



Engaging Families in Healthy Weight Behaviors

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Addressing Childhood Obesity

- There is no simple solution or quick way for children (or adults) to lose excess body weight
- Expert's recommendations address multiple aspects and stress the importance of preventing weight gain
- Programs that encourage consistent doable actions overtime lead to meaningful outcomes
- NBGH Childhood Obesity Tool Kit provides examples and illustrations of all points mentioned above

Importance of Small Steps

“When you improve a little each day, eventually big things occur. ... Don’t look for the big quick improvement. Seek the small improvement one day at a time. That’s the only way it happens – and when it happens it lasts.”

John Wooden

*One of the most successful coaches
in the history of college basketball*

IBM's Children's Health Rebate

Focus Areas

Adequate physical activity

Consistent healthy eating

Appropriate screen time

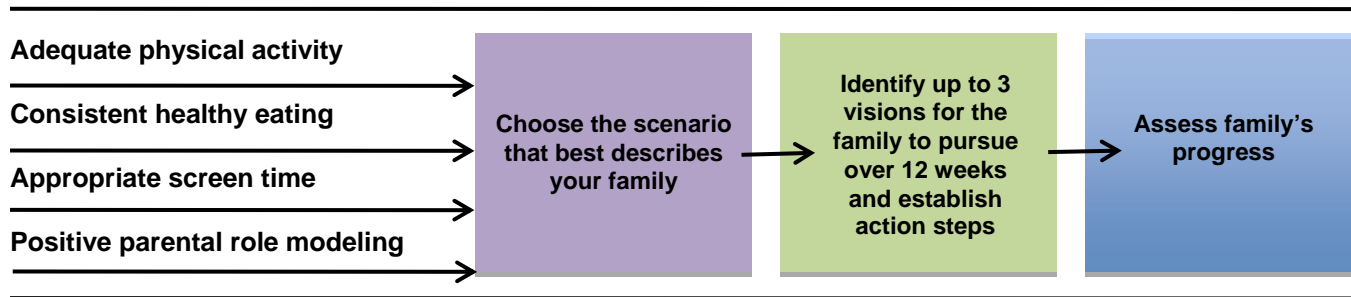
Positive parental role modeling

Program Process

Choose the scenario
that best describes
your family

Identify up to 3
visions for the
family to pursue
over 12 weeks
and establish
action steps

Assess family's
progress



Identify the Family Pattern

SCENARIO 1	Distracted Diners
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SCENARIO 2	Restaurant Regulars
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SCENARIO 3	Confused Consumers
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SCENARIO 4	Food Lovers
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SCENARIO 5	Health-minded consumers
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Distracted Diners

SCENARIO 1: Distracted Diners

The best word to describe my family is busy! We are always on the go with work, school, activities, and other commitments. This makes it hard for us to sit down to family meals or cook much at home. When we do eat together, there is usually a distraction: TV, homework, cell phones, the computer, or something else. More often than not, we're not even all home at the same time. In the mornings we're typically grabbing something handy that we can eat in the car or bus on our way to work or school. I don't have time to pack lunches for my kids or myself, so we usually purchase our own lunches at school and work each day.

Creating a New Vision of the Family

- I envision a family that sits at the dining table on a regular basis, in a pleasant, fun, and loving atmosphere while we share our meals. I want to sit down to more meals at home as a family.
- I envision a family that's healthy, but also knows that it's OK to relax and have a little fun with our food without feeling guilty. I want my kids to have a healthy attitude about all foods—not just the good-for-you ones.
- I want to become a savvy shopper so that I can pick up healthful foods quickly and easily—without spending so much time reading labels.

Taking Steps to Realize the Vision

Eat dinner together every weekend at least twice. Many families have more time on the weekend to cook and eat meals together.

<http://www.mypyramid.gov/preschoolers/HealthyHabits/familymealtime.html>

For each meal, assign a few age-appropriate tasks that each person can contribute to the meal service, from setting the table to loading the dishwasher. When you work as a team, everything gets done faster (and your kids learn valuable kitchen skills and responsibility).

http://kidshealth.org/parent/nutrition_fit/nutrition/family_meals.html

Set up food-free zones. Where do your family members eat most? In front of the TV or computer? In the car? In their bedrooms? Establish these places as food-free zones, which means no one can snack—or eat meals—while in these locations. Hold a family meeting to establish this new ground rule and be sure to enforce it.

http://www.aap.org/publiced/BR_FeedingKidsRight.htm?debugMode=false

Assessing Progress Via a Mid-Program Check-Point

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Children's Health **Rebate**

Helping Parents & Families Aid Children in the Maintenance of Healthy Weight

[CHR Home](#) | [FAQ](#) | [Resources](#)

Mid-Program Check In: Print Your Plan

Print the customized family action plan below and display it at home for your family to reference.



[Print](#)

Your Vision for Your Family

I envision a family that sits at the dining table on a regular basis, in a pleasant, fun, and loving atmosphere while we share our meals. I want to sit down to more meals at home as a family.

Nutrition Consultation

Options are now available to receive a professional nutrition consultation, and include a telephone-based service designed for busy IBMers, or new coverage offered through IBM's non-HMO health plans. Visit the following web page for details.

www.WellnessForLifeCenter.com/NutritionConsultation

Family Actions

Eat dinner together every weekend. Most families have less going on during the weekend, and therefore more time to cook and eat meals together. Set up a new ground rule that you will eat together as a family on two nights: Friday, Saturday, and/or Sunday - no exceptions. - **Working**

Assessing Progress Via a Mid-Program Check-Point (cont'd)



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Mid-Program Check In

Rate your family action items below based on your experience to this point in the program, and click "Continue". We recommend gathering input from your family.

	Working	Not Working	Not Yet Implemented
Eat dinner together every weekend. Most families have less going on during the weekend, and therefore more time to cook and eat meals together. Set up a new ground rule that you will eat together as a family on two nights: Friday, Saturday, and/or Sunday - no exceptions.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>


[CONTINUE ▶](#)

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Assessing Progress Via a Mid-Program Check-Point (cont'd)

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Mid-Program Check In

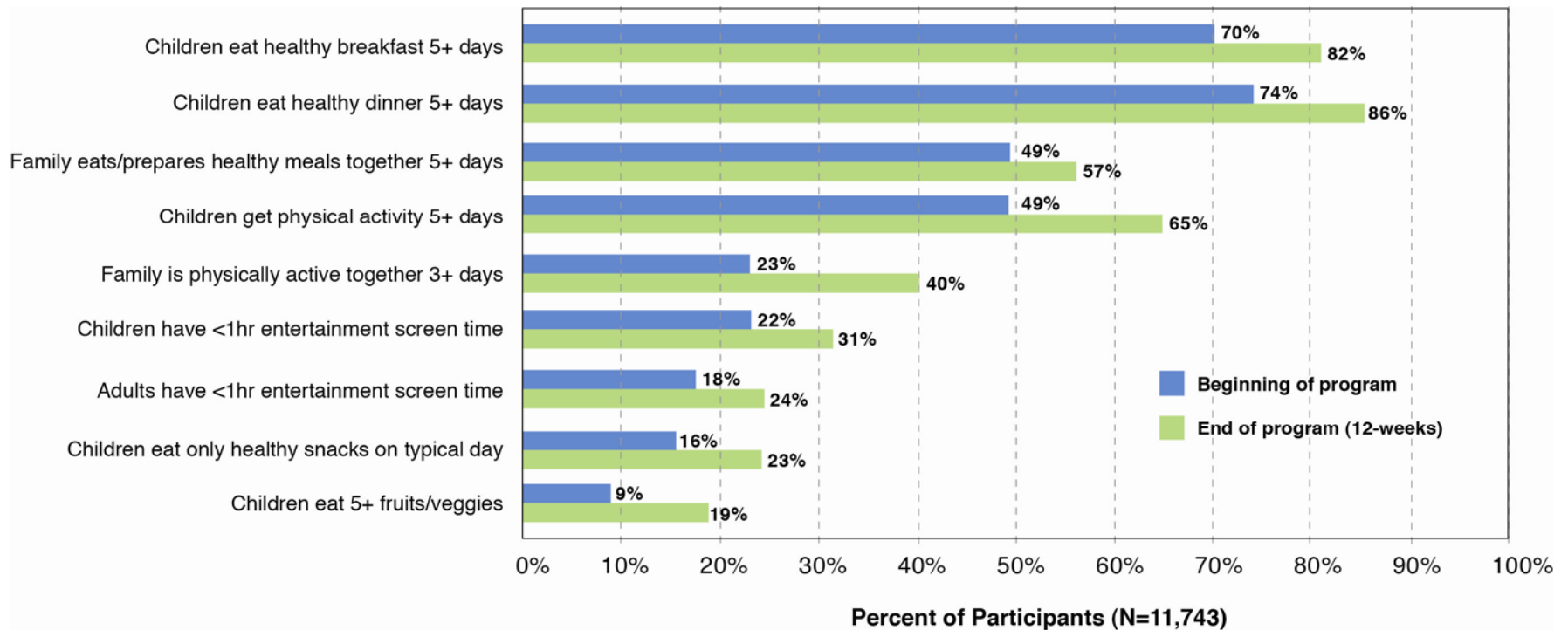
Select the action items below that you would like your family to work on over the next 12 weeks to help reach your family vision, and click "Continue". You may also write in other action items not listed which you would like your family to engage in. Please limit your total action items to a maximum of 3, to increase your likelihood of success.

- Eat dinner together every weekend. Most families have less going on during the weekend, and therefore more time to cook and eat meals together. Set up a new ground rule that you will eat together as a family on two nights: Friday, Saturday, and/or Sunday - no exceptions. - **Working**
- Make family home dinner plans 3 nights during the work/school week. Every Sunday, review the family schedule for the week ahead. Find three nights (and times) when you can manage to eat together as a family. Make sure everyone knows about this appointment.
- Enlist your family members to help you. Every person who eats the family meal should also help create it and clean it up. For each meal, every family member should have a job—a few age-appropriate tasks that each person can contribute to the meal service, from setting the table to loading the dishwasher. When you work as a team, everything gets done faster (and your kids learn valuable kitchen skills and responsibility).
- Come up with a nightly conversation topic. Instead of always asking how school or work went that day, take turns coming up with fun and interesting questions that change every night. Alternatively, come up with a nightly tradition of asking the same question, such as "What were the 3 best and worst things that happened today?"
- Write in your own action (collected on the next page).
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- Write in your own action (collected on the next page).

[CONTINUE ►](#)

Family Achievement in Healthy Weight Behaviors

Changes in behaviors between program initiation and completion



An Observational Study of an Employer Intervention for Children's Healthy Weight Behaviors

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WHAT'S KNOWN ON THIS SUBJECT: Although evidence exists for childhood obesity-prevention interventions that target families, such efforts in employer settings have been limited. However, employers have demonstrated success in adult employee health improvement, and there is evidence that collaboration between pediatricians and employers can be powerful.



WHAT THIS STUDY ADDS: The findings from this unique program illustrate the potential of employers to activate parents and families around healthy weight behaviors, support a role for employers in community-based strategies for obesity prevention in children, and should trigger longer-term, experimental study.

abstract

FREE

OBJECTIVE: This observational study was undertaken to assess whether changes in healthy weight behaviors could be advanced in a short-term intervention involving parents and children at IBM.

METHODS: IBM's Children's Health Rebate offered a cash incentive for parents to complete a 12-week program of self-selected activities in family food planning and meals, family physical activity, and sedentary time related to electronic entertainment ("screen time"). A preprogram/postprogram comparison of self-reported activities was used to assess behavior change.

RESULTS: A total of 22 265 (52.3%) employees elected to participate, 11 631 (52.2%) of whom completed all program requirements and earned a \$150 cash rebate. Families completing the program reported significant changes in levels of physical activity, amount of entertainment screen time, and proportion of healthy meals. For example, family physical activity >3 times per week increased by 17.1 percentage points (from 23.2% to 40.3%), eating healthy dinners ≥5 days/week increased by 11.8 percentage points (from 74.9% to 86.7%), and entertainment screen time <1 hour/day increased by 8.3 percentage points for children (from 22.4% to 30.7%) and by 6.1 percentage points for adults (from 18.1% to 24.2%).

CONCLUSIONS: The results of this short-term observational study suggest that healthy weight behaviors in children, adolescents, and parents can be improved by using a Web-based intervention linked with a cash incentive. The results also show that employers can activate parents and support a role for employers in community-based strategies for obesity prevention in children. Experimental designs with biometric data would strengthen the suggestion of positive impact. *Pediatrics* 2010;126:e1153–e1160

Feedback

The program was wonderful! The discipline of the program facilitated new habits that are positive not only for healthy living but for relationship building.

By trying recipes, we spend more time together by cooking and getting the meals together. The kids also like to eat what they've made. We have also noticed that we have saved money because we are now only eating out 1-2 times a month.

Children are more aware of what they are eating and are asking more questions on what is healthy for them to eat, especially at night.



Summary

- Programs that encourage consistent doable actions overtime lead to meaningful outcomes
- Employers can make a difference by encouraging employees & family members to incorporate small healthy living improvements on a regular basis over time