Opportunities to make a lifestyle intervention more appealing and accessible

Specifically for low SES:
- Take possible cost concerns into account
- Visualise their own physical condition (like being overweight or having high cholesterol) to raise awareness about their health status and consequently to trigger interest in lifestyle change
- Harness the supportive effect of (peer) groups

Explaining current lifestyle
Current lifestyle was logical for participants given available time and energy, habits, social influences and physical condition

Specifically for low SES:
- In addition explained by financial considerations

Triggering lifestyle change
Lifestyle change could be prompted by feedback from participants’ body

Specifically for low SES:
- Rather induced by health complaints than for preventive purposes

Supporting lifestyle change
Support for lifestyle change should include individually tailored advice and should take into account the advantages of making lifestyle changes together with others

Specifically for low SES:
- Preferably with persons of the same age, gender or physical condition