# Study Shows Cash Incentives Help Men with Obesity Lose Weight



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A year-long study titled "Game of Stones," involving 585 participants from Belfast, Bristol, and Glasgow, examined the effectiveness of financial incentives in promoting weight loss among men with obesity. The research was presented at the European Congress on Obesity (ECO).

Participants were divided into three groups: one group received text messages with financial incentives, a second group received only text messages, and a control group. Text messages included motivational notes and healthy eating tips. The study's financial incentive scheme offered up to £400, contingent on achieving specific weight loss goals.

Those in the incentive group lost an average of 4.8% of their body weight, compared to 2.7% in the text-message-only group and 1.3% in the control group.

Professor Pat Hoddinott from the University of Stirling led the study, which was inspired by behavioral economic theories that suggest people are more motivated by the potential loss of money rather than gaining it.

The trial was designed to be inclusive, allowing men from lower socio-economic backgrounds to participate without needing to deposit their own money upfront.

For more details and to follow updates in related research, visit the European Congress on Obesity website.