Audience-Driven Curriculum Design to Enhance Youth and Parent Media Skills and Food Behaviors: Year 2 of 5
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**Situation and Need**
- TV use is a risk factor for children's overweight, independent of (sedentary) TV watching.
- Media and marketing are major information sources for children about food, and just 1-2 exposures to food ads influence young children.
- Children as young as 9 yrs and adults can gain media literacy (ML) skills.
- No existing program combines youth and parent nutrition and ML education to combat negative effects of our media-saturated society.

**Project: Year 2 of 5-Year USDA-AFRI Grant**

**Purpose**
- To develop a media literacy-based nutrition intervention using a family-based model for families with children 9-14 yrs of age.

**Methods**
- A non-traditional, audience-driven approach:
  - Recap, Year 1: Focus groups with youth and parents to identify interests in food, food advertisements, media, and media influence.
  - Year 2: Curriculum Work Groups lasting several hours each were held with target audience members in series to review, evaluate, and select effective learning and media materials for building media literacy skills in conjunction with improved family nutrition awareness and food behaviors.

**Work Group Participants**

<table>
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<tr>
<th>WA County</th>
<th>Parents**</th>
<th>Youth</th>
<th>Youth Females</th>
<th>Youth Males</th>
<th>3rd – 5th Graders</th>
<th>6th–8th Graders</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chelan/Douglas</td>
<td>13</td>
<td>12</td>
<td>7</td>
<td>5</td>
<td>N</td>
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<tr>
<td>Clark</td>
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<td>13</td>
<td>9</td>
<td>4</td>
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<tr>
<td>Grant</td>
<td>8</td>
<td>8</td>
<td>4</td>
<td>4</td>
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</tr>
<tr>
<td>Pierce</td>
<td>13</td>
<td>11</td>
<td>8</td>
<td>3</td>
<td>Y</td>
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<tr>
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<td>11</td>
<td>10</td>
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</tr>
<tr>
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<td>55</td>
<td>39</td>
<td>16</td>
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**Future Steps**

- Year 3: Pilot test the family-based curriculum in the 5 counties
- Year 4: Field test the youth- and family-based curricula in the 5 counties
- Year 5: Conduct delayed post-tests
- **Year 6:** Analyze, report, and publish data; Train and disseminate in Western region and conferences

**This project will encourage partnering of youth and parents as a critical synergy for supporting media management skills and reducing media barriers to healthier food behaviors.**

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**Denotes equal authorship, listed in alphabetical order by last name**