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**Parenting Manuals on Underage Drinking: Differences between Alcohol Industry and Non-Industry Publications**

**Gordon B. Lindsay, Ray M. Merrill, Adam Owens, and Nathan A. Barleen**

Background: There is some debate over the efficacy of alcohol industry parenting manuals. Purpose: This study compares the content and focus of alcohol industry and non-industry “talk to your child about drinking” parenting manuals. Methods: Parenting manuals from Anheuser-Busch and Miller Brewing Company were compared to federal government and private health agency manuals (e.g., the National Council on Alcoholism and Drug Dependence and a joint project by the Department of Health and Human Services and the Ad Council). Independent reviewers read each page from the manuals and coded how frequently alcohol-related problems and potentially sensitive public health perspectives were mentioned. Tabulations were converted in rates of mentions per 1000 words. Results: Although the industry parenting manuals analyzed in this study advised parents to “get the facts,” they provided substantially fewer reasons why teens should not drink and showed significantly lower rates of mention for most problems compared to non-industry manuals. They also avoided potentially sensitive public health perspectives on underage drinking, whereas the non-industry manuals devoted considerable attention to these issues. Discussion: This preliminary study suggests that when alcohol companies control the alcohol education agenda, major omissions are made, only selected risks are communicated, and the public health dimensions of the problem are minimized. Translation to Health Education Practice: Health educators should be aware of the vast range of topic coverage and focus available in parenting manuals on underage drinking when considering use of such material.

**Parental Involvement in Active Transport to School Initiatives: A Multi-Site Case Study**

**Amy Eyler, Julie Baldwin, Cheryl Carnoske, Jan Nickelson, Philip Troped, Lesley Steinman, Delores Pluto, Jill Litt, Kelly Evenson, Jennifer Terpstra, Ross Brownson, and Thomas Schmid**

Background: Increasing physical activity in youth is a recommended approach to curbing the childhood obesity epidemic. One way to help increase children’s daily activity is to promote active transportation to and from school (ATS). Purpose: The purpose of this case study was to explore parental perception of, and participation in, ATS initiatives. Methods: This study is part of a larger project on ATS initiatives conducted by the Physical Activity Policy Research Network. Sixty-nine key informants, including 10

parents, were interviewed at nine diverse elementary schools being studied for their ATS policies. A standard interview guide was used. The interviews were audio-recorded, transcribed, and analyzed. Results: Analysis revealed that parental support was a necessary component for ATS success. The parents' roles varied greatly. Most parents chose to become involved in ATS for a specific reason (e.g., promoting health). The parents and other key informants interviewed expressed participation benefits such as promoting healthy behaviors, increasing social opportunities, promoting neighborhood awareness, and fostering community improvement. Barriers to participation included lack of time, language barriers, and preference for auto travel. Parents also had safety concerns about ATS. Discussion: Parents can be valuable resources in school ATS programs, as noted by parents and key informants. Their level of involvement can vary from coordinating a program to leading a walking group; whatever the case, parental participation facilitates a successful initiative. Translation to Health Education Practice: ATS initiatives provide a way for parents to become involved in a school program that has personal health, social, and community benefits.

### **Activity Determinants among Mexican American Women in a Border Setting** **Bobby Guinn and Vern Vincent**

Background: Mexican American women have the highest leisure-time physical inactivity prevalence of any ethnic minority group. Purpose: This study examined a sample of Mexican American females living near the U.S.-Mexico border to determine whether the variables of age, health status, educational level, marital status, and acculturation distinguished between those who are physically active and those who are physically inactive. Methods: Participants included 379 women ranging in age from 22 to 58 years. Data was gathered through a self-report survey instrument with discriminant analysis used to test for variable differentiation between active and inactive subjects. Results: Present activity was comparable to national representative samples, and the discriminant function indicated higher acculturative status and better perceived health differentiated between those women reporting themselves to be physically inactive versus those reporting to be physically active. Discussion: Physical activity interventions targeting border Mexican American women should account for varying acculturation levels. Translation to Health Education Practice: To be effective, program strategies designed to promote physically active lifestyles among border Mexican American women should be linguistically appropriate and culturally sensitive to optimize behavior change.

### **Integrating Web 2.0 in Health Education Preparation and Practice** **Carl Hanson, Rosemary Thackeray, Michael Barnes, Brad Neiger, and Emily McIntyre**

Competency in 21st-century health communication involves an understanding that the internet landscape has evolved from static webpages to applications that engage users. This evolution to "Web 2.0" includes such applications as blogs, wikis, social-networking sites, and podcasts. This review presents trends in Web 2.0 internet usage, summarizes Web 2.0 applications as platforms for health promotion, discusses guidelines for using Web 2.0 applications, and identifies Web 2.0 learning outcomes. Greater awareness of

Web 2.0 can provide health educators with new channels for health communication and will help stimulate additional research to further define best-practice models.

### **Stem Cell Research and Health Education**

**David J. Eve, Phillip J. Marty, Robert J. McDermott, Stephen K. Klasko, and Paul R. Sanberg**

Stem cells are being touted as the greatest discovery for the potential treatment of a myriad of diseases in the new millennium, but there is still much research to be done before it will be known whether they can live up to this description. There is also an ethical debate over the production of one of the most valuable types of stem cell: the embryonic form. Consequently, there is public confusion over the benefits currently being derived from the use of stem cells and what can potentially be expected from their use in the future. The health educator's role is to give an unbiased account of the current state of stem cell research. This paper provides the groundwork by discussing the types of cells currently identified, their potential use, and some of the political and ethical pitfalls resulting from such use.

### **Building and Reinforcing Epidemiological Skills among Students**

**Phillip Waite and Kaylynn Shakespear**

Target Audience: Health students at the secondary and college level benefit from learning experiences that teach epidemiological principles, skills, and concepts. This activity provides a meaningful classroom exercise where students can act as public health workers in the investigation and control of a disease outbreak. Objectives: Students will be able to: (1) describe the onset of a disease outbreak; (2) complete fundamental tasks involved in an outbreak investigation; (3) identify appropriate prevention and control measures.

### **Positive, Negative, and Interesting: A Strategy to Teach Thinking and Promote Advocacy**

**Jean Harris**

Objectives: For students to analyze hypothetical and real health policies; articulate positive, negative, and interesting aspects of health policies; reflect on a specific aspect of health policies; and advocate for change to a current health policy. Target Audience: High school and college students.

### **Reaching Out from Within: Using Community-Based Participatory Research to Prepare a Predominately Hispanic Community in West Dallas for Program Intervention**

**Denise Bates and Kristin L. Wiginton**

Prior to conducting a needs assessment in an underserved community, intensive personal investment by researchers and health educators is crucial to the success of health education programs. Due to inadequate funding and imposed timelines, this preliminary

process is often minimized. When this process is given less priority, unforeseen barriers can ultimately limit a program's success. This article provides an example of an initial community-based participatory research phase implemented in a predominately Hispanic area of Dallas, Texas.