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An evaluation of the Dove Self-Esteem Project Website for Parents among mothers and daughters in the United Kingdom

Submission date
26/03/2015

Recruitment status
No longer recruiting

Registration date
31/03/2015

Overall study status
Completed

Last Edited
14/09/2017

Condition category
Mental and Behavioural Disorders

[ ] Prospectively registered
[ ] Protocol
[ ] Statistical analysis plan
[X] Results
[ ] Individual participant data

Plain English summary of protocol

Background and study aims
An estimated 32-64% of adolescent girls in Western countries feel unhappy with the way they look. These body image concerns can have serious health consequences, including unhealthy weight control and exercise behaviors, depression, smoking, low self-esteem and misuse of drugs and alcohol. Research suggests that parents can influence their children's body image. As a result, this study is evaluating a website that aims to improve body image and well-being among mothers and their adolescent daughters. Specifically, the Dove Self-Esteem Project Website for Parents (selfesteem.dove.com) is an online information hub designed to provide mothers with information and tools to help them build body confidence among their daughters and themselves. The website displays brief articles outlining expert advice, interactive activities (e.g., videos, games), and behavioural action tips.

Who can participate?
Mothers and their adolescent daughters (aged 11-14) from nine towns across the South, Mid and North of England

What does the study involve?
Mother-daughter pairs are randomly assigned to one of three groups. In the first group, mothers and daughters complete a series of questionnaires. In the second group, mothers and daughters complete the same questionnaires and mothers view the website for 30 minutes. In the third group, mothers and daughters complete the questionnaires and mothers view the website for 30 minutes using a tailored pathway through the website based on their preferences for particular website topic areas. Mothers and daughters complete questionnaires immediately before mothers are exposed to the website, then again 2 weeks, 6 weeks, and 12 months after viewing the website. Feedback is obtained from mothers on their reactions to the website, in order to inform future revisions and improvements to the website.

What are the possible benefits and risks of participating?
Taking part in this study gives mothers and daughters the chance to learn about some very important issues that can affect health and well-being, particularly in young adolescents. The

website has already undergone online pilot testing, with the responses from parents being overwhelmingly positive. The website is expected to have a positive impact on mothers' and daughters' body image and well-being. In addition, both mothers and daughters are provided with a financial incentive for taking part in this study. Body image can be a sensitive and personal topic for some, particularly adolescent girls and women. Therefore, there is a risk that viewing the website and completing body image questionnaires may cause some distress. This risk is minimised in the current study as previous pilot research has shown that the website has received positive feedback from mothers. Furthermore, previous research has shown that these types of questionnaires and interventions are unlikely to result in any distress. Any participant showing signs of distress is provided with referrals to external sources of support.

Where is the study run from?
Centre for Appearance Research at the University of the West of England, Bristol, UK

When is the study starting and how long is it expected to run for?
January 2014 to August 2016

Who is funding the study?
This study is being funded by a research grant from the Dove Self-Esteem Project. The Dove Self-Esteem Project is the social mission for the multinational personal care brand Dove, which is owned by Unilever.

Who is the main contact?
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Contact information

Type(s)
Public

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Additional identifiers

Study information

Scientific Title

Evaluating an internet-based intervention designed to improve body image and psychosocial well-being in adolescent girls and their mothers: a cluster randomised controlled trial with mother-daughter dyads

Study objectives
Study Hypothesis 1: relative to the assessment only control group, mothers who are exposed to the Dove Self-Esteem Project Website for Parents will report significantly improved body image, reduced severity of risk factors associated with poor body image, and improvements on related psychosocial outcomes, as will their daughters.

Study Hypothesis 2: intervention effects will be stronger when mothers received a tailored pathway through the website based on their preferences for content, as opposed to browsing the website without structured guidance.

Ethics approval required
Old ethics approval format

Ethics approval(s)
Faculty of Health and Applied Sciences Research Ethics Committee at the University of the West of England, 14/11/2014, ref: HAS/14/03/60

Primary study design
Interventional

Study design
Parallel three-arm cluster randomized controlled trial

Study type(s)
Quality of life

Health condition(s) or problem(s) studied
Body image dissatisfaction, self-esteem, psychosocial well-being, help-seeking behaviors

Interventions
A parallel three-arm cluster randomized controlled trial in nine towns across the UK with three towns in each condition (assessment only control; website unstructured; tailored pathway through website).

Assessment-only control: Mothers and daughters will not view the Dove Self-Esteem Website For Parents and will complete self-report questionnaires only.

Website-as usual: Mothers will be exposed to the Dove Self-Esteem Project Website for Parents under controlled conditions for 30 minutes. Mothers will view the website unstructured with no guidance. Mothers will then be encouraged to continue to use the website at home, although home viewing of the website is voluntary and not a requirement of the study.

Website-tailored: Mothers will be exposed to the Dove Self-Esteem Project Website for Parents under controlled conditions for 30 minutes. Mothers in this condition will be provided with an individualised, tailored pathway to follow while they browse the website. This pathway will be based upon their preferences website content topic areas and will guide them to view specific articles and content on the website. Mothers will then be encouraged to continue to use the

website at home, although home viewing of the website is voluntary and not a requirement of the study.

Intervention Type
Behavioural

Primary outcome(s)
Body image assessed via self-report questionnaires pre-exposure to the website, 2 weeks post-exposure, 6 weeks post-exposure and 12-months post-exposure. Body Esteem Scale for Adolescents & Adults (Mendelson, Mendelson, & White, 2001)

Key secondary outcome(s)
Secondary outcomes include risk factors for body image, mother-daughter relationship measures, related psychosocial outcomes, help-seeking behaviours and process outcomes measured at the same time-points as the primary outcome measures (unless otherwise stated – see last paragraph).

Risk factor outcome measures:
1. Internalisation of appearance ideals; Sociocultural Attitudes Towards Appearance Questionnaire-3 (Thompson, van den Berg, Roehrig, Guarda, & Heinberg, 2004)
2. Perceived appearance-related sociocultural pressures; Purpose-built measure derived from existing scales of sociocultural pressures (e.g., Stice & Bearman, 2001; Thompson et al., 2004)
3. Appearance-related social comparisons; Social Comparison to Models and Peers Scale (Jones, 2001)-Adapted.
4. Appearance-related teasing; Project EAT-III Teasing Scale (Neumark-Sztainer et al., 2007) - Adapted. Daughter-only measure.
5. Appearance-related conversations with friends; Appearance Conversations with Friends subscale of the Culture Among Friends (Jones, Vigfusdottir, & Lee, 2004)
6. Negative Body Talk Scale (Engeln-Maddox et al., 2012)

Dyadic outcome measures:
1. Maternal pressures towards appearance; Maternal Pressures Scale (Corning et al., 2010) – Adapted.
2. Frequency of conversations about body image between mothers and daughters; Purpose-built measure

Psychosocial and disordered eating-related outcome measures:
1. Positive and Negative Affect Schedule for Children (Ebesutani et al., 2012)
2. Self-esteem; Rosenberg Self-Esteem Scale Shortened (Neumark-Sztainer et al., 2007; Rosenberg, 1965)
3. Dietary restraint; Dutch Eating Behaviour Questionnaire, (van Strien, Frijters, Bergers, & Defares, 1986)
4. Eating disorder symptoms; SCOFF (Morgan, Reid, & Lacey, 1999)
5. Life engagement; Purpose-built measure
6. Help-seeking behaviours in relation to body image; Purpose-built measure

Mother and daughter process evaluation outcomes will be assessed post-intervention only via purpose-built self-report measures:
1. Ratings of interest, engagement and usefulness of the website
2. The extent mothers spoke or shared information on the website with their daughter
3. Daughters will be asked what, if anything, they have learned from the website

Interim check-in assessments:
Purpose-built check-in assessments of state body image and instances of body image conversations between mothers and daughters will be administered via mobile sms text messages four times between baseline and 2-week post-intervention data collection.

Additional measures:
The following measures will be administered for a separate program of research investigating psychometric scale development and risk factors for body image:
1. Mother-daughter relationship quality; Purpose-built measure
2. Daughters perceived care from mother; Care subscale of the Parental Bonding Instrument (Parker et al., 1979). Daughter-only measure
3. Daughter's trust in mother; Trust subscale of the Inventory of Parent and Peer Attachment (Armsden et al., 1987) – Adapted. Daughter-only measure
4. Daughter's perception of communication between mother and daughter; Communication subscale of the Inventory of Parent and Peer Attachment (Armsden et al., 1987) – Adapted. Daughter-only measure.
5. Project-EAT III Body Areas Satisfaction Scale (Neumark-Sztainer, 2004)
6. Body Appreciation Scale (Tylka, 2011)

Completion date
30/08/2015

Eligibility

Key inclusion criteria
Mother-daughter dyads meeting the following criteria:
1. Daughter aged 11-14 years old
2. Mother and daughter speak English and have lived in the UK for at least 10 years
3. Mothers identify at least one of eight key body image related issues as being relevant to their daughter
4. Mothers and daughters use the internet at least every 4-5 days
5. Mothers have not taken part in three or more market research studies in their lifetime, and none in the previous 6 months

Participant type(s)
Healthy volunteer

Healthy volunteers allowed
No

Age group
Mixed

Sex
Female

Key exclusion criteria
1. Daughter not aged 11-14 years old
2. Mother and daughter do not speak English or have not lived in the UK for at least 10 years
3. Mothers do not identify body image as being relevant to their daughter.

4. Mothers and daughters do not use the internet at least once every 4-5 days.
5. Mothers have taken part in three or more market research studies in their lifetime, and/or have taken part in studies in the previous 6 months

Date of first enrolment
01/05/2014

Date of final enrolment
30/06/2014

Locations

Countries of recruitment
United Kingdom

England

Study participating centre
Centre for Appearance Research, University of the West of England
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Sponsor information

Organisation
Centre for Appearance Research, University of the West of England

ROR
https://ror.org/02nwg5t34

Funder(s)

Funder type
Industry

Funder Name
Unilever

Alternative Name(s)
Unilever Global, Unilever PLC, U

Funding Body Type
Government organisation

Funding Body Subtype
For-profit companies (industry)

Location
United Kingdom

Results and Publications

Individual participant data (IPD) sharing plan

IPD sharing plan summary
Not expected to be made available

Study outputs

Output type	Details	Date created	Date added	Peer reviewed?	Patient-facing?
Results article	results	01/09/2016		Yes	No