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Formative Evaluation of the "Time Twisters": A Comic Book Based Obesity Prevention Curriculum for Elementary School Students

Carolyn A. Agurcia MA
UT School of Public Health at Houston

Ross Shegog PhD
UT School of Public Health at Houston

Steven H. Kelder PhD
UT School of Public Health at Houston

Deanna M. Hoelscher PhD
UT School of Public Health at Houston

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Formative Evaluation of the "Time Twisters":
A Comic Book Based Obesity Prevention Curriculum for Elementary School Students., Carolyn A Agurcia, MA. UTHSC-H School of Public Health, Houston, TX, 77030. Ross Shegog, PhD. UTHSC-H School of Public Health, Steven H Kelder, PhD. UTHSC-H School of Public Health, Deanna M Hoelscher, PhD. UTHSC-H School of Public Health,

Introduction: Obesity is a public health problem, particularly in Hispanic children. Alternative media channels may offer the potential to motivate children to engage in health promoting behaviors. A comic book, "Time Twisters", was developed to impact screen time use, physical activity, and dietary behavior for elementary school children and evaluated for acceptability and feasibility prior to implementation in a multi-component physical activity intervention. Methods: The Time Twisters Comic Books (TTCBs) are grounded on the Social Cognitive Theory and comprises 4 comic books addressing behavioral determinants of media use, physical activity and advertised food consumption. The TTCB's are designed to impact concept and consequences of screen time use, alternative behaviors to screen time, skills and strategies to cut down on screen time, and knowledge of snacking. Prior to field testing, the TTCB's will be formatively assessed with a representative sample of 4th grade students (n=10) on usability parameters of comprehension, readability, credibility, acceptability, attention and entertainment value using adapted scales. Feasibility of delivery will also be assessed using individual interviews. Results: Formative analyses will reveal students' acceptability and comprehension of the TTCB's. Percentage agreement on the TTCB's being comprehensible, readable, credible, acceptable, attention and entertainment value, and feasible will be reported. Data on optimizing lesson content to maximize student motivation and learning will also be obtained. Discussion: The Time Twisters comic books can be a usable, feasible and motivational alternative media curriculum among elementary school children to influence media use, nutrition and physical activity behaviors.