

Title of Intervention: FoodSmart/StampSmart

Website: <http://www.chaicore.com/foodsmart/>

Intervention Strategies: Individual Education

Purpose of the Intervention: To increase knowledge and confidence regarding ability to eat healthier foods

Population: English-speaking WIC and Food Stamp program participants who were at least 18 years of age and had at least one child or were pregnant

Setting: Two WIC clinics in central North Carolina, Food Stamp office in Durham, North Carolina; community-based

Partners: WIC clinic staff, Food Stamp office staff, University

Intervention Description:

- Individual Education: FoodSmart and StampSmart are multimedia interventions that have four main components. A full-motion video soap opera modeled positive behavior changes and emphasized the importance of good prenatal nutrition (FoodSmart) or risks of unhealthy eating (StampSmart). Interactive "infomercials" assessed nutrition knowledge and skills. Participants also received individually tailored nutrition feedback and take-home print materials.

Theory: Social Cognitive Theory, Transtheoretical Model

Resources Required:

- Staff/Volunteers: Not mentioned
- Training: Not mentioned
- Technology: Videos and production equipment to design soap opera videos and infomercials
- Space: Computer kiosk
- Budget: \$50 incentive to WIC clinic staff for recruitment; \$2 gift coupon per participant for completing the intervention; \$5 check per participant for completing StampSmart follow-up survey
- Intervention: Computers, tailoring software, printer and printing materials, surveys, StampSmart recipe book that includes simple low-fat recipes, refrigerator magnet, wallet-sized (FoodSmart), brochures with healthful eating tips and recipes
- Evaluation: Telephone surveys

Evaluation:

- Design: Pre/post evaluation
- Methods and Measures:
 - Pre-Survey: Assessed demographic characteristics, perception of self as overweight, responsibility for food planning and preparation, knowledge, confidence regarding ability to eat healthier foods, interest and plans to eat healthier foods, dietary intake
 - Satisfaction Survey: Assessed how helpful the program was, how much of the information was new, whether participants would be interested in using a similar program in the future, overall satisfaction with the program
 - Follow-up Survey: Measured change in knowledge of low-fat foods, confidence regarding ability to eat low-fat foods, interest and plans to eat low-fat foods, dietary fat intake

Outcomes:

- Short Term Impact: In StampSmart, there was a significant increase in knowledge and confidence regarding ability to eat low-fat foods. Participants were more likely to use low-fat cooking methods. For FoodSmart, there was a significant increase in knowledge and confidence in ability to eat healthy foods.
- Long Term Impact: In StampSmart, participants were more likely to consume low-fat snacks. In FoodSmart, participants consumed slightly more fruits and vegetables.

Maintenance: Not mentioned

Lessons Learned: Computerized tailored self-help health promotion programs work well for lower income and minority populations. Multimedia may be more beneficial than print-based media for individuals with limited literacy skills. The interventions only occurred one time and were of low-intensity. Intervention boosters over time might be needed to maintain participants' confidence in ability to improve dietary choices.

Citation(s):

Campbell, M. K., L. Honess-Morreale, et al. (1999). "A tailored multimedia nutrition education pilot program for low-income women receiving food assistance." *Health Educ Res* 14(2): 257-67.

Campbell, M. K., E. Carbone, et al. (2004). "Randomized trial of a tailored nutrition education CD-ROM program for women receiving food assistance." *J Nutr Educ Behav* 36(2): 58-66.