

# Obesity Prevention during Well-Child Visits

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

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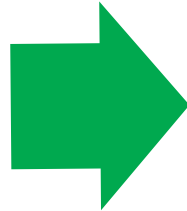
**Children's**<sup>SM</sup>  
Healthcare of Atlanta  
*Dedicated to All Better*

# Prevention at the Pediatrician's Office

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## Early Obesity Prevention Program

Provider delivers  
prevention message  
at well-child checkup



Parent receives  
children's book with  
aligned message

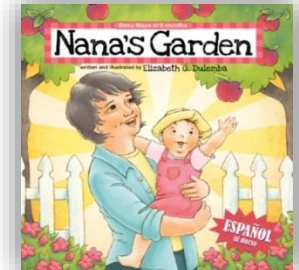
Books designed to reinforce and extend prevention  
message(s) provided at pediatrician office



# Prevention Messages & Children's Books

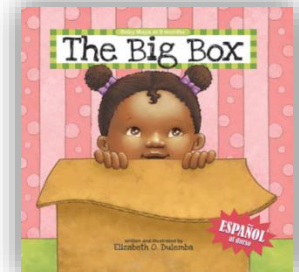
6 month well child check-up

*Make ½ plate veggies and fruit; no juice*



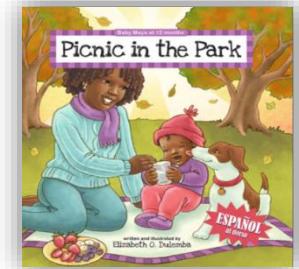
9 month well child check-up

*No screen-time before age 2*



12 month well child check-up

*Increase water; No sugary drinks*



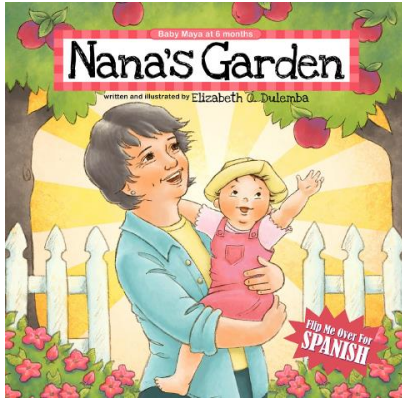
15 month well child check-up

*Minimum of 60 minutes of active play*

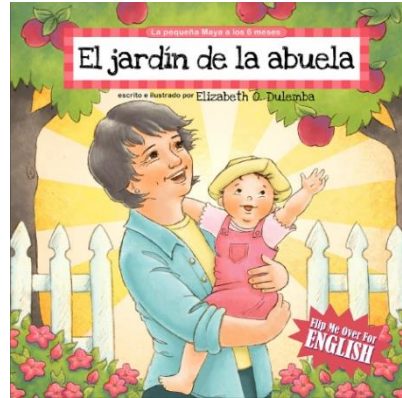


# Book Format

## English



## Spanish



## Children's Story

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



## Parenting Content

### Parent's Corner

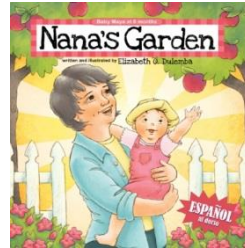
Your baby is six months, which is an exciting age! Look for signs that your baby is ready to begin solid foods, such as opening his or her mouth for food and closing his or her lips around the spoon. Your baby may also start chewing up and down and moving food to the sides of his or her mouth.



# 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*

Strong4Life: Prevention at the Pediatrician's Office **STRONG4LIFE**  
A CHILDREN'S HEALTHCARE OF ATLANTA PROGRAM

Tracking #:

Dear Parent/Guardian,

Children's Healthcare of Atlanta is working with your child's healthcare provider to offer the book series "Prevention at the Pediatrician's Office." These books discuss healthy habits for very young children.

To evaluate this program, we would appreciate it if you would agree to participate in a brief survey (5-10 minutes) about your experience with the books. If you agree, you will be contacted by telephone in about 7-10 days after this appointment and again in 2 months for another brief follow-up survey. The information collected will be added to that collected from other parents and used to learn about their experience with the books and whether or not that program should be continued. The information will not be reported in any way that identifies the individuals who provide it.

I do **agree** to participate in a follow-up survey after my well child visit  
 I prefer to have the follow-up survey conducted in Spanish

What is the best day(s) to contact you?  Mon.  Tues.  Wed.  Thurs.  Fri.  Sat.  Sun.

What is the best time of day to contact you?  Morning  Afternoon  Evening

Signature of Parent/Guardian \_\_\_\_\_ Printed Name of Parent/Guardian \_\_\_\_\_ Date \_\_\_\_\_

Phone Number \_\_\_\_\_ Alternate Phone Number (optional) \_\_\_\_\_

I do **not agree** to participate in a follow-up survey after my well child visit

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

FOR PROVIDER USE ONLY

Tracking #:

Was book distributed?  Yes  No

Which book was distributed?  Nana's Garden  The Big Box  
 Backyard Picnic  Playtime, Anytime

What is the age group for the child?  
 6-8 mos.  9-11 mos.  12-14 mos.  15 mos. & up

Which key messages were discussed with the parent?  
 Make 1/2 plate fruits and vegetables; no juice  
 No screen-time before age 2  
 Increase water; No sugar drinks  
 Minimum of 60 minutes of active play

\*Note: Please send this form back to the Strong4Life Research & Evaluation Team via Fax/ Email-Scan  
 Fax: (404)785-7243 • Email: strong4lifeevaluation@choa.org

4. Office staff fax/emails Children's *consent-tracking form*



# Pilot Program Evaluation

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**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

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## Parents (N=207)

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

# Provider Feedback

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





# To Conclude

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## 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.

