

**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.

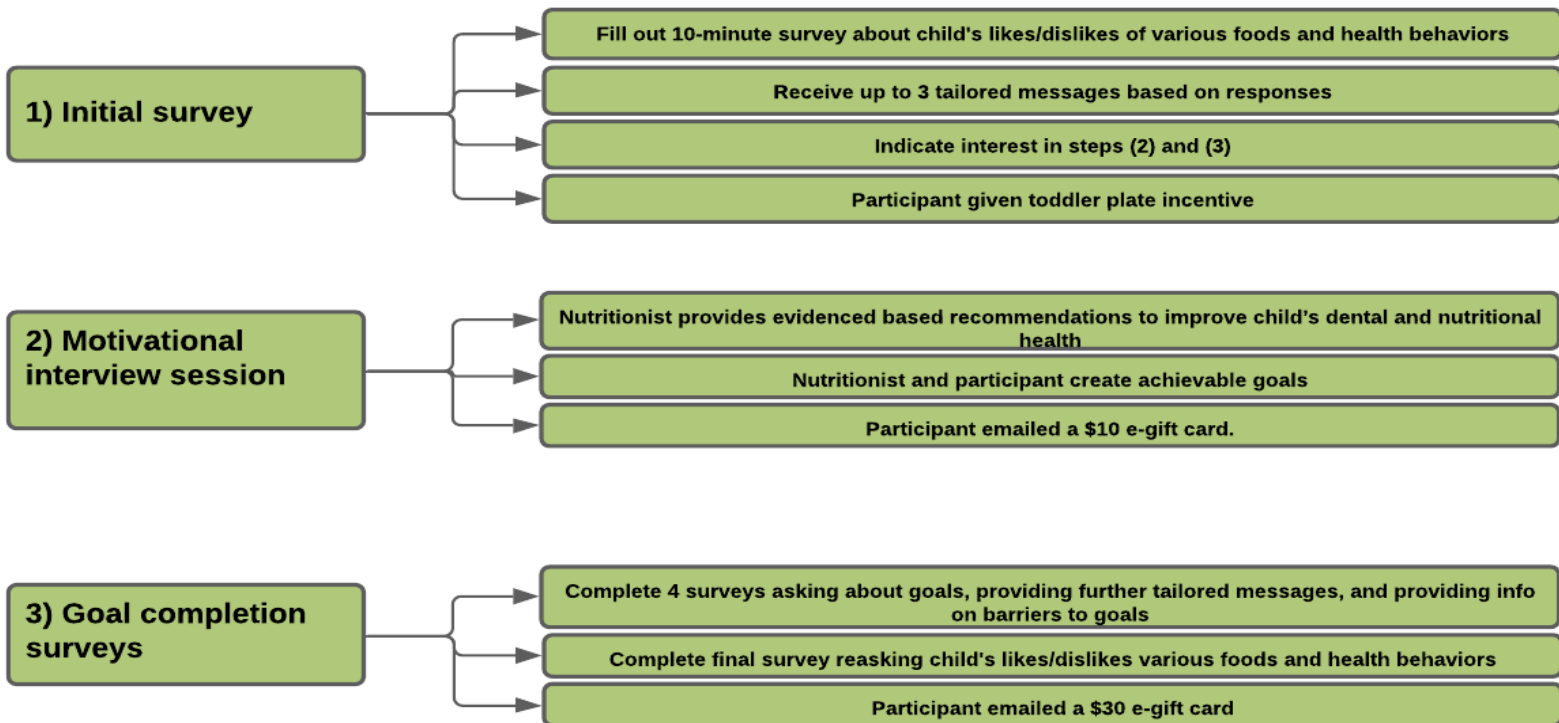


**What is the significance?**

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.

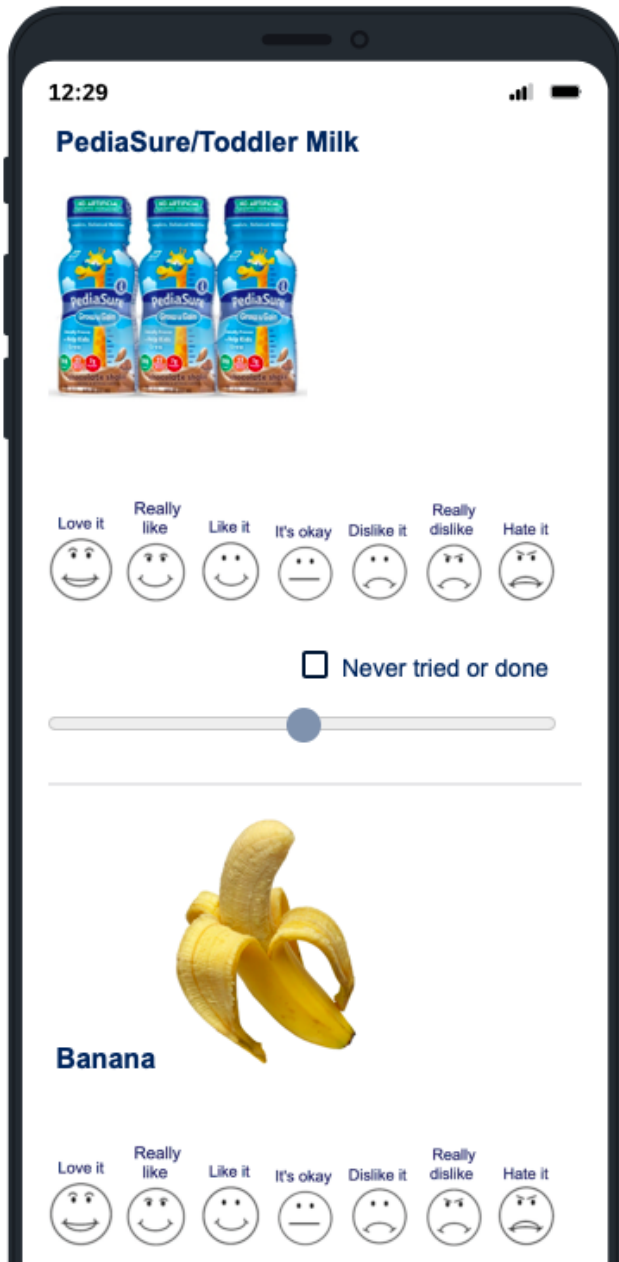
**What will participants of our study do?**



**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!
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### Find Support

It's okay to ask for help! You don't have to do it alone!
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### Make it Enjoyable & Have Fun!

Experiment with recipes and try a new food. You might find some new favorites!
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### 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 salt! Snacks like chips and French fries only make your child more thirsty. Let your child to 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?

