

Shaping Home Environments and LifeStyle Practices to Prevent Childhood Obesity: HomeStyles



HOMEStYLES

HEALTHY HOME HEALTHY FAMILY

National Institute of Food and Agriculture
U.S. Department of Agriculture
2011-68001-30170

*Early Care & Education Work Group
Carol Byrd-Bredbenner, PhD, RD, FAND*

RUTGERS
UNIVERSITY

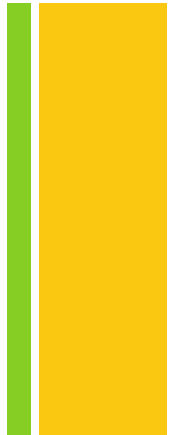
W West Virginia University

UF UNIVERSITY of
FLORIDA

● HomeStyles: What is it?

A program that enables and motivates parents of preschoolers to shape their home environment and lifestyle behavioral practices to create and support

- + optimal child growth and health
- + promote healthy child weights



● HomeStyles: Desired “feel”

● *Intervention Characteristics*

- *Intensive, Multifactorial*
- *Interactive/Engaging*
- *Warm, Caring, Fun*
- *Non-judgmental*
- *Quick, Easy, Positive, Actionable messages*
- *Address parent-defined quality of life issues*

● Key Messages

Diet

- Eat Together as a Family Often
- Promote Positive Family Mealtimes
- Tame the Effects of TV on Diet
- Rethink Beverage Choices
- Serve Age-Appropriate Portion Sizes
- Encourage More FV Availability and Intake
- Encourage Cereal for Breakfast
- Promote Positive Parental Feeding Practices



Physical Activity

- Set Aside Time for Fun, Active Family Playtime
- Let's Play--Trading Screen-time for Active Play

Sleep

- Promote Adequate Sleep Duration

Childcare

- Advocate for Childcare Settings that Serve Healthy Meals and Snacks, Provide Adequate Physical Activity, Limit Screen-time, and Provide Adequate Naptime



● Development

Creation of HomeStyles guided by

- Key Obesity Prevention Guidelines
- Research Evidence & Expert Advisory Panel
- CBPR Principles: Parent Participation throughout Development
- Adult Learning Theory
- Social Cognitive Theory Behavior Change Strategies
- Motivational Interviewing

Martin-Biggers et al. *BMC Public Health* (2015) 15:189
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RESEARCH ARTICLE

Open Access

Translating it into real life: a qualitative study of the cognitions, barriers and supports for key obesogenic behaviors of parents of preschoolers

Jennifer Martin-Biggers^{1*}, Kim Spaccarotella^{1,2}, Nobuko Hongu³, Gayle Alleman³, John Worobey¹ and Carol Byrd-Bredbenner¹

Nutrients 2015, 7, 6628-6669; doi:10.3390/nu7085301

Development of the Intervention Materials for the HomeStyles Obesity Prevention Program for Parents of Preschoolers

Jennifer Martin-Biggers¹, Kim Spaccarotella², Colleen Delaney¹, Mallory Koenings¹, Gayle Alleman³, Nobuko Hongu³, John Worobey¹ and Carol Byrd-Bredbenner^{1,*}

HomeStyles Guides



HOME

HOMESTYLES GUIDES

EXTRA BENEFITS

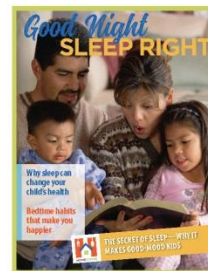
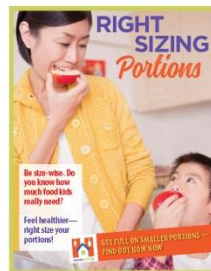
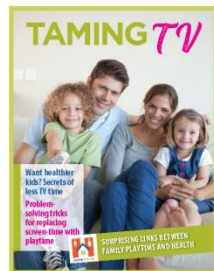
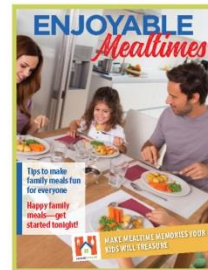
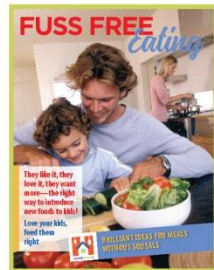
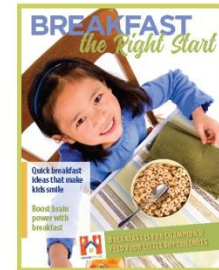
ABOUT US

MY LEVEL

Welcome to
Homestyles!

Which guide
will you
try next?

Click on
a cover
to select
one.



HealthyHomeStyles.com

HomeStyles Guides



PÁGINA DE INICIO

GUÍAS HOMESTYLES

BENEFICIOS ADICIONALES

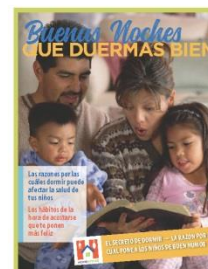
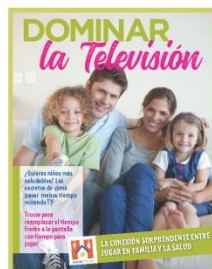
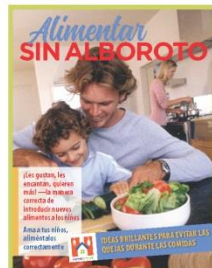
QUIÉNES SOMOS

MI NIVEL

*Bienvenido a
Homestyles!*

¿Qué guía probarás
a continuación?

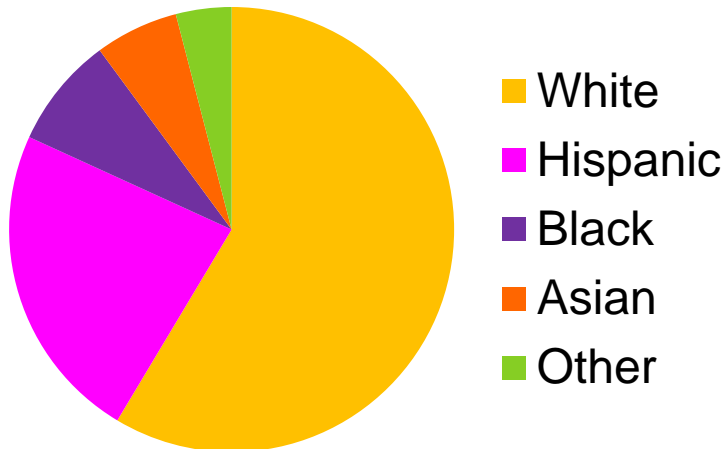
Haga clic en una
cubierta para
seleccionar una.



HealthyHomeStyles.com

● RCT

- Action Control Group
- Sample at Follow-Up: n=140 tx; n= 142 con
 - age ~32
 - 93% female
 - 87% at least some post-secondary ed
 - 84% middle to high family affluence
 - 82% dual parent household



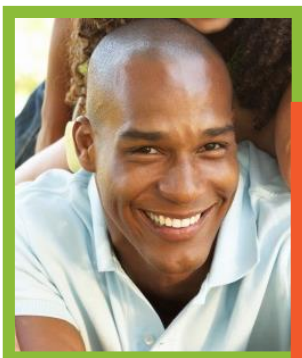
● RCT Key Outcomes

Behaviors

- *Increased physical activity*
- *Decreased screentime*
- *Improved family mealtime behaviors*

Greater Self-efficacy in ability to perform childhood obesity protective behaviors

- *keeping children's weight healthy*
- *getting kids to*
 - *eat breakfast*
 - *eat fruits/vegetables several times daily*
 - *drink fewer sugary drinks*
 - *separate TV watching and eating*



"I GREATLY enjoyed the Homestyles program and would highly recommend it to others."

"I now make sure there is room in budget for fruit and veggies. Thank you so much. It was worth the time."

It made a big difference for us. HomeStyles brought our family closer."

"Thank you so much for helping put me and my family on the track to better health!"

"I learned so much."

"The program is great for everyone!"

"I love being a HomeStyles parent!"

*"I wish it were longer."
"We are going to miss you guys."*

● Refine & Expand Dissemination



Preschool

HealthyHomeStyles.com

Español

HOMESTYLES

HEALTHY HOME ♦ HEALTHY FAMILY

Take the Homestyles Challenge!

In 12 short weeks
enjoy even happier,
healthier homes
and lifestyles!

HOME

HOMESTYLES GUIDES

EXTRA BENEFITS

ABOUT US

MY LEVEL

Hundreds of moms and dads just like you told us they want their kids to be even

- happier
- healthier
- stronger

HOMESTYLES
can help you with that!



HOMESTYLES
helps parents shape their homes and lifestyles to raise happy, healthy kids.

You will be amazed at how well the quick and easy ideas work for you!



HOMESTYLES
is a series of program guides that give you quick tips and fun ideas from experts and other parents that help you make small, simple changes at home.



HOMESTYLES
gives easy, no-cost tips that can help every family — even those with busy lives and tight budgets.

The **HOMESTYLES CHALLENGE** is totally online.

Use it on your phone, tablet, or computer any time of the day or night!



Ready to take
the Homestyles
Challenge?

CLICK TO SIGN UP

Not sure if
Homestyles
is for you?

CLICK TO LEARN MORE

Already a
Homestyles
family?

LOG IN HERE

HealthyHomeStyles.com

● HomeStyles Challenge: How it Works

- 1. Parents sign-up at HealthyHomeStyles.com*
- 2. Parents receive a HomeStyles Guide 1x/week and friendly nudges*
- 3. Think about the changes that would help their family*
- 4. Set goals and try making simple, quick, low-cost changes for a few weeks*
- 5. Next Guide Sent*
- 6. At end of 12 weeks, invited to the HomeStyles Survey Café*

● HomeStyles Challenge

Easy, fun—and rewarding!

- ✓ *Quick Start Implementation Guide*
- ✓ *Short, fun online training video for teachers*
- ✓ *Great materials for promoting HomeStyles*
- ✓ *Fun activities for family nights*
- ✓ *Knowledgeable, friendly HomeStyles Team*



HealthyHomeStyles.com

● HomeStyles Challenge

*There is no cost to
parents or preschools!*

- ✓ *Encourage parents to sign up online!*
- ✓ *Chat with us for 15 minutes each week about how we can make the HomeStyles Challenge even better!*

● Timeline for Preschools

Pick a start date!

Choose a Champion!

4-8 Weeks Before: Plan with HomeStyles Specialist

2-4 Weeks Before: Display posters and notices

1-2 Weeks Before: Staff watch HomeStyles training video

1-2 Weeks After: Hold Family Fun Night

*Each Week After: Change Posters and Reminders
Chat with HomeStyles Team*



Next Steps...



● Expand to Parents with Kids 6-11y





HOMESTYLES

HEALTHY HOME HEALTHY FAMILY



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HealthyHomeStyles.com

