Shaping Home Environments and LifeStyle Practices to Prevent Childhood Obesity:

**HomeStyles**

Early Care & Education Work Group
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HomeStyles: What is it?

A program that enables and motivates parents of preschoolers to shape their home environment and lifestyle behavioral practices to create and support:
+ optimal child growth and health
+ promote healthy child weights
HomeStyles: Desired “feel”

- **Intervention Characteristics**
  - Intensive, Multifactorial
  - Interactive/Engaging
  - Warm, Caring, Fun
  - Non-judgmental
  - Quick, Easy, Positive, Actionable messages
  - Address parent-defined quality of life issues

HealthyHomeStyles.com
Key Messages

**Diet**
- Eat Together as a Family Often
- Promote Positive Family Mealtimes
- Tame the Effects of TV on Diet
- Rethink Beverage Choices
- Serve Age-Appropriate Portion Sizes
- Encourage More FV Availability and Intake
- Encourage Cereal for Breakfast
- Promote Positive Parental Feeding Practices

**Physical Activity**
- Set Aside Time for Fun, Active Family Playtime
- Let’s Play--Trading Screen-time for Active Play

**Sleep**
- Promote Adequate Sleep Duration

**Childcare**
- Advocate for Childcare Settings that Serve Healthy Meals and Snacks, Provide Adequate Physical Activity, Limit Screen-time, and Provide Adequate Naptime

HealthyHomeStyles.com
Development

Creation of HomeStyles guided by

- Key Obesity Prevention Guidelines
- Research Evidence & Expert Advisory Panel
- CBPR Principles: Parent Participation throughout Development
- Adult Learning Theory
- Social Cognitive Theory Behavior Change Strategies
- Motivational Interviewing
Welcome to Homestyles!

Which guide will you try next?

Click on a cover to select one.

Healthy Home Styles Guides.com
Bienvenido a Homestyle!

¿Qué guía probarás a continuación?

Haga clic en una cubierta para seleccionar una.

HealthyHomeStyles.com
Action Control Group
Sample at Follow-Up: n=140 tx; n= 142 con
- age ~32
- 93% female
- 87% at least some post-secondary ed
- 84% middle to high family affluence
- 82% dual parent household

White
Hispanic
Black
Asian
Other

Promoting healthy home environments and lifestyles in families with preschool children: HomeStyles, a randomized controlled trial
Carol Byrd-Bredbenner⁵, Jennifer Martin-Blighers⁶, Gayle Alleman Povis⁷, John Worobey⁸, Nobuko Hongu⁹, Virginia Quick¹⁰

HealthyHomeStyles.com
RCT Key Outcomes

Behaviors

- *Increased physical activity*
- *Decreased screentime*
- *Improved family mealtime behaviors*

Greater Self-efficacy in ability to perform childhood obesity protective behaviors

- *keeping children’s weight healthy*
- *getting kids to*
  - *eat breakfast*
  - *eat fruits/vegetables several times daily*
  - *drink fewer sugary drinks*
  - *separate TV watching and eating*
“I GREATLY enjoyed the Homestyles program and would highly recommend it to others.”

“I now make sure there is room in budget for fruit and veggies. Thank you so much. It was worth the time.”

“I learned so much.”

“The program is great for everyone!”

“I love being a HomeStyles parent!”

“Thank you so much for helping put me and my family on the track to better health!”

“I wish it were longer.”

“We are going to miss you guys.”
Take the Homestyles Challenge!

In 12 short weeks enjoy even happier, healthier homes and lifestyles!

Homestyles helps parents shape their homes and lifestyles to raise happy, healthy kids.

Homestyles is a series of program guides that give you quick tips and fun ideas from experts and other parents that help you make small, simple changes at home.

Homestyles gives easy, no-cost tips that can help every family—even those with busy lives and tight budgets.

Ready to take the Homestyles Challenge?

Not sure if Homestyles is for you?

Already a Homestyles family?

CLICK TO SIGN UP

CLICK TO LEARN MORE

LOG IN HERE
HomeStyles Challenge: How it Works

1. Parents sign-up at HealthyHomeStyles.com
2. Parents receive a HomeStyles Guide 1x/week and friendly nudges
3. Think about the changes that would help their family
4. Set goals and try making simple, quick, low-cost changes for a few weeks
5. Next Guide Sent
6. At end of 12 weeks, invited to the HomeStyles Survey Café
HomeStyles Challenge

Easy, fun—and rewarding!

- Quick Start Implementation Guide
- Short, fun online training video for teachers
- Great materials for promoting HomeStyles
- Fun activities for family nights
- Knowledgeable, friendly HomeStyles Team

HealthyHomeStyles.com
There is no cost to parents or preschools!

- Encourage parents to sign up online!
- Chat with us for 15 minutes each week about how we can make the HomeStyles Challenge even better!

HealthyHomeStyles.com
Timeline for Preschools

Pick a start date!

Choose a Champion!

4-8 Weeks Before: Plan with HomeStyles Specialist
2-4 Weeks Before: Display posters and notices
1-2 Weeks Before: Staff watch HomeStyles training video
1-2 Weeks After: Hold Family Fun Night
Each Week After: Change Posters and Reminders
Chat with HomeStyles Team

HealthyHomeStyles.com
Expand to Parents with Kids 6-11y