Situation:
- TV use is a risk factor for children’s overweight independent of (sedentary) TV watching
- TV on during meals associated with fewer fruits and vegetables (F/V) served at mealtimes
- 1-2 exposures to food ads influence children as young as 2 years of age

Project:
5-Year USDA-AFRI grant
- Develop a youth media literacy-based nutrition intervention using a family-based model for families with children 9-14 years of age (in 3rd – 8th grades).
- Test the efficacy of media literacy education as a nutrition-improvement strategy for children and parents.
- Identify differential effects for families over time, and for families at higher versus lower risk.
- Disseminate validated media literacy-based nutrition curriculum, training, and research findings through appropriate channels.

Our Team:
Co-Project Directors: Erica Weintraub Austin (Lead), Mary Katherine Deen, Jill Armstrong Shultz
Project Investigators: Shirley Calodich, Louise Parker, Thomas Power, Marilyn Cohen
Project Members: Dori Babcock, Karen Barale, Brian Brandt, Sandy Brown, Barbara Johnson, Michelle Lain, Terry Perry, Christy Price, Diana Reid, Diane Russo, Gary Varrella, Margaret Viebrock, Ginny Dimick, Miriam Ballejos (Extension); Ming Lei, Michelle Kistler, Shan Xu

Focus Groups Inform a Family-Based Media Literacy Approach to Improving Youth and Family Nutrition
Washington State University (WSU) Murrow Center for Media and Health Promotion Research; WSU Extension 4-H; WSU Food $ense; WSU Human Development; University of Washington

Year 1: Formative Research
Method: Focus Groups

Participant Recruitment:
- Using existing partnerships in Food $ense and 4-H
Focus Group Protocol:
- Procedures by Greenbaum (1998)
- Short questionnaire administered at each session
- Audio-recorded sessions transcribed
- Content analysis of transcriptions (Weber, 1990)

Validity and Reliability of Instruments:
- Multi-stage peer review and pre-testing of focus group discussion guide and questionnaire, including cognitive pre-testing (Carbone et al., 2002)

Parents reported about their families:
- 45% eat dinner together 7 days per week
- TV turned on during mealtimes sometimes (32%), usually (20%) or always (11%); 37% never or rarely
- 52% in the National School Lunch Program

Youth-Parent Shared Ideas for Programs:
- Cooking: “Hands on for kids, hands-on for adults”
- More Cooking: as experiment; contest; discovery

Youth are believers and skeptics...
- “Gatorade is important for people who play sports since lots of athletes drink it.”
- “I think commercials lie to us a lot…”

Our Timeline:
- Year 1: Create family intervention through focus groups and iterative curriculum planning work groups
- Year 2: Pilot test curriculum at 5 county sites; Refine curriculum and evaluation measures
- Year 3: Field test the revised curriculum across 5 county sites with control groups; Field test youth-only version
- Year 4: Continue field testing; Conduct delayed post-tests for family and youth participants and control groups
- Year 5: Analyze, report, publish data; Train and disseminate in Western region and conferences

This project is supported by AFRI grant no. 2012-68001-19618
Childhood Obesity Prevention Program Area A2101

Parents are concerned about...
- Ways ads attract and persuade kids: “The TV told ‘em that, so it’s true.”
- Kids and parents not understanding advertising: “You can’t peel my nine-year-old away sometimes [from TV]. What has her, when it comes to those commercials?”
- Parent-child differences about ads as information about food choices: “...My kids try to flip that on me- ‘But Mom, it’s got…veggies!’– okay, but did you look at what else it all has in it?”

Edgars focus group: established the potential for and parameters around a media literacy-based nutrition education learning environment.

County | Parents | Youth 3rd-5th | Youth 6th-8th
--- | --- | --- | ---
Chelan-Douglas | 9 | - | 12
Clark | 12 | - | 12
Grant | 4 | 7 | -
Pierce | 9 | 10 | -
Spokane | 10 | - | 10

- Number of Participants -