NP47 Bridging Communication Gaps to Achieve Healthy Weight in Black Children and Families

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Objective: To identify promising communication approaches that can enhance the ability of academic and community-based researchers, and community advocates to communicate evidence effectively and improve the uptake of evidence-based public health messages and intervention strategies related to obesity prevention for black children and adult caregivers.

Description: In August 2014 a national workshop was convened under the auspices of the African American Collaborative Obesity Research Network (AACORN). The workshop included a specific focus on translating and disseminating research on food and built environments to build community awareness - especially among adult caregivers to support efforts to achieve healthy weight in black American children and adolescents. During the workshop, participants heard presentations from experts in obesity and childhood obesity prevention, advertising and marketing, communications, journalism, and youth entertainment education. The SMCRE (Sender, Message, Channel, Receiver, and Effect) Framework was utilized to inform interactive learning activities with workshop participants and communications and marketing experts that generated novel approaches for reaching different segments of the black community with health messages.

Evaluation: Results from a workshop evaluation survey indicated that 98% of respondents believed the workshop objectives were met; and over 70% of respondents indicated that they learned new concepts that they will apply to their research/work. The evaluation will also assess the quality and dissemination of promising strategies generated from the workshop.

Conclusions and Implications: A report on challenges, considerations, and promising strategies to enhance the communication of healthy eating, active living, and healthy weight in black communities is forthcoming on AACORN's website and will be disseminated via AACORN's partners.

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NP48 The WAVE~Ripples for Change: Obesity Prevention in High-School Soccer Players

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Objective: Pilot testing a 2-year obesity prevention intervention with soccer players (14-19y).

Description: Fifty-two teens enrolled and completed baseline assessments. The intervention group (n=26) received face-to-face sports nutrition and lifeskill-building lessons and accessed the virtual world. Integrated technologies include: wearable sensors to measure heart rate, movements, and/or body temperature; a cloud-service system to capture Fitbit data; and virtual 3-D avatar-simulated learning activities to reinforce face-to-face learning.

Evaluation: Body composition, sports nutrition knowledge, and lifestyle behaviors.

Conclusions and Implications: Expected outcomes are reduced sedentary behavior and improved nutrition.

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NP49 Childhood Obesity Prevention in South Carolina Communities

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Objective: COPASCities is using participatory ethnography to describe the process through which community organizations create food systems change for childhood obesity prevention.

Description: In Year 3, 2 organizations, The Organic Helpers and The Midlands Local Food Alliance, were catalyzed by the community organizing efforts of COPASCities. These grassroots groups engaged in issue campaigns that included. Increasing safe routes to school, co-ordination of building a community kitchen, and engaging farmers in advocacy to increase farm-to-school programs. COPASCities also continued an issue campaign around the expansion of the SNAP fruit and vegetable incentives program, Healthy Bucks.

Evaluation: We conducted farmer surveys, photovoice with SNAP participants, participant observation, and key informant interviews to identify and advance issue campaigns, and develop our ethnographic case studies. We also offered our food systems change capacity building institutes to obesity prevention coalitions across the state, and provided trainings to the aforementioned community organizations in framing the message for effective organizing. We are developing ethnographic case reports to be analyzed and published as a book.

Conclusions and Implications: This project has met all year 3 milestones and the process of community change being uncovered will be very helpful in generating healthy food systems for children in other communities.

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