

# PODSQUAD

*A play-centric, app-based wellbeing program can be effective in supporting behaviour change in children*

## Building better lifestyle habits together: A co-designed, informative and interactive online program for Queensland families to tackle and prevent childhood obesity

Less than 5% of Queensland children eat enough vegetables, and 1-in-4 live with overweight or obesity.

Supporting children and families to adopt and maintain healthy behaviours can make a significant difference over the life course. Currently, there are no free, universally available services targeting child obesity prevention in Queensland. The current project aimed to develop a play-centric, app-based wellbeing program, supporting children and families across Queensland to build better lifestyle habits together.

### Methods

1. An app was co-designed with families and health professionals from across Queensland, and in collaboration with cross-sector partners using a family-based multi-component program approach.
2. The co-design pilot process included online quantitative surveys conducted with 78 children aged 5-12 years with their parent/guardian to assess their understanding of content and perceptions of key animated videos.

### Results

**71%** of respondents aged 9-12 years old completely understood the content and messaging of the animated video.

**50%** of the respondents aged 5-8 years old showed they understood the animated video content and messaging correctly.

**87%** of all respondents considered changing their behaviour after watching the animated video or were in the contemplation stage of change.

### Discussion

The app provides an innovative, highly tailored and first of its kind approach that aims to empower families, and in turn, tackle childhood obesity across Queensland.

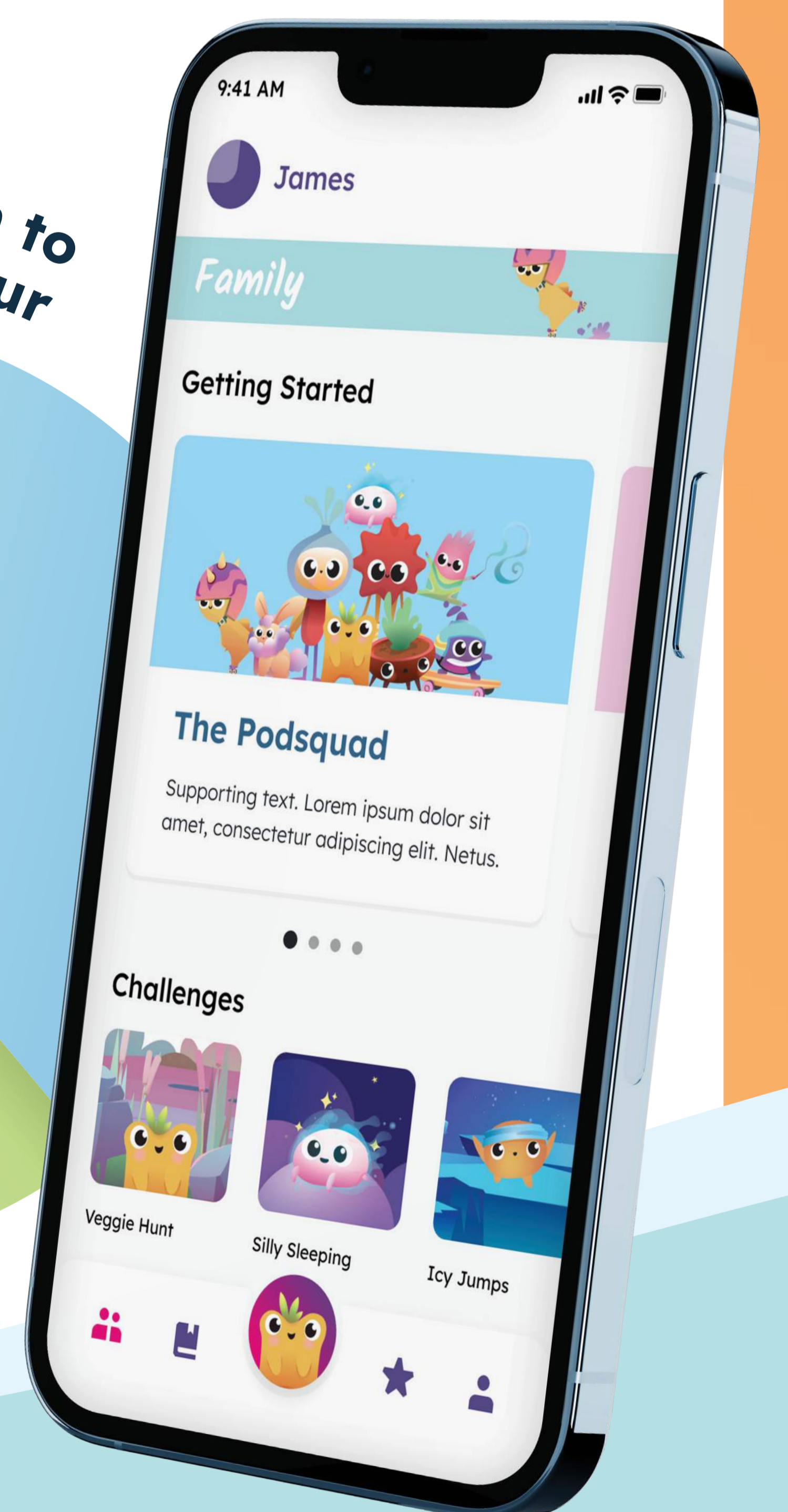
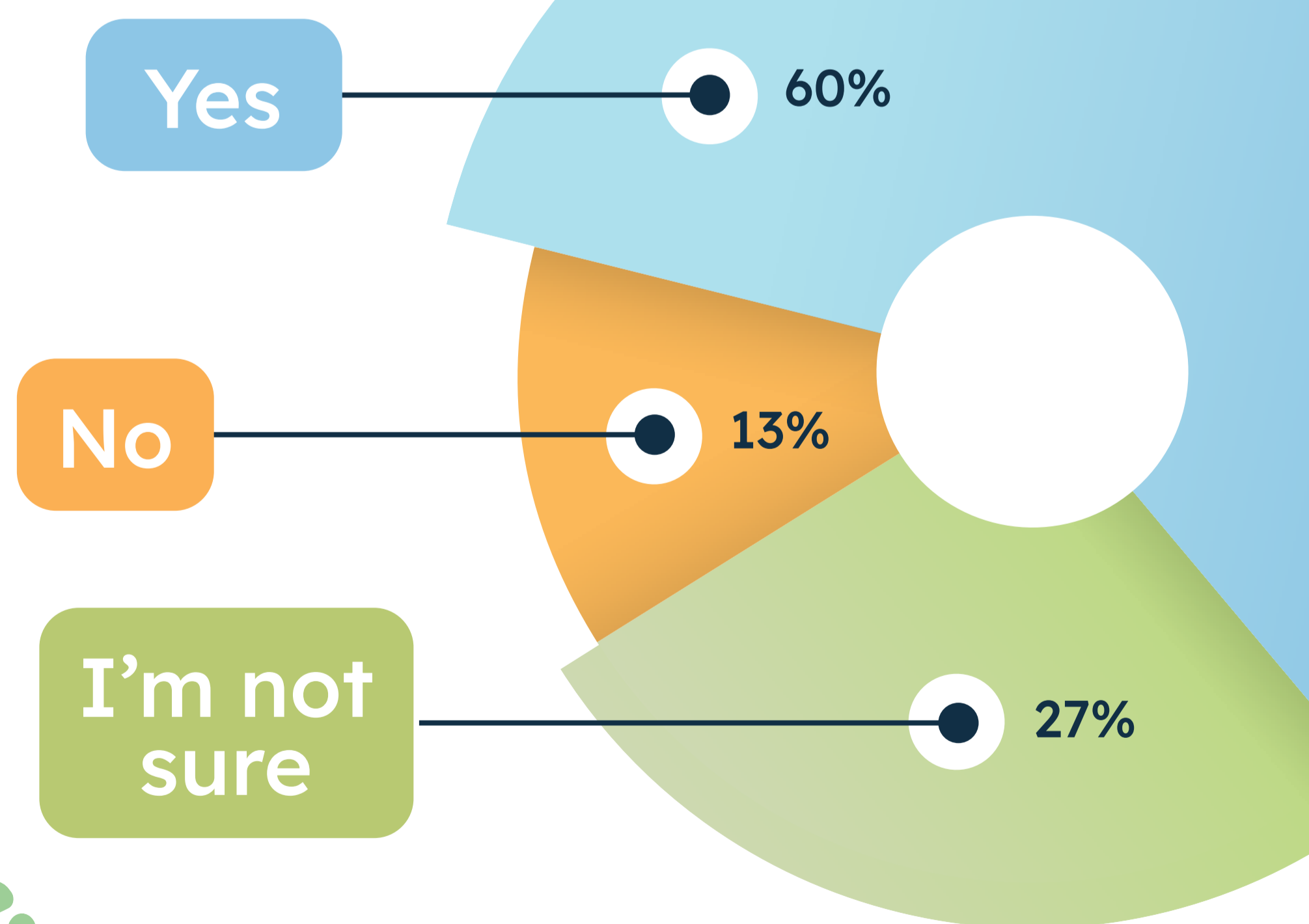
Single exposure to animated videos resulted in reported intended behaviour change in the majority of children aged 5-12 years. Further research will be conducted to assess the effectiveness of whole app usage in supporting family-based behaviour change.

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We would like to acknowledge Alice Doring and Zoe Murray (HWQld) for designing this poster; and Khemistry for their assistance in gathering and analysing the data presented here. Contact us at [research@hw.qld.gov.au](mailto:research@hw.qld.gov.au)

### Reported intention to change lifestyle behaviour



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