

# Limited efficacy of goal setting and online tailored messages on short-term dietary and oral health behavior change in young children

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## The Problem:

- 13% of US 2-5-year-olds have obesity and 22% have dental caries (cavities)
- Children from families with low incomes have the greatest risk of obesity and dental caries
- Nearly *half* of CT children do not eat daily fruits and vegetables

## Our Goal:

- We aim to provide clear, coordinated, and consistent messages on healthy behaviors for young children.
- Our goal is to assess a focused online intervention on parent/caregiver's motivation and behavioral skills and the child's diet quality and dental outcomes.

## Our Program

### Tailored Online Intervention

#### Online Survey with Tailored Messages

- 10 minute survey about what their child likes/ dislikes
- Tailored health messages
- *Option* to opt-into the full study, including additional survey questions for a **\$10 Amazon e-gift card**

#### Virtual Call with a Nutritionist

- Nutritionist and caregiver set evidence-based goals
- Caregivers get **\$10 Amazon e-gift card**

#### Randomization into Follow-Up Group

- **Group 1:** Follow-up surveys at week 5 and 15
- **Group 2:** Same as group 1, plus weekly goal reminders and reinforcement
- **Group 3:** Same as group 2, plus participation in a private Facebook group for social support and motivation
- Caregivers get a **\$40 or \$50 in Amazon e-gift cards**

### School-based Lessons



- Through partnership with local schools, we provide nutrition and dental lessons designed for children ages 2 through 6. We aim to get students excited and empowered to choose foods that help care for their teeth. We also help students understand the importance of good oral hygiene and how to properly brush/floss teeth.