**Title of Intervention and Website:** Body Basics

**Intervention Strategies:** Supportive Relationships, Campaigns and Promotions

**Purpose of the Intervention:** To encourage weight loss through a media campaign and support groups

**Population:** The viewing audience of WGN television station, general population of large metropolitan area

**Setting:** Community-based; Chicago, IL

**Partners:** Television station, hardware stores, HMOs

**Intervention Description:**
- **Campaigns and Promotions:** This weight loss and nutrition program delivered, by a popular news reporter, consisted of 15 two- to four-minute television broadcasts that aired on the noon and nine o'clock news from Monday to Friday for three weeks. It provided the audience step-by-step instructions on how to lose weight and improve nutrition. A free program manual was distributed through hardware stores and HMOs.
- **Supportive Relationships:** A small sample of those participating in the program were also encouraged to participate in support groups by a "buddy," who called once a week during the program and less frequently during the three months following the program.

**Theory:** Not mentioned

**Resources Required:**
- **Staff/Volunteers:** television newsperson
- **Training:** not mentioned
- **Technology:** audiovisual equipment
- **Space:** office space for staff phone calls
- **Budget:** cost of television segments, cost of program manuals, staff costs for support phone calls
- **Intervention:** Body Basics manual, support "buddies," television segments
- **Evaluation:** Nutritionist III scoring program, food diaries, physical activity survey, Master Questionnaire and Interpersonal Support Evaluation List (ISEL), scale

**Evaluation:**
- **Design:** cohort
- **Methods and Measures:** food diaries to track nutritional intake over 3 days; survey to measure type and amount of physical activity over 3 days, self-reported and actual weight, predicted effectiveness of the program, and survey to measure support. Participants were also asked to rate the television segments and manuals.

**Outcomes:**
- **Short term Impact:** Those attending groups significantly decreased percent fat intake and significantly increased aerobic exercise.
- **Long Term Impact:** Those attending self-help groups lost an average of more than 9 lbs; those who were provided TV program and manual lost less than 1 lb.

**Maintenance:** Support "buddy" phone calls continued with decreasing frequency for three months following the television program.

**Lessons Learned:** Short term mass media programs supplemented by self-help manuals and support groups may be able to produce significant short term weight loss.

**Citation(s):**