

Society for Nutrition Education and Behavior Annual Conference

August 2, 2016
San Diego, CA

Calling parents and caregivers . . . Are you there? . . . Can you hear me?



Healthy Children, Strong Families (HCSF)

- HCSF is a two-year family-based randomized trial testing a healthy lifestyles curriculum which recruited **450** American Indian children (2-5 years) and their primary caregivers from **5** urban and rural tribal communities in the United States.
- Families learn through **monthly** interactive lessons (designed for both adult & child) mailed to their home.
 - 2-page lessons covering nutrition, physical activity, screen time, sleep and stress management topics
 - A 'Cook With Your Kids' Cookbook to get the whole family cooking together
 - **Text message coaching**
 - **Private Facebook groups (one per site)**





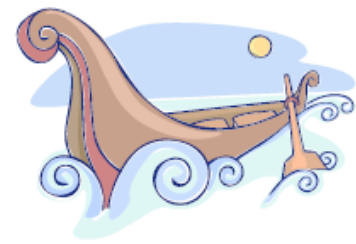
Early childhood is important

- Childhood obesity most rapidly increasing pediatric health issue
 - Highest in AI children and no signs of slowing
- Obesity tracks into adulthood
 - Increased risk for chronic diseases - diabetes, cancer and heart disease
- Early childhood important to establish healthy weight trajectories
- Formation of diet and activity behaviors





Wellness Journey



HEALTHY CHILDREN, STRONG FAMILIES Six Targets to Reach a Healthy Life Balance

As part of the Healthy Children Strong Families program, you and your children will learn about six targets to help bring your lives into a healthy balance. These six lifestyle targets are based on traditional values of healthy eating, lots of activity, stress management and good sleep habits with the goal of preventing future disease. A key part of making changes is tracking your progress – both through goal setting and in pictures! Throughout the year, grab your camera and snap photos of your family being active and enjoying time together! These photos will come in handy at the end of the program....wait and see!

1) Be more active



3) Eat more fruits and vegetables



2) Reduce screen time



4) Drink less soda and sugary beverages, eat less candy and other "junk" foods



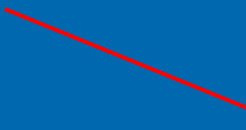


5) Manage Stress



6) Improve Sleep

Wellness Lessons

TEXT MESSAGE COACHING

- Starting the Journey 
- Naturally Sweet & Nutritiously Delicious
- Fun Family Fitness 
- Maintaining Harmony 
- Sleep Tight
- On Track Snacks
- Suspending Screen Time 
- Juicing the Benefits
- Healthy Adventures
- Gifts from the Land
- Fruitful Foods
- Fast Lane to Health 
- Maintaining a Healthy Balance

Be a hero! Research shows adding veggies to your family meals makes your family see you in a positive light. Pass the broccoli!

Looking for outdoor activities to get your kids moving? How about playing tag, obstacle course, or hopscotch!

Family schedules going haywire? Mealtimes are a great time to tune into individual schedules and plan family activities.

Cut the cord! Screens in the bedroom reduce the amount of sleep kids get & can contribute to weight gain. Video games count too.

Snack Tip! Put any snack in a bowl and eat only what's in the bowl - don't eat from the bag!

Text messages corresponding with each month's lesson topic were sent to families twice a week for 1 year during the study.

Facebook

Healthy Children, Strong Families (HCSF)

Kate Cronin

Write a comment...

Kate Cronin
November 10, 2014

Grapes, strawberries, cheese cubes, skewers. Viola.
You're welcome 😊
P.S. These are for the three and older set, please.



Like · Comment

👍 5 people like this. Seen by 24

 **[Redacted]** do This would make fruit look fun and have a variety instead of them eating just one 😊
November 10, 2014 at 8:12pm · Like · 1

 **[Redacted]** ie Looks like a great combination. 😊
November 10, 2014 at 8:31pm · Like · 1

Kate Cronin
September 6, 2013

Check out this website with great tips on recognizing when you're stressed, and what you can do about it! Do you have a tip for something that always makes you feel calm? Share it with us in the comments below.
http://www.helpguide.org/mental/quick_stress_relief.htm



Like · Comment

👍 3 people like this. Seen by 48

 **[Redacted]** ie Gardening, jogging, sweat lodge, and yoga works for me!
September 6, 2013 at 10:12am · Unlike · 2

Facebook posts covering all six intervention target topics were posted in each site's closed group 2-3x per week

Challenges & Opportunities

- Logistically challenging to ensure text message coaching matched the mailed lessons due to staggered enrollment
- Difficult to keep up with frequent phone number changes of participants – hard to accurately track message delivery fidelity
- Also difficult to manage issues when we had message delivery “hiccups”

However....

Participants reported appreciating the text messages as frequent reminders that re-focussed them on healthy choices – and sometimes we managed to send them at “just” the right moment 😊



“I know I got a text message when I was in Sam's Club one day and I was looking at these cookies. ...And so then I'm like, we don't need 2,000 cookies.” - HCSF participant

“...And some of the text messages that I got when you're having a down day...it just kind of reminded me to take time for myself.” – HCSF Participant

Challenges & Opportunities continued

Kate Cronin
January 7, 2015

A new research study highlights another important benefit of being physically active. Turns out active kids = smart kids.

This research study showed that active kids outperformed their less active peers in the classroom and on achievement tests. They were also better able to concentrate and had longer attention spans (which contributes to their academic success).

One more reason to grab the kids and get moving!



Like Comment

2

Seen by 22

Facebook group were closed/secret (by invitation only)

Some of our sites were small tribal communities where FB has been used during election cycles in a way that turned off our participants to wanting to be on Facebook for **any** reason

Some of our research sites were extremely rural and internet access was spotty

Facebook itself kept “changing the rules” – e.g. how they decide to display posts, how PMs were sent, changing the “tracking tools” – e.g. introduction of emojis as a response option

Very little interaction between group members – trying to force a social support community is opposite of how FB is meant to be used...and participants STILL asked for opportunities to connect IRL.

Was a **fantastic** resource in maintaining contact with participants – we might not have their current phone number but we could contact them through FB.

Partners



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