



		
Target Audience	Parents of elementary school aged children	Parents of preschool aged children who are receiving education through FFHE
Targeted Behavior Change	Nutrition and physical activity behaviors of the family unit (both parents and children explicitly targeted)	Nutrition and physical activity behaviors of parents
Delivery Site	Schools with existing FSNE nutrition education programming (requirement)	Various sites (schools, head start centers, in-home education); no existing FSNE programming required
Duration of program	Throughout the school year (September – July)	Varies (6 sessions taught weekly, biweekly, monthly, etc., followed by 13 weeks of reinforcement messages)
Recruitment Method	Enrollment events; marketing flyers in child’s backpack	No active recruitment efforts; marketing flyers
Enrollment Method	Self-enrollment; manual enrollment (tablet or sign-up list at recruitment event); web enrollment	Manual enrollment
Evaluation Plan	Pre-then-post surveys, texted evaluation questions	Pre-then-post surveys, texted evaluation questions
Texting Component Coordinator	FSNE State Office Team	Local FSNE Educators
Types of messages	Education, Evaluation	Education, Evaluation, Reminders
Intention of targeted messages	To complement in-school youth programming	To reinforce topics covered during FFHE in-person lessons
Educational Messages	Targeted to school/area	Targeted to the curriculum lessons/ content
Text message schedule	<ul style="list-style-type: none"> • 2-3 educational messages sent weekly • 5 evaluation messages sent throughout year 	<ul style="list-style-type: none"> • 3-4 messages sent between each in-person lesson • 13 messages sent following program participation • 3 evaluation messages sent following program participation
Program enrollment– FY14	Total = 2,696 parents - Text: 2,098 - Email: 598	Total in FHE = 264 parents Total in communication component = 135 parents (51%) - Text: 84 - Email: 51
Retention Rate – FY14	90.7% (2,446 parents)	73.3% (99 parents)
Evaluation Message Response Rates – FY14	8% - 22% (N = 1,729 total responses)	14% - 31% (N = 33 total responses)