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 ReadingConsumer Skills | Finding nutrient information on food labels; Interpreting healthfulness of food labels; How to use ingredients lists | “Food Fits! Grocery Store Tour“ VideoFood Label Video (FDA) | Parents:Check Your Skills Quiz (choose between similar food items using product information, feedback provided)Children: “Good Groceries“ game |
| Home | Nutrition & HealthFood GroupsHousehold Food MeasurementFeeding 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 & HealthFood GroupsHousehold 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.

|  |  |  |  |
| --- | --- | --- | --- |
| **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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