

BRIGHTER BITES INTERVENTION LOGIC MODEL, HOUSTON, TEXAS

CATCH = Coordinated Approach to Child Health
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INDIVIDUAL LEVEL

INTERVENTIONS (WHAT WE ENACT)

WEEKLY PRODUCE AND RECIPE CARD DISTRIBUTION
Brighter Bites distributes 50-60 servings of a variety of produce (8-12 different kinds of fruits and vegetables) per family each week. Recipes incorporate the various produce items provided in each week's bag.

PARENTAL NUTRITION HANDBOOKS
Booklets cover food preparation techniques; food storage and safety; reinforcing MyPlate and CATCH nutrition messages; healthy meals and snack recipes; menu planning; nutrition label reading; eating out; establishing family mealtimes; food purchasing; breakfast consumption.

INTERVENTION TARGETS (WHAT WE INFLUENCE)

ATTITUDES
Perceived benefits of consuming fruits and vegetables.

SELF-EFFICACY
Providing and consuming fruits and vegetables at home.

BEHAVIORAL CAPABILITY
Nutritional knowledge.
Cooking skills.
Food label comprehension.

PARENTAL BEHAVIORS
Using nutrition labels to guide food choices and food purchasing.
Cooking from basic ingredients.
Eating out less frequently.

CHILD OUTCOMES

INCREASED:
Servings of fruits and vegetables consumed.
Fiber intake.

DECREASED:
Calorie intake.
Added sugar intake.
Sugar-sweetened beverages intake.

INTERPERSONAL LEVEL

WEEKLY RECIPE DEMONSTRATIONS
Staff conducts demos during produce pickup time for parent, child, school volunteers, and staff.

TEACHER-LED CATCH ACTIVITIES
Teachers lead in-school CATCH lessons, with interactive nutrition/activity "homework" suggestions for the parent and child.

COMMUNICATION
Between child and school.
Between parent and child.
Between parent and school.

PARENTAL RULES
Limiting portion sizes, screen time, eating while watching TV, fried snacks, fast food, sugar-sweetened beverages, finishing food on plate.
Encouraging meals with family.

PARENT OUTCOMES

INCREASED:
Servings of fruits and vegetables consumed.

ORGANIZATIONAL LEVEL

CATCH TRAINING
Brighter Bites provides training for CATCH implementation in schools.

CATCH EVENTS
CATCH enacts in-school events, like family fun nights.

FOOD CO-OP VOLUNTEERS
Family and school volunteers help bag and distribute produce.

SCHOOL ENVIRONMENT
Social norms.
Nutrition practices and policies.

HOME ENVIRONMENT
Making fruits and vegetables available and accessible.
Serving fruits and vegetables at mealtimes.
Serving fruits and vegetables as snacks.
Serving sugar-sweetened beverages and foods at mealtimes.

Our Objective

TO IMPROVE THE HEALTH OF CHILDREN AND THEIR FAMILIES.

How We Change Behavior

OPTIMIZE SCHOOL AND HOME ENVIRONMENTS.

ENHANCE COMMUNICATION AND INTERACTION BETWEEN SCHOOL, PARENTS, AND THE CHILD.

IMPROVE KNOWLEDGE, ATTITUDES, SKILLS, AND SELF-CONFIDENCE.

