

## Effect of Intervention on Child and Parent Knowledge & Behaviour

# Child Knowledge & Behaviour



### Water Does Wonders Intervention & Lead the Change Recognition Awards

In September 2016, County of Middlesex Healthy Kids Community Challenge launched a multi-sectorial multi-strategy intervention as part of the Water Does Wonders theme. This intervention involved 12 schools, 1 child care, 15 libraries, 5 recreation centres, 2 YMCAs and 2 primary care sites. The purpose of the intervention was to encourage kids under 12 years of age and their families to drink more water. Research shows children and adolescents are not consuming enough water (Patel & Hampton, 2011). In fact, Park and colleagues (2011) found that over 60% of school-age children had low water intake.

One aspect of the intervention involved education about the importance of choosing water and limiting sugary drinks. Mutually reinforcing marketing material was used across sectors. As well, take-home products (e.g. water bottles, magnets) and various activities, such as school assemblies and 'pledge challenges', were implemented. These educational activities were supported by environmental-level actions in participating agencies.

Results indicate that the intervention was successful at positively influencing knowledge of children and parents. The results also suggest that the intervention was effective in influencing water intake among children. Included are some highlights\* of the evaluation. *\*Summary of feedback of 235 parents via paper or online survey as well as 63 teachers from participating schools.*



## PARENT PERSPECTIVE

**As a result of the project, my children are more knowledgeable about the amount of sugar in some drinks.**

**84%** reported they agree or strongly agree!

**As a result of the project, my children drink less sugary drinks.**

**72%** reported they agree or strongly agree!

**As a result of the project, my children educate others on the amount of sugar in some drinks.**

**47%** reported they agree or strongly agree!

**As a result of the project, my children advocate for change in my community to support water as the easy choice.**

**37%** reported they agree or strongly agree!

**As a result of the project, my children drink more water.**

**78%** reported they agree or strongly agree!

## TEACHER PERSPECTIVE

**As a result of the project, my students are more knowledgeable about the amount of sugar in some drinks.**

**100%** reported they agree or strongly agree!

**As a result of the project, my students drink less sugary drinks.**

**54%** reported they agree or strongly agree!

**As a result of the project, my students educate others on the amount of sugar in some drinks.**

**57%** reported they agree or strongly agree!

**As a result of the project, my students advocate for change in my community to support water as the easy choice.**

**33%** reported they agree or strongly agree!

**As a result of the project, my students drink more water.**

**86%** reported they agree or strongly agree!

## HEALTHY KIDS START WITH HEALTHIER ENVIRONMENTS!

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*"My kids used to take juice boxes in their lunch to school every day. Now they take their purple water bottles filled with water, and I no longer buy juice boxes. Thanks!" Parent*

# Parent Knowledge & Behaviour

**As a result of the project, I am more knowledgeable about the amount of sugar in some drinks.**

**62%** reported they agree or strongly agree!

**As a result of the project, I drink less sugary drinks.**

**37%** reported they agree or strongly agree!

**As a result of the project, I advocate for change in my community to support water as the easy choice.**

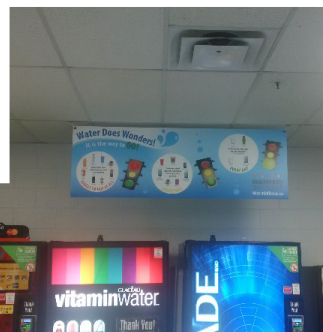
**55%** reported they agree or strongly agree!

**As a result of the project, I educate others on the amount of sugar in some drinks.**

**39%** reported they agree or strongly agree!

**As a result of the project, I drink more water.**

**64%** reported they agree or strongly agree!



Clockwise from top left: Commitment Card ("Pledge Challenge"); School Assembly at Strathroy Community Christian School; Display at Strathroy OEYC; Display & Banner at Strathroy FHT; Promotional Banner at Strathroy Arena; Display in Foyer at Wilberforce P.S., Lucan

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