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 is a youth-based program designed 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 that focuses on effective eating behaviors, Strategies for Effective Eating Development (SEEDS) and Eating Smart • Being Active, to better impact child weight outcomes.
- **The SEEDS program** utilizes videos which were specifically produced to deliver its content and illustrate real-like situations.

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 curriculum.
- 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.

Material Examples

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

Infographics serve to summarize the material developed with icons and text. Still images from video are used to illustrate the content.

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 challenges arose during the pilot administration:
  - Limited opportunity 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)
- Parent to communicate with the online facilitator through the same medium (texting)
- Online facilitator to answer questions and send reminders
- 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 statues.
- 7 English and 2 Spanish 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.