ESTABLISHING FACE VALIDITY OF A DIGITAL PROGRAM ON PARENT/CAREGIVER ROLES IN ENHANCING CHILD PHYSICAL ACTIVITY

Matt Cady1,2, Loren D Masters3, Barbara Lohse1,2
1Department of Nutritional Sciences, The Pennsylvania State University, University Park, PA
2Wegmans School of Health and Nutrition, Rochester Institute of Technology, Rochester, NY

Abstract

PURPOSE: To examine face validity of “Active Kids: What’s Your Role?” (AKWYR) digital program based on the Satter Division of Responsibility in Activity. METHODS: An online survey about physical activity practices and response to AKWYR was completed by English-speaking parents and caregivers of children in 2nd to 5th grades living in Pennsylvania. Respondents were mostly female (87%), and white (99%). Mean age was 44.2 ± 10.2 y and mean BMI was 28.3 ± 6.6 kg/m² (40% were overweight and 39% obese). Some food insecurity was evident with 10% sometimes, often, or always worrying about money for food. However, SNAP benefits, medical assistance benefits, Medicaid, and food banks were used by 13%, 13%, 5%, and 5%, respectively. Nearly 20% were inactive, with 60% considered minimally active and 35% highly active. Having a lower BMI was associated with a higher level of physical activity, but neither was associated with program response. AKWYR was deemed useful by 93% and 94% learned new information. Furthermore, 86% would recommend the program to others, 94% found it interesting, and 94% learned new information. CONCLUSION: AKWYR was well received by parents/caregivers of 2nd – 5th grade children. High levels of interest, new learning, and willingness to recommend AKWYR to friends were seen. AKWYR was deemed useful and interesting by parents/caregivers of 2nd – 5th grade children and learned new information. AKWYR is an 18-slide digital program designed to educate parents and caregivers of 2nd-5th grade children about the role they play in helping their child be physically active in a way that is right for the child.

Background and Purpose

• The objective was to examine face validity of a digital photo frame program, Active Kids: What’s Your Role? (AKWYR)
• Previous research shows that digital photo frames are a feasible way to deliver behavioral health education.
• AKWYR is an 18-slide digital program designed to educate parents and caregivers of 2nd-5th grade children about the role they play in helping their child be physically active in a way that is right for the child.
• AKWYR is based on the Satter Division of Responsibility in Activity.2
• Children are born loving their bodies, curious about them and inclined to be active.
• The parent is responsible for structure, safety and opportunities.
• The child is responsible for how much and whether to move and the manner of moving.
• Crossing the lines of the division of responsibility is likely to create problems with movement and distorted growth.

Methods

Study Design:
• The study consisted of a cross-sectional online survey (Qualtrics Pro, Provo, UT).
• The study was determined to be exempt by the Pennsylvania State University’s Office for Research Protections.

Data Collection:
• Participants were provided with a link to the online survey and completed questions about physical activity, food-related practices, perceptions of weight, demographics, and assessed program format, content, and application. A $15 Amazon e-gift card was sent to survey completers.
• Data analyses included measures of central tendency, chi square and self-reported demographics including height and weight.

Results: Participant Characteristics

Demographics (n=173)

- Age: 44.2 ± 10.2 y
- BMI: 28.3 ± 6.6 kg/m²
- Female: 116 (67%)
- White: 150 (93%)
- Hispanic: 12 (7%)
- Black: 13 (8%)
- Asian: 5 (3%)
- American or Alaskan Native: 5 (3%)

Methods

Assistance Program Use

- Cash Assistance: 4 (2%)
- TANF: 4 (2%)
- Medicaid: 9 (5%)
- Food Bank: 13 (8%)
- WIC: 18 (10%)
- Medical Assistance: 22 (13%)
- SNAP: 23 (13%)
- LIHEAP (Heating Assistance): 16 (9%)

Results: Program Evaluation

- IPQ Category: 32.8 ± 9.9
- BMI Category: 41.4 ± 7.7

- % of respondents who would recommend the program to others: 94%
- % of respondents who found the program interesting: 94%
- % of respondents who learned new information: 86%

Conclusion

AKWYR was well received by parents and caregivers of 2nd – 5th grade children.

- Viewers understood the program, learned something new and found it interesting.
- Obese and inactive participants rated the program less favorably.
- Findings support that dissemination and development strategies targeting obese and inactive participants require further attention.

Funding

Funded by the Pennsylvania (PA) Department of Human Services (DHS) through PA Nutrition Education TRACKS, a part of USDA’s Supplemental Nutrition Assistance Program (SNAP). This institution is an equal opportunity provider and employer.

References