

	Total	NH White	Hispanic	Asian	Other	Scanned	Access	Collection Data
Kentucky								
Michigan	110	60	25	25				
Oregon	81	13	31	18				
Washington	22	19		3 ^a				
Utah	4		1	3		yes		
Total	611	314	148	129				
Goal	1050	415	315	320				
% goal met	58%	76%	47%	40%				

^aMay have 10 more Asians from Seattle.

2. Carol Boushey and Miriam Edlefsen explained what “Funny box” was. This box contained 80 parent surveys that could not be scanned for some reasons. The scanning person spent four hours to troubleshoot but failed. Garry Auld suggested that we transfer all the responses to a blank MBQ. The group was in favor of this alternative approach. So, for every mismatched survey, it will be manually transferred to two MBQs to ensure accuracy.
3. Data collection faced challenge: Parents consider the survey a lot of work. Therefore they were less willing to complete the survey.
4. Data collection timing:
 - Garry Auld suggested that the group complete data collection as soon as possible to allow sufficient time for data cleaning and data analysis.
 - By Dec 1, 2007, the group will submit new surveys, including incomplete MBQs.

(3) Reports from USDA Representative

Susan Welch updated the group about the USDA-CSREES FY2008 budget and Farm Bill. She mentioned that NRI is focusing more on funding integrated projects. Susan Welch also reported a variety of nutrition-related grant proposal activities at USDA-CSREES.

Thursday, 11/8/2007

Start: 9:00 a.m. End: 5:00 p.m.

Attendance: April Mason, Beth Olson, Susan Welsh, Garry Auld, Scottie Misner, Marla Reicks, Carol Boushey, Miriam Edlefsen, Siew Sun Wong, Mary Cluskey, Christine Bruhn. (11 members)

Manuscript discussion

1. Knowledge paper (Mary Cluskey)

- Total score = 6. Mean score = 3.1 (higher in Whites)
- Lots of participants underestimated calcium content of food other than milk.
- Additional literature on parental influence is needed.
- Marla Reicks commented that an older study reported that the “sense of coherence” was associated with optimism among youth. This paper used CFSII & DHKI data to look at attitude, knowledge, eating behavior (factors not related to parenting).

Impact Report

The Multistate Project (MSP) chair needs to send impact report to Administrative Advisor or update meeting report online directly within 60 days after the last annual meeting.

1. Overview and Discussion of Data Analysis (Boushey)

Handouts (from Carol Boushey):

1. E:\AES\W1003-2006\MBQ scale etc\StatementsSubscalesConstructs.doc (5 pages)
2. E:\ParentSummary.doc
3. E:\AnalysisNotest.doc
4. E:\ChildSummary.doc

(these titles are listed at the lower left corner of each handout)

I. PARENTS

Carol Boushey presented preliminary data analysis using data scanned as of September 2007 (n=389, 388 parent & child pairs):

1. Demographics of adult respondents:
 - a. 43.4% Male, 56.6% Female
 - b. 97.9% parent (including foster parent, guardian); 1% grandparent; 0.5% aunt or uncle; 0.5% sibling

Action: In future paper, we will mention that 2% of primary food providers were “other family members (grandparents, aunt or uncle, or siblings)”.

- c. 98.9% respondents are major caregivers --- Q24
- d. # of children <18 y/o in home (21.5% 1, 38.5% 2, 23% 3, 11.3% 4, 4.5% 5, 1.3% 6 or more) --- Q25
- e. Age of adult respondents (8.9% 18-30, 44.5% 41-50, 7.6% >50) (88.7% F, 11.3% M)
- f. Total adults (>18 y/o) in household (14.9% 1, 68.3% 2, 16.8% 3 or more)

Note: “Two adults” did not mean they are father and mother; no adult respondent was a grandparent because the respondent him/herself was the grandparent.

- g. Education level (11.4% <HS, 14.6% HS/GED, 32% some college or tech. school, 42.1% 4yr college or more) --- Q31

Action: Carol Boushey needs to get % of college graduates among the “some college or tech. school” group.

- h. Respondent employment status (54.2% fulltime, 25.5% homemaker/house husband, 16.4% part time)
 i. Employment status of spouse/partner (16.5% no spouse/partner)
 j. Race/ethnic groups (45.6% White, 32% Hispanic, 18.2% Asian, 4.2% Other) --- Q35-36

Note:

- Carol Boushey classified mixed Asian parent as Asian parent, the same for Hispanic.
- Mary Cluskey’s assistant, Sarah, said that some Mexicans didn’t know how to answer question Q35-36. Because they didn’t consider themselves as Hispanic, they chose “other” as their ethnicity.
- Christine Bruhn recommended that we check the “other” group to reclassify ethnicity when we have access to scanning data output.
- Carol Boushey reported that 7 adult respondents selected 2 choices, 3 selected 3 choices in Adult Q36.

Action: Carol Boushey will check surveys that answer other in Q36 and notify individual states that need to revise this question.

2. Parent Scales (a positive scale from 1 to 5) --- refer to green and yellow handout Carol Boushey distributed to attendees in 2006 annual meeting.

Interpretation:

- Parental role modeling: a 2.7 means our sample population has average positive parental role modeling;
- Intolerance scale (a negative scale) of 1.96 means sampled parents are good;
- Location (a 4 pt scale) a lot of parents are depending on schools to provide CRF to their children.
- Because majority of the subscale questions were not grouped together, we see many extreme responses. Mary Cluskey suggested that most likely Hispanics chose these extreme responses more frequently compared to Asians and Whites.

Note:

- Carol Boushey coded “don’t know” as “missing”.
- All scales are normally distributed.

- Christine Bruhn commented that we cross check adult Q20 with child Q51 (I always have milk at school) & child Q159 (school lunch) for location scale comparison.

Action: Carol Boushey will check the coding on “location” because the minimum is <1.0 (currently 0.5) while this is a 4-point scale.

3. Eating Out Scale (reasons for eating out):

- Mary Cluskey asked if we could excerpt one scale (e.g., eating out), use it in another study and reference back, Carol Boushey said yes.
- Marla Reicks commented that frequency of eating out (Adult Q12) will correlate strongly with child calcium replacement. Eating together (Adult Q15) is worth looking too. Currently, adult Q12 & 15 are not included in the *Eating Out* scale.
- Mary commented that National Consumers Science report found there is an increase in “take out meals” because people like the convenience.

Interpretation:

- Marla Reicks suggested that the group present this scale as a frequency description of reasons for eating out, where we can also relate it to frequency of eating out (adult Q12) and family meals together (adult Q15).
- Mary Cluskey suggested that we remark about people with the low scale.

4. Estimates of Ca intake among parents

Action: Carol Boushey needs to change the name for Ca. from mixed dairy and non-dairy foods.

Interpretation: We ought to look at relative intake, what influences intake but not absolute intake (i.e., comparison to AI) within this selection of foods.

Q39, 40, 41?

II. CHILDREN

1. Outlier among children is only 3.6% --- plausibly low for children in this sample. Some children filled out this survey in their parent’s present. Scottie Misner noted that the children actually helped the (less educated) parent how to answer the FFQ in her sample population.
2. Children Scale:
Large SD for
 - Family scale @ family consumption scale*
 - Family expectations scale*
 - Restaurant scale
 - Flavor scale

*Family influence scale combines both family consumption scale and family expectations scale.

3. Eating occasion (I always have milk with breakfast/lunch/dinner, etc) was related to parental role modeling (Adult Q10). Marla suggested that we compared them.
4. Estimates of calcium intake among children:

Action: Carol Boushey will check coding for child supplements to find out why Ca intake from food alone = Ca intake from food and all supplements.

III. PARENT-CHILD COMPARISON

The group discussed the accuracy of coding the parental role modeling scale. Questions asked:

1. Are we muddying up our scale? Why should we combine both positive and negative subscales? (Christine Bruhn)
2. Parents said they role model but were they really doing it? (Beth Olson commented that when parents who reported role modeling intake of CRF had a difficult time describing their actions when interviewed).
3. What are our most salient scales (to influence parent take vs. child's intake)? Christine Bruhn suggested that we correlate meal pattern with meal occasion.
4. Marla Reicks questioned why family influence scale unstandardized coefficient (B) is negative while (B) for family consumption and family expectations scale are positive? (refer to E:\AnalysisNotest.doc)

Actions:

1. Parenting styles subscales need to be demoted/deleted.
2. Eating out subscales will be removed.
3. Carol Boushey will check coding for family influence scale to answer Q4 listed above.

2. Feedback from April Mason

April mason suggested a few things for the W-1003 new project proposal submission:

- Choose 3-5 goals objectives from previous study to continue.
- Do not list focus group as objective 1.
- Tighten methodology.

1:30 p.m.

She shared that there is a set of new publication guidelines from WEASSD:

- It's the responsibility of the MSP admin advisor to provide guidelines and protocols to MSP members.
- MSP regional office will assign a multistate AES publication number.

- The minute we submit a manuscript draft, the member sends a copy of the manuscript draft to April Mason and she will get the number for that member.

Note: We can list thesis and dissertation on CRIS Report as publications.

3. Review and recommend manuscripts (ALL)

Paper 1: What predicts a child's calcium intake?



Writing Group: Garry Auld, *Carol Boushey, Beth Olson, Mary Cluskey
(*Keeps the group on tract and schedules conference calls)

1. Christine Bruhn suggested that we brainstorm about key factors that we consider surveying in the new project that predict a child's calcium intake.

2. Factors:

i. Kids/ parents psychosocial factors

- Encouraging
- Expectations (Beverage)
- CRF availability
- Family meals
- Family consumption
- Eating occasion scale

Potential confounding factors:

1. Participation in low-income based programs** (dichotomous)
2. Education level: HS or less, some college, college education (3 groups)
3. Single adult, 2 adults, or more than 2 (3 groups)
4. Concept of "at home" or "not at home" for adults (dichotomous)
--- Q32 & Q33

(**Food Stamps Nutrition Education Program, WIC, and school meals program)

ii. Demographics

iii. Parents intake

iv. Knowledge (May be a separate paper. Acculturation may need to be a composite score based on three items)

a. How does knowledge influence Ca intake? Separate paper?

b. From pilot results: (Carol Boushey)

Nutrition knowledge score:

- Non-Hispanic White > Asian > Hispanic
- College degree > some college > High School
- 41-60 > 16-40

c. Include potential of knowledge on nutrition behavior.

d. Reference: Adult Q39-41

- Less acculturated children obtain more calcium from cultural food.
- Immigrant parents are less likely to completely give up their cultural foods but children borne here are more likely to consume more American foods.

e. Marla Reicks suggested that we decide whether or not we will write a paper on this topic based on the data analysis results

vi. Eating out (*may be a separate paper*) — See paper 5

Paper 2: Parent/Child Interrelate



Writing group: Christine Bruhn, *Beth Olson, and Scottie Misner

1. An example of question to answer: Are parents thinking the same way their children are?

Paper 3: Parental influence on parent intake



Writing group: *Marla Reicks, Miriam Edlefsen, Siew Sun Wong

1. Need to adjust for states on sampling numbers (although insignificant) but we need to mention this in our paper about including this adjustment in our data analysis. We will create 9 variables (9 different states)

2. Dummy variable = indicator variable

3. Calcium supplement: we will need to see how much detail is provided on the brand name.

4. Carol Boushey will clean up the data and include both calculated and raw data to the writing group.

Paper 4: What are the most important foods as calcium sources by ethnic groups and parent versus child (factor or principle component analysis to determine which sources drive calcium intake)



Writing group: *Mary Cluskey, *Siew Sun Wong, Miriam Edlefsen, Garry Auld

Paper 5: Eating out



Writing groups: *Mary Cluskey, Christine Bruhn, Marla Reicks, *Miriam E (family meals).

Previous guidelines on future papers:

Future papers other than those derived from the four main hypotheses will be generated by individuals. Topics based on other items of interest for use in conducting

undergraduate, honors, and master's projects can be sent to the group in an email. If anyone has objections, they should respond to that initiator. All researchers will be named on the paper and students should be first author on such papers.

Paper 6: Knowledge



Writing group: **unclaimed (depend on data analysis)**

4. Focus on Next Project

Discussion led by Christine Bruhn. Christine Bruhn suggested that the group looks closely to Home calcium and social environments.

1. Factors that influence Ca intake

Table 2

	Parent	Child
Home Ca environment		
Ca availability (P, K)	x (almost significant)	x
Family consumption (K)		x
Eating Occasion (K)		x
Home Social Environment		
Social Encouraging (P)	x	
Expectations (P) (knowledge is required)	x	

Objective 1: Identify motivators (availability, encouraging, expectation, role modeling)

- a. Focus groups: Ask youth what they think is important
- b. What factors came up significant in our data analysis

Objective 2: Educational messages

2. Possible Educational Messages

A. Content:

1. About Calcium

- Biological needs in response to life cycle (number of servings per person)
- Amount of food sources
 - How to cope (self efficacy)
 - Eating out healthy
 - Eating at home

2. Parental Influence (importance, content)

B. Channels: Possible ways for delivery

3. Christine Bruhn informed that Asian girls want to be taller but Hispanic girls want to be petite.
4. Carol Boushey went through remaining data analysis and commented the following:
 - Adult Q60: Cups of milk needed per year (7% correct, 4 people score 100%)
 - Adult Q122:
 - Every adult male in this sample was a parent (n=315)
5. Eating Out: National average: 25% children eat out once every day.
6. Frequency of Family Meals: Family meals are more frequently eaten in weekends and at dinner. 50% sample population eats dinner together with most family members everyday.
7. Acculturation Responses:
 - Q172 -- 49.6% grandparents are also born in US
 - Q173 -- 55.2% speak English at home

5. Review of ACCESS data files to Colorado (Garry Auld)

Everyone has sufficiently provided data to Mary Cluskey.

6. Graduate and undergraduate student projects (ALL)

Student projects:

1. Marla Reicks
 - Two students developed a booklet about rules to limit sugar intake (n=80), look for internal consistency, use MBQ, use FFQ to measure correlation. Evaluation of instrument expected to begin in Summer 08.
2. Mary Cluskey
 - One student
 - Gathered traditional Hispanic food with a list of matching format.
 - Compared mom's consumption (more corn tortilla, chili Relleno, vegetable salad, and pasta) to kid's (more hotdogs, Hamburger, and pizza).
 - Interviewed 15 families (1-25 years living in USA) intensively about perception of healthy food.
 - Survey if mom or kid consumes more American foods. Mom looks down to American food and tries to preserve Hispanic food.
 - Participants hear more about how to eat well here, eat more fruits and vegetables (contradicting to common assumption that migrants don't eat healthier in USA thus more prone to cardiovascular disease risk).

Friday, 11/9/07

Start: 8:45 a.m. End: 5:00 p.m.

Attendance: Garry Auld, Miriam Edlefsen, Scottie Misner, Marla Reicks, Siew Sun Wong, Mary Cluskey, Beth Olson, Carol Boushey, Susan Welch, April Mason, Christine Bruhn. (11 members)

1. Manuscript Documentations

1. The group updated scholarship and manuscript the documentation. Members will send additional student work (e.g., thesis, abstracts, undergraduate projects) to Siew Sun Wong for update. Then Siew Sun Wong will upload this document to NIMMS.

a. W1003-Multi-author Manuscript

1. Edlefsen M, Reicks M, Goldberg D, Auld G, Bock MA, Boushey CJ, Bruhn C, Cluskey M, Misner S, Olson B, Wang C, Zaghoul S. Asian, Hispanic, and non-Hispanic white early adolescents: Parental perspectives on strategies to influence intake of calcium-rich foods. *Preventing Chronic Disease* (in press)
2. Yang J, Boushey CJ, Olson BH, Auld G, Bock MA, Boushey CJ, Bruhn C, Cluskey M, Edlefsen M, Goldberg D, Misner S, Olson B, Wang C, Zaghoul S. Intentional purchase of calcium-fortified foods observed among Asian, Hispanic, and non-Hispanic white parents of early adolescents. Submitted to *Journal Am Diet Association* 2007 (in revision)
3. Cluskey M, Edlefsen M, Olson B, Reicks M, Auld G, Bock A, Boushey C, Bruhn C, Goldberg D, Misner S, Yang C, Zaghoul S. At home and away from home eating patterns influencing pre-adolescents' intake of calcium rich foods as perceived by Asian, Hispanic, and non-Hispanic parents. *J Nutr Educ Behav* (in press)
4. Auld, GW, Diker A, Bock A, Boushey CJ., Christine B., Cluskey M, Edlefsen M., Goldberg D., Misner, S, Olson B, Reicks M, Yang C, Zaghoul S. Development of a decision tree to determine appropriateness of NVivo® in analyzing qualitative data sets. *J Nutr Educ Behav.* 2007; 39:37-47.
5. Cluskey M, Auld G, Edlefsen M, Zaghoul S, et al. Parental knowledge, concern, and expectations for calcium intake of Asian, Hispanic, and non-Hispanic White early adolescents. (in progress)

b. W-1003 Related Manuscripts

1. Vue H, Reicks M. Individual and environmental influences on intake of calcium-rich food and beverages by young Hmong adolescent girls. *J Nutr Educ Behav.* 2007. Sep-Oct; 39(5): 264-72.

2. Olson BH, Chung K, Reckase M, Schoemer S. Parental influences on calcium intake in children, and their role in calcium fortified food use. *J Nutr Educ Behav* 2008 (in revision)
3. Cluskey M, Vanegas-Roth S, Dietary acculturation among Oregon Latinos: Factors affecting food choice. (in progress)

c. W1003-Related Abstracts

1. Yang J, Boushey CJ. Use of duplicate plate collection to evaluate self-reported calcium intakes among adult women. *J Am Diet Assoc* 2007 September Supplement Abstracts. In press. To be presented at the American Dietetic Association Food & Nutrition Conference & Expo 2007, Philadelphia, PA, September 30-October 2, 2007.
2. Yang J, Boushey CJ. Participants' Omission May Lead to the Difference Between Estimated Energy Requirement and Intakes Derived From Food Records. *Experimental Biology* 2007, Washington, DC, April 28-May 2, 2007. Abstract #676.2
3. Morton JM, Bruhn CM. Development of a multi-sensorial nutrition education program for children and their parents. Bone Appetit! And the calcium cooking class program. American Dietetic Association Food & Nutrition Conference & Expo 2006, Honolulu HI, September 16-20, 2006.
4. Yang J, Boushey CJ. Evaluation study showed misconception of common household measures in adult women may have led to inaccurate data collected from food frequency questionnaire. *J Am Diet Assoc* 2005 Suppl 2 Abstracts. 105(8):A-16. Presented at the American Dietetic Association Food & Nutrition Conference & Expo 2005, St Louis, MO, October 22-October 25, 2005.
5. Yang J, Olson BH, Wang C, Boushey CJ. Use of dietary supplements among parents and their early adolescent children from Asian, Hispanic, and non-Hispanic white families. *Experimental Biology* 2005, San Diego, CA, March 31-April 5, 2005. Abstract #273.23
6. Glas JL, Boushey C, Auld GW, Bruhn M, Cluskey M, Edlefsen M, Misner S, Olson B, Reicks M. Development of a tool to identify psychosocial factors associated with consumption of calcium rich foods among parents of early adolescents. To be presented at the American Dietetics Association Food and Nutrition Conference & Exposition, Philadelphia PA, September 30-October 2, 2007.
7. (Add 1 abstract from Beth Olson)

d. Thesis

1. Schoemer S. Parental influences on calcium intake in children and their role in child supplement and calcium-fortified food use. Michigan State University, MS Thesis, 2005.
2. Yang J (Carol Boushey)
3. Glas J (Carol Boushey)
4. Venegas-Roth S. (Mary Cluskey) Need title. Oregon State University, MS Thesis, 2007.
5. Vue H. (Marla Reicks)
6. Curtis C (Scottie Misner)
7. Morton J (Christine Bruhn)

***Student publication**

2. Writing on Methodology: For future publications, Beth Olson will lead on drafting the method on data collection while Carol Boushey will draft methodology for psychosocial questionnaire development. The group decided that we will rephrase our methodology section in separate journals.

3. Garry Auld suggested we discuss what journals to submit our manuscripts to. The group conducted a PubMed search for a list of potential journals.

Keyword: Nutrition

1. Journal of Nutrition
2. American Journal of Clinical Nutrition
3. Ecology of Food Nutrition
4. Critical Review of Food Science and Nutrition
5. Current Concepts of Nutrition
6. International journal of behavioral nutrition and physical nutrition
7. The Journal of applied nutrition
8. Journal of health, population, and nutrition
9. Journal of human nutrition
10. The journal of nutrition
11. Journal of human nutrition and dietetics: the official journal of the British Dietetic Association
12. Journal of Nutrition Education and Behavior
13. J of the American College of Nutrition
14. *Maternal & Child Nutrition
15. Nutrition and health (Berkhamsted)

16. Nutrition Journal
17. Nutrition Research (New York, N.Y.)
18. Nutrition Research Reviews
19. *Nutrition Today [a summary of all these studies – 10 year review for W-191 and W-1003]
20. Public Health Nutrition
21. Topics in Clinical Nutrition
22. World review of nutrition and dietetics

Keyword: Adolescence

1. Adolescence
2. International Journal of Adolescent and youth
3. Journal of Adolescence
4. International Journal of a Medicine and Health
5. Journal of Adolescent Health: Official Publication of the Society for Adolescent Medicine
6. *Journal of Adolescent Research
7. *Journal of Early Adolescence
8. Journal of Research on Adolescence
9. Journal of Youth and Adolescence

Keyword: Community

1. Journal of Community Health
2. Journal of Child Health Care: for professional working with children...

Keyword: Qualitative health

1. Qualitative health research

Keyword: Health education

1. *Health education & behavior
2. Health education research

Keyword: School health

1. Journal of School Health

Keyword: family health, Extension, consumer science

No results.

*Better ones to consider.

Actions:

1. Christine Bruhn will have a work study student to check journal philosophy or focus, page charges, impact factor for these potential journals.
2. Siew Sun Wong will send Christine Bruhn a list.
3. Carol Boushey will send the impact factor website to Christine Bruhn and Siew Sun Wong.

4. Later, the group conducted a concurrent meeting session to plan objectives and schedule future subgroup meeting dates for each manuscript.

2. Leadership Nominee

Nominating subgroup members, Scottie Misner and Siew Sun Wong, nominated Christine Bruhn to be the MSP Chair in 2008. Christine Bruhn graciously accepted the nomination. Siew Sun Wong agreed to continue to be secretary in 2008.

3. New Project Proposal Discussion (continued)

Handout: Writing Tasks Remaining, 1 page (from Marla Reicks)

While the “Knowledge” paper writing group met, Marla Reicks led the rest of the group to discuss the new project proposal.

1. Susan Welch advised the writing committee to:
 - a. Be consistent in using terms (including technical term with definitions).
 - b. Limit literature review (within 2 pages), use literature “strictly” related to the proposed study.
2. Revised title: **How to motivate parents to promote intake of calcium-rich foods among early adolescents?**
3. Garry Auld will revise Section E on the proposal (i.e., The use of dietary supplements and fortified foods among parents and their early adolescent children) to make it more concise.
4. Revised objectives:
 - Objective 1: Enhance our understanding of the relevance of target audience
 - Objective 2: Determine the salient and relevant messages and delivery methods.
5. Target audience = parents and family caregivers.
6. Future collaborators:

Action:

1. Garry Auld will invite Martha from Iowa.
2. Christine Bruhn will invite through Food Science colleagues from Arkansas.
3. Carol will ask Rachel Novotny for recommending someone from Hawaii.
4. Carol will invite Jamie Benedict from Nevada.

Potential collaborator: Karen Chapman-Novakoski from Illinois (she works on Ca FFQ development for elderly)

7. Focus groups:
 - a. Christine Bruhn commented that we stop doing focus groups when we don't get new information anymore. On average, it requires 4-5 sessions.
 - b. Garry Auld suggested that we need 5-6 focus groups per ethnic group. At least 3 focus groups/state x 8 states = 24.
 - c. One way to increase response rate of focus group is to provide a meal before/after the focus group session.
 - d. At least a 75% acceptance rate is required in message development through focus group interviews. Suggested method: Rating using a short questionnaire.
 - e. Marla Reicks presented the Merck Conversation Map for Diabetes developed by the American Diabetes Association.

8. Timetable of New Proposal

Table 3

Year 1 Oct 08 – Sept 09	Year 2 Oct 09 – Sept 10	Year 3 Oct 10 – Sept 11	Year 4 Oct 11 – Sept 12	Year 5 Oct 12 – Sept 13
Objective 1 - Conduct exploratory individual and focus group interviews with parents regarding underlying motivations driving behaviors and beliefs				
		Develop messages and strategies		
			Conduct individual and focus group interviews with parents to test messages and strategies	
				Intervention strategies, reports, manuscript writing

9. Proposal submission protocol: Marla Reicks → April Mason → Submit online by Jan 15, 2008.
10. April Mason requested a list of potential reviewers. She will submit four names. Potential reviewers: Kathy Gable, Marsha Reed, Beth Olson, Susan Nitzke, Rachel Novotny, Nancy Fey-Yensen, Connie Weaver, Ann Bock.
11. Every member who wishes to participate in the new MSP will need to submit Appendix E online through NIMSS (<http://nimss.umd.edu/>).
 - KA (Subject of investigation) code = 703

- Discipline code = 1010
- Scientist Year (SY) has to be >0.1
- Professional Year (PY)

4. Next meeting: Dates (come prepared with calendars) and Location

Dates: Nov 5-8, 2008

Location: Purdue University in Lafayette, Indiana *(subject to change depending on the availability of a social marketing expert from Minnesota. If he is available, the group will meet in Minnesota in 2008 hosted by Marla Reicks)*

Saturday, 11/10/07

Start: 8:40 a.m. End: 12:00 p.m.

Attendance: Susan Welch, Carol Boushey, Miriam Edlefsen, Siew Sun Wong, Marla Reicks, Mary Cluskey, Christine Bruhn, Garry Auld. (7 members)

(1) Assignments

1. Complete Appendix E on NIMSS website (nimss.umd.edu).
2. Send graduate or other related papers or thesis titles to Siew Sun Wong by 12/1/07. Siew Sun Wong then sends the final version back to the group.
3. Submit all MBQ to Miriam Edlefsen by 12/1/07. Access file and collection method to Carol Boushey (jwilson@cahs.edu).
4. Schedule subgroup paper meetings after 1/1/08
 - a. Paper 1: Factors for kids (Carol Boushey)
 - b. Paper 2: Parent/Child Interrelate (Beth Olsen)
 - c. Paper 3: Parent-parent (Marla Reicks)
 - d. Paper 4: Ca food source (Mary Cluskey & Siew Sun Wong)
 - e. Paper 5: Eating Out (Mary Cluskey)
 - f. Paper 6: Knowledge (unclaimed)
5. All members unanimously agreed to have a letter of appreciation send to Beth Olson and Sahar Zaghoul (and any future members) and their department chair by the MSP chair.
6. Q36: Carol Boushey will send Siew Sun Wong the list and then distribute to the group for follow up. (MN 1, CA 9, CO 3)

(2) New Proposal

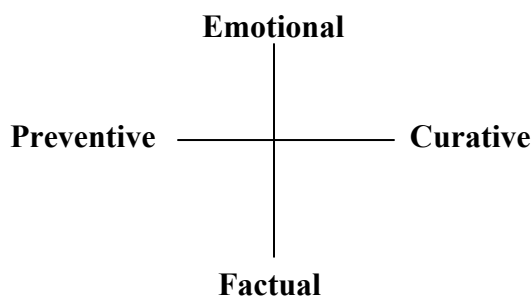
1. Marla Reicks and Mary Cluskey asked the group if we should change our focus group from parent only to family. The response was no. Carol Boushey explained that focusing on parents only will fill in the gap because literature on existing family is

mature. Christine Bruhn suggested that the group consider including a family approach when we test the messages.

2. At this point, the group considered that qualitative assessment (focus group and developing and testing of messages) is sufficient for our next MSP.
3. Possible addition: Cluster parental attitude/behavior to help develop health messages (use cluster analysis).
4. Garry Auld suggested that the group also consider other approaches to do focus groups (picture card sort, free listing*).

*Free listing = Without using a probe, a group of people freely discuss a specific topic, which generates a list of clustered items (more like a frequency count).

5. Susan Welch suggested that we report new project results by comparing to W-1003 results; write more papers to attract other expertise, e.g., social marketing experts.
6. Christine Bruhn mentioned that “More Matters” used a marketing firm to develop effective messages and logos. One of the focus group analysis included Emotional vs. Factual; Preventive vs. Curative to determine which quadrant best appeals to the target audience.



Actions:

1. Next year, we may have social marketing experts to attend our annual meeting. Mary Cluskey may invite a social marketing colleague in Corvallis; Marla Reicks may invite her social marketing statistician to cover the interpretation training.
2. Carol Boushey noted that if we do this, slight frustration will be anticipated because W-1003 did not design the MBQ to answer segmentation for social marketing message development. So, we need to clearly state this in the new proposal (e.g., this is a new insight into the new data).
3. Christine Bruhn shared that Dairy Council found using humor very effective.

7. Revised Objective 1: Segment parents into homogenous subsets regarding promotion of CRF related to salient factors that influence CRF intake of early adolescent children.
8. The group considered that we need to be educated by a consumer behavior marketing specialist.

Action: Siew Sun Wong will send literature review on card sort methodology to Marla Reicks.

9. Timeline for new proposal:
 - 12/01/07 Marla Reicks sends draft to group.**
 - 12/15/07 The group sends feedback to Marla.**
 - 01/15/07 Marla Reicks sends final version to April Mason.**

(3) Data Analysis (continued)

1. Carol presented an update on data analysis after “location” was recoded correctly.

Criteria:

- Factors removed: Eating out, parent style subscales, previous parental role modeling (parental negative role modeling)
- Factors added: positive parental role modeling

(Note: 0.33 Cronbach’s alpha on negative parental role modeling. So, it was removed.)

1. Child’s calcium intake is dependent upon parent’s factors?

Significant factors:

- Parents’ Expectations for Beverages (p=0.011)
- Availability of CRF (p=0.027)
- Asian*White (p=0.035)
- Child’s gender (p=0.012)

2. Parent’s calcium intake is dependent upon parent’s factors?

Significant factors:

- Encourage Scale (B=151, p=0.040)
- Parental Positive role modeling scale (B=298, p=0.000)
- Asian*White (B=-199, p=0.044)

2. Susan Welch asked if we could find the difference in impact between parental gender for providing role modeling: “Does dad have a more powerful influence?”

3. Identified factors:

- Availability
- Experience (child)
- Encouragement (parent)
- Importance (parent)
- Role modeling (parent-parent)
- Role modeling (parent-child)
- Asian

Actions:

1. Siew Sun Wong will search for relevant Chinese literature that reported findings in message delivery methods, and more Chinese cultural perspective on calcium intake. Then, she will send the result to the proposal writing group.
 2. Miriam Edlefsen or Wendy will forward Wendy's email (if found) to Carol, which contained the second set of MBQ data.
4. Carol Boushey showed the group a PPT slide entitled "Energy estimate error based on self-report – Adults" to emphasize the significant errors in dietary assessment (References: Subar et. al. 2003, Blanton et. al. 2006, Mahabir et. al. 2006, Champagne et. al. 2002.)

Reported by,
Siew Sun Wong
(revised on 11/29/07)