

Abstract # 2522

Methods

Results continued

Objective: To assess efficacy and appeal for incorporation of 2 lessons about body size initially designed for college students into About Eating, an online intervention.

Use of Theory, Prior Research, Rationale: About Eating, based on the ecSatter model of eating competence, improves food resource management skills—one ecSatter tenet. Addressing body image strengthens model fidelity.

Target Audience: Low-income females.

Description of Program Intervention: SNAP-Ed participating agencies helped recruit from 3 geographically disparate Pennsylvania community settings. Respondents completed an online survey and a face-to-face cognitive interview while viewing lessons online; presentation order was alternated to reduce interview fatigue.

Description of Evaluation: Outcome measures included demographic information, verbalizations about graphics, design, navigation, pertinence, and 7-item lesson evaluation collected via online survey, interviews, and website survey respectively. Audio recordings were analyzed using Atlas.ti; data were analyzed with SPSS 19.0.

Results: Cognitive interviews were conducted with 24 low-income females, mostly white (75%) ranging from 21 to 48 y; 88% SNAP-Ed participants. Mean BMI was 32.8 ± 7.5; 91% were either overweight or obese. Both lessons were denoted as “definitely interesting” (87% and 79% for each lesson) and “useful” (70% and 79%). Cognitive testing provided the rationale for lesson consolidation and modification. Suggestions were to add photos of diverse body sizes, and ages; show running/jogging examples; eliminate research terminology and drawing activity. Lesson merger into one, About My Size, was identified as a valid option.

Conclusions and Implications: Cognitive interviews supported incorporation of body image concepts, but with revisions to better reflect unique needs of low-income women.

Original modules were assessed by a round of face-to-face interviews with 24 participants. Follow-up interviews with the revised 22-page lesson were conducted with 7 original and 3 new participants.

Eligibility Criteria

- Low-income
- Female between 18 & 45 years
- Generally healthy, no chronic diseases
- Read & speak English
- Access to the internet

Recruitment Strategies

Flyers and community contacts:

- 3 geographically disparate settings in Pennsylvania
- Low-income venues
- Job training centers, housing offices, and community assistance agencies

Data Collection

- Interviews were face-to-face and on-site at community agencies.
- Participants completed an online demographic profile survey.
- Viewed the Body Size Perception and Being at Ease with Body Size modules while participating in a “talk aloud” cognitive interview.
- Completed post-lesson evaluations at the end of each lesson.
- Lessons were presented in alternating order to minimize bias of interview fatigue.

About My Size was given high ratings for all lesson content and design features. **About My Size** represented women well, and they liked the length and navigational improvements:

- “Not everyone could or should have a model figure.”
- “I like the pictures, yeah. I like the comments, you know it’s down to earth”
- “I like the length, the others were too long”
- “It was something I would take and try to apply to my life”

Background and Purpose



About Eating (AE) is an online educational program aimed at improving eating competence among low-income women. AE is based on Satter’s model of eating competence (ecSatter), an inclusive, evidence based, interpersonal approach to understanding and improving health-related behaviors^{1, 2}. AE was developed through modification of a web-based intervention targeting college students³, using cognitive interviews and on-line studies with low-income adults^{4, 5}.

Results

Description of Participants

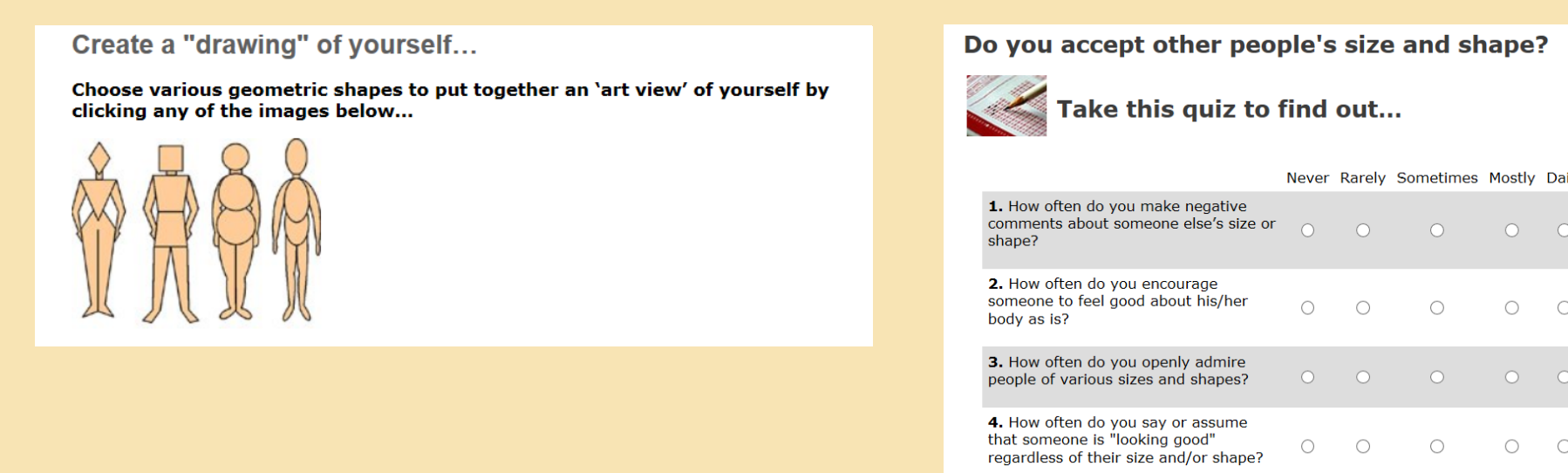
Average age of the total sample (n=24) was 37.3 ± 9.1 years. Participants were predominantly White, Non-Hispanic (75%). Mean self-reported BMI was 32.8 ± 7.5 and 88% were either overweight or obese. SNAP participation in the last year was 88%, and WIC participation was 32%. Majority of respondents reported 1 or more children under the age of 18 (88%) in the household, and 65% indicated they were mostly or solely responsible for their child/children.

Examination of Original Modules

Respondents experienced navigational difficulties with self-scoring quizzes and found full page pop-up windows confusing.

Body Size Perception

Several interactive tasks proved confusing or time consuming to respondents: e.g. constructing a geometric shape of their body and self-scoring of the accepting body size and shape quiz.

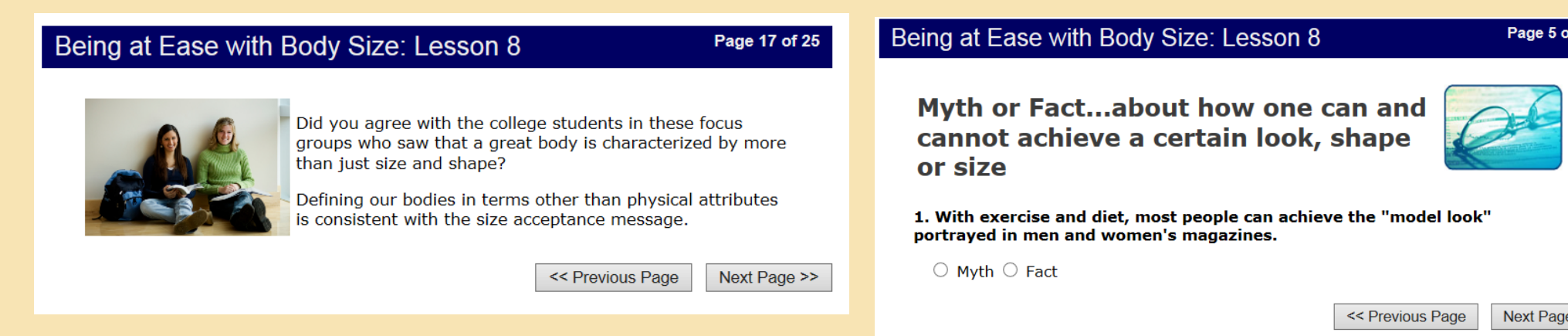


Although respondents said they could identify with a college sample, they also commented:

- “Better to know what adults think, not college students”
- “I prefer to hear from adults.”

Being at Ease with Body Size

Respondents commented positively on the interactive components of the lesson (self-knowledge and quizzes). They disliked the lesson length, pictures and navigational aspects.



Respondents indicated they could better identify with diversified body sizes, shapes, and ages:

- “Don’t always use skinny people, use assorted sizes”
- “Like real life, cover a range of size and age”

Examination of Revised Lesson

The revised lesson was designed using results of face-to-face interviews, survey evaluations, interviewer notes and team discussion. Modifications were made to content load, language level, examples, pictures, and layout, including navigation components. As a result the 2 lessons were consolidated into 1 revised lesson, **About My Size**, to better address the needs and interest of low-income females.



About My Size

About My Size (AMSz)

Follow-up respondents noted that they thought the lesson was easy to read and navigate. **About My Size** is more interesting and user friendly than the previous 2 modules.



Responses to Lesson Content and Design

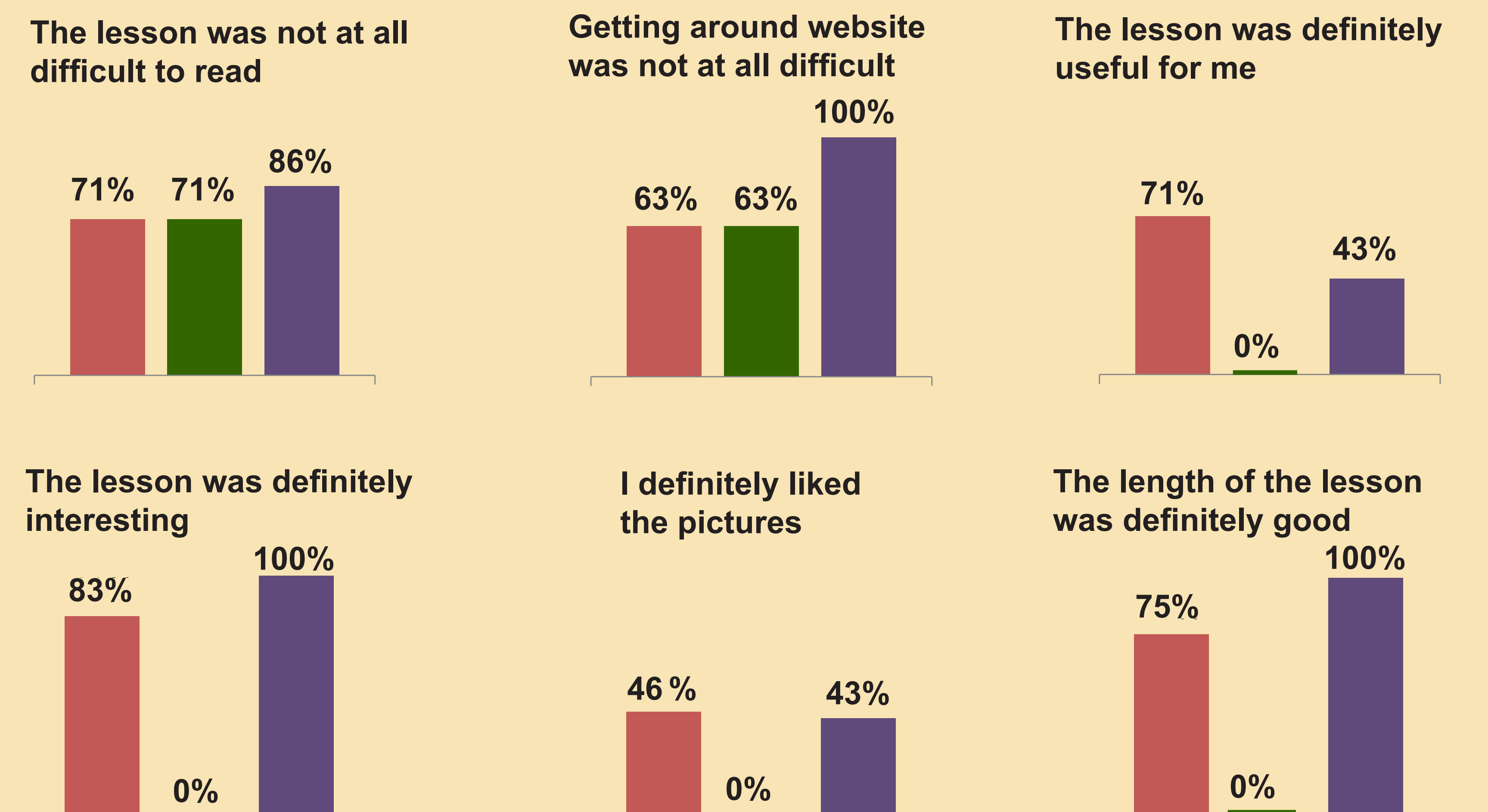


Table. Responses to AMSz: n=10

Evaluation Items	Yes Sometimes /Yes Definitely % (n)	No Not very much/No at all % (n)
The lesson was difficult to read	0	100 (10)
Getting around the website was difficult	0	100 (10)
This lesson was interesting	100 (10)	0
This lesson was useful for me	90 (9)	10 (1)
I liked the pictures	100 (10)	0
The length of the lesson was good	100 (10)	0
I liked the overall design and/or color	100 (10)	0

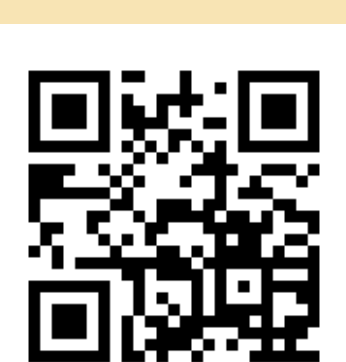
Summary and Conclusions

Low-income women are interested in learning about body image and body size issues. **About My Size** was designed to increase the appreciation for diversity in body size & dispel myths about what a healthy body looks like.

About My Size was developed from a program originally designed for college students. Interviews with geographically diverse low-income females within Pennsylvania informed initial modifications and affirmed the revised program, which consolidated 2 original modules into 1 and utilized phrases, pictures, and situations congruent with needs of low-income women.



Want to learn more about all the lessons? Visit our website at needscenter.org/about-eating



Acknowledgements

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Purpose
The purpose of this study was to examine *Body Size Perception* and *Being at Ease with Body Size*, initially developed for college students, for revisions into lessons targeting low-income women and incorporation into *About Eating*.

Body Size Perception was a 16-page lesson with a focus on:

- Attitudes toward your own body
- How you act toward a variety of sizes and shapes
- Historical and current societal values about body image

Being at Ease with Body Size was a 25-page lesson with a focus on:

- Positive influence of eating & exercise
- Factors contributing to perceptions of your body
- Differentiating facts & myths about shape & size
- Aids to healthful decisions about eating & exercise