		Eat		PA		Monitor	Goals
HOOK	Tips for Navigating on the Site	Χ										X	Х
	6S's (Success) - Self commit, Self												
	Monitor, SMART GOAL, Eat, Start		Χ	Х								Χ	Х
	Moving, and Social support												
	WWW Plan for YOU	Χ	Χ									Х	
	Weighing Yourself - How Hard Can It												
	Be?	Х										Х	
0	Getting Through Your Practice Week	Χ											
	Ready? Set? Let's Go!											Χ	Х
	Your Weight Loss Plan Revealed	Х	Χ	Χ									
	Easing Into Starting to Move		Χ		Χ		Χ						
	Shop to Drop (Pounds That Is)			Χ				Χ					
	Gentle Reminder - Keep Group Activities	Х											
1	Confidential	^											
	Congratulations - You Survived Your	Х							Х			Х	Х
	First Week												
	Making the Right Moves for Weight Loss		Χ				Χ						
	Portion Distortion Quiz (NHLBI)			Χ				Х					
	Raise Your Arms - Goals!												Χ
2	Lean on Me - Support									Χ	Χ		
	A-Ha Moments	X					Х	Х				Х	
	Start Moving - Plan for Physical Activity	Χ	X		Χ		Χ						
	Start Moving Log: Keeping a Daily Tally		Х									Х	
3	Setting SMART Goals	Χ	Χ	Χ									Χ
	Mindful Weight Loss True Success Story				Χ	X	Х	X					
4	,					Χ		X					
_	Celebration, Tune-Up, or Re-Set Am I Really Hungry?	Χ					Χ	X	Χ	Χ	Χ	Х	Χ
5	, , ,					Х	. V	X	V			V	V
	PLAN So you can Stick to the Plan				V	V	Х	Х	Х		V	Х	Х
•	Your Plan Can Save the Day! You Deserve a Reward - Cookbook				Х	Х	Х	Х	Х		Х		
6			V		V			^	^	~			
	Let's Really Get Moving! Goal Challenge: Go for the Gold!		Х		Х		Х	-		Х			Х
7	Physical Activity Rewards: Peggy's Story				Х		Х						<u> </u>
,	How to Overcome Physical Activity				^		^						
	Barriers				Χ								
	Physical Activity is Enjoyable!				Χ								
	Writing Physical Activity Goals												Х
8	Breakfast Recipe!			Х									
J	Weight Loss Stalled? - Jump Start Guide	Χ	Χ	Χ								Х	
	Portion Distortion Quiz - Part 2		-	X				Х				-	
9	Bonus Tip to Get off a Plateau	Χ										Х	

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

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

Women Weigh-In for Wellness Study (WWW Study)

	Sleep & Weight Connection	Х											
	Avoid Food Habits that Interfere with	^											
9	Your Sleep			X		Х		Х			Х		
					Ber	nefits		Self			P		
			Inf	0		riers		ficac	y	Sup	port	Self	
Week	Content	G	PA	Eat	PA	Eat	PA	Eat	0	PA	Eat	Monitor	Goals
			Х		Х								
10	Regular Exercise Helps you Sleep Better		^		^								
	Stress Can Interfere with your Weight Loss	Х			Х	Х							
	Barriers of Stress				Χ	Χ				Χ	Х		
	Success Story: Mary Kay's A-Ha									Х	Х		
	Moment										^		
11	Need a Healthy Snack?			Х									
	Look at Your New Normal Lifestyle	Χ					Χ	Χ	Χ				
	Finding it difficult to meet your activity goals?				Χ								
	Limit Screen Time to Lose Weight				Χ								
12	I Love Vegetables Recipe			Х									
	Your New Lifestyle and 6S Behaviors	Χ					Χ	Χ	Χ			Χ	Χ
	Use the 6S Plan to Enjoy Social Gatherings										Х		
	Sensible Tips to Eating Out										Х		
	Smarter Eating Tips by Type of			.,								.,	
13	Restaurant			Х		Х		Х				Χ	
	Clean out your closet for success	Χ							Χ			X	
	Forget Fatigue - Find Energy		Χ		Χ		Χ			Χ			
14	Breakfast Fruit Cup Recipe			Χ									
	Transformation of Mind and Body	Х							Х				Χ
	Plan Your Personal Success Story	Х											Х
	Fine Tune Your Efforts to be More Active for life		Х		Х		Х			Х		Х	
	Success Story: Betty's Successful						Х	Х					
15	Activity Habit						^	^					
	Get Re-Motivated & Energized	Х											
	5 Ways to Beat Bordem with Physical Activity		Х		Х								
	Be Greatful that you can do physical activity						Х						
	Updated Nutrition Guide with Suggested Servings			Х				Х				Х	
16	MyPlate Guide for a Balanced Diet			Х									
-	Do you LOVE a bargain?	Χ							Χ				
	Health Costs of Overweight	Х			Χ	Χ							
	EAT BREAKFAST!			Х									
17	Nutrition Corner as a Rainbow			Х		Χ							
	Super S! Challenging Situations				Χ	Χ	Χ	Χ	Χ	Χ	Χ		
	No Couch Potato!		Χ		Χ		Χ			Χ			
18	Nutrition Corner: Fabulous Fruits!			Χ		Χ							
	Busting Weight Loss Myths	Х					Χ	Χ	Χ				

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

		_											
	There may be weight loss saboteures									Χ	Χ		
	An Active Life Feels GOOD!				Χ								
	Success Story: Straight Talking Kathy						Х	Х	Χ			Χ	Χ
	Nutrition Corner: Dairy Foods, Calcium,												
19	& Vitamin D			Х		Χ							
					Ber	nefits		Self			Р		
			Info	0	Bar	riers	Ef	ficac	y	Support		Self	
Week	Content	G	PA	Eat	PA	Eat		Eat		PA		Monitor	Goals
TTOOK	Staying Power						Χ	Х	Χ			momen	Coulc
	Astounding Challenge: Party AND Stay							<u> </u>	7.				
	Ion Track				Х	Х						Х	Х
	10 Minute Activity Challenges		Х		Х								
	Slow & Steady Wins						Х	Х					
20	Nutrition Corner: Whole Grains			Χ		Х	$\stackrel{\wedge}{-}$						
20	Moods: What to do with them	Х		^			Χ	Х	Χ				
	Living Well at Any Age	<u> </u>			Х	Х	^		^				
21	Nutrition Corner: Protein			Х		X							
21	Take an Inventory of You			^	V	X		Х		Х	Χ	Х	V
	-				X	۸	X	^					Х
00	Learning to Love Activity Not So Sweet Talk About Sugar				^		^			Χ			
22				Χ									
	Look in the Mirror: New Appearance and New Thinking	Χ					Χ	Х	Х	Х	Χ		
	Physical Activity: Keep it Interesting				Χ		Х			Χ			
23	Nutrition Corner: Fat, it isn't all bad			Χ		Χ							
	Thank You & About Phase II	Х	Χ	Χ									
	Where am I?											Х	Х
	Be Happy Whatever Situation You Find												
24	Yourself In	Χ							Х				
	Phase II - How It Works	Χ											
	Weight Loss & Weight Maintenance		Χ	Х									
	Record Your Goals to Be What You												
25	Want to Be												Х
	<u>I</u>			L					Щ.				

Legend: G - General PA - Physical Activity

Table 2.Website "Hot Topic" Message Intervention Content-Phase 2 (6 months to 18 months) Women Weigh-In for Wellness Study (WWW Study)

For Phase 2 (Guided Weight Loss and Weight Maintenance), women in all groups (WO, WD, WE) had access to the same content on the trial website, representing the identified constructs as noted. Women received automated email messages when new web content was available (biweekly), called "Hot Topics" in reference to their focus on current information or events in the news.

					Benefits			Self			IP		
		Info		Barriers						port	Self		
Week	Content	G	PA	at	PA	Eat	PA	Eat	0	PA	Eat	Monitor	Goals
27	Want to Cut Chocolate Cravings? Take a Walk ¹	Х		Х		Х					Х		
21													
29	Poor Lifestyles Harming U.S. Heart Health: Report ¹				Χ	Х							
31	Family Tips for Getting Fit1									Χ			
33	What Are Coronary Heart Disease Risk Factors? ²	Χ			Χ	Х							
35	When Prodded, Restaurant Diners Often Opt for Smaller Portions ¹			Х				Х				Х	
37	Desk Jockeys Urged to Take Small Steps to Get Exercise ¹				Х		Х					Х	
39	Fruits, Veggies Can Be Beauty Tools, Study Says ¹			Х		Х							
	Too Much Sitting Can Kill You, Study Suggests ¹ Health Tip: Why You Need Aerobic		Х		Х								
41	Exercise ¹		Х		Х								
43	Could Two Words Help You Resist Temptation? ¹					Х		Х					
	Women Less Apt Than Men to Get Recommended Daily Exercise ¹		Χ		Х								
45	Health Tip: Overcoming Obstacles to Exercise ¹												
	Healthy Weight Loss May Also Cut Your Cancer Risk ¹	X			Χ	Х							
47	Keeping It Off ³									Χ	Χ	Х	
49	Stop the Cravings! ⁴							Χ			Χ	Χ	
	Stay Active and Save Your Life!5		Χ		Χ		Χ			Χ			
51	Go4Life ⁶ & Success Stories				Χ	Х	Χ	Χ	Χ				
53	National Weight Control Registry Facts & Success Stories ⁷				Х	Х	Х	Х	х	Χ	Χ	Х	Х
55	GMA Medical Minute & Food Is A Numbers Game ⁸								X			Х	Х
	Want to Live Longer? Turn Off That TV and Stand Up ¹		Х		Х							Х	
57	Guide to Physical Activity ²		Χ										

Legend: G - General

Table 2.Website "Hot Topic" Message Intervention Content-Phase 2 (6 months to 18 months) Women Weigh-In for Wellness Study (WWW Study)

59	Shape Up, Safely, for Summer & Health Tip: Exercising in the Heat ¹	Х	х		Х	Х	Х	Х	Х	Х		Х	
61	Recipies to Support Your New Lifestyle ⁹			Х		Χ		Χ					
63	RedHot News from the American Heart Association: Go Red for Women ¹⁰	Χ	Х	х	Х	Х	Х	X		X	Х		
65	Lettuce: Buy Bagged or Not? ¹			Х									
			Info)		etits riers	Self Efficacy				IP pport		
Week	Content	G	PA	E at	РА	Eat	РА	Eat	o	РА	Eat	Self Monitor	Goals
67	Weight Loss Dos and Don'ts Quiz ⁹	Χ	Х	Х			Χ	Χ					
69	Slideshow: 10 Ways to Boost Your Metabolism ⁹	Х	Х	Х	Х	Х							
71	Fast Walking May Slash at Heart Disease, Diabetes ⁹		Х		Х								
73	Diet/Exercise Combo Best, 'Biggest Loser' Study Says ¹	Χ	Х	х									
	Says'		Χ		Χ								
75	Holiday Eating Guide ¹⁰			Χ		Χ		Χ		Χ	Χ	Χ	
	Says		Χ		Χ								
79	Stay Active Through the Winter ¹¹		Χ		Χ								
81	Inspiration for a Healthy New Year ³ & Success Stories						Х	Х	Х	Х	Х		
83	Berries May Cut Heart Attack Risk in Women, Study Says ¹			Х		Х							
85	Weight Control⁵	Χ	Х	Х	Χ	Χ							
87	Smaller Snack Portions Just as Satisfying			Χ				Χ					
89	Everyday Activities May Have Same Health Benefits as Going to Gym ¹		Х		Х		Х						
91	Weight	Х	Х									Х	
93	Don't Just Sit There! 12		Х		Χ								

- References: 1. healthfinder.gov
 - 2. National Heart Lung and Blood Institute
 - 3. Centers for Disease Control and Prevention
 - 4. Academy of Nutrition and Dietetics
 - 5. NIH MedlinePlus
 - 6. National Institute on Aging at NIH
 - 7. The National Weight Control Registry
 - 8. ABC News
 - 9. WebMD
 - 10. American Heart Association
 - 11. Department of Health and Human Services
 - 12. NIH News in Health

O - Other Legend: G - General

PA - Physical Activity IP - Interpersonal