

Use of Online Videos with Feeding Content to Enhance an EFNEP Program in the Prevention of Child Obesity



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Background

- The Expanded Food and Nutrition Education Program (EFNEP) in the United States aims to assist low-income parents in building healthy behaviors around nutrition and physical activity.
- *Eating Smart • Being Active* is a nutrition education curriculum used in over 40 states by EFNEP on account of it is evidence based, up-to-date with the latest nutrition information, and focused on low income families.
- To increase effectiveness of childhood obesity prevention programs, programs that offer parent feeding lessons in addition to nutrition education are likely to result in better child weight outcomes.
- The Strategies for Effective Eating Development (SEEDS) is an empirically-validated program for low-income families created to increase child eating self-regulation through the cultivation of healthy parent feeding practices.
- The SEEDS program utilizes videos which were specifically produced to deliver its content and illustrate real-like situations.
- Alternatives to face-to-face deliveries, such as videos, offers the ability to reach larger audiences in a shorter amount of time.
- Mothers with access to internet-enabled mobile devices have expressed interest in engaging web-based parent learning.

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Aims

- To combine two evidence-based programs on healthy eating behaviors, Strategies for Effective Eating Development (SEEDS) and *Eating Smart • Being Active*, to better impact child weight outcomes.
- To use SEEDS program content to develop videos, infographics, and games for online delivery of parent feeding objectives with *Eating Smart • Being Active*.

Material Development

- 7 parent feeding videos were needed to correspond with the *Eating Smart • Being Active* lessons.
- Using the videos that were produced for the SEEDS program, modifications, edits, and additional footage was shot to adapt the videos to families served by EFNEP.
- Activities/games were created to apply the parent feeding practices demonstrated in the videos.

<i>Eating Smart • Being Active</i> Lesson	SEEDS Feeding Content	Activity Objectives
Plan, Shop & \$ave	Shopping With Your Child	Practice strategies for grocery shopping
Fruits and Veggies: Half Your Plate	Trying New Foods	Practice strategies for introducing new foods
Make Half Your Grains Whole	Portion Sizes for Your Child	Practice identifying children's portion sizes
Build Strong Bones	Signals of Hunger and Fullness	Learn how different feeding practices influence internal cues
Go Lean with Protein	Mealtime Routines	Create mealtime routines for the family
Make a Change	Cues to Eat - On the Street	Practice strategies for environmental cues to eat unhealthy foods
Celebrate! Eating Smart • Being Active	Parent & Child Roles	Practice implementing adult and child roles

- Infographics to reinforce the feeding practices were also created for each lesson based on the objective of each video and the associated activity/game.

Material Examples

Mealtime Routines

Establish routines that lead to healthy eating at home.



Still image from video- helping set the table



Online Activity



Infographic

Parent and Child Roles

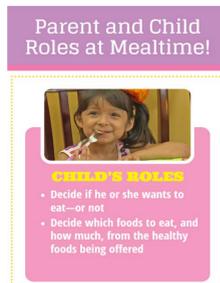
Identify roles designated for the parent and child by reviewing division of responsibility in feeding.



Still image from video- serving healthy foods



Online Activity



Infographic

Pilot Administration

- 8 groups were conducted across condition, site, and language
 - 4 online groups
 - 2 English, 2 Spanish
 - 2 in Colorado, 2 in Washington
- Focus groups were conducted to obtain feedback on the materials and delivery method

Overcoming Challenges

The following challenges arose during the pilot administration:

- Manageability of the interface tool
- Accessing the materials by parents
- Communicating across parents, lesson educators, and the online facilitator
- Tracking parent participation and engagement

To address these challenges, a texting-based system was incorporated which allowed for:

- Using only the parent's phone number to deliver the materials thereby reducing privacy concerns and increasing acceptability
- Accessing materials quickly with minimal effort by sending links to directly view each component (video, game/activity, and infographic)
- Parents to communicate with the online facilitator through the same medium (texting)
- Online facilitator to answer questions and send reminders

Additionally, a private access website was created to house the materials and from which the online facilitator could send all links. This provided the ability to:

- Track "attendance" and participation of each parent for each component
- Gather usage data for analyses

Implementation

- Parents provide their cell phone numbers to the bi-lingual online facilitator.
- Online facilitator introduces herself and sends a brief introductory video (link) about the online parent feeding lessons.
- For lesson weeks 3-9 of *Eating Smart • Being Active*, parent feeding components are incorporated as part of the lessons via text message links.
- Online facilitator sends links to the video and activity/game the day after the *Eating Smart • Being Active* lesson.
- A link to the infographic is sent two days after the video and activity/game links are sent.
- Once a link is sent, the material remains available throughout the remainder of the program implementation.
- Reminder texts are sent midway and toward the end of the implementation period to encourage adherence.

Conclusions

- The online parent feeding content is being delivered in one of three conditions in a randomized control trial with parents from EFNEP in Colorado and Washington states.
- 70 class groups with 520 parents have been conducted, 24 groups with the online parent feeding content:
 - 12 groups in English with 78 parents
 - 12 groups in Spanish with 94 parents
- Assessments are being collected at baseline, program completion, 6 months post program and 12 months post program.
- Preliminary results from assessment data at baseline and program completion are in progress.