

Do financial incentives improve weight loss?



Analysis of over 13,000 members of the CSIRO Total Wellbeing Diet suggests

'yes'

\$199 weight loss refund

Australians are invited to follow the CSIRO Total Wellbeing Diet online at a cost \$199 for 12 weeks. If they meet science-based criteria, such as weighing in each week, their **\$199 membership fee is fully refunded at the end**. This 'commitment contract' leads to greater weight loss, greater satisfaction and increased feelings of success.



SAMPLE: 13,733 MEMBERS



1 in 5

received a refund for successfully completing the CSIRO Total Wellbeing Diet 12 Week Program

54% more weight loss

Members who received a refund lost 6.2% of their starting body weight compared to 4% for non-refunded members. This equated to an average weight loss of 5.6kg in refunded members and 3.7kg in non-refunded members.



2kg more weight loss

REFUNDED MEMBERS LOST ALMOST 2KG MORE THAN NON-REFUNDED MEMBERS

More achieve **5%** weight loss

REFUNDED MEMBERS **58%**
NON-REFUNDED **39%**

58% of refunded members lost a clinically significant 5% of their body weight compared to 39% of non-refunded members. The first 5% of weight loss provides the most health benefits for people who are obese.



Secrets of success

MEMBERS WHO RECEIVED THE REFUND:

- USE THE TOTAL WELLBEING DIET WEBSITE MORE
- RECORD THEIR WEIGHT MORE
- TRACK THEIR FOOD MORE FREQUENTLY
- RECORD MORE EXERCISE SESSIONS
- TRIED HARDER ON THE PROGRAM
- FELT MORE SUCCESSFUL THAN OTHER MEMBERS

Easy to achieve



65% of refunded members thought the refund criteria, such as weighing in weekly, was easy to achieve.



totalwellbeingdiet.com

Hendrie GA, Brindal E (2018) Total Wellbeing Diet Member Survey: An in-depth analysis of the TWD refund offer. CSIRO, Australia.