



# **Development of person-centred obesity management support during disruption: The REJOIN project (REaJustment to Obesity management Intervention)**

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# Eating and activity during COVID-19 lockdown

UK adult survey findings (n=2,002):

- People with obesity disproportionately affected
- More likely to report worse diet, more overeating, lower activity levels
- Greater reported barriers – (Capability, Opportunity, Motivation)

Robinson, Boyland, Chisholm, Harrold, Maloney, Marty, Mead, Noonan, Hardman (in press). Obesity, eating behavior and physical activity during COVID-19 lockdown: A study of UK adults. *Appetite*.

# REJOIN project

## **Project aim:**

To develop a person-centered intervention that can support people living with obesity with identified barriers to eating and activity during social and environmental disruption

- Phase-1: Intervention Co-development
- Phase-2: Process Evaluation

# Phase-1: Intervention Co-development

- **Modify** 'generic' Motivational Interviewing (MI) approach\*
- **Intervention co-creation team** - Stakeholders including patient advocates and people living with obesity
- Series of virtual co-creation team meetings to collaboratively create **intervention manual**
  - *Adapted intervention content*
  - *Preferred delivery methods*



\*Collaborative communication style, highly person-centered:  
<https://www.aafp.org/fpm/2016/0900/fpm20160900p32.pdf>

# Phase-2: Process Evaluation

- **Focus groups** with people receiving MI within an existing ongoing trial – acceptability of intervention & feasibility of trial design.

Identify experiences of

- (1) **Receiving** the interventions  
(inform further intervention development)
- (2) **Participating** in an MI intervention trial (inform future trial design)



# REJOIN project

- Why person-centered?

*To empower and support people with a broad range of identified barriers*

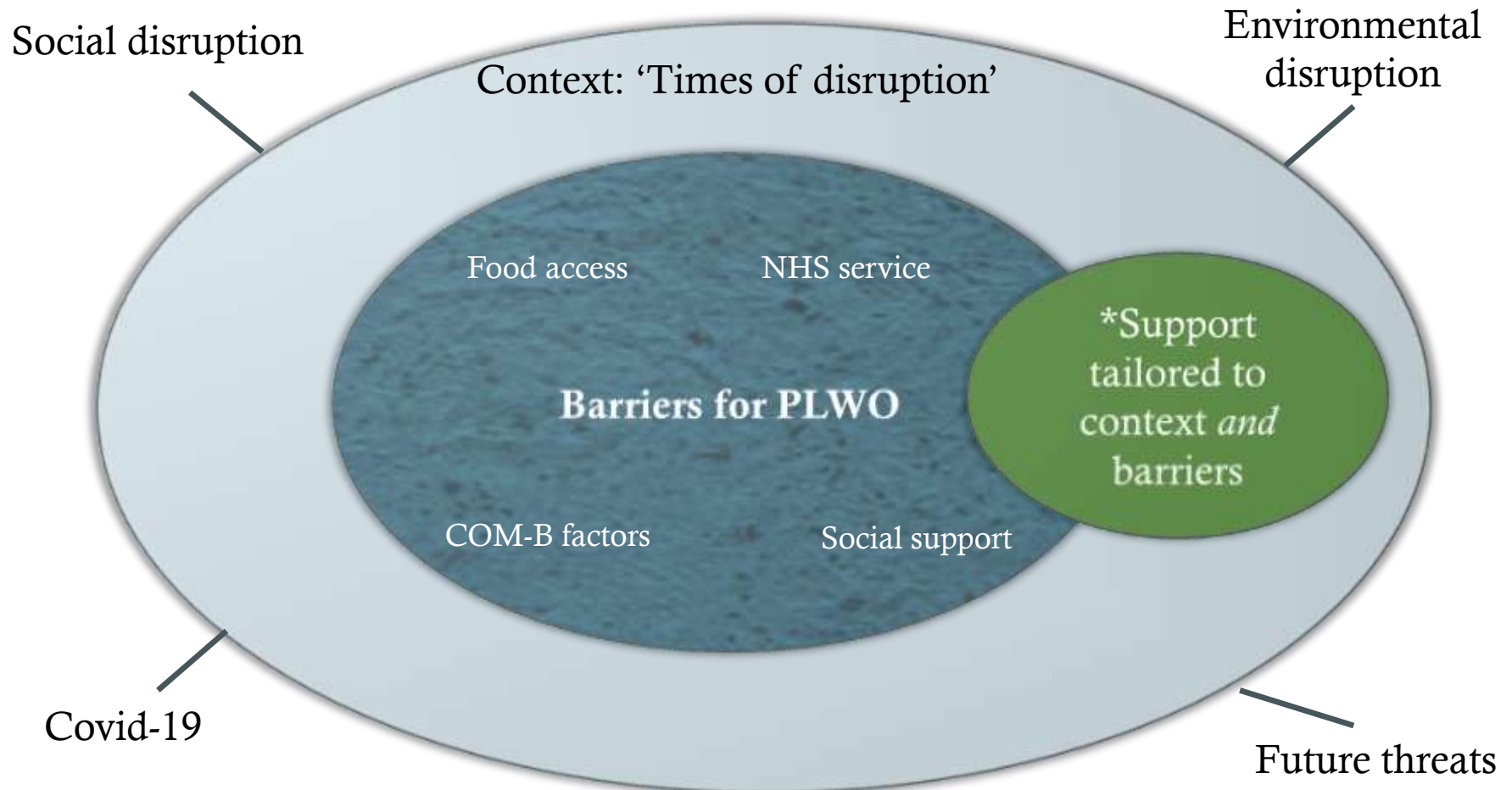
- Why intervention manual development?

*Because interventions more likely to succeed when tailored and co-created*

- Why process evaluation?

*MRC complex intervention guidelines*

# REJOIN project overview



# Thank you

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