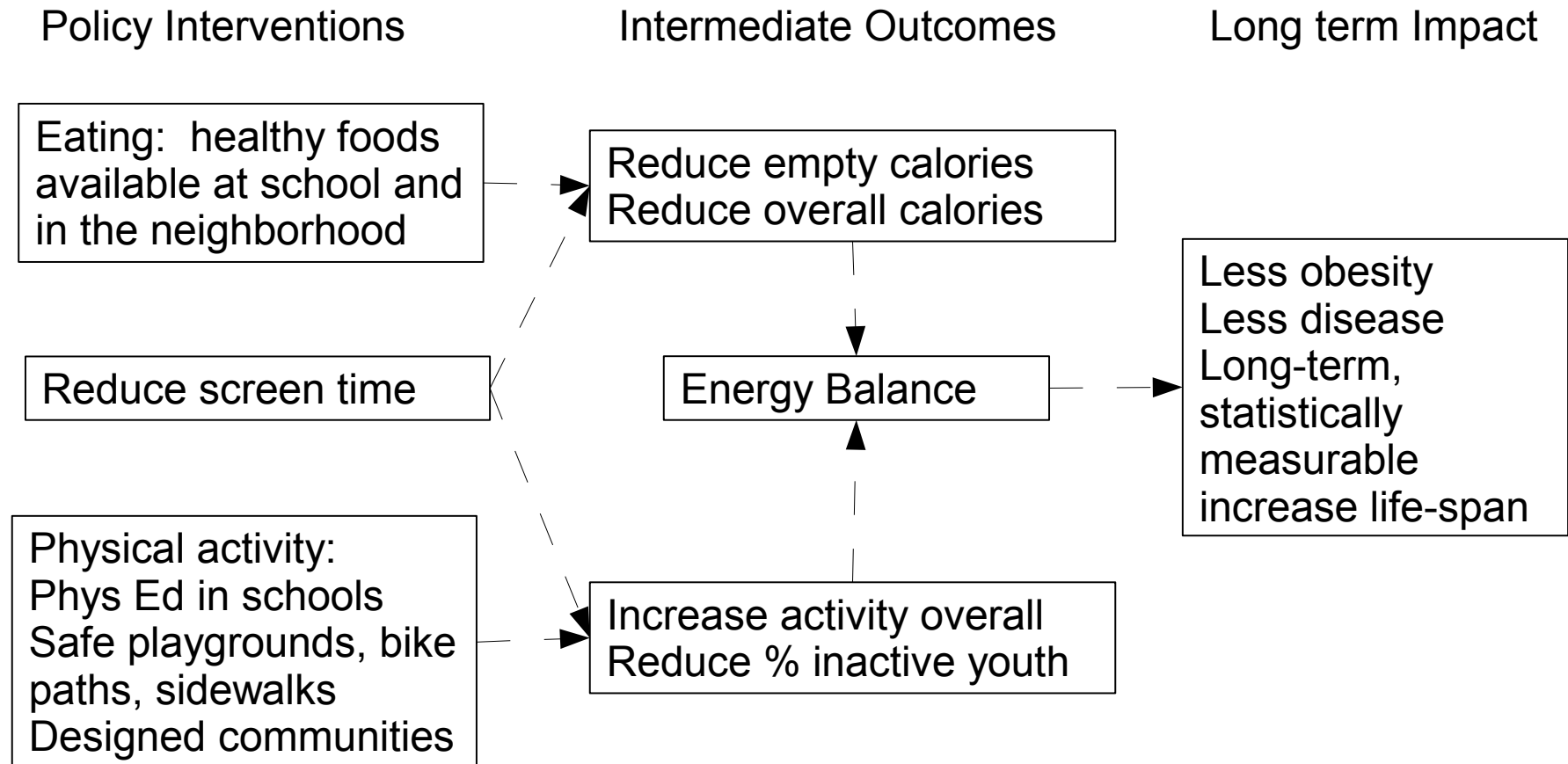


Two Change Models for Childhood Obesity

1) The current CDC/RWJF model focuses on environmental and policy changes to shift individuals' "energy balance."



2) Alternative model focuses on motivating individual behavior

Policy Interventions

Intermediate Outcomes

Long term Impact

Attitudes re: “good” parenting
Include policy & environment as norms

Mealtime: Portion size, socialization habits

Direct feedback from youth – do they feel good?

Youth development to counter boredom, depression, food as reward, violence
Need for socialization

Snacking: frequency, time-of-day, content
Portions at meals

Look & feel good
Get social approval

Reduce screen time

Perceived social support for physical activity – includes public policy

Self-Efficacy (Dishman, '07)

Physically active