NP1 Growing Healthy Kids Program Evaluation

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Objective: To provide evaluation results for a 4 year intervention program, Growing Healthy Kids, in a K-2nd grade school setting.

Description: The Growing Healthy Kids School Enrichment Kit Program is a school-based nutrition education program that has been delivered to more than 12,000 K-2nd graders over 4 years in a large metropolitan school district. Program evaluation consisted of pre/post-tests of students before and after the intervention, follow-up surveys with teachers who implemented the program, and a survey of 3rd grade students. A validated survey was administered to intervention (n=79) and control (n=112) students.

Evaluation: An increase in knowledge gain from the pre/post-tests were found for all three grades for all years ($p < 0.05$). The majority of teachers in all grades reported improvement in being more confident in teaching nutrition, being more aware of nutrition, making healthier meal and/or snack choices, improved handwashing, and increased physical activity. For the 3rd grade study, those who had received the intervention in K-2nd grade scored higher on two behavior variables (vegetable intake, $p = 0.042$ and breakfast intake, $p = 0.025$). Self-efficacy was a stronger predictor ($p < 0.0001$) than knowledge for behavior outcomes for both the control and intervention groups.

Conclusions and Implications: The Growing Healthy Kids School Enrichment Kit Program is effective in increasing nutrition knowledge and behavior of K-2nd grade students in an effort to reduce obesity.

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NP2 Field Testing of a Family-Based Media Literacy and Nutrition Program to Prevent Childhood Obesity

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Objective: To field test a curriculum fostering healthier family food behaviors through improved media literacy.

Description: The first of two cycles of dyads of parents and youth age 9-14 years (n = 52) from five Washington State counties (sites) received the 6-session program, Food-

Mania: Kids and Food in a Media-Driven World, based on the Message Interpretation Processing Model. The program teaches media literacy to increase parental media management skills and information efficacy, children's skepticism toward media messages and expectancies for healthy eating, family members' efficacy for healthy nutrition changes, and ultimately nutrition behavior. Parent/youth dyads from the same counties served as controls (n = 50).

Evaluation: Intervention results compared to the control group based on MANOVA included increased frequency of child-initiated discussion reported by youth and parents about food messages in the media. Parental efficacy improved for resisting food advertising along with expectancies for positive family acceptance of healthier foods. Parents reported greater support by their participating child for purchasing fruits and vegetables. Improvements in the family home food environment were also reported by parents. Parents showed increased critical thinking about media and critical discussion of media with the child. Preliminary post-test findings showed no significant influence of site.

Conclusions and Implications: Preliminary results show that a media literacy and nutrition program based on the Message Interpretation Processing Model can have positive effects for both parents and youth attending the program. A second wave of the family intervention, two waves of youth-only intervention, and delayed 6- and 12-month posttests will be conducted.

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NP3 The HEROs Study: Bridging Home and Preschool Environments to Promote Healthy Eating and Activity Behaviors and Prevent Obesity In Early Childhood

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Objective: The HEROs Study (HEalthy EnviRONments Study) seeks to impact young children's health behaviors by incorporating our successes in improving preschoolers' willingness to try new foods and motor performance (via the Food Friends programs), and amplifying these effects by adding a powerful family component.

Description: We will target low income and Latino families living in rural Colorado who exhibit the highest prevalence of obesity and health disparities. The project will include the development of a family-based program utilizing technology-based mobile applications to improve parent-child interactions related to healthy eating and physical activity. Research activities will be conducted in

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