EVERYONE NEEDS FOLIC ACID IS A DIGITAL PROGRAM WITH FACE AND CONTENT VALIDITY FOR LOW-INCOME DIVERSE AUDIENCES

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Recruitment & Methods

The purpose of this investigation was to evaluate the usefulness, comprehension, and interest of Everyone Needs Folic Acid.

Stage 1
- Clicked on Facebook ad
- Clicked on study welcome page (n=110)
- Did not finish (n=4)
- Completed program evaluation (n=73)

Stage 2
- Enrolled invitations (n=73)
- Did not click on the link (n=15)
- Clicked on the link (n=57)
- Started survey (n=43)
- Did not start survey (n=3)
- Completed survey (n=53)

• Program assessment was conducted in 2 stages. Stage 1 focused on the original program and Stage 2 evaluated the subsequent program revisions.
• Study Design: Cross-sectional, online survey. After completing an online survey that included food and eating behavior items, respondents were directed to view Everyone Needs Folic Acid in a video loop, then linked to an online survey about program content and process features.
• Data Collection: Qualtrics Pro (collected over 17 calendar days for Stage 1 and over 12 calendar days for Stage 2)

1. What did participants think about Everyone Needs Folic Acid?*

<table>
<thead>
<tr>
<th>Comprehensible</th>
<th>Accessible</th>
<th>Engaging</th>
<th>Effective</th>
<th>Adaptable</th>
</tr>
</thead>
<tbody>
<tr>
<td>36.7 (12.5)</td>
<td>247.1 (3.4)</td>
<td>35.4 (11.4)</td>
<td>30.6 (13.2)</td>
<td>26.0 (11.6)</td>
</tr>
</tbody>
</table>

2. How did participants rate the importance of the intervention message? (Mean ± SD)

<table>
<thead>
<tr>
<th>Not At All Important</th>
<th>Extremely Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.22 ± 1.11</td>
<td></td>
</tr>
</tbody>
</table>

3. How did participants rate the message effectiveness of slides? (Mean ± SD)

<table>
<thead>
<tr>
<th>Not At All Well</th>
<th>Extremely Well</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.23 ± 0.56</td>
<td></td>
</tr>
</tbody>
</table>

4. How did participants rate the appeal of slides showing sources of folic acid? (Mean ± SD)

<table>
<thead>
<tr>
<th>Not At All Important</th>
<th>Extremely Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.84 ± 1.83</td>
<td></td>
</tr>
</tbody>
</table>

5. Did the participants prefer original or revised slides?

| Respondents rated how well the message was presented using a 7-star rating system
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Original Slide</td>
<td>Revised Slide</td>
</tr>
<tr>
<td>Not At All Important</td>
<td>Extremely Important</td>
</tr>
<tr>
<td>0.36 ± 1.66</td>
<td>0.38 ± 1.41</td>
</tr>
</tbody>
</table>

**Everyone Needs Folic Acid, a nutrition program delivered with a digital photo frame platform, was developed to help low-income persons appreciate the role of folic acid for all age groups. Program assessment was conducted in 2 stages: Stage 1 focused on the original program and Stage 2 evaluated the subsequent program revisions. Participants (n=73) were white (97%), overweight or obese (63%), not eating competent (73%), and had at least 2 children (59%). The sample was low-income, 43% said they never ate enough, and had at least 2 children (59%). The original program was easy to read (90%), understandable (87%), and helpful (66%). Suggested improvements were to provide dosage information, increase pictures of folic acid rich foods, and reduce message redundancy. Stage 2 participants (n=50) were recruited from the Stage 1 sample. When asked if they recalled an information form about the original program, 21% of Stage 2 respondents remembered it, 46% remembered some, and 33% did not remember it. 72% recalled information recall was 72% had applied information to themselves or their family and 96% indicated that they would recommend the program to others. Participants compared original with revised slides and preferred the original in 2 parts, the revised slide in the other. Everyone Needs Folic Acid demonstrated face and content validity for SNAP-eligible persons. Funded by USDA, SNAP-Ed.

* Nutrition education is an essential component of translational research.

Everyone needs folic acid as a 15-slide program that emphasizes the need for folic acid for people of all ages and suggests how to obtain folic acid from foods and supplements. The goal is to translate the works in folic acid for the vulnerable groups with an innovative approach. What is an ne/Frames? The goal is to translate the works in folic acid for the vulnerable groups with an innovative approach.

Recruitment through Facebook:
- For each study a 3-stage process was followed:
  1. Decision to use color print on impression (CPC).
  2. Development of the CPC for a social media campaign.
  3. Creation of a Facebook impression (ad) to reach target audience of low-income Pennsylvania residents. Respondents who clicked on the link were directed to the study website.

The ad was written to reach the Facebook page of our targeted audience. Impressions were limited to Pennsylvania residents 18-55y, English speakers, and probabilities linking to one or more of the following words:

Recruitment through Free Email:
- Each week a 5-day process was followed:
  1. Creation of a Facebook impression (ad) to reach target audience of low-income Pennsylvania residents. Respondents who clicked on the link were directed to the study website.
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Everyone Needs Folic Acid is shown to be useful, informative, valuable and of interest to the target audience.

Queries about original program content in a second evaluation revealed that information in Everyone Needs Folic Acid was valued, retained, and applied.

Implications:
- Serve as a model to translate nutrition education material for low-income persons.
- Ready for outcomes assessment to inform evidenced-based of the education.