Obesity Prevention during Well-Child Visits

An Innovative Early Prevention Pilot Program Utilizing Children’s Books with Positive Parenting Messages

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Prevention at the Pediatrician’s Office

Early Obesity Prevention Program

Provider delivers prevention message at well-child checkup

Parent receives children’s book with aligned message

Books designed to reinforce and extend prevention message(s) provided at pediatrician office
6 month well child check-up

*Make ½ plate veggies and fruit; no juice*

9 month well child check-up

*No screen-time before age 2*

12 month well child check-up

*Increase water; No sugary drinks*

15 month well child check-up

*Minimum of 60 minutes of active play*
Children’s Story

"Pretty flowers," Nana said and planted them in the ground. Maya smiled.

Parenting Content

Your baby is six months, which is an exciting age! Look for signs that your baby is ready to begin solid foods, such as opening his or her mouth for food and closing his or her lips around the spoon. Your baby may also start chewing up and down and moving food to the sides of his or her mouth.
Pilot Program Implementation

At Each six-, nine-, 12- & 15-month well-child visit:

1. RN discusses book program with and gives age-specific book to family

2. RN asks family to consent to Children’s survey about book program via consent-tracking form

3. Provider delivers prevention message, checks off delivery of book & education via consent-tracking form

4. Office staff fax/emails Children’s consent-tracking form
Pilot Program Evaluation

7-10 days post well-child visit

Children’s contacts caregiver(s) to administer initial survey to assess:
- Parent recall of key messages

2 months post well-child visit

Children’s contacts caregiver(s) to administer follow-up survey to assess:
- Recall of key messages
- Recall of book content
- Report of behavior change associated with key messages in book
# Pilot Program Results

## Parents (N=207)

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
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<tr>
<td>Recalled prevention message(s) delivered by provider</td>
<td>77%</td>
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<tr>
<td>Agreed book reinforced age-specific healthy habit(s) advice delivered by provider</td>
<td>85%</td>
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<tr>
<td>Already made changes based on advice from provider</td>
<td>42%</td>
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<tr>
<td>Planning on making changes based on advice from provider</td>
<td>10%</td>
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<tr>
<td>Read book and enjoyed it; read book to child</td>
<td>87%; 75%</td>
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# Provider Feedback

<table>
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<tr>
<th>Statement</th>
<th>Percentage</th>
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<tr>
<td>Believe books are helpful in facilitating discussion about healthy habits with parents</td>
<td>86%</td>
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<tr>
<td>Agreed books are useful tool for encouraging parent behaviors that support development of healthy habits</td>
<td>91%</td>
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<tr>
<td>Agreed books helped to reinforce the age-specific prevention messages provided at well-child-visits</td>
<td>91%</td>
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<tr>
<td>Agree books did not interfere with regular well-child visit process</td>
<td>93%</td>
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To Conclude

Pilot Program
• Demonstrated capacity to reinforce health messages delivered at well-child visits
• Demonstrated capacity to promote healthy parenting practices

Next Steps
• Continued expansion to Children’s Healthcare of Atlanta network of over 2,500 trained providers
• Explore research opportunities to better assess behavior changes made by parents as a result of books and prevention messages.