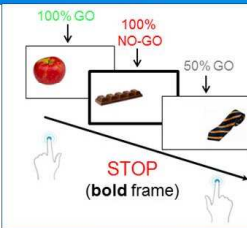


The acceptability and effectiveness of online food response inhibition training for weight loss in a large public sample

Background

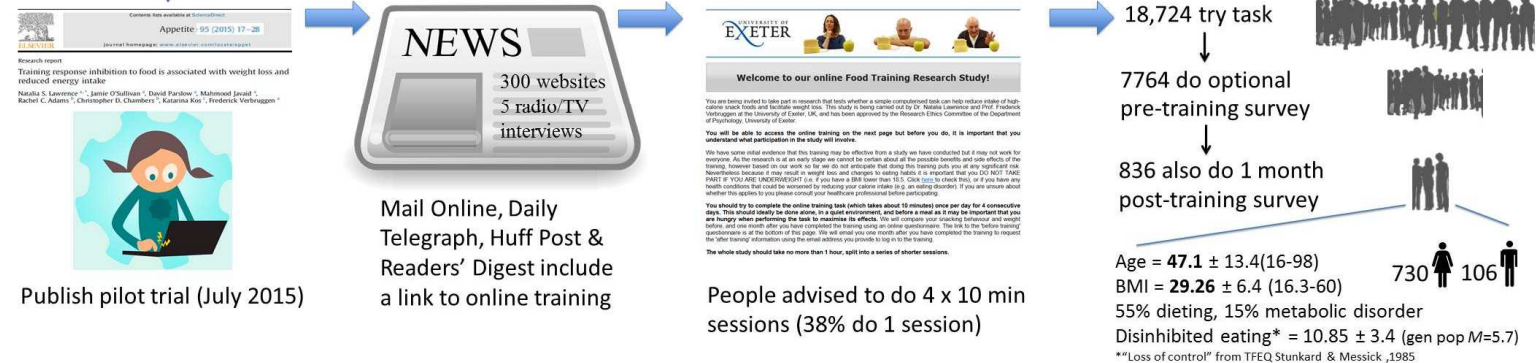
- 64% of UK adults are overweight or obese
- Food response inhibition training - stopping key presses to food pictures - reduces food intake, food liking and weight



This Study

- Delivered online training to the public - measured snacking and weight
- Analysed feedback and subjective comments about training

Method



Results

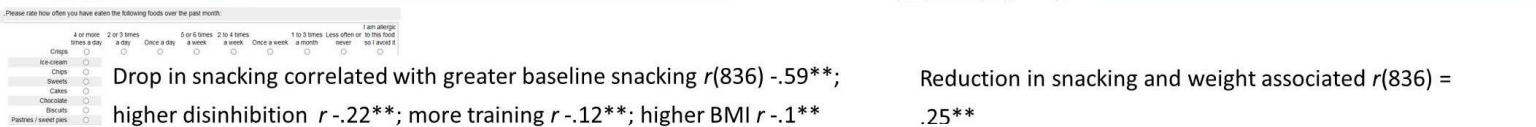
Training Effects (pre- to 1-month post)

Snacking (N=836)

20% ↓ from pre- to post-training, $d = 0.68$
 $M = 22.8 \pm 7.4$ to 18.4 ± 6.3 , $t(835) = 19.53^{**}$
 Each food eaten ~ once/week to 1-3/month

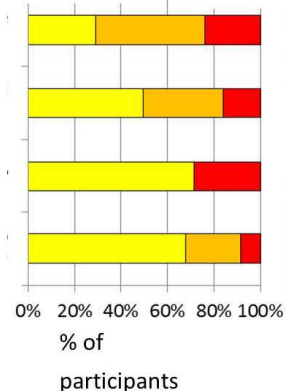
Weight (N=796)

0.9 kg ↓ from pre- to post-training, $d = 0.35$
 $M = 80.94$ kg ± 19.63 to 80.04 kg ± 19.44
 $t(795) = 9.94^{**}$



Closed questions

yes not sure no



- Did it help you reduce your food intake?
- Would you recommend to a friend?
- Would you like the app?
- Would it be useful to personalise the training? Which foods/drinks?

Feedback about training (N=817)

Open-ended

- Biscuits
- Ice-cream
- Soft-drinks
- Pies
- Cake
- Crisps
- Chocolate
- Pizza
- Alcohol
- Meat
- Chips
- Sweets
- Cheese
- Bread



Themes

- Increased awareness/control**: "I do find myself stopping to think before reaching for the biscuits and I think I have more time to make a reasoned decision."
- Reduced craving**: "One of the big benefits I've had is that powerful cravings have been heavily reduced or disappeared."
- Reminders**: "I would like to get a daily reminder to do the task, I only remembered to do it about twice."
- Training frequency**: "Doing the training every day on an ongoing basis might be more effective than doing it only for the number of days prescribed at the beginning."
- Duration of effects**: "The effect began to wane after a week or two. I think a personal app would be a great way to keep up with my goals to eat in a healthy way."
- Personalisation**: "Neither I nor anyone else can lose weight by cutting down on foods we are not eating in the first place!"
- Other feedback**: "I don't really care for chips or crisps, my issue is sweets. Maybe if we can choose our vices, then we can train on avoiding those."

This study suggests:

- ✓ High demand for training
- ✓ Easy, low-cost
- ✓ Positive feedback
- ✓ Real-world effectiveness

But:

- ✗ No control group
- ✗ No objective measures
- ✗ No long-term follow-up
- ✗ High attrition

What next?

- Testing personalised App
- Objective long-term measures
- Testing in children, clinical populations

