Background: Mobile text messaging intervention is a promising method for improving health promotion and behavior change. Little is known about feasibility and strategies for text messaging interventions targeted to low-income adults.

Objectives: This study sought to explore opinions about feasibility, tone, and content for the development of a texting campaign for Supplemental Nutrition Assistance Program Education (SNAP-Ed) eligible adults to encourage drinking more water and drinking less sugar-sweetened beverages (SSBs).

Study Design, Setting and Participants: A qualitative research design was used to elicit the opinions of SNAP-Ed eligible individuals living in the state of Georgia. Using a convenience sample, 13 former SNAP-Ed direct education participants (46% female, 69.2% African American) were recruited by text message and email and participated in 4 focus groups and 1 in-depth interview through Zoom. Interviews focused on participants’ texting behavior, current beverage consumption, and past text-based beverage campaigns. Measures

ABSTRACT

BACKGROUND

• Mobile text messaging intervention is a promising method for improving health promotion and behavior change.
  • Mobile Health (mHealth) is a developing field which describes the delivery of health care through mobile technologies, including text messages.
  • Test messages have the potential to support behavior change as a widely accessible, relatively inexpensive health intervention (Cole-Lewis & Kershaw, 2010).

METHODS

• Study Design, Settings, Participants: A qualitative research design was used to elicit the opinions of SNAP-Ed eligible individuals living in the state of Georgia.
  • Using a convenience sample, 13 former SNAP-Ed direct education participants (46% female, 69.2% African American) were recruited by text message and email and participated in 4 focus groups and 1 in-depth interview through Zoom. Interviews focused on participants’ texting behavior, current beverage consumption, and past text-based beverage campaigns.

OBJECTIVE

• To explore opinions about feasibility, tone, and content for the development of a testing campaign for SNAP-Ed eligible adults to encourage drinking more water and drinking less SSBs.

RESULTS

• Feasibility:
  • Participants indicated text messaging would be an affordable, desirable, and comfortable way to receive information about nutrition and health.
  • Participants expressed a desire to increase water consumption for themselves due to existing health concerns and wanted to reduce the number of SSBs they drank per day.

• Content and Tone:
  • The price and taste of water and unsweetened beverages were reported as the most common barriers to making healthier drink choices.
  • Participants expressed interest in receiving test messages related to food and nutrition multiple times per week as the information as relevant and useful.

• Participants expressed a desire to increase water consumption for themselves due to existing health concerns.

• Participants expressed a desire to reduce the number of SSBs they drank per day despite currently drinking SSBs daily.

CONCLUSIONS AND DISCUSSIONS

• Text messaging is a promising method to provide nutrition education to SNAP-Ed eligible adults. The findings from this study will inform and guide a new University of Georgia SNAP-Ed text messaging intervention.

REFERENCES


