

Establishing Face Validity of a Digital Program on Parent/Caregiver Roles in Enhancing Child Physical Activity

Authors: Cady M, Masters LD, Lohse B.

Purpose: To examine face validity of “Active Kids: What’s Your Role?” (AKWYR) a 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. Flyers containing a link to the online survey were placed in low-income venues (e.g., subsidized housing sites, food banks, libraries, laundromats), or sent home with students in SNAP-Ed eligible schools and USDA Summer Food Program Sites. Surveys included the International Physical Activity Questionnaire, Satter Eating Competence Inventory, USDA Food Security Screener, psychographic and culinographic items to measure behaviors and food practices, and self-reported demographics including height and weight. Program parameters assessed included graphics, 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 ANOVA.

Results: Respondents (n=173) were mostly female (67%), and white (93%). Mean age was 44.2 ± 10.2 y and mean BMI was 28.3 ± 6.6 kg/m² (40% were overweight and 29% obese.) Some food insecurity was evident with 30% 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 8%, respectively. Nearly 20% were inactive, with 45% 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 95% and 94% learned new information. Furthermore, 86% would recommend the program to others, 94% found it interesting, 98% the right length and 95% not difficult to read.

Conclusion: AKWYR was well received by parents/caregivers of 2nd – 5th grade children. High levels of overweight, obese, and inactive parents support attention to AKWYR dissemination strategies and development of accompanying materials.

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).