**What is our goal?**

We aim to provide clear, coordinated, and consistent messages on healthy feeding behaviors for young children. Our goal is to assess a focused online intervention on parent/caregiver’s motivation and behavioral skills and the child’s diet quality and dental outcomes.

**What is the significance?**

In Connecticut:
- 28.6% of kindergarteners have had tooth decay within their lifetime.
- Disparities exist in tooth decay and risk of being overweight/obese among minority and low income populations.

**What will participants of our study do?**

1) **Initial survey**
- Fill out 10-minute survey about child’s likes/dislikes of various foods and health behaviors
- Receive up to 3 tailored messages based on responses
- Indicate interest in steps (2) and (3)
- Participant given toddler plate incentive

2) **Motivational interview session**
- Nutritionist provides evidenced based recommendations to improve child’s dental and nutritional health
- Nutritionist and participant create achievable goals
- Participant emailed a $10 e-gift card.

3) **Goal completion surveys**
- Complete 4 surveys asking about goals, providing further tailored messages, and providing info on barriers to goals
- Complete final survey reasking child’s likes/dislikes various foods and health behaviors
- Participant emailed a $30 e-gift card

**Preliminary research on the initial survey:**
- 72% of the parents said the liking questions made them think about their child’s behavior.
- Nearly all of the parents said they learned new information from the tailored messages.
- All of the parents said the tailored messages they received were helpful.
Liking survey on participants’ phone screen

Example tip sheet to address participants’ barriers

Tips to Make Change Easier
Change is hard, but it doesn't have to be!

1. Make a Plan & Set Goals
Think of where you want to end up and how you want to get there, and set goals along the way! Feel good about your accomplishments!

2. Find Support
It's okay to ask for help! You don’t have to do it alone!

3. Make it Enjoyable & Have Fun!
Experiment with recipes and try a new food. You might find some new favorites!

4. Get Motivated
Write a list of positives that you’ll get out of this change.

5. Start Small & Build
Change is a process, take one step at a time. Start with small changes, like choosing fruit as a snack or adding a vegetable to a meal, and go from there.

Example tailored message
Slow down with salty snacks like chips and French fries only make your child more thirsty. Let your child choose a smart snack, such as celery sticks topped with peanut butter and whole grain cereal!

Example willingness question after tailored message

Please think about the message that you just received.

How much would you like to work on getting your child to eat better snacks?

Love it  Really like it  Like it  It’s okay  Dislike it  Really dislike  Hate it

How much would you like to work on getting your child to eat better snacks?