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The Impact of Middle School Principals on Adoption of Abstinence-Only-Until-Marriage Programs in their School's Curriculum Kelly Wilson, B.E. Pruitt, and P. Goodson

Background: Diffusion of Innovations theory has been used to predict rates of adoption for a variety of programs. Purpose: The purpose of this study was to assess indicators that influence adoption of abstinence-only-until-marriage education as an innovation by middle school principals in Texas (N=433) as well as their likelihood of adopting such programs. Methods: This study utilized a paper survey that was mailed to principals. Results: Findings regarding characteristics of abstinence-only-until-marriage education: relative advantage, compatibility, complexity, trialability, and observability are analyzed and discussed. In addition, a series of multiple regression models to predict the likelihood of adoption are presented. Discussion: Findings indicated that middle school principals most willing to adopt abstinence-only-until-marriage education programs strongly believed that abstinence education provided important advantages, and perceived abstinence-only-until-marriage education to be consistent with his or her beliefs and values. Controlling for demographics, religious preferences and behavior, and the perceptions of the attributes of abstinence-only-until-marriage education, the principals' religious beliefs/practices, complexity and trialability remained significantly associated with the likelihood to adopt. Translation to Health Education Practice: Rates of adoption by school administrators should be considered when implementing a new health curriculum or health-related educational program, especially when it is a sensitive subject such as sexuality.

Targeting Children in the Cereal Aisle: Promotional Techniques and Content Features on Ready-to-Eat Cereal Product Packaging
Randy Page, Katie Montgomery, Andrea Ponder, and Amanda Richard

Background: Despite recent and heightened concern about the marketing of food to children as a health issue, there is little previous research describing the product packaging characteristics of specific products intensely marketed to children. Purpose: In order to better understand food marketing tactics targeting children, the purpose of this study was to examine the promotional techniques and content features of ready-to-eat (RTE) cereal packages. Methods: A content analysis of 122 cereal product packages assessed front panel characteristics, premium offers, cross-promotions, activity features, characters and celebrities, web sites, and other content features. Results: It was observed that cereal packaging contains a wide variety of features likely to enhance the impulsivity of children to choose a particular product at the point-of-sale (e.g., children's characters, appears ready-to-eat, games and other fun activities). Discussion: The product packaging practices of food companies selling high sugar products, including presweetened cereals, is one area that needs serious examination in setting forth public policy measures surrounding the issue of food marketing to children. Translation to Health Education Practice: These findings are useful in the context of the planning of health education and public policy interventions which aim to reduce children's (and their parents') susceptibility to aggressive food marketing tactics.

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A Healthy Lifestyle Program for Latino Daughters and Mothers: The BOUNCE Overview and Process Evaluation

Norma N. Olvera, Brook Knox, Rhonda Scherer, Gabriela Maldonado, Shreela V. Sharma, Lisa Alastuey, and Jill A. Bush

Background: Few family-based healthy lifestyle programs for Latinos have been conducted, especially family programs targeting mother-daughter dyads. Purpose: To assess the acceptability and feasibility of the Behavior Opportunities Uniting Nutrition Counseling and Exercise (BOUNCE) program designed for Latino mother-daughter pairs. Methods: 92 participants (46 mother-daughter pairs) were recruited from two elementary schools (3rd- 6th grades). Process evaluation measures included attendance rates, instructor and participant's evaluation of program. Results: Moderate levels of participation were maintained during the BOUNCE program. Of the 46 mother-daughter pairs who were enrolled, 35 pairs (76%) completed pre-and post- intervention measurements. Participants rated BOUNCE program activities, content, and instructors as highly satisfactory. Daughters reported cooking, food tasting, journaling, and dancing as the most enjoyable and helpful activities. Mothers' most reported enjoyable and helpful activities were grocery shopping tour, food tasting, samba, and salsa dancing. Child care needs, low literacy, parental working schedule, religious beliefs against dancing, and mandatory tutoring were identified as participation barriers. Discussion: Process evaluation demonstrates the feasibility and acceptability of the BOUNCE program. Identifying and addressing barriers to participation during the developmental stages of the intervention strengthened the design of this intervention. Translation to Health Education Practice: Results should be of value to health educators involved in the development, implementation, and evaluation of community-and family-based interventions designed for Latino families.

Similar but Different: Sociocultural Attitudes towards Appearance, Body Shape Dissatisfaction, and Weight Control Behaviors among Male and Female College Students

Rita DeBate, Melissa Lewis, Yan Zhang, Heather Blunt, and Sharon H. Thompson

Background: Although females have a higher incidence of eating disorders than males, there is evidence that among college students both males and females are vulnerable to risk factors associated with eating disorders. Purpose: To explore the relationship between sociocultural attitudes towards appearance (SCATA), body shape (dis)satisfaction (BSD), and attempts to change body weight among male and female college students. Methods: Participants were undergraduates (n=224) attending a large southeastern university. A paper-pencil survey was completed that included demographic information, SATAQ-R, the Contour Drawing Rating Scale, and a single item assessing current attempts at changing body weight. Results: Logistic regression models revealed that factors related to current attempt to change body weight differed by gender. The two significant factors observed for males included Internalization of SCATA (OR=1.18) and BSD (OR=3.16). Significant factors for females included awareness of SCATA (OR=1.10) and BSD (OR=8.09). Discussion: Although both males and females exhibit

SCATA and body shape dissatisfaction, the specific factors related to their current attempts to change body weight differed. Translation to Health Education Practice: College eating disorder prevention should be directed and tailored to all students regardless of gender. Specifically, primary and secondary prevention programs for males should be tailored to explore internalization of SCATA and body image.

Challenges for Tailored Messaging in Health Education
Michael L. Stellefson, Bruce W. Hanik, Beth H. Chaney, and J. Don Chaney
It is a health education truism that instructional material will be more effective when audience characteristics are taken into account at the outset of program development. One strategy for disseminating relevant health information to individuals is known as "tailored messaging," which accounts for intra-individual information processing needs. This customized approach to health communication is proposed to catch individuals' attention and have a positive effect on cognitive-behavioral responses to health information. Because of the increased attention this communication strategy has received within the recent health education literature, this paper (1) revisits the origins of tailored communication, (2) contrasts tailored versus targeted communication, (3) outlines potential problems and weaknesses of tailoring, (4) discusses challenges associated with implementing and evaluating tailored health interventions, and (5) proposes a path and recommendations for the future of tailored messaging in health education. Future research should consider developing empirical models of tailoring to help clarify pathways for successful application. In addition, health education researchers should come to a consensus regarding whether tailoring represents a cost- effective, feasible alternative to targeted messaging.

Development of an Evidence-Based Data Skills Curriculum for Public Health Professionals
Josephine Porter, Robert McGrath, and Amy Costello
Background: This article examines the development and implementation of "Prove It! Let the Data Tell the Story", a day-and-a-half replicable training curriculum designed to enhance the data and information skills of public health professionals. Purpose: Prove It! emphasizes the importance of reliable and valid health data collection, analysis, and reporting in identifying the surrounding issues that have a measurable impact on communities. Methods: A total of 56 participants attended Prove It! in 2004 and 2005 during three sessions across New Hampshire. Participants were administered pre- and post-tests to evaluate knowledge and satisfaction. Results: Attendees showed marked improvement in the understanding of statistical concepts, and a majority of attendees felt the course would assist them personally in their work and reported that they would recommend Prove It! to colleagues. Discussion: The Prove It! curriculum provides an effective and user-friendly format for enhancing data and information skills within a train-the-trainer format. Translation to Health Education Practice: Prove It! allows organizations to enhance the analytic skill sets of the public health and social service workforce personnel within their communities.