

# SRI International

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## Feeding Your Kids Logic Model



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## Background

Developed by Club One, Feeding Your Kids (FYK) is an innovative Internet-based behavior change intervention to help parents (and other caregivers) make small changes in their everyday lives so that they and their children choose healthful foods and develop healthful eating habits. FYK communicates with parents daily for 42 days and provides parents with food and nutrition information, ideas, recipes, feeding tips, resources, and inspiration. FYK's content stems from two sources: (1) the research base in child health and nutrition and (2) the personal experiences and lessons learned of parents who have struggled with feeding their children. As part of Club One's commitment to the Clinton Global Health initiative, FYK is offered free of charge to interested users.

To support Club One in obtaining reliable evidence about the effectiveness of the FYK program, SRI facilitated a series of meetings with program developers and assisted the team in articulating a "logic model" to describe how FYK program components are expected to produce desired outcomes for parents and children. Articulating a logic model has several benefits, including helping program developers and other stakeholders reach consensus about what they are trying to do, allowing the logic of the program components and their hypothesized relationships to be examined and tested, identifying areas for further development and specification, and aiding decisions about the key aspects of the program that merit research and evaluation.

## FYK Logic Model

The FYK logic model is shown in Exhibit 1. In the most general sense, the model suggests that parents who are interested in their child's nutrition and eating will enroll in the program, actively engage with the program, and learn ways to support their child's food habits—and that this chain of events will eventually lead to more children eating more healthful foods and being a healthy weight. In the sections below, we describe each section of the model in more detail.

## Primary Audience

The top box on the far left of the model describes the intended FYK users. As shown, the typical user will be a parent (or caregiver) of a child between the ages of 2 and 12, will be primarily responsible for preparing food, and will have interest in, or concerns about, their child's nutritional and eating habits.

## Contextual Factors

Factors that support parents' participation in FYK include having a computer or telephone with Internet access, having time to participate fully, being able to access fresh and unprocessed foods, and joining the Habit Changer Facebook support group. Factors that hinder parents' participation in FYI include being surrounded by a food and cultural environment that constantly challenges parents as they make food and feeding choices for their children. Other barriers to parents' success include a lack of information about nutrition and a perception that eating healthfully is expensive.

## Strategies and Elements

This column of the logic model presents the essence of the program, including Habit Changer Technology and Feeding Your Kids Content. FYK is only one of the many behavior change programs offered by Club One using Habit Changer technology.

**Habit Changer Technology.** The top panel lists the core elements of Habit Changer, the platform that hosts the FYK program. Habit Changer technology underlying FYK and other Club One programs is rooted in behavior change theory based in physiology and psychology. Habit Changer technology provides multiple solutions and steps for each issue raised during the program, applies multiple and varied stimuli to affect changes in parents awareness and behavior, sends messages in positive tones at varied times throughout the day, offers manageable and engaging challenges, focuses on pragmatic action, and sends information incrementally, over time, to build skills and eventually change habits. In terms of functionality, Habit Changer programs typically include 6 weeks of core content and optional additional Changlets—additions to the program’s core content that allow users to examine a particular topics in more detail available by email, text messages, or a Web interface. Additionally, the FYK Habit Changer program is available to interested users at no cost.

**Feeding Your Kids Content.** The lower panel depicts the main topic areas included in the 42-day FTK program. These topics include power of breakfast (e.g., eating breakfast daily, adding protein), choosing healthful foods (e.g., reading food labels, understanding the challenging food environment, selecting healthful foods for home preparation and when eating out), food planning and preparation (e.g., making menus and shopping lists, incorporating fresh ingredients into meals, involving children in food preparation), food acceptance and variety (e.g. offering new foods, making food appealing, understanding children’s food acceptance mechanisms), positive rewards, modeling healthful eating (e.g., eliminating your own unhealthy habits), eating routines (e.g., eating meals together), and healthful snacks (e.g., reduction in pre-packaged and sugary options).

## Interactions

The third column, Interactions, describes the ways in which program developers intend for parents to use and respond to the program. The hope is that parents read the daily messages and challenges, think about the messages received, complete the requested challenge of the day, and learn new skills and techniques that will eventually be incorporated into their daily lives and supplant their less healthful habits. The idea is that parents will receive useful information when they are online with the FYK program and that when they are offline, they will engage in a continuous inquiry cycle in which they think about the information they have received, identify habits they want to change, and continually try out new practices, adapting practices until they achieve desired results. The information that parents gain through the program affects parents’ awareness, and this awareness affects their behavior—and the cycle continues a positive feedback loop.

## Outcomes

The column farthest the right, Outcomes, lists changes in parents and children that are expected at program completion when all aspects of the FYK program are well-implemented, parents interact with the program in desired ways, and contextual factors support, rather than hinder, parents' participation.

**Caregivers gain awareness and knowledge.** As shown, the logic model suggests that parents will gain awareness about the challenging food environment (i.e., negative factors that influence people from making healthful food choices) and about personal eating habits and how they affect children. Parents also will gain knowledge related making good choices when it comes to eating and feeding and managing children's acceptance of foods. Parents will have the overall feeling that their life has been positively influenced due to skills learned in FYK.

**Caregivers apply skills and change behavior.** As a result of this increased awareness and knowledge, parents will apply new skills and change their behavior. Desired behavior changes include becoming a positive food role model for children, planning and preparing more healthful foods, adopting more healthful meal preparation practices and routines, involving children in food choices and preparation, and educating children about food and more healthful eating.

**Children are healthier.** The logic model suggests that when parents gain awareness, knowledge, and skills in the areas mentioned above, changes will also take place in their children. As a result of their parents' successful participation in FYK, children will make more informed food choices, eat a wider variety of more healthful foods, and have a healthy weight.

## Assumptions

Assumptions underlying FYK are listed at the bottom of the model. Assumptions include the belief that that FYK is effective and practical and addresses important problems that parents face in feeding their children. Additionally, FYK is based on the idea that the brain can be rewired through small incremental changes in awareness and behavior—thus allowing new habits to be formed.

Exhibit 1. Feeding Your Kids Logic Model

