

Background

- Childhood obesity increases the risk of cardiometabolic disease and disproportionately affects low income, African American youth.
- While childhood obesity results from a complex interplay of factors, sugary drink (SD) intake is a well-established contributor.
- Consumption of SD's continues to exceed public health recommendations, with particularly high intakes reported among African American youth.

Objectives

- To obtain feedback from children in the community to develop and refine DC-SIPS.
- DC-SIPS is an innovative intervention aiming to reduce SD intake among low income, African American children aged 11-14 years old seen at THEARC, a community based pediatric primary care clinic located in Ward 8 of Washington, DC
- DC-SIPS leverages physician counseling in the primary care setting along with social marketing to promote behavior change

Design

- Qualitative interviews with children (n=3, data collection ongoing) were conducted via Zoom
- Children responded to questions about their attitudes towards SD behavior change and provided feedback on sample interventional materials and their likelihood of engaging
- Inclusion criteria included: ages 11-14, African American, patients of THEARC clinic, and consumption of >12 oz of SD's per day

Methods

- Interviews were audio-recorded, transcribed verbatim, and coded iteratively using Dedoose
- Thematic analysis was used to identify preliminary emergent themes and subthemes
- Representative quotations were selected

Results



Figure 1: Prototype Logo

“I like the whole logo. I just don't like the color because it's very bland. I mean, water is a bland thing. Most flat flavor ever. You need exciting colors.”

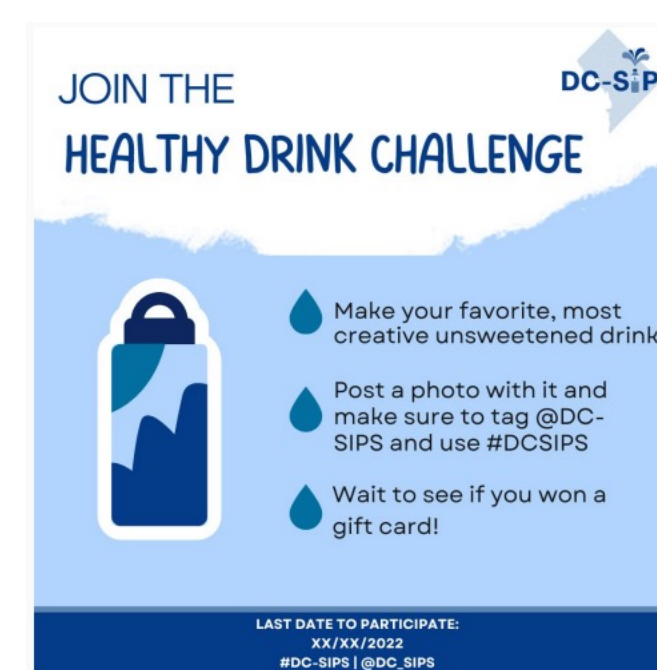


Figure 2: Prototype Challenge Graphic

“Yes, I like this challenge because it makes people want to compete against each other to win.”

“I like this one. And I think people would do it too, because of the opportunity for a gift card.”



Figure 3: Prototype Social Media Graphic

(asked if they would participate without a reward) “Probably not. I like rewards a lot...I know some people that would do it just for the benefit of them and their health. Unless it was a challenge we like, unless it was if we tried to challenge each other, then it would be like we would do it because we get bragging rights.”

Results

- Children perceive colorful, catchy, and relatable as the most important characteristics of intervention materials
- Children are receptive to social media interaction especially if challenges among peers are involved
- YouTube and TikTok were cited as optimal social media platforms for delivering intervention content
- Children report that they are receptive to pediatrician counseling particularly recommendations about beverages to substitute in place of SD's

Conclusions

- The findings of this study will inform the development and refinement of community specific intervention materials to be used in an intervention that leverages pediatricians and social marketing to reduce SD intake among low-income, African American youth