



The FACE WEIGHT LOSS Program NEWSLETTER Number 9
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In a recent study which appeared in the Journal of the American Association, **it was reported that people were better able to maintain their weight loss when they had contact with a live person as opposed to interaction on the internet or with printed educational materials.**

The study which, was conducted over 30 months, included a group who received personal contact in the amount of 5- to 10-minute phone calls with a weight loss specialist on a once a month basis, and met for one hour, once every 4 months in person with a counselor. The second group received the weight loss support in the form of an internet website that was interactive and afforded them unlimited access, including sending them email reminders to log on at least weekly. The third group of people trying to maintain their weight loss only received printed material about weight loss maintenance at the beginning of the study. While all the participants regained some weight, the group with personal contact regained significantly fewer pounds.

What is the value of personal contact with a weight loss coach to keep weight off?

As hard as it is to lose weight, most people acknowledge that keeping weight off remains the biggest challenge of all. They consistently state that the biggest struggle in weight loss management is learning to deal with stress and emotional ups and downs without resorting to old patterns of overeating.

We can conclude from this study that information alone is not the key to people's success with the difficult task of changing long term eating patterns. **As this study indicates there is a powerful positive effect in having personal contact with a weight loss professional.** As weight loss coaches who have expertise in the psychology of overeating for almost 30 years, **we have learned that people need ongoing help to change long held attitudes and beliefs about food and weight.** There is a dynamic interaction that occurs when you are sharing your inevitable emotional and practical struggles with a knowledgeable and caring person who is in your corner and has valuable guidance from years of experience helping people face this difficulty.

It is exciting to see the value of personal expert contact acknowledged and confirmed in a medical study.

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