



**Healthier Kids
Foundation
Santa Clara County**

HKF 10 Steps to a Healthier You!

Presentation for Mountain View Challenge Team

June 9, 2016

Jeremy Loader- 10 Steps Program Manager

Healthier Kids Foundation

10 Steps to a Healthier You!



**HEALTHIER
EARLIER**



Program purpose: Engage parents and caregivers of children with a three-class series constructed on evidence based healthy lifestyle recommendations, and supportive implementation strategies as a means of preventing or reducing childhood and adolescent obesity.





3 Class Series

FREE - Child Care Provided - Flexible Scheduling – English or Spanish



10 Steps to a Healthier You!

Implement healthy habits in your home



Structure & Routines

Develop & implement strategies around mealtime and bedtime



5 Keys to Raising a Healthy, Happy Eater

Divide responsibility for feeding young children



10
Steps



Program Goals

- Increased parental modeling of healthy food and beverage intake
- Experiencing meals and snacks without processed or packaged foods
- Understanding concept of “trick foods”
- Parental understanding of thoughts and feelings of a child being restricted or forced to eat through experiential activity
- Ability to develop and sustain daily routines supporting implementation of the 10 Steps
- Reduction of recreational screen-time
- Adherence to age appropriate sleep recommendations





Applied Survey Research (ASR) Evaluation Outcomes

Evaluation of Knowledge Change through pre- and post- surveys administered during classes

Evaluation of Behavior Change Through 30 Minute Telephone Interviews with Parents 5-7 Weeks After Attending Classes

383 Consented Participants – 101 Telephone Interviews Conducted





10 Steps to a Healthier You (Class 1)

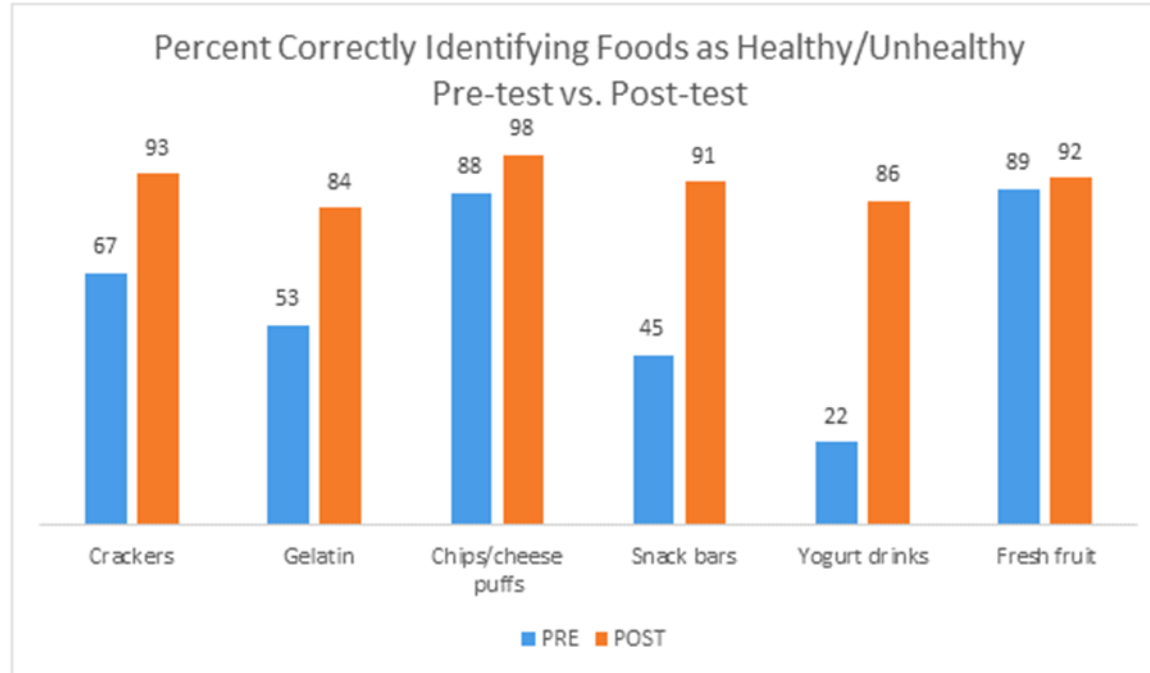
- 93% of parents agreed that they should only fill their homes with food they want their families to eat at the post-test, a statistically significant increase from 86% at the pre-test.
- 5 weeks after attending a 10 Steps Program:
 - Parents increased the number of days per week that they serve their children fruits (from 5.85 days to 6.69 days).
 - More than eight in 10 parents (86%) increased the number of days per week that they serve vegetables (from 5.04 days to 6.21 days).
 - Parents increased the amount of sleep their preschool children get by over nine minutes, from 11.11 hours to 11.27 hours.





Significant Increase in Knowledge of Healthy vs. Unhealthy Foods

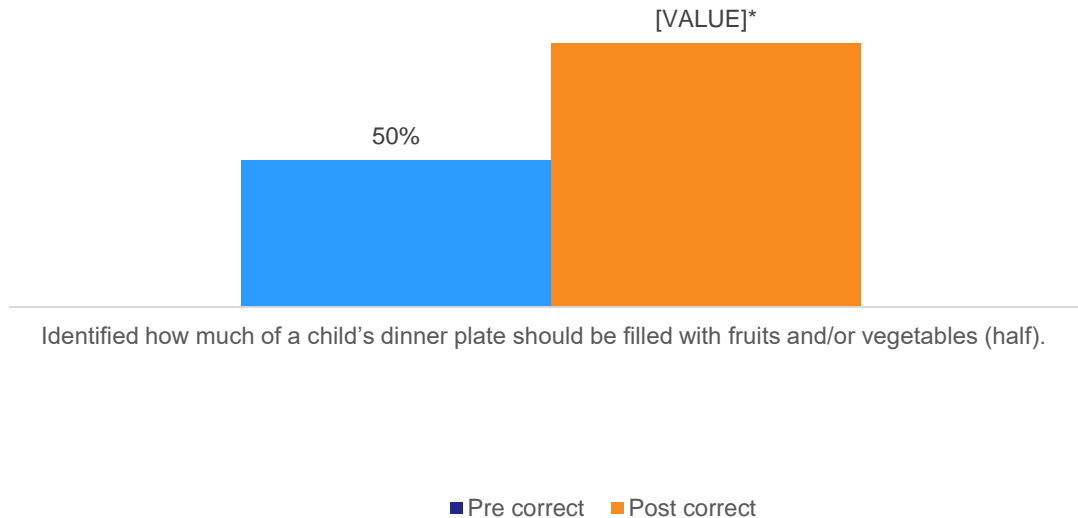
Parents Increase in Knowledge of Healthy vs. Unhealthy Foods (Pre vs. Post Surveys)





Significant Increase in Knowledge of Ideal Vegetable/Fruit Portions

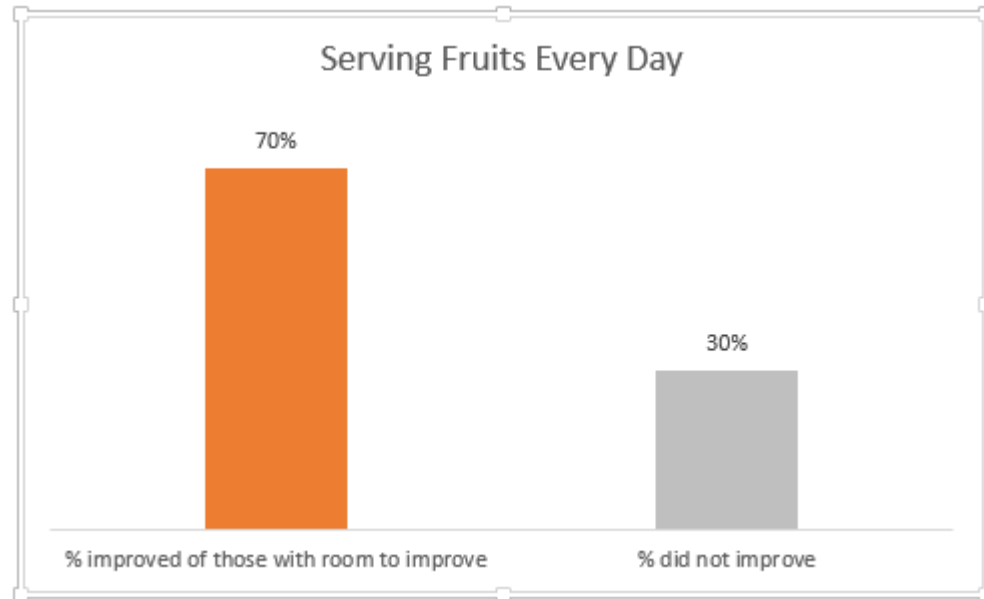
Parents Identifying Recommended Proportion of Fruits/Vegetables for Child's Dinner Plate (Pre vs. Post Surveys)





Behavior Change: Serving More Fruit

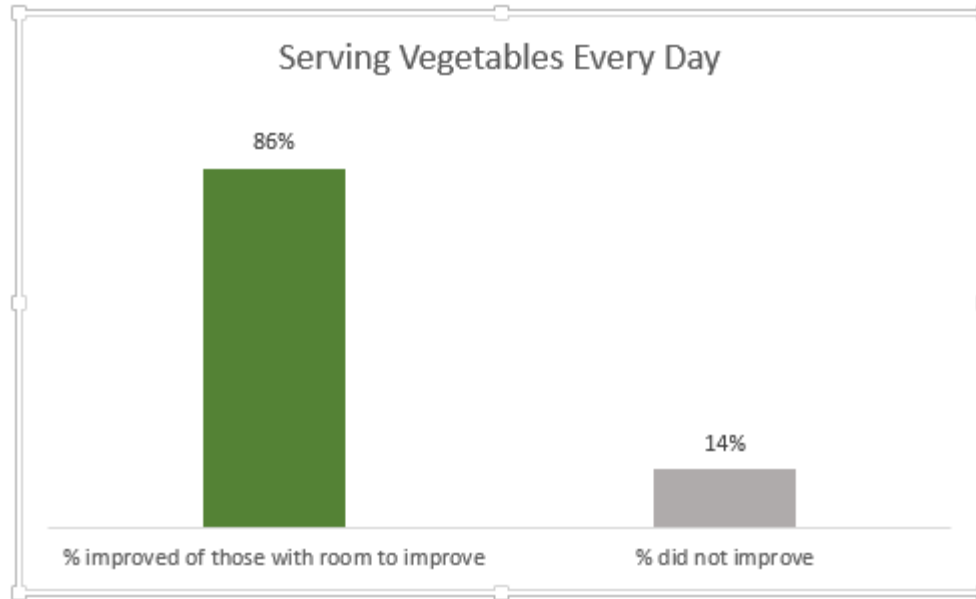
After attending classes, 70% of parents who had room to improve increased the number of days per week that they serve fruits





Behavior Change: Serving More Vegetables

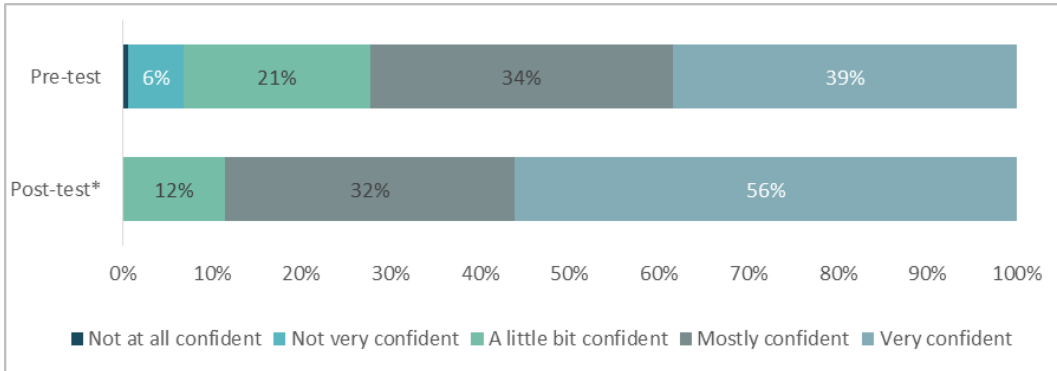
After attending classes, 86% of parents who had room to improve increased the number of days per week that they serve vegetables





Structure and Routines (Class 2)

Percent confident in setting routines (pre-test vs post-test surveys)



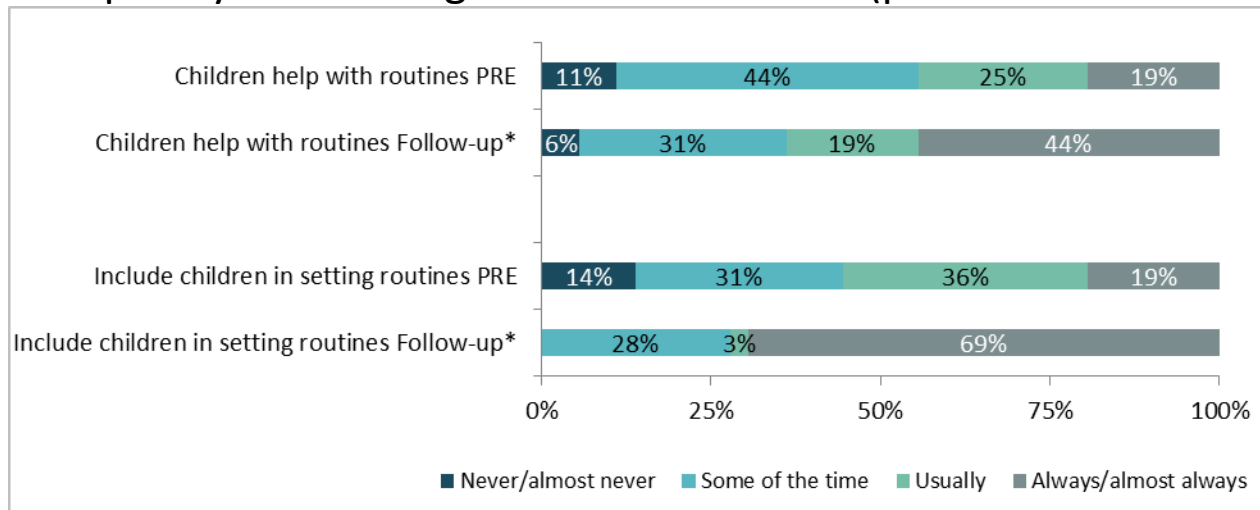
Source: Structure & Routines Pre/Post Class Surveys 2015 (Question 2). N=148. Note: Values less than 5% are not displayed. *Denotes statistically significant change at the $p < 0.05$ level





Structure and Routines (Class 2)

Frequency of involving children in routines (pre-test vs follow-up interview)



Source: Structure & Routines Pre Class Survey 2015 (Question 6) and follow-up interview. N=39. *Denotes statistically significant change from pre- to interview at the $p < 0.05$ level.





Structure and Routines (Class 2)

- Between the pre-test and follow-up interviews almost two-thirds of parents (64%) who were not yet shutting down screens an hour or more before bed (the recommended interval) reported extending non-screen time before bed.





Structure and Routines (Class 2)

- 5 weeks after attending a 10 Steps Program
 - More than half (56%) of parents increased the frequency with which they had children help with the mealtime routine.





5 Keys to a Healthy and Happy Eater (Class 3)

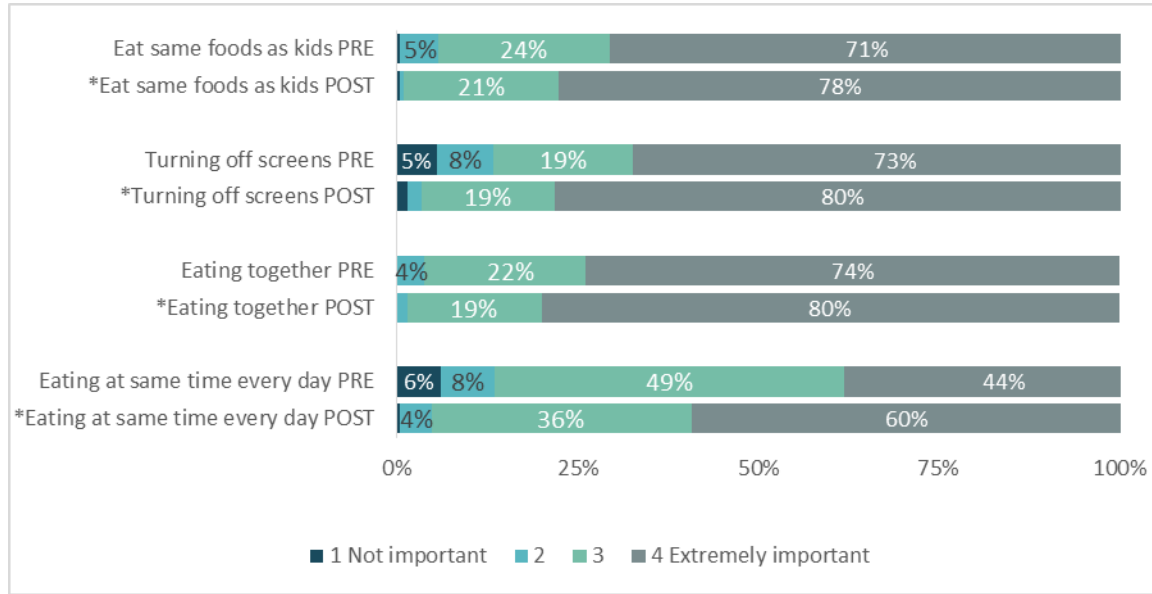
5 weeks after attending a 10 Steps Program:

- 65% of parents correctly identified who has responsibility for whether or not children eat, which doubled compared to the beginning of class (31%).
- Over 71% of parents correctly identified who has responsibility for how much children eat, which doubled compared to the beginning of (38%).





5 Keys to a Healthy and Happy Eater (Class 3)



Source: 5 Keys Pre/Post Evaluation Form, Question 2. N=210-213. Scale: 1=Not important, 5=Extremely Important. All mean differences statistically significant at $p < .01$. *Denotes statistically significant change in proportion selecting the desired response at the $p < 0.05$ level. Values less than 4% are not labeled.





Participant Satisfaction

- 97-99% said that they had learned new things and also that they would try things at home.
- 97-99% said that they would recommend the class to family and friends.
- 97-99% said that the class instruction was clear.
- Between 82%-92% of participants said that they learned “many things” and the class was “helpful.”
- 97% of 10 Steps participants, 93% of 5 Keys participants, and 91% of S&R participants said that the class was “very” or “extremely” valuable.



Program Contacts

Our Team



Kathleen King
CEO

408.564.5114 ext. 202
Mobile: (408) 605-5251
Kathleen@hkidsf.org



Emily Hennessy
VP of Programs

408.564.5114 ext. 203
Mobile: (415) 939-6505
Emily@hkidsf.org



Jeremy Loader
10 Steps Program Manager

408.564.5114 ext. 222
Mobile: (650) 380-2777
Jeremy@hkidsf.org

