

Fuel for Fun Family Blog 2.0:

Further Testing the Feasibility of Using a Blog to Engage Fuel for Fun Parents

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ABSTRACT

Objective: To implement a second, renovated family blog to further test the feasibility of using this indirect method to engage parents in the Fuel for Fun (FFF) school-based nutrition and physical activity intervention.

Methods: Designed and tested a second FFF family blog based on recommendations from the original FFF blog and a strengths, weaknesses, opportunities, and threats (SWOT) analysis.

Results: It was feasible to incorporate many of the recommendations set forth by the original FFF family blog and SWOT analysis, and the renovated blog experienced greater recruitment and participation than the original blog; however, recruitment rates fared poorly compared to other FFF family components.

Conclusions and Implications: Further assessment is needed to overcome barriers and enhance motivators to parent participation in school health blogs. Facebook and e-mail are viable blog recruitment methods and are appropriate communication channels for future intervention components.