Parents (n=191; 28.3% response rate) completed a survey to assess current use of technology with their preschool child as well as values and beliefs around technology.

**Child electronic use:**
- 76% of children use tablets; 78% use smartphones
- Children most frequently are given electronics to be entertained or to learn something
- Top 3 activities on electronics: play games to learn, play games for fun, watch movies/videos/shows

**Co-Use of Electronics:**
- 72% of children always or occasionally use a device on their own
- When co-using devices, children most frequently use electronics with parents and siblings
- 37% of parents are too busy to frequently use electronics with their child

**Reasons limiting electronic use:**
- 72% of parents believe there are better ways than electronics for their child to play
- 53% of parents don't want their children spending more time using screen devices

**Comfort with electronics:**
- Over 90% of parents are comfortable using tablets and smartphones
- Parents are most comfortable with their child using a tablet on his/her own compared to other electronic devices
- 72% responded that their child is comfortable using apps on his/her own

**Use at home:**
- 72% of parents believe there are better ways than electronics for their child to play
- 53% of parents don't want their children spending more time using screen devices

**Focus on Development:**
- Offering new foods
- Encouragement vs pressure
- Portion sizes & self-regulation
- Setting limits effectively
- Family meals & communication
- Food purchasing behaviors
- Fun food activities with children

**INTERVENTION TRIAL**

The HEROs intervention will be a quasi-experimental controlled study design with 224 families: 1) the control group (n=122) will receive the established Food Friends programs; 2) the intervention group (n=112) will receive the school-based programs plus the new family-based intervention program.

Measurable outcomes of the intervention will include family anthropometrics, child eating and activity behaviors, dietary intake, parent feeding and activity practices, home environment assessments, parent-child interactions.

**EDUCATION AND EXTENSION**

Education: Faculty investigators will facilitate a graduate level seminar. Topics will be related to the current phase of the project and the seminar will allow for teleconferencing so that investigators and students from Denver and New Mexico, Extension agents and teachers are able to participate via distance learning.

Extension: Extension activities are integrated into all aspects of this project and extension specialists from both CSU and NMSU will lead the development of the family-based intervention. Extension educators will provide input into the development, facilitate parent sessions, and serve on the advisory committee throughout the project.