

IMPLEMENTATION GUIDE

Keep It Off

*Using an Evidence-Based Program to develop
a process model for program delivery in the practice setting*

Note: Refer to “Putting Public Health Evidence in Action”. Review the appropriate Modules and the handouts provided in each, in order to modify and evaluate this program to meet the needs of your organization and audience.

“Putting Public Health Evidence in Action” is available online at: <http://cpcrn.org/pub/evidence-in-action/>

I. Program Administration (Type of Staffing and Functions Needed)

Program Supervisor (Requirements: Master’s and/or bachelor’s degree with expertise in nutrition, physical activity, weight loss, and behavior change methodology)

- Receives 8-hour training from the program developer.
- Recruits program participants following recruitment scripts from the Keep It Off Recruitment Protocol.
- Provides supervision and support to Keep It Off telephone coaches.
- Plans and organizes optional group activities with Keep It Off telephone coaches and program participants.

Keep It Off Telephone Coach (Requirements: Master’s and/or bachelor’s degree with expertise in nutrition, physical activity, weight loss, and behavior change methodology)

- Receives 8-hour training from the program developer.
- Conducts 10 core biweekly telephone coaching calls with participants following the Keep It Off Guided Protocol.
- Provides and reviews the Keep It Off Course Book with program participants throughout the 10 core biweekly telephone coaching calls.
- Conducts eight monthly and then six bimonthly telephone coaching sessions after the 10 core biweekly telephone calls have been completed with program participants.
- Submits bimonthly weight graphs and letters to program participants starting in month 8.
- Provides support, encouragement, and feedback to participants.
- Conducts calls with participants as needed following small weight gains.

II. Program Delivery

For additional information on modifying program materials, refer to the appropriate Module(s) for program adaptation from “Putting Public Health Evidence in Action”.

A. Program Materials *(All listed materials can be viewed and/or downloaded from the RTIPs Products Page):*

- **Keep It Off Guided Protocol:** This 12-page document provides an overview of the Keep It Off intervention, an outline of course sessions 1–10, and a template and key message for each course session.
- **Keep It Off Recruitment Protocol:** This 20-page document includes a flow chart to help identify participants, a sample recruitment notice, sample pamphlets, and sample recruitment script for program participation.
- **Keep It Off Weight Reporting Protocol and Algorithm:** This 1-page document explains an algorithm that assesses whether participants have provided sufficient data to determine the participant's weight trajectory. If sufficient data are present, the supplied weight values are evaluated to determine whether the participant is eligible for a weight gain call.
- **Keep It Off Food and Activity Log:** This 48-page book provides a record for participants to use to track information on their food/beverage intake, calorie amount and fat grams consumed for each item, and the amount of minutes spent in physical activity. Participants can also use the Food and Activity Log to calculate daily calories expended and record body weight.
- **Keep It Off Course Book:** This 109-page book is designed to guide program participants through 10 interactive sequential core sessions that build on knowledge learned in previous sessions. The Course Book includes activities such as goal setting and physical activity tracking sheets, as well as educational information regarding healthy eating, weight loss maintenance strategies, and relapse prevention.
- **Weight graph parameters:** This 1-page document defines the parameters of the 36 weeks weight chart.
- **36 weeks weight chart:** This sample spreadsheet provides a graphical representation of weight histories for program participants.
- **Bimonthly Letter Templates:** Three sample feedback letters for program participants are targeted to those who are (1) reporting their weight and maintaining their weight loss, (2) reporting their weight and gaining weight, and (3) not reporting their weight to their telephone coach.
- **RECOMMENDED BUT NOT REQUIRED:**
 1. **Walking Activity for Weight Maintenance:** This 5-page document describes an example of a local walking activity. It includes a map to the local area, a variety of paths to follow, and the approximate distance of each path. The document also includes a tracking sheet to record steps and minutes.
 2. **Weight Maintenance for the Holidays Activity:** This 1-page document provides an example of a suggested activity for participants during the late fall and early winter holidays.

B. Program Implementation:

The steps used to implement this program are as follows:

Step 1: The Keep It Off telephone coach receives specialized training in implementing the program and participates in ongoing weekly supervision with the program supervisor (supervision is recommended to review challenging cases and discuss potential solutions to problems that are encountered).

Step 2: The Keep It Off telephone coach provides materials to program participants (Keep It Off Course Book and Keep It Off Food and Activity Log).

Step 3: The Keep It Off telephone coach schedules and conducts 10 biweekly core telephone coaching calls with participants to help them appreciate the benefits of their achieved weight loss and develop key behaviors and skills for weight loss maintenance.

Core telephone coaching calls:

- 20 minutes long
- Review participant weekly weight reports
- Cover session of Keep It Off Course Book with participant
- Encourage monitoring of dietary intake, calories, fat grams, and body weight
- Encourage participants to work toward the goal of engaging in 60–90 minutes of moderate to vigorous physical activity on most days

Step 4: The Keep It Off telephone coach schedules and conducts check-in telephone coaching calls with program participants (eight monthly and six bimonthly calls).

Check-in telephone coaching calls:

- 10–15 minutes long
- Provide individualized feedback around weekly weight reports to maintain weight loss
- Develop action plans to help participants maintain targeted weight goals

Step 5: The Keep It Off telephone coach provides other ongoing support to participants:

- Starting in month 8, collect weekly weight information and send bimonthly tailored feedback letters with weight graphs and incentives (e.g., sticky notes, refrigerator magnet)
- Contact participants by phone or email with small weight gains of about 2 pounds over 4 weeks to provide additional outreach coaching to discuss weight reversal strategies

Step 6: The program supervisor coordinates optional group activities with the Keep It Off telephone coaches and program participants using sample Walking Activity for Weight Maintenance and Weight Maintenance for the Holidays Activity documents.

III. Program Evaluation

For additional information on planning and adapting an evaluation, review the appropriate Modules for program implementation and evaluation from “Putting Public Health Evidence in Action”.

<http://cpcrn.org/pub/evidence-in-action/>

For further assistance in designing and conducting an evaluation, consider communicating with members from NCI’s Research to Reality (R2R) community of practice who may be able to help you with your research efforts. Following is a link to start an online discussion with the R2R community of practice, after completing registration on the R2R site:

<https://researchtoreality.cancer.gov/discussions>.