

Title of Intervention: Motivational and Social Cognitive Interventions for Promoting Fruit and Vegetable Intake and Physical Activity

Intervention Strategies: Group Education, Supportive Relationships

Purpose of the Intervention: To increase fruit and vegetable intake and physical activity in African-American adolescents

Population: African-American adolescents ages 11-15 years

Setting: Inner-city after school programs, school-based

Partners: Not mentioned

Intervention Description:

- Group Education: Participants received 12 weeks of classes. The participants were randomly assigned to two groups. One received a curriculum based on social cognitive theory containing education, behavioral skills training, feedback and enforcement. The behavioral skills included reinforcement plans, restructuring environmental cues, positive self-talk, confidence building and social support from family and friends. The other group received a curriculum based on social cognitive theory and motivational intervention containing the same components as the social cognitive theory group plus a video taping component. All participants took part in the afterschool intramural sports program and fruit and vegetable cooking classes.
- Supportive Relationships: The video taping activity involved creating messages advising other students on how to handle problem situations. Participants were specifically instructed to portray their successful coping strategies so that beginning students could learn how to cope with changing their behaviors.

Theory: Social Cognitive Theory, Motivational Intervention

Resources Required:

- Staff/Volunteers: Teachers, researchers
- Training: Not mentioned
- Technology: Video cameras and tapes
- Space: Classrooms
- Budget: Not mentioned
- Intervention: Educational materials
- Evaluation: Questionnaire

Evaluation:

- Design: Randomized controlled trial
- Methods and Measures:
 - Self-Efficacy for Eating and Exercise Behavior Scale measured diet and physical activity
 - Motivation Theoretical Measures Subscales measured motivation to increase physical activity and intake of fruits and vegetables

Outcomes:

- Short Term Impact: Not measured
- Long Term Impact: Both groups had an increase in fruit and vegetable intake. There were no significant differences in physical activity. The social cognitive theory and motivational intervention group had a correlation between post-intervention dietary self-concept and self-efficacy and change in fruit and vegetable intake.

Maintenance: Not mentioned

Lessons Learned: This study shows that social cognitive theory is even more effective in increasing physical activity and fruit and vegetable intake when combined with the motivational intervention.

Citation(s):

Wilson, D. K., R. Friend, et al. (2002). "Motivational versus social cognitive interventions for promoting fruit and vegetable intake and physical activity in African American adolescents." *Ann Behav Med* 24(4): 310-9.