

# Healthy Active Living for Families

Healthy Active Living for Families (HALF) is a program of the American Academy of Pediatrics (AAP), established in 2010 with support from Nestlé. The goal of the project is to partner with parents to encourage healthy habits right from the start.

With the support of Nestlé, the Academy was able to speak with more than 200 parents and families to learn the best way to engage and support families in healthy active living. The resulting products are written in plain language, developmentally appropriate, interactive, as well as positive and action oriented. In addition, all HALF materials are evidence informed and consistent with the findings in the latest Institute of Medicine reports as well as the Nestlé Feeding Infants and Toddlers Study.



The Healthy Active Living for Families project was funded by a grant from the Nestlé Nutrition Institute.

## ONLINE TOOLS

### Tips for Parents

Being a parent is an important job!



To view the online tools visit: <http://bit.ly/OEPw2e>

#### ★ How do I get everyone on board with my parenting goals?

Many parents rely on other people to help take care of their kids. Having help can be a big relief, but it can also be stressful when other adults do things differently than we'd like.

- Get tips on working with childcare providers.
- Get ideas for talking to family members.

## PLACING TOOLS ON WEB PROPERTIES

**Quick Tips**  
Keep Your Child Healthy

**1:** My child is:

0 to 1 years    1 to 3 years    3 to 5 years

**2:**  Boy    Girl

**3:** I want tips on:

Breastfeeding  
 Bottlefeeding  
 Starting solid food  
 Picky eaters  
 Snack time  
 Routines and schedules  
 Physical activity  
 Screen time (tv & online)  
 Sleep



 **healthy children**  
Powered by pediatricians. Trusted by parents.

To view these widgets online visit: <http://bit.ly/QXGIK2>

#### Are you raising a healthy, active child?



To add these widgets to your site, copy the widget code and paste it directly into the HTML source code of your web page(s) or Content Editor web part.

#### Assessment Widget

```
<iframe id="iframe1" runat="server" src="http://www.healthychildren.org/English/healthy-living/half/_layouts/HealthyChildrenHALF/HTML/assessmentwidget/widget_nw.html" height="480px" width="250" scrolling="no" frameborder="0"></iframe>
```

#### Quiz Widget

```
<a href="http://www.healthychildren.org/English/healthy-living/growing-healthy/Pages/quiz.aspx"></a>
```

## Key Findings

of Focus Group Research that Guided Development of Tools:

- Parent perceptions and actions may often be inconsistent with expert guidelines and guidance.
- Additional action strategies – positive, tried and true suggestions – to foster implementation of new behaviors are needed. Parents valued “how to” and “what works” ideas from other parents.
- Rethinking traditional methods of information delivery may be necessary to reach young families in ways that are meaningful and support change.
- Parents valued information that can be individualized to meet their unique needs.

Radecki, Linda, Jeanne Lindros, Amy Pirretti, and Alison Baker. Parent Tested... Parent Approved? Lessons Learned From the Healthy Active Living for Families Focus Groups [abstract]. In: Pediatric Academic Societies Annual Meeting.; 2012 April 28 - May 1; Boston, MA. Elk Grove Village (IL): American Academy of Pediatrics; 2012.