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En Vivo: If We Call Them Will They Come? A Telephone-based Brief Motivational Enhancement Intervention Targeting TV Time., Kelli L Drenner, MA. UTHSC-H School of Public Health, Houston, TX, 77030. Norma J Perez, PhD. UTHSC-H School of Public Health, Houston, TX, 77030. Ross Shegog, PhD. UTHSC-H School of Public Health, Houston, TX, 77030. Andrew E Springer, DrPh. UTHSC-H School of Public Health, Houston, TX, 77030. Kelder, PhD. UTHSC-H School of Public Health, Houston, TX, 77030.

Introduction: The prevalence of overweight among children has doubled in the last twenty years, and Texas children rank near the top as the nation's heaviest. Time spent television viewing may not only expose children to advertising for unhealthy foods, but may also take the place of physical activity.

Purpose: This feasibility study of En Vivo, a multi-level intervention aimed at reducing "screen-time" (time spent watching television, on the computer, and playing video or handheld games), targets both children and their parents. One component of En Vivo is a brief telephone-based motivational enhancement intervention (MEI), a novel adaptation of Motivational Interviewing (MI).

Methods: MEI targeted the parents of 4th graders in the Lower Rio Grande Valley in an effort to monitor TV time in their children and meet American Academy of Pediatrics recommendation of 2 hours per day or less. Parents in the intervention condition received one brief MEI call from a trained MEI counselor in either English or Spanish depending on their preference. The intervention employed a decisional balance and 0-10 point rulers to elicit "change talk", build self-efficacy and enhance motivation to change.

Results: Preliminary results show that of the parents who completed the baseline assessment, 87 agreed to report their phone number and 77 of those were working numbers. To date, 42 parents have received the calls. Of these, 59.5% report that their 4th grade child has a television in the bedroom. Overall, parents report on a 10-point scale that limiting their child's TV time to the AAP guideline is important ( ), and they are confident that they can have a rule ( ), but they are less ready to make the change in their child's TV time ( ).

Conclusions: The encouraging response rate, along with the receptivity of parents for the calls suggest the feasibility of MEI as an intervention strategy. Additionally, the means for importance, confidence and readiness to change are in the expected direction.