

Addressing the Barriers and Motivators for Enhanced Parent Participation in the Family Component of Fuel for Fun

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ABSTRACT

Objective: To identify barriers and motivators to parental fruit and vegetable (FV) intake and promotion at home, increased parental and family physical activity (PA), reduction of screen time (ST) at home, and to provide recommendations for content and delivery of the family component of Fuel for Fun (FFF), a childhood obesity prevention program.

Methods: Reviewed adult and family-based intervention literature and school-based nutrition and physical activity interventions that included a family component. Reviewed and summarized responses from a FFF parent interview and survey to identify this population's needs and interest in a nutrition and PA intervention.

Results: Barriers to increasing FV consumption and promotion in the home include cost, time constraints and family preferences. Barriers to increasing PA also include cost and time, as well as limited access to appropriate areas to participate in PA. Barriers to reducing ST include cost, limited access to recreational areas as an alternative to ST, and lack of parental concern or understanding regarding the amount of ST in the home. Motivators for increasing FV consumption and PA are relatively consistent, with significant factors including planning and accessibility. Motivators for decreasing ST include parental knowledge of the recommended TV limits for children and desiring more quality time as a family. Parents participating in the FFF survey and interview were interested in receiving nutrition education materials in a variety of formats, with topics that provide health benefits for their entire

family. Recommendations to overcome these barriers and utilize motivators include parent education on daily recommendations for nutrition and activity, activities to address the barriers of cost and time, and to stress the importance of parental role modeling of a healthful lifestyle.

Conclusions and Implications: This study provides recommendations to enhance parent involvement in a nutrition education and physical activity intervention based on current literature and the results of parent-based surveys and interviews. These recommendations will benefit FFF by increasing parent participation and improving the efficacy of the intervention.