



Healthy Kids & Families™

Overcoming Social, Environmental and Family Barriers to Childhood Obesity



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UMass Worcester PRC

Our Vision: Optimal health of individuals, families and communities.

Our Mission: To promote health and prevent disease and disability through: real-world research, evidence-based practice, and education.

APPLIED PROJECT

Objective:
The Healthy Kids & Families™ study is testing a parent-focused community health worker led intervention that seeks to overcome social, environmental and family barriers to childhood obesity.

Research Design:
Quasi-experimental study design. The intervention will be compared to an attention-control comparison condition consisting of a parent-focused CHW-led intervention aimed at helping families improve positive parenting skills. Assessments occur at baseline, 6, 12, 18 and 24 months.

- Outcomes:**
- Body Mass Index (BMI)
 - Dietary behaviors
 - Physical activity
 - Sedentariness

- Community Collaborators:**
- Worcester Public Schools
 - Oak Hill Community Development Corporation

Target Population
240 Parent-child (K-6th grade) dyads recruited through nine public schools in socioeconomically disadvantaged areas of Worcester, MA.

Inclusion criteria:
Access to a telephone
English or Spanish speaking
Plans to live in the area for 2 years.

Exclusion criteria:
Medical condition that precludes the child from walking or eating fruits and vegetables.

HEALTHY KIDS & FAMILIES™ INTERVENTION



TIMELINE



CHILD DEMOGRAPHICS



Child N	248
Mean Age (SD)	7.8 (2.1)
Gender	
Male	51.6%
Female	48.4%
BMI	
Underweight	2.0%
Normal Weight	49.0%
Overweight	18.0%
Obese	31.0%
Race/Ethnicity	
White Non-Hispanic	15.4%
Black Non-Hispanic	16.6%
Other Non-Hispanic	7.2%
Hispanic	60.7%
Grade at baseline	
K	16.6%
1	21.3%
2	14.2%
3	17.1%
4	10.4%
5	11.4%
6	9.0%



CONTACT INFORMATION

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PARENT DEMOGRAPHICS

Mean Age (SD)	36.3 (7.4)	Weekly hours worked of	6.5%
Gender		Employed part time	93.5%
Male	8.5%	Household income	
Female	91.5%	<20k	24.6%
BMI		20-50k	35.5%
Underweight	1.3%	>50k	8.5%
Normal Weight	15.3%	Income Missing	31.4%
Overweight	27.5%	Received food assistance	
Obese	55.9%	Yes	71.2%
Race/Ethnicity		No	18.8%
White Non-Hispanic	22.6%	Sources of assistance	
Black Non-Hispanic	16.9%	WIC	6.9%
Other Non-Hispanic	7.6%	Food Stamps/SNAP/EBT	56.1%
Hispanic	52.8%	Food Pantry	31.2%
Single parent household		Community Meals	5.8%
Yes	47.6%	Worried about having enough \$ to	
No	52.4%	Usually	22.0%
Highest level of education		Sometimes	34.2%
Less than High School	19.0%	Rarely	18.3%
High School/GED	63.3%	Never	25.6%
Associates Degree or Higher	17.7%	Housing	
Confidence filling out medical forms		Own home outright	7.3%
Very Confident	80.1%	Paying on a mortgage	4.5%
Somewhat/Not Confident	19.8%	Rent	80.2%
English	90.7%	Family/friends, no rent	3.2%
Spanish	47.2%	Homeless/Shelter	1.2%
Other	16.9%	Length of time in current location	
Language primarily spoken at home		< 6 Months	14.1%
English	70.9%	6 Months-1 Year	13.7%
More another language than English	16.8%	1 Year-2 Years	18.2%
Only another language	12.3%	2 Years-4 Years	28.2%
Employment status		5+ Years	25.8%
Employed/Self-Employed	58.6%	Number of moves in past 2 years	
Looking for work		None	20.0%
Unemployed	19.8%	Once	46.4%
Homemaker	13.8%	Twice	16.4%
Disabled	7.7%	Three times	10.0%
# of times child changed schools in past 2 years		Four times or more	7.3%
Never	74.6%		
Once	16.0%		
Twice	7.8%		
Three times	0.8%		
Four times or more	0.8%		



