

## P1 Lessons Learned for Enrolling Parents in a Text Message-based Nutrition Education Program

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**Objective:** Text2BHealthy is a nutrition and physical activity promotion program for parents of elementary school children. Short-term outcomes include increased offering of fruits and vegetables and increased opportunities for physical activity. Longer-term outcomes include increased fruit and vegetable consumption and physical activity.

**Target audience:** Parents of elementary school-aged children.

**Theory, Prior Research, Rationale:** Text2BHealthy utilizes text messages, which have been effective in promoting health behaviors such as weight loss (Patrick, et al., 2009), physical activity (Fjeldsoe, et al. 2010), and smoking cessation (Free, et al., 2011, Rodgers, et al., 2011) to reach parents of low-income children participating in school-based nutrition education. Nutrition education that includes children and their parents has a greater impact than programs for children only (Golan, Fainaru, & Weizman, 1998; Flynn, et al., 2006).

**Description:** Other text message-based health promotion programs, such as Text4Baby, have had mixed success with outreach strategies and have struggled to meet their recruitment goals in some target populations (Whittaker et al., 2012). Our presentation will present several lessons that we learned about recruiting and retaining participants in Text2BHealthy. We will also detail the program changes that allowed us to increase the number of Text2BHealthy participants from 203 in the first year to 1,101 in the second.

**Evaluation:** Recruitment and retention efforts were evaluated using administrative data collected by the online platform used to send text messages and focus groups conducted with both participants and non-participants.

**Conclusions and Implications:** This presentation will provide practical information for individuals planning text message-based programs or adding a text message component to existing programs.

**Funding:** USDA.

## P2 Using a Monthly Calendar to Promote Food, Nutrition, and Health Themes

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**Objective:** The purpose of creating a monthly, web-based food, nutrition, and health themed calendar was to provide information about and reinforce healthy behaviors to consumers and multiplier groups working with consumers.

**Target audience:** The general adult population, educators, and health professionals.

**Theory, Prior Research, Rationale:** Similar to MyPlate, which was “designed to remind Americans to eat healthfully,” and “not intended to change consumer behavior alone,” the themed calendar utilized the same rationale to also “help consumers make better choices.”

**Description:** The calendar provides resources, tips, and recipes for selected national food and health themed days, weeks, and months. A calendar approach helped optimize the use of social media and search engines in promoting content, leading to visits and links to our organization’s website.

**Evaluation:** According to Google analytics, the calendar received over 45,875 pageviews, a 17% increase over the previous year. It has been linked 493 times from 186 websites, including other universities, blogs, and social media sites. The calendar was listed in the top 3 recommended webpages by search engines. A web feedback form indicated the helpfulness of this monthly content curation; a sample comment was, “Having all this information in one place makes it easy when looking for something specific like pumpkin. Gave me lots of ideas!”

**Conclusions and Implications:** The calendar multiplies our efforts by assisting others find research-based, unbiased information and is a “go to” resource for the public, educators, and health professionals. It has helped us move from “good to great;” statistics show increased visits to our website as people have become more aware of our calendar.

**Funding:** None.

## P3 Picture This! Increasing Online Engagement by Using Photos and Videos

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**Objective:** Our objective was to increase visits to a website by using highly visual social media. The content on most social networking sites is fairly short. The Pew Research Center’s Project for Excellence in Journalism found the median length of the most popular YouTube videos was 2 minutes and 1 second. Tweets are 140 characters. For more information, it is frequently necessary to direct people back to a website.

**Target audience:** The target audience was online users of internet social networking sites.

**Theory, Prior Research, Rationale:** PEW Internet & American Life Project statistics show 71% of adults use video sharing sites such as YouTube and Vimeo. Additionally, 46% of Internet users post their own photos and videos. When Hubspot, a company devoted to inbound marketing, evaluated 8,800 Facebook posts, they found photos on Facebook generated 53% more likes than other posts. Clearly, people are attracted to visual images.

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**Description:** We researched and implemented ways to add more visuals to our online marketing. This included easy, inexpensive methods of making videos for YouTube and Vimeo; Pinterest Boards; SlideShare; Flickr; visuals on Facebook; images in tweets; and using visuals on LinkedIn posts.

**Evaluation:** After using several types of visual social media, we examined the Google Analytics for our food-related website for views related to social media. Our results indicated there were 12,659 website views from social media referrals.

**Conclusions and Implications:** Think “visual” when implementing a social media strategy to engage clientele to seek more information from a website. Other educators can benefit from our examples in creating their own engaging social media.

**Funding:** None.

#### P4 Sustainable Me! Engaging Middle School Students

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**Objective:** Conduct a highly interactive in-school event for students in grades 5-8 that focuses on sustainable: personal and community health, personal and global environment, personal relationships, local foods, and personal finances.

**Target audience:** Middle school students in grades 5 to 8 in New Jersey.

**Theory, Prior Research, Rationale:** The CDC identified several key behaviors to prevent obesity, including increasing intake of fruits/vegetables and increasing physical activity. Community agencies and nutrition educators can find middle school students difficult to engage in nutrition/health related programs.

**Description:** A group of committed community collaborators joined forces to tackle the sustainability issues, health, environment, personal relationships, local foods, and finances, by interacting students with a variety of community health agencies. Sustainable Me encourages action about sustaining wellness for students, grades 5 to 8.

**Evaluation:** 1,115 students in grades 5 to 8 in 9 schools participated in a pre-survey (3-5 days prior to event) and a follow-up survey (2 weeks after then event). The in-school event includes 60 minutes of targeted mini-lessons appropriate for students. Follow-up survey data (n=940 students): 75% reduced bullying 54% recycled more often 45% changed behavior to prevent disease 37% increased consumption of fruits & vegetables 24% increased practice of personal safety Additional writing activity assignment: Design your personal plan to sustain good health and a healthy environment.

**Conclusions and Implications:** Sustainable Me can be replicated by nutrition educators. Collaboration with a group of local health-related agencies is essential for a successful event. Students can be successfully engaged in a highly active, educational setting.

**Funding:** None.

#### P5 Healthy Teen Expo: Community Collaboration to Defeat Childhood Obesity

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**Objective:** Conduct an in-school event that engages teens in a series of hands-on physical activities and mini-lessons that increase physical activity, increase consumption of fruits and vegetables, and reduce consumption of sugar-sweetened beverages.

**Target audience:** 3,805 teens in grades 5 to 12 in 11 schools in New Jersey.

**Theory, Prior Research, Rationale:** The CDC recommends that students increase their level of physical activity and consumption of fruits and vegetables, and decrease consumption of sugar-sweetened beverages.

**Description:** The Healthy Teen Expo program is a 1-day, non-competitive event engaging students (grades 5 to 12) in Atlantic County, New Jersey. The focus is for students to cycle through a series of physical activity challenges (30 minutes), and highly interactive mini-lessons (30 minutes) in 1-hour as they complete the Passport to Good Health.

**Evaluation:** Students completed the anonymous pre-survey 5 days prior to the event, and follow-up survey 2 weeks after the in-school event. Collaborators agree the event meets their goals for community engagement and is replicable in other states. In the follow-up survey students reported an increased consumption of fruits/vegetables, increased level of physical activity, decreased screen time, and decreased intake of sugar-sweetened beverages. Data (analyzed via Survey Monkey) indicate: Follow-Up Survey, n=2,785 (53% female, 47% male) 44% increased consumption of fruits and vegetables 7% managed food portion size 2% increased level of physical activity 8% decreased screen time 44% decreased intake of sugar-sweetened beverages.

**Conclusions and Implications:** The Healthy Teen Expo is an effective health promotion program for the teenage population. Community collaborators are essential to the success of the program. This event is replicable in other schools when facilitated by a community nutrition educator with strong community partnerships.

**Funding:** Supported by the Atlantic County Health Department, Atlantic City Health Department, Atlantic County Healthy Living, Coalition/Shore Medical Center, Atlantic Hospital System, 4-H Youth Development of Atlantic County, South Jersey Family Medical Center and the Supplemental Nutrition Assistance Program – Education.

#### P6 Experiencing the DGA: A New Approach to Teaching Community Nutrition Educators

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**Objective:** To provide an experiential learning opportunity for Community Nutrition Educators (CNEs),

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