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Digital Follow-up as an Engagement Strategy to Change Habits

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ABSTRACT

Introduction: Digital technology used to engage good habits in overweight and obese people. **Objective:** To analyze weight and practice of physical activities in participants of digital program for habit changes focused on the behavioral therapy. **Methodology:** Digital follow-up for 17 weeks of bodyweight, daily feeding and physical activity of five initially sedentary women (39-56 years) and provision of educational contents in four sequential modules: food reeducation (M1), physical activity (M2), sleep and well-being (M3) and maintenance of habits (M4). Weekly, a multiprofessional health team identified risk points and constructed interventions. These were based on food and physical activity goals, as well as reflective conversations and engagement by a health mentor via chat and/or phone call. There was no prescription of diets and/or physical exercise training. Analysis performed with paired T test (initial weight vs final) and repeated measures ANOVA (time of physical activity between modules), significance level of 5%. **Results and Discussion:** The initial group's bodyweight reduced $6.84\% \pm 2.73$ (mean \pm C.I.) ($F=5.58$; $P=0.01$). The adherence to physical activity was 100%, each module with weekly mean time (mean \pm S.D.) in minutes: M1 141.8 ± 32.3 ; M2 214.8 ± 53.3 ; M3 178.4 ± 34.5 and M4 158.3 ± 48.4 . In M2, there was more time invested in the practice regarding M1 ($P=0.01$) and M4 ($P=0.047$). In addition to weight loss, there was a clear behavioral change with adherence to the regular practice of physical activity by all participants. The motivational character to the regular physical activity in the M2 can justify the greater adhesion in this period. Results corroborate with other studies on digital health programs and bodyweight loss in adults. **Conclusion:** Digital follow-up has shown to be an interesting strategy in the engagement of better habits and bodyweight reduction.

Keywords: Physical activity; Obesity; Sedentary lifestyle; Overweight; Software

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