Supplementary Material

Mixed Methods Formative Evaluation of a Mobile Nutrition Literacy Training Program for Parents and Young Children

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Table . Organization and Content of Nutricity, a Novel Mobile Nutrition Literacy Intervention

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| Environment | Relevant Nutrition Literacy Constructs | Instructional Concepts Important to Construct | Educational Content | Practice/Skill Reinforcement |
| Grocery Store | Food Label Reading  Consumer Skills | Finding nutrient information on food labels; Interpreting healthfulness of food labels; How to use ingredients lists | “Food Fits! Grocery Store Tour“ Video  Food Label Video (FDA) | Parents:Check Your Skills Quiz (choose between similar food items using product information, feedback provided)  Children: “Good Groceries“ game |
| Home | Nutrition & Health  Food Groups  Household Food Measurement  Feeding Behaviors | Understanding dietary guidelines and nutrition terms; Identifying food group categories; Building a healthy plate; Recommended portion sizes; “Division of Responsibility“ of parent/child eating roles | “Food Fits! Food Groups“ video  “Feeding Children Well“ Video | Parents: Check Your Skills Quiz (terms, food groups, division of responsibility; feedback provided)  Children: Interactive MyPlate game |
| Restaurant | Nutrition & Health  Food Groups  Household Food Measurement | Building a healthy plate at restaurants; Recommended portion sizes; Understanding menus | "Food Fits! Healthy Eating When Dining Out“ Video | Parents: Check Your Skills Quiz (menu selection)  Children: Find the Fruits & Veggies (Digital Seek & Find) |

Table . Content analysis of interviews with parent participants regarding thoughts on the Nutricity website.

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| **Interview Question** | **Themes Uncovered by Interviews with Spanish Speakers (n=3)** | **Themes Uncovered by Interviews with English Speakers (n=3)** | **Potential Action/Implication** |
| Please tell us a little more on how useful you found the information to be in the Nutricity Website. | * Provided ideas for healthier food options * Taught how to build a meal with different food groups * Navigate grocery store shopping | * Provided ideas for healthier food options * Taught about food labels and food portions * Navigate grocery stores and restaurant menus | * Create user guide for website navigation * Focus more on food purchase and nutrition (grocery store and restaurant) |
| How engaging was the website? | * All content was engaging * Grocery store and food labels were most engaging * Games need to improve on children’s engagement | * All content was engaging * Food labels, food portions, parenting/eating skills were most engaging | * Improve on children’s game animation |
| How easy was the information to understand? | * Very easy to understand | * Very easy to understand | * No changes needed |
| Describe what you found to be the greatest benefit or advantage of using the Nutricity Website. | * Help to make healthier food choices * Access to nutrition information for children * Education on food labels | * Able to learn a lot in a short period of time. * Learn what and how to offer food to my child. * Increase awareness of choosing food and not choose only based on taste and craving. | * Fast and reliable source of nutrition education for parents and children |
| What did you find to be one of the disadvantages of using the Nutricity Website? | * None * Technical problem with one video | * None | * Improve accessibility on videos. |
| How would you rate the ease of navigating the website? (rating of 10 = very easy) Explain any problems you had while using the website. | * Rated 9.5 of 10 * Support to know where to start in the website * Improve format for children (options to select content beside drop down menus) | * Rated 10 of 10 * Understandable level for most children. | * Create user guide for website navigation * Improve interaction for young children. |
| How would you rate the quality of information in the website? (10=highest quality rating) | * Rated 9.3 of 10 | * Rated 10 of 10 | * NA |
| Describe how you used the website with your child. | * More interaction in the games. * Gave resource to teach children about nutrition and food. | * Parent select the topic and invite children to watch together * Child did not watch for long time (too young). | * Improve interaction on games for children. * Guide parents to play the games with children. |
| How would you rate your child’s level of engagement with the website? | * One rated 7.0 of 10 * Two did not have children present | * Little engaging * Engagement at home and older children may be different. | * Explore children’s abilities to play games alone vs. assisted by caregiver. |
| If you had access to the website, would you continue to use it? Why or why not? | * All would continue to use the website * Children learning about nutrition in an interactive way would spark curiosity to try new and healthy foods. | * All would continue to use the website. * Information about which foods and portion sizes to offer children. * Information for how to select food based on the food label. * Serve as a source of nutrition information in a way that is easy to access and understand. | * Source of nutrition education for children * Increase children’s curiosity of nutrition * Education on food quality, portion size, food purchase * Easy to access and understand. |
| What changes, if any, would you suggest to the website to make it more useful and engaging? | * More animation in the games * Images need to be bigger and bolder. * Have access through phone. | * No further changes. * Video to share information is preferred method. | * Improve game animation. * Improve image shape and format. * Provide access through phone * Provide more videos. |

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