PepsiCo Midterm Report

As requested, it is time to send a mid-term report to the American Dietetic Association Foundation. The three week study which will start soon will be Monday through Friday, July 9th through July 27th. I am pleased to present information on recruitment, demographic, and implementation factors.

Recruitment

At this time we have secured 43 female participants of which 20 are of Hispanic origin and 23 are of African American origin. The age ranges from 9 to 14-years-old with the average age being 11-years-old. From the East Side Family Community Center, we have recruited 65% of our participants. The internet has provided about 15% with the remaining 20% coming from previous participants or referrals from previous participants.

Approximately 90% of the girls have been screened with a body mass index (BMI) over the 99th percentile while the remaining 10% have a BMI over the 97th percentile. During the recruitment phase we have asked parents if they would be available for evening group education session. Sixty percent of mothers have indicated they would be available.

Staff and Volunteer Training

Behavioral Opportunities Uniting Nutrition Counseling and Exercise (BOUNCE) is a program including three main areas: nutrition, counseling, and exercise. In early May we began recruiting and interviewing volunteers for the different areas. The nutrition staff has 2 paid positions which include the Nutrition Coordinator- Gabriella Maldonado and the Nutrition Director- Brook Knox M.Ed, R.D., L.D. We recruited a total of 7 volunteers to help us implement the nutrition aspect of the program. Six of the nutrition volunteers are nutrition students at a junior level or higher. The other volunteer is a Health Educator for Harris County with experience in teaching nutrition to adolescents. Total volunteers recruited for BOUNCE including interns is approximately eighteen. In addition to our weekly meeting with the core staff, we have met with the nutrition volunteers to discuss implementation three times. One of the three sessions we held included a workshop for all volunteers and staff. At this workshop lunch was provided while we hosted various speakers on the following topics: 1) intro to research implementation, 2) classroom control, 3) lesson planning for children, 4) childhood obesity, and 4) cultural influence on body image.

Breakfasts Provided

A Sam's Club membership card for bulk shopping items has been obtained. With Aramark providing lunches for us, we will be providing a small breakfast and snack for the participants. Through foods served we will discuss easy to make and affordable breakfasts items. Foods commonly provided at this time will consist mainly of combinations including fruits, whole grain muffins, cereal bars, yogurt, and fruit smoothies.

Curriculum

Curriculum that includes emphasis on breakfasts will be spread out over three weeks, and includes challenges participants will take home to share with their family. Incentives such as measuring cups and fruit and vegetable bracelets will be provided as incentives. Please find some of the curriculum attached following this mid-term report.