Exhibit 1. Feeding Your Kids Logic Model

Strategies and Elements

Interactions

Outcomes

Primary Audience

Caregivers

- · With children ages 2 to 12
- Who have primary responsibility for feeding
- Who are concerned about their children's nutrition and eating

Contextual Factors

Supports

- · Computer or phone with Internet
- Time
- Habit Changer
- food/cultural environment
- information
- Limited resources to purchase food

Habit Changer Technology

Physiology and Psychology

- · Provides multiple solutions and steps
- · Applies multiple and varied stimuli to affect change
- Uses positive tone and directives
- Establishes honest and authentic environment
- Sends messages over time to build new skills and change habits
- Offers manageable daily challenges and content
- Provides gentle reminders
- Sends messages at various times of day
- Focuses on pragmatic action

Functionality

- · 6 weeks of core content
- · Optional Changelets to support core content
- · Available via e-mail, text messages, or Web interface

Feeding Your Kids Content

- Easy-to-navigate environment
- Allows tailoring

Power of breakfast

· Food planning

· Food preparation

Positive rewards

 Eating routines · Healthful snacks

· Choosing healthful foods

· Modeling healthful eating

Food acceptance and variety

Free to users

Caregivers:

- · Read daily messages and challenges
- Think about messages
- Complete challenges
- Learn from messages and challenges
- Get reinforcing message to support daily challenge
- Incorporate challenges in life
- Allow new behaviors to supplant old

Caregivers engage on continuous inquiry cycle to identify habits they want to change, try out new practices, adapt, and try again—an internal dialogue affects behavior in a positive feedback loop.



Caregivers gain awareness and knowledge includina:

- Awareness of challenging food environment
- · Awareness of own eating behavior and how it affects child
- · Sense of control related to food and feeding
- Knowledge about good nutrition
- Knowledge about techniques to manage children's acceptance of foods
- Sense that life has improved

Caregivers apply skills and change behavior including:

- · Act as positive food role models to child
- Plan meals
- · Are skillful in selection of more healthful foods
- · Provide more healthful snacks
- Adopt more healthful meal preparation practices
- Adopt more healthful meal routines
- Involve child in food choices and preparation
- Educate child about food and more healthful eating

Children are healthier.

Children adopt healthier habits, including:

- · Make more informed food choices
- Eat more healthful foods
- Eat a wider variety of foods

Children have a healthy weight.

- Access to fresh and unprocessed foods
- Facebook group

Barriers

- Challenging
- Lack of nutrition