



## COULD YOU BE A HEALTHY ACTIVE LIVING HERO?

An AAP obesity project is looking for health care providers to help recruit parents for 1-time focus groups in several regions of the country. If you're interested in healthy active living and childhood obesity prevention, read on...

### *More about the Project*

- Healthy Active Living for Families (HALF): *Right from the Start* is a new AAP project to develop, test, and disseminate a series of positive and developmentally appropriate messages related to obesity prevention for use at pediatric well-child visits.
- This project is unique because it focuses on "early early" obesity prevention - infants and young children <5 years of age and incorporates parent input at each step in material development.
- Initial focus groups were conducted in Fall 2010 to better understand families' concerns, questions and experiences surrounding healthy active living and obesity prevention. The project's Editorial Board used this parent feedback, along with expert panel recommendations, AAP Bright Futures Guidelines and data from several national studies to create a series of plain language messages.
- A second round of focus group testing will be conducted in Spring 2011 to assess whether the messages are meaningful and actionable to parents.

### *How can I be a HALF Hero?*

- To ensure a broad distribution of families based on region, socioeconomic status and race/ethnicity, we are looking for practices or sites that serve a significant number of families with children ages birth - 59 months and meeting the following demographic characteristics in these areas :
  - **South:** Rural, lower SES, African American (Goal - 4 groups)

- **East Coast:** Urban, lower SES, African American (Goal - 2 groups)
  - **East Coast:** Suburban, middle SES, White (Goal - 2 groups)
  - **East Coast:** Rural, lower SES, White (Goal - 2 groups)
  - **West Coast:** Rural/suburban, lower/middle SES, Hispanic, Native American (Goal - 4 groups)
  - **Midwest:** Urban, lower SES, African American, Hispanic (Goal - 2-4 groups)
  - **Midwest:** Suburban, middle SES, White (Goal - 2-4 groups)
- At each location, we will conduct **2-4 groups with 8-12 parents per group**. Some groups will include parents of infants (ages birth thru 11 months), others will include parents of toddlers & preschoolers (ages 12-59 months). Parent participants must be ≥18 years old and speak English. In thanks for their time, parents who complete a focus group will receive \$40.
  - If interested, you/your practice or site **must meet the following criteria:**
    - Commit to 1 pre-recruitment conference call with the AAP staff to discuss recruitment and site logistics
    - Willingness to distribute flyers and promote project to eligible families
    - Provide physical space for conducting two 90-minute focus groups *or* assist AAP staff in identifying alternate local space (eg, library, community center)
    - Practices that are conducting obesity quality improvement projects or participating in other obesity prevention related grants or collaboratives *may be ineligible to participate*.

### *What's in it for the HALF Hero?*

- By linking us to parents in your local area, you and your practice/site will be **key** in helping us deliver messages that make a difference to families. We will thank you for your involvement in the following ways:
  - You will receive a complimentary copy of the Bright Futures Guidelines and accompanying pocket guide
  - Your practice will be acknowledged on the AAP's HALF Project web page
  - Your practice will be acknowledged in an AAP News article about the project
  - If interested, your practice will be included in a pool for an invitation to participate in HALF material beta testing