**FoodMania: Effects of a Curriculum Using Media Literacy as the Catalyst to Improve Parent-Child Discussion and Food Behaviors**

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**Why do we need FoodMania?**

Nearly 1 out of 3 U.S. children are either overweight or obese. Children may be more likely to choose unhealthy food after seeing food advertisements on TV or online. Seeing just one or two food ads can affect young children’s eating choices.

**FoodMania** empowers parents and youth to critically analyze marketing messages about food, helps them find accurate information and guides them to use tools such as food labels.

**FoodMania Curriculum**

- Matched-group pretest/posttest with control groups
- Six (6) units delivered by trained WSU Extension personnel, each unit lasting about 2½ hours
- Curriculum focus includes:
  - Efficacy: Parents’ confidence in their ability to manage media and change nutrition environment
  - Negative Parental Mediation: Skills to actively encourage and discuss critical thinking regarding media messages
  - Critical Thinking: Strategic use of media sources to acquire accurate and useful nutrition information

**Total Field Test Participation**

<table>
<thead>
<tr>
<th>Condition</th>
<th>Family Intervention</th>
<th>Family Control</th>
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</thead>
<tbody>
<tr>
<td>Age Range</td>
<td>10-16 (Dyads)</td>
<td>14 (Dyads)</td>
</tr>
<tr>
<td>Males</td>
<td>45</td>
<td>44</td>
</tr>
<tr>
<td>Females</td>
<td>60</td>
<td>40</td>
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</tbody>
</table>

**Assistance Programs Received (e.g. SNAP-Ed, 10 ANE, Medicaid)**

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<tr>
<th>Condition</th>
<th>Number of Participants</th>
<th>Did Not Answer</th>
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<tbody>
<tr>
<td>Family Intervention</td>
<td>53</td>
<td>1</td>
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<tr>
<td>Family Control</td>
<td>66</td>
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**Parent Race**

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<th>Condition</th>
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<th>Underrepresented Minority Group</th>
<th>Did Not Answer</th>
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<tbody>
<tr>
<td>Family Intervention</td>
<td>79</td>
<td>25</td>
<td>1</td>
</tr>
<tr>
<td>Family Control</td>
<td>67</td>
<td>17</td>
<td>0</td>
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</tbody>
</table>

**How Can I Find Out More about FoodMania?**

For information on training and how to get a copy of FoodMania, contact Michelle Kistler, Project Manager, at kistler@wsu.edu

Scan this QR code to the FoodMania website or go to https://tinyurl.com/WSUFoodMania

**What Does the FoodMania Kit Include?**

- Leader’s Guide, with detailed lesson plans and instructions for all 6 units
- A set of 20 of each handout
- 2 copies of the 5W’s and Nutrition Facts Label posters
- 20 Family Resource Guides
- Activity card sets
- USB for PowerPoint’s 6 units with embedded videos
- Free webinar training and evaluation tools
- The FoodMania kit is available in print-electronic or all-electronic format

**Future Directions**

- Culturally-responsive adaptation(s) needed: Latino/a participant access was limited by language accessibility and cultural relevance
- Comparison of effect sizes indicates that the curriculum had similar effects for the Latino/a subsample as for the larger sample

**Effects of FoodMania: Final Family-Based Bayesian Model**

Methods

Theory derived from the sociocultural model, social cognitive theory, and the message interpretation process (MIP) model guided the model building process. All constructs and measures were controlled for pretest levels, and youth age was used as a control.

Bayesian estimation was used given the combination of small sample size (n = 179), model complexity, and non-normality of certain outcomes (e.g. ratio, counts of fruits and vegetables eaten). MPLUS 8.0 was used for all estimation.

Results

Standardized effect sizes are shown in the figure (effect sizes for the Control group in parentheses). Only three of the 17 predictive paths were significant (p < .05) in the Control group while all were significant in the Intervention group. Variance explained (R-squared) for our primary outcome variables was also greatly improved.

**Conclusions from the Family-Based Model**

Results showed that FoodMania’s effects on critical thinking and media management skills drove improvements in collaborative decisions about food choices, leading to improvements in the home dietary environment and for youths’ consumption of fruits and vegetables.

**Ad Deconstruction Skills: Methods and Results**

- A media literacy-based nutrition intervention on parent-child communication can improve:
  - Resistance to food marketing
  - Use of nutrition labels
  - Healthy home food environment
  - Healthy food intake

- Interventions are effective when parents are engaged in a process that also empowers their children

**Overall Conclusions**

- Several Times or ‘Frequently’
  - Talked about examples of food advertising: 75%
  - Talked about Go/Slow/Whoa foods: 64%
  - Used the Family Resource Guide outside of program settings: 42%
  - Discussed food labels: 74%
  - Used information on the Nutrition Facts Label: 76%
  - Thought about Go/Slow/Whoa foods when deciding what to eat: 68%
  - Planned and prepared a healthy food choice with my child: 68%
  - Helped my child to track the amount of fruits and vegetables he/she is eating: 75%
  - Helped my child in setting or reaching a goal for eating fruits and vegetables: 68%