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4 **Forming new health behaviour habits during weight loss maintenance –**

5 **The PREVIEW Study**

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112 Anne Raben received honorariums from the International Sweeteners Association and
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114 Ian Macdonald was a member of: the UK Government Scientific Advisory Committee on
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Additional contribution – Please see Appendix 1

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Abstract

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Changing lifestyle habits to achieve and maintain weight loss can be effective in prevention of type 2 diabetes. Ability to resist temptations is considered one of the key factors in behaviour change. This study examined how both habit-strength, motivation, and temptations for an energy-dense diet developed during the maintenance stage of a behaviour modification intervention tool. Participants with prediabetes and overweight/obesity were recruited in the two-phase trial PREVIEW with the aim to achieve $\geq 8\%$ body weight loss over 2 months, and maintain weight loss over a subsequent 34-month period. The four-stage intervention (PREMIT) supported participants in weight-maintenance. Uni- and multivariate analyses were completed from the beginning of the PREMIT maintenance stage (week 26 of the PREVIEW trial) with 962 individuals who completed the trial. Habit-strength and ability to resist temptations increased during the early PREMIT adherence stage (weeks 26 to 52) before plateauing during middle (weeks 52 to 104) and late (weeks 104 to 156) PREMIT adherence stages. Higher habit-strength for energy dense diet was significantly associated with larger weight-regain ($p \leq .007$). No changes in motivation or interaction with PREMIT attendance were observed. Changing diet habits is a complex, multifactorial process with participants struggling at least with some aspects of weight maintenance. Habits against consuming energy dense, sweet and fatty, food appeared effective in protecting against weight re-gain. The observed effect sizes were small reflecting the complexity of breaking old habits and forming new ones to support long term maintenance of weight loss.

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Key words: Habits, temptations, motivation, weight-loss maintenance, diabetes type 2

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150 **Introduction**

151 Habits such as physical inactivity or eating an energy-dense diet with high saturated
152 fat and added sugar are major risk factors for developing type 2 diabetes (T2D) (Chan & Luk,
153 2016). Several studies have shown that progression from prediabetes to T2D can be
154 prevented by modifying lifestyle habits such as an energy-dense diet and physical inactivity
155 (Dombrowski et al., 2014; Lindström et al., 2003; Tamayo et al., 2014). However,
156 maintenance of weight loss can be difficult to achieve (Dombrowski et al., 2014; Gardner et
157 al., 2012; Rockette-Wagner et al., 2017).

158 Motivation, whether externally controlled through pressure and incentives to behave
159 in a certain way or internally controlled through value placed on the behaviours, is an
160 important determinant of successful behaviour change and maintenance (R. Ryan & Deci,
161 2000). Resisting temptations (i.e. resisting a desire to do something that one should not) is
162 central during formation of new behaviours (Hausenblas et al., 2001). Temptations to
163 consume energy-dense food or high added sugar diets, arise especially when cognitive
164 functions such as planning and problem solving are disrupted by stress, insufficient sleep, and
165 facing tempting stimuli (Appelhans et al., 2016; Burke et al., 2018). Research has suggested
166 that healthy habits like being physically active or avoiding convenience foods, for instance,
167 protect against temptations to consume energy-dense foods (Appelhans et al., 2016). Habits
168 reduce demands on cognitive function necessary to resist temptations when, for example,
169 tired or stressed (Appelhans et al., 2016; Lin et al., 2016).

170 Habits describe automated behaviours (automaticity), triggered by situational cues (de
171 Vries et al., 2014; Gardner et al., 2015), and formed through repeated performance (Gardner,
172 2012). Once formed, a habit does not need frequent repetition. Essential for a habit is a cue-
173 dependent automaticity. Habit-strength is a function of the frequency of an action retrieved in
174 a stable context which has acquired a high degree of automaticity (de Vries et al., 2014;

175 Gardner et al., 2015; Labrecque & Wood, 2015). Habit-strength plateaus when a behaviour
176 becomes automated (Lally et al., 2010) and is a strong predictor for future behaviours
177 (Verhoeven et al., 2012). Furthermore, research has indicated that autonomous motivation,
178 i.e. behaviours done due their own value not because external or internal rewards or threats, is
179 associated with positive changes in health habits and better health outcomes (Ng et al., 2012;
180 Ntoumanis et al., 2021).

181 Previously, both individual (Diabetes Prevention Program (DPP) Research Group,
182 2002) and group formats (The Look AHEAD Research Group, 2014) have been successfully
183 used to achieve weight loss and weight loss maintenance. In the AHEAD study, group
184 sessions introduced participants to behavioural weight maintenance techniques, and those
185 who struggled with weight loss, received additional, individual, interventions (The Look
186 AHEAD Research Group, 2006). Similarly, PREMIT (PREVIEW- Behaviour-Modification-
187 Intervention-Toolbox), which formed a part of an international T2D prevention study
188 PREVIEW (Kahlert et al., 2016; Raben et al., 2021) supported the formation of healthy
189 eating habits, using group sessions with same content for all participants to target behavioural
190 determinants such as motivation or self-efficacy associated with habit-formation (Figure 1)
191 (Bandura, 1996; Michie et al., 2008; Richard Ryan et al., 2008).

192 Behaviour modification is a complex endeavour requiring initiating and maintaining
193 new behaviours (Ryan et al., 2008). In most studies using a theory-based approach the focus
194 is on the effectiveness of the behaviour change techniques in reaching the intervention
195 outcome (e. g. increasing the physical activity volume). In this study a theory-based approach
196 was employed to examine the intervening mechanisms or determinants leading to the
197 outcomes (Bauman et al., 2002; Craig et al., 2008). It was assessed how habit-strength,
198 motivation, and temptations for energy-dense food (e.g. consuming or buying food high in fat
199 or sugar) varied during the maintenance stage of PREMIT (weeks 26 - 156 of the PREVIEW

200 RCT), which formed a part of an international T2D prevention study PREVIEW (Raben et
201 al., 2021). Previously published results from weeks 8 - 26 showed that frequent PREMIT
202 attendance was associated with lower habit-strength for an energy-dense food and lower
203 weight re-gain (Huttunen-Lenz et al., 2019).

204 (1) Following hypothesis were formed: (a) in the early maintenance stage (weeks 26 -
205 52) – when new habits were formed – decreasing habit-strength for energy-dense food was
206 associated with decreasing temptations for energy-dense food and with increasing
207 autonomous and intrinsic motivation as well as with increasing ability to resist temptations;
208 (b) during middle (weeks 52 - 104) and late (weeks 104 -156) maintenance stages habit-
209 strength, autonomous motivation, temptations and resisting temptations would have reached a
210 plateau, while extrinsic and intrinsic motivations decrease; (c) the hypothesised effects are
211 moderated by attendance at the PREMIT group sessions. (2) As habit formation in
212 PREVIEW was not an end in itself, but conducive to prevent weight re-gain, it was
213 hypothesised that higher resistance to temptations, higher autonomous motivation, and lower
214 habit-strength at week 156 were associated with lower weight re-gain. (3) Finally, it was
215 hypothesised that more frequent PREMIT attendance was associated with lower weight re-
216 gain.

217 **Methods**

218 **Study design**

219 The PREVIEW randomised controlled trial (RCT) comprised two phases. Phase I was
220 an 8-week weight loss phase using a low-energy diet (Cambridge Weight Plan Ltd., Corby,
221 UK). Phase II was a 34-month weight-maintenance phase for participants who had lost $\geq 8\%$
222 of initial body weight during Phase I. Before starting phase II, eligible participants were
223 randomised into different intervention arms with a 2 x 2 diet and physical activity factorial
224 design (higher protein with lower glycemic index (GI) diet, or moderate protein with medium

225 GI diet; high-intensity physical activity or moderate-intensity physical activity). The full
226 study protocol and the main results have been published elsewhere (Raben et al., 2021).

227 A transtheoretical approach allowed using different theories or theoretical models and
228 techniques to support participants moving forward in their targeted behaviour change from
229 one stage to another. PREMIT was designed to support diet and physical activity habit
230 changes and was integral to the PREVIEW RCT. The PREMIT was based among others (e.
231 g., Health Action Process Approach Schwarzer et al., 2008) on the transtheoretical stage
232 model by Prochaska & DiClemente (1992). PREMIT used behavioural change techniques to
233 encourage new behaviours to imbed into habits (Michie et al., 2008).

234 As shown in figure 1, PREMIT followed four stages (stage 1 preliminary, stage 2
235 preparation, stage 3 action, stage 4 maintenance) (Kahlert et al., 2016). During the PREVIEW
236 study the participants were invited to follow a regimen of 18 group sessions. PREMIT stages
237 followed a time division (starting in week 0 of Preview and ending in week 156). Participants
238 following the PREVIEW study regimen were allocated in general to the different stages as
239 the study progressed, but they were not assessed individually if they had reached a specific
240 consciousness stage. PREMIT maintenance stage was divided additionally into an early (3
241 sessions), middle (3 sessions), and late (2 session) stage. This was done to reflect the main
242 contents in the group session and the frequency of over the time (Figure 1).

243 The PREMIT was delivered by counsellors in groups of 10 - 20 participants. The
244 overall approach was consistent across all four PREVIEW arms, irrespective of diet or
245 exercise RCT assignment. As the main results indicated no significant differences between
246 the groups in T2D incidence or weight change (Raben et al., 2021), for the purposes of the
247 analyses here, participants were considered as a one group. Mirroring the common healthcare
248 practice, participants' readiness to progress from one stage to the other was not assessed, but

249 instead participants were taught techniques that allowed them to move between the stages, for
250 example, in cases of relapse.

251 During preparation and action stages (weeks 8 - 26) participants were supported in
252 development of new behaviours, while at the maintenance stage (weeks 26 - 156) the
253 emphasis was on forming the newly developed behaviours into habits. Habit formation was
254 supported by enhancing self-regulatory mechanisms such as skills to prevent and manage
255 relapses that could be incorporated into everyday life (for further details see Kahlert et al.,
256 2016).

257 FIGURE 1 ABOUT HERE

258 **Participant recruitment**

259 Participants were recruited from eight study sites: Copenhagen, Denmark; Helsinki,
260 Finland; Nottingham, United Kingdom; Maastricht, The Netherlands; Navarra, Spain; Sofia,
261 Bulgaria; Auckland, New Zealand; and Sydney, Australia. Men and women with BMI \geq
262 25kg/m², who were aged 25 to 70 years were eligible for participation. Pre-diabetes was
263 confirmed following the American Diabetes Association criteria with an oral glucose
264 tolerance test (OGTT) (American Diabetes Association, 2011). Participants were recruited by
265 advertising in print and visual media, and by direct contact with primary and occupational
266 health care providers. The relevant Human Ethics Committees approved the study protocol
267 for each study site. Each participant provide a written informed consent (Fogelholm et al.,
268 2017).

269 **Data collection**

270 Anthropometric (e.g. body weight and height), metabolic (e.g. HbA_{1c}), demographic
271 (e.g. sex, age) and social-cognitive variables (e.g. habit-strength) were collected at weeks 26,
272 52, 104, 156 of the PREVIEW RCT (see Figure 1). Attendance frequency to PREMIT was

273 assessed from week 8. All measurements of social-cognitive variables were collected using
274 standardised questionnaires, which, for non-English speaking countries, were translated into
275 local languages. Using standard practice, the accuracy of the questionnaire translations was
276 checked by back-translations.

277 **Outcome measurements**

278 *Height and body weight.* Height was measured at the screening visit in meters.

279 Weight measured in light clothes at week 26, week 52, week 104, week 156.

280 *Demographic characteristics.* European Social Survey and International Social
281 Survey (ESS, 2015).

282 *Habit-strength for an energy-dense diet.* The questionnaire included 6 items, 3 for
283 eating high-fat or high calorie foods, and 3 for snacking between meals (based on Ji & Wood,
284 2007; Wood, Tam, & Guerrero Witt, 2005). The questions asked about behavioural frequency
285 and stability of context over the past few weeks with maximum score of 343 reflecting strong
286 habit-strength for high fat/high caloric food. Cronbach's Alphas were calculated separately
287 for each time point ranging from $\alpha = .79$ to $\alpha = .80$, indicating satisfactory scale reliabilities.

288 *Self-regulation of motivation – diet.* The Treatment Self-Regulation Questionnaire
289 (Levesque et al., 2007) with 15 items was used to measure four dimensions of motivation:
290 autonomous i.e., inherent satisfaction of a behaviour; introjected i.e., valuing a behaviour as a
291 mean to reach an important goal; extrinsic i.e., a behaviour as a mean to gain e.g. reward or
292 approval from others; amotivation i.e., behaviour perceived as irrelevant (R. Ryan & Deci,
293 2000). The scale had the maximum score of 7, indicating strong tendency towards the
294 particular self-regulatory style. Amotivation was not included in the analyses. Cronbach's
295 Alphas were calculated separately for each time point and ranged from $\alpha = .82$ to $\alpha = .93$.

296 *Diet temptations.* Temptations for energy-dense food were measured with a 7-item
297 scale abutted to the "Temptation to not Exercise Scale - subscale of competing demands"

298 with maximum score of 5 indicating strong temptations (Hausenblas et al., 2001). Cronbach's
299 Alphas were calculated separately for each time point ranging from $\alpha = .88$ to $\alpha = .90$,
300 indicating satisfactory scale reliabilities.

301 ***Resisting energy-dense diet temptations.*** Participants were asked about the ease of
302 following a healthy diet as recommended in PREVIEW in different situations with maximum
303 score of 5 reflecting lower resistance to temptations. The questionnaire was abutted to the
304 "Influences on Physical Activity Instrument" (Donahue et al., 2006) and "Temptations for an
305 Unhealthy Diet" (Hausenblas et al., 2001). Cronbach's Alphas were calculated separately for
306 each time point ranging from $\alpha = .84$ to $\alpha = .87$, indicating satisfactory scale reliability.

307 With data at week 26, a principal components analysis with varimax-rotation was
308 calculated. A two-factor solution emerged. Five of the items (passing a fast-food restaurant /
309 a hard day / other eat fatty or sweet food / looking in the shops at sweet or fatty food / fatty
310 and sweet food is available) loaded on factor "1" (*Eigenvalue* = 2.98) explaining 42.5% of
311 the variance (factor label: "*accessing energy-dense food*"). Two of the items (eating out /
312 celebrating) loaded on factor "2" (*Eigenvalue* = 1.78) explaining 25.4% of the variance
313 (factor label: "*consuming energy-dense food*"). The two-factor solution explained 67.9% of
314 the total variance. A confirmatory factor analysis with the data at week 52 affirmed the two-
315 factor solution.

316 **Statistical methods**

317 Analyses were based on 962 participants who completed the PREVIEW RCT. For the
318 moderation analysis, frequency of PREMIT attendance was calculated from the start of
319 PREMIT action stage (week 8). The last visit, i.e., PREMIT wrap-up session 18 (see figure
320 1), was not included, leaving 13 sessions. Participants were retrospectively divided into three

321 groups: (1) *infrequent* (0 - 6 sessions attended, n = 228), (2) *frequent* (7 – 10 sessions
322 attended, n = 449), and (3) *very frequent* (11 – 13 sessions attended, n = 285) attenders.

323 Weight-change percentage was calculated for the whole PREMIT maintenance stage
324 as $(\text{Weight_Week156} - \text{Weight_Week26}) / \text{Weight_Week26} * 100$. BMI was calculated as
325 $\text{BMI} = \text{kg/m}^2$. For cognitive variables missing data were imputed. Sensitivity analyses with
326 the original dataset were conducted. No extreme outliers were removed. Significant
327 deviations from normality were found for habit-strength and autonomous motivation. Data
328 transformations improved normal distribution only for autonomous motivation. Due to
329 multiple testing and violations of the normal distribution, all statistical tests were considered
330 significant at the level of $p \leq .008$ (Tabachnick & Fidell, 2014).

331 Mixed Multivariate Analysis of Variance (MANOVA) examined interactions and
332 main effects between cognitive variables over time as within participants variables, and
333 frequency of PREMIT attendance as between participants variable with Type IV model and
334 Pillai's Trace criterion. Repeated measures ANOVAs with Greenhouse-Geisser corrections
335 examined main effect. Three post hoc between participants comparisons were done at each
336 timepoint as well as within participant pairwise comparisons between weeks 26 and 52 (early
337 maintenance stage), weeks 52 and 104 (middle maintenance stage), and weeks 104 and 152
338 (late maintenance stage). Linear multiple regression was used to evaluate the association
339 between weight-change percentage from week 26 to 156 (dependent variable) and cognitive
340 variables at week 156 (as predictor variables). ANOVA was used to compare weight change
341 percentage at week 156 between groups (PREMIT attendance frequency).

342 All analyses were completed using SPSS® v27 statistical program. Apart from ω^2 ,
343 Cramer's V , and η^2_p , effect sizes ($d_{\text{Repeated Measures}}$, d_{Cohen}) were calculated using Lenhard and
344 Lenhard (2016).

345

Results

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Associations between participant characteristics and PREMIT attendance frequency

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Older participants were found more likely to attend, while infrequent attenders had

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higher rate of employment. Participant characteristics and summary of the comparisons for

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the three groups of PREMIT attenders can be found in Appendix Table A1.

350

Habit-strength, motivations, and temptations over time in relation to PREMIT

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attendance frequency

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Main effects were found for “time” ($F(12, 942) = 16.0, p \leq .008, \eta^2_p = .23$, large

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effect). No interaction effect on “time” (habit strength, motivation, temptations, and avoiding

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temptations) by “frequency of PREMIT attendance” ($F(36, 1886) = 1.1, p > .008$) or main

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effect for attendance frequency ($F(12, 1910) = 1.9, p > .008$) was found. Means and standard

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deviations before data transformations for habit-strength, motivation, and temptations for all

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participants and separated by PREMIT attendance frequency are shown in Table 1.

358

TABLE 1 ABOUT HERE

359

Main effect “time” – habit strength, temptations and motivation

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Univariate repeated measures ANOVAs with Greenhouse-Geisser correction

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indicated significant changes over time regardless of the PREMIT attendance frequency:

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habit-strength ($F(2.9) = 41.9, p \leq .008, \eta^2_p = .04$, small effect); temptations ($F(2.9) = 31.8, p$

363

$\leq .008, \eta^2_p = .03$, small effect); resisting temptations ($F(3.0) = 23.3, p \leq .008, \eta^2_p = .02$, small

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effect); autonomous motivation ($F(3.0) = 18.4, p \leq .008, \eta^2_p = .02$, small effect); introjected

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motivation ($F(3.0) = 4.8, p \leq .008, \eta^2_p = .01$, small effect); and external motivation ($F(3.0) =$

366

16.4, $p \leq .008, \eta^2_p = .02$, small effect).

367

Pairwise comparisons “time” – early PREMIT maintenance stage (weeks 26 - 52)

368 Habit-strength ($M_{\text{Diff}} = 9.6, p \leq .008, d_{\text{Repeated Measures}} = .2$, small effect) and diet
369 temptations ($M_{\text{Diff}} = .1, p \leq .001, d_{\text{Repeated Measures}} = .2$, small effect) increased significantly,
370 while resisting energy-dense food temptations decreased significantly ($M_{\text{Diff}} = -.1, p \leq .008$,
371 $d_{\text{Repeated Measures}} = -.2$, small effect). Autonomous motivation increased statistically significantly,
372 but effect size indicated no real changes ($M_{\text{Diff}} = -.02, p \leq .001, d_{\text{Repeated Measures}} = .0$, no effect).
373 No significant changes were observed for introjected ($M_{\text{Diff}} = .1, p > .008$) or external
374 motivation ($M_{\text{Diff}} = .1, p > .008$).

375 **Pairwise comparisons “time” – middle PREMIT maintenance stage (weeks 54 - 104)**

376 Both habit strength ($M_{\text{Diff}} = 5.8, p \leq .008, d_{\text{Repeated Measures}} = .1$, no effect) temptations
377 ($M_{\text{Diff}} = .1, p \leq .008, d_{\text{Repeated Measures}} = .0$, no effect) for unhealthy diet showed statistically
378 significant changes, but effect size indicated no real changes. No significant changes were
379 observed for resisting energy dense food temptations ($M_{\text{Diff}} = -.0, p > .008$), or autonomous
380 ($M_{\text{Diff}} = -.0, p > .008$), introjected ($M_{\text{Diff}} = .1, p > .008$), and external ($M_{\text{Diff}} = .1, p > .008$)
381 motivations.

382 **Pairwise comparisons “time” – late PREMIT maintenance stage (weeks 104 - 156)**

383 No significant changes were observed for habit strength ($M_{\text{Diff}} = 3.5, p > .008$), and
384 temptations ($M_{\text{Diff}} = .0, p \geq .008$) or resisting temptations ($M_{\text{Diff}} = .0, p > .008$) for energy
385 dense diet. For motivation no significant changes we found for either autonomous ($M_{\text{Diff}} = -$
386 $.0, p > .008$), introjected ($M_{\text{Diff}} = .1, p > .008$), and external ($M_{\text{Diff}} = .1, p > .008$) motivations.

387 **Associations of habit-strength, motivation, and temptations with weight-change**

388 Multiple linear regression with weight-change percentage during the PREMIT
389 adherence stage (weeks 26 to 156) as the dependent variable indicated that habit strength,
390 motivation, and temptations at week 156 were significantly associated ($F(3, 953) = 22.3, p \leq$
391 $.008, R^2 = .07 / R^2_{\text{adj}} = .06$, small effect). However, of the independent variables, only habit-

392 strength was found to be significantly associated with the weight-change ($\beta = .1$) with higher
393 habit-strength associated with higher weight-change, i.e. higher weight re-gain (see Table 2).

394 TABLE 2 ABOUT HERE

395 **PREMIT attendance and weight re-gain**

396 Significant effect was found between PREMIT attendance frequency and weight re-
397 gain ($F_{\text{Welch}}(2, 524) = 8.7, p < .008, \omega^2 = .02$, small effect). *Post-hoc* comparisons with
398 Games-Howell correction indicated that very frequent attenders re-gained significantly less
399 weight than frequent attenders ($M_{\text{Diff}} = -2.0, p \leq .008, d_{\text{Cohen}} = .3$, small effect). No significant
400 difference was found either between very frequent and infrequent attenders ($M_{\text{Diff}} = -.5, p >$
401 $.008$) or between frequent and infrequent attenders ($M_{\text{Diff}} = 1.5, p > .008$).

402 **Discussion**

403 The main focus in these analyses was to examine theory-driven assumptions of
404 associations between intervention attendance, habit-strength for energy-dense food,
405 motivation to eat healthy diet, and temptations for fatty and sweetened food during the
406 maintenance stage of PREMIT behaviour modification intervention. The results conformed
407 the hypotheses only partially. Against expectations, only main effect for “time” was found,
408 without main effect for “PREMIT group attendance” or interaction between “time” and
409 “attendance frequency”. However, at the end of the PREVIEW trial (week 156), more
410 frequent PREMIT attendance was associated with lower weight re-gain. Results regarding
411 participant characteristics were similar with previous literature (e.g. Diabetes Prevention
412 Program (DPP) Research Group, 2002) with older participants more likely to attend.

413 Unexpectedly, habit-strength and temptations for energy-dense food increased – not
414 decreased – while ability to resist temptations decreased – not increased - during the early
415 PREMIT maintenance stage (weeks 26 - 52) stage. Furthermore, instead of increasing

416 autonomous or introjected motivation, no changes were observed. At the middle and the late
417 maintenance stages, no further changes in cognitive variables were observed. Therefore, as
418 expected, after the early maintenance stage the self-reported habit-strength (Lally et al.,
419 2010), temptations, and resisting temptations plateaued (Appelhans et al., 2016; Lin et al.,
420 2016). For motivation, expected decrease in introjected or external motivation was not
421 observed during middle and late adherence stages (R. Ryan & Deci, 2000; Richard Ryan et
422 al., 2008).

423 As with the behavioural components of the DPP and AHEAD trials (Diabetes
424 Prevention Program (DPP) Research Group, 2002; The Look AHEAD Research Group,
425 2006), PREMIT supported development of new habits (Kahlert et al., 2016). Despite
426 expectations that frequent participation at group sessions would equip participants to cope
427 better with the challenges of weight loss maintenance, more frequent attendance was not
428 associated with more favourable outcomes in social-cognitive variables, but was associated
429 with lower weight re-gain. Although only compared to frequent attenders. Further, at the at
430 the end of the PREVIEW weight maintenance phase, only higher habit-strength for energy-
431 dense food was individually associated with greater weight re-gain.

432 Habits have been shown to protect from temptations especially in situations of
433 reduced cognitive control (Appelhans et al., 2016; Lin et al., 2016). As expected (Gardner et
434 al., 2012; Lally et al., 2010), habit-strength plateaued during middle and late PREMIT
435 maintenance stages, when the new diet behaviours were expected to be embedded as habits,
436 but only after habit-strength for an energy-dense diet unexpectedly increased during the early
437 maintenance stage. Unexpected increase in habit-strength after rapid weight-loss (Phase I in
438 PREVIEW RCT) was observed previously (Huttunen-lenz et al., 2019), when participants
439 reported very low habit-strength for energy-dense food, but after starting to adapt to a
440 “healthy” diet habit-strength increased again. However, as in the current study, on average,

441 habit-strength remained on a low level. Therefore, the observed small increases in habit-
442 strength could reflect initial challenges in adapting to new behaviours before formation of
443 autonomous habits (Gardner et al., 2012).

444 The ability to resist temptations to an energy-dense diet has been suggested as one of
445 the key factors in maintaining new behaviours and thus weight loss maintenance (Hausenblas
446 et al., 2001). The unexpected increase in temptations and decrease in ability to resist
447 temptations during the early adherence period before plateauing as expected (Appelhans et
448 al., 2016; Hausenblas et al., 2001). As PREMIT deployed techniques to enable participants to
449 resist temptations and reinforce habit formation (Bandura, 1996; Michie et al., 2008; Renner
450 & Schwarzer, 2005; Richard Ryan et al., 2008), current results may reflect cognitive burden
451 to maintain new dietary behaviours in everyday life when surrounded with potential
452 temptations to eat unhealthy foods before habits are imbedded (Gardner et al., 2012).

453 Increased autonomous motivation for healthy eating should help in weight
454 maintenance as healthy eating behaviours are performed due their intrinsic value (e.g.
455 enjoyment), not because aiming to reach e.g. personally important goal such as weight
456 maintenance (introjected motivation) or external rewards such as approval of others (extrinsic
457 motivation) (R. Ryan & Deci, 2000; Richard Ryan et al., 2008). While acknowledging that
458 participants were likely to be highly motivated, it was unexpected no changes in any of the
459 motivation variables could be observed. Overall, participants reported very high autonomous
460 motivation, which may have led very little room for improvements, i.e. ceiling effect. Values
461 for introjected and external motivation were lower, but showed no changes. While indicating
462 that participants weight maintenance behaviours were predominantly motivated by their
463 intrinsic value, motivational style was nevertheless not associated with weight re-gain. It is
464 possible that participants not only committing but completing a 36-months intervention are
465 very motivated, thus not necessarily reflecting general population.

466 While results indicated that habit strength is positively associated with weight
467 maintenance (Hausenblas et al., 2001; Verhoeven et al., 2012), it was less clear how PREMIT
468 contributed to weight maintenance, especially as frequent – but not infrequent - attenders had
469 the highest weight re-gain. Similarly, to the AHEAD and DPP studies (Diabetes Prevention
470 Program (DPP) Research Group, 2002; The Look AHEAD Research Group, 2006), PREMIT
471 attendance appeared to be associated with weight loss maintenance. But, it was unclear
472 through which pathways the effects might have been caused, as the results were not in line
473 with the theoretical assumptions. As the purpose in here was not to test the predictions of a
474 specific behaviour modification theory, the results here should not be taken as support or
475 rebuttal of a specific theory. Together with previous results (Huttunen-Lenz et al., 2019), it
476 appears that changes in behavioural determinants (i.e., social-cognitive variables) and their
477 association with weight change does not strictly follow theoretical assumption, at least among
478 highly motivated participants. It might well be possible, that very frequent attenders gained
479 the most benefits from the PREMIT group sessions, while infrequent attenders may have felt
480 less need for support and thus attended less frequently. But this conclusion remains
481 speculative to assume.

482 There is evidence, that interventions using health behaviour theories are more
483 effective than those lacking a theoretical basis. Nevertheless, a lesson learned here is, that it
484 might be effective to adapt a theory-based behaviour change strategy to a given natural
485 environmental, instead of following a theory-based regimen strictly. In an RCT those
486 adaptations are not welcome, but in real life they might be. The challenge is to translate
487 science into practice without losing sight of the specific circumstances (Tabak et al., 2017).

488 This study had a number of limitations. The cut-off points, separating the attendance
489 groups, could be criticised as artificial. While a stringent *p*-value was used to protect against
490 type I errors, results should nevertheless be interpreted with caution due to deviations from

491 data normality. The analyses also concentrated on the maintenance stage of PREMIT
492 intervention and included a limited number of variables associated with behaviour
493 modification and maintenance. However, regardless of the limitations, this study offered
494 insights into behavioural mechanisms and complementary behaviour change techniques of
495 complex healthcare intervention over two- and half-year weight maintenance stage. Although
496 the observed effect-sizes in this study tended to be small, the combined results contributed to
497 testing theoretical assumptions of cognitive processes involved in formation of new diet
498 habits during the behavioural maintenance stage in a real-life setting. Further, small effect
499 sizes were likely a reflection of the multifactorial nature of behaviour change over a long-
500 lasting time period. In conclusion, habit-strength emerged as an important determinant of
501 successful maintenance of weight-loss.

502 **Conclusions**

503 Behaviour change is a complex task or “wicked problem”. In this study, many of the
504 hypotheses, especially those postulating specific directions of the changes in social-cognitive
505 variables were not met. When expected to enter the behavioural maintenance stage of
506 PREMIT, participants appeared to struggle with some aspects of the behavioural maintenance
507 before the new behaviours appeared to stabilise. In these analyses, habit strength appeared as
508 the key variable, so that lower habit-strength for energy-dense food (fatty and sweetened) at
509 the end of the weight maintenance stage was associated with lower weight re-gain. This
510 reinforces the notion that developing new habits can be effective in protecting against weight
511 re-gain (Gardner et al., 2012). In addition, the study contributed to understanding
512 mechanisms of complex theory-based interventions (Craig et al., 2008).

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- 672

673 **Figure 1**

674 *PREVIEW intervention study and PREMIT Behaviour modification intervention schedules*

PREVIEW RCT	Week 0	Week 2	Week 4	Week 6	Week 8	Week 10	Week 12	Week 16	Week 20	Week 26	Week 32	Week 44	Week 52	Week 64	Week 78	Week 104	Week 130	Week 156	
PREVIEW phases	Phase I Weight loss					Phase II Weight maintenance													
PREMIT Stages	Stage 1 Preliminary stage				Stage 2 Preparation stage			Stage 3 Action stage		Stage 4 Behavioural maintenance stage									
PREMIT sessions number and timing	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	
Data collection points relevant for this study										↑			↑			↑			↑
										End of action stage	Early maintenance stage		Middle maintenance stage			Late maintenance stage			
Conceptual framework for the analyses	Supporting weight loss - Emphasis on successful weight loss and planning the new diet habits after weight loss					Preparing and acting on the healthy diet behaviours. Learning new behavioural and thinking patterns regarding healthy diet					Imbedding the healthy diet behaviours in to habits			Maintaining the new healthy diet habits, dealing with set backs			Healthy diet habits maintained		
Summary of expected changes in cognitive variables											Resisting temptations - increasing / Habit strength unhealthy diet - decreasing / Temptations - decrease / Autonomous & intrinsic motivation - increase		Resisting temptations - no change / Habit strength unhealthy diet - no change / Temptations - change / Autonomous Motivation - no change / Intrinsic & extrinsic motivation decrease			Resisting temptations - no change / Habit strength unhealthy diet - no change / Temptations - change / Autonomous motivation - no change / Intrinsic & extrinsic motivation decrease			
Behavioural determinants targeted and sessions included in the evaluation of the PREMIT attendance frequency = 13 (bold)																			
Session 1: Instructions low-energy diet Session 2: Habitual behaviour change, action self-efficacy Session 3: Action self-efficacy Session 4: Action self-efficacy and planning, outcome expectancies Session 5: Action planning Session 6: Self-regulation, self-efficacy, outcome expectancies Session 7: Adhering to new behaviours, social support, overcoming barriers Session 8: Self-efficacy, self-regulation, overcoming barriers Session 9: Self-regulation, motivation, social support										Session 10: Self-regulation, motivation Session 11: Coping self-regulation Session 12: Coping self-regulation Session 13: Coping self-regulation Session 14: Relapse management Session 15: Relapse and coping management Session 16: Relapse management Session 17: Relapse and coping management Session 18: Conclusion									

675

676 **Table 1**

677 *Means and standard deviations for cognitive variables of unhealthy diet habit-strength and temptations, motivation healthy diet, and resisting fatty*
 678 *and sweetened food temptations*

<i>Variable means and standard deviations (M ± SD)</i>	Grand mean (n = 962)	<i>PREMIT infrequent attenders (n = 228)</i>	<i>PREMIT frequent attenders (n = 449)</i>	<i>PREMIT very frequent attenders (n = 285)</i>	<i>Significant changes</i>
Weight change Percentage % (i.e. weight re-gain) Weeks 26 to 156	n = 957 8.2 ± 6.4	n = 225 7.6 ± 7.1	n = 447 9.1 ± 6.6	n = 265 7.1 ± 6.9	
Habit-strength energy-dense food (1 – 343)					<i>All participants significant increase from week 26 to 52</i>
Week 26 (End of action / start of maintenance stage)	44.8 ± 45.6	49.7 ± 45.2	45.6 ± 48.1	39.8 ± 41.3	
Week 52 (End of early maintenance stage)	54.0 ± 49.6	62.2 ± 50.9	53.7 ± 48.7	47.9 ± 49.3	
Week 104 (End of middle maintenance stage)	60.6 ± 53.5	63.6 ± 58.0	62.5 ± 52.9	55.1 ± 50.2	
Week 156 (End of late maintenance stage)	64.1 ± 56.4	66.2 ± 57.2	65.4 ± 56.7	60.2 ± 55.3	
Temptations fatty and sweetened food (1 – 5)					<i>All participants significant increases from week 26 to 52</i>
Week 26 (End of action / start of maintenance stage)	2.3 ± .8	2.4 ± .8	2.3 ± .8	2.1 ± .8	
Week 52 (End of early maintenance stage)	2.4 ± .8	2.5 ± .8	2.4 ± .8	2.2 ± .8	
Week 104 (End of middle maintenance stage)	2.4 ± .8	2.6 ± .9	2.5 ± .8	2.3 ± .8	
Week 156 (End of late maintenance stage)	2.5 ± .8	2.5 ± .8	2.5 ± .8	2.4 ± .8	

Avoiding fatty and sweetened food (1 – 5)					
Week 26 (End of actions / start of maintenance stage)	3.4 ± .8	3.4 ± .7	3.4 ± .7	3.5 ± .8	<i>All participants significant decrease week 26 to 52</i>
Week 52 (End of early maintenance stage)	3.3 ± .8	3.3 ± .8	3.3 ± .7	3.4 ± .8	
Week 104 (End of middle maintenance stage)	3.3 ± .8	3.2 ± .8	3.3 ± .8	3.4 ± .8	
Week 156 (End of late maintenance stage)	3.3 ± .8	3.3 ± .8	3.2 ± .8	3.4 ± .8	
Autonomous motivation healthy diet (1 – 7)					
Week 26 (End of action / start of maintenance stage)	6.3 ± .7	6.4 ± .7	6.5 ± .7	6.4 ± .8	<i>No significant changes</i>
Week 52 (End of early maintenance stage)	6.3 ± .8	6.3 ± .8	6.4 ± .8	6.3 ± .9	
Week 104 (End of middle maintenance stage)	6.3 ± .9	6.2 ± .8	6.3 ± .9	6.3 ± .9	
Week 156 (End of late maintenance stage)	6.3 ± .9	6.2 ± .9	6.3 ± .8	6.2 ± .9	
Introjected motivation healthy diet (1 – 7)					
Week 26 (End of action / start of maintenance stage)	4.6 ± 1.7	4.5 ± 1.6	4.5 ± 1.7	4.5 ± 1.7	<i>No significant changes</i>
Week 52 (End of early maintenance stage)	4.5 ± 1.7	4.5 ± 1.7	4.5 ± 1.7	4.5 ± 1.7	
Week 104 (End of middle maintenance stage)	4.4 ± 1.7	4.4 ± 1.6	4.4 ± 1.8	4.4 ± 1.6	
Week 156 (End of late maintenance stage)	4.4 ± 1.7	4.2 ± 1.7	4.4 ± 1.8	4.4 ± 1.8	
External motivation healthy diet (1 – 7)					
Week 26 (End of action / start of maintenance stage)	3.1 ± 1.5	3.2 ± 1.5	3.0 ± 1.5	3.0 ± 1.6	<i>No significant changes</i>
Week 52 (End of early maintenance stage)	3.0 ± 1.5	3.1 ± 1.5	3.0 ± 1.5	3.0 ± 1.5	
Week 104 (End of middle maintenance stage)	2.9 ± 1.5	3.0 ± 1.5	2.9 ± 1.5	2.9 ± 1.5	
Week 156 (End of late maintenance stage)	2.8 ± 1.5	2.8 ± 1.5	2.8 ± 1.6	2.9 ± 1.6	

680 **Table 2**

681 *Correlations and standardized and unstandardized correlation coefficients for habit strength and temptations for unhealthy food and resisting temptations for*
 682 *unhealthy food*

Variables	Correlation							Coefficient	
	Weight-change percentage	Energy dense diet / fatty and sweetened food			Motivation diet			B	B (t, p-value)
		Habit strength	Temptations	Avoiding temptations	Autonomous	Introjected	External		
Weight-change percentage	-	.19	.22	-.21	.07	.00	.05	.01	
Habit strength (1 – 343)	.19	-	.40	-.38	.13	-.03	.05	.93	.11 (t = 3.3, p ≤ .008)
Temptations energy dense diet (1 – 5)	.22	.40	-	-.73	.23	-.06	.17	-.76	.11 (t = 2.4, p > .008)
Avoiding temptations energy dense diet (1 – 5)	-.21	-.38	-.73	-	-.22	.02	-.19	.01	-.09 (t = -1.9, p > .008)
Autonomous motivation (1 - 7)	.07	.13	.23	-.22	-	-.37	-.07	.57	.02 (t = .5, p > .008)
Introjected motivation (1 – 7)	.00	-.03	-.06	.02	-.34	-	.39	.08	.02 (t = .6, p > .008)
External motivation (1 – 7)	.05	.05	.17	-.19	-.07	.39	-	-.00	-.00 (t = -.03, p > .008)

683 Significant result highlighted in **bold**