

the school level. This model incorporates health into an existing organizational structure, Parent Teacher Associations. A moderator will facilitate a general discussion of the topic by the audience and presenters.

S34.1 Process evaluation of the parental component in the Boost study - a school-randomized trial targeting fruit and vegetable intake among Danish adolescents

Ellegaard JS, Suldrup JT, Aarestrup AK, Due P, Krølner R

PURPOSE: School-based dietary interventions often include a parental component, but the degree of implementation is seldom reported. This study evaluated the implementation of six parental newsletters in the Boost study, a multicomponent school-randomized controlled trial targeting fruit and vegetable intake among year 7th graders (~13-year-olds) in school year 2010/11.

METHOD: Post-intervention questionnaire data from parents and teachers at 20 intervention schools were analysed descriptively. Process measures: Dose delivered: number of newsletters uploaded by teachers to the school's website. Dose received: if parents had seen and read the newsletters. Appreciation: perceived usefulness of newsletters. Reach: dose received stratified by gender and parental occupational social class (OSC).

RESULT(S): Questionnaires were completed by parents of 58.7% of the students (N=658) and by teachers at 18 out of 20 intervention schools. Dose delivered: 11 teachers (61.1%) uploaded all newsletters. Dose received: 65.5% of the parents had seen the newsletters; 49.2% had read at least one. Appreciation: 39.2% found the newsletters useful. Reach by OSC and gender: Among parents, 56.1% of high OSC, 46.8% of medium OSC, and 40.0% of low OSC had read at least one newsletter; 30.6% of mothers and 18.0% of fathers had read at least one newsletter.

CONCLUSION(S): Parental involvement was challenged by the fact that all newsletters were not uploaded. Newsletters were read by only half of the parents, especially fathers and low OSC parents were difficult to reach. The findings may be subject to selection bias due to parent non-response. Strategies to improve parents' participation in school-based interventions and surveys should be developed.

FUND SOURCING: TrygFonden, University of Southern Denmark

S34.2 Parents' engagement in an Australian school- and home-based group RCT to reduce children's sitting time and promote physical activity: Transform-Us!

Salmon J, Arundell L, Brown H, Cerin E, Hesketh K, Crawford D, Chin A Paw M, Ball K

PURPOSE: Transform-Us! was a 3-year group RCT aiming to determine the effectiveness of strategies to reduce 8-year old Australian children's sedentary behaviour (SB) or promote their physical activity (PA), or both (PA+SB) compared with usual practice (C) at school and home.

METHOD: Process evaluation data were collected at post-intervention (T3) Nov/Dec 2011. Nine newsletters per year were sent to parents' homes in the first two years (18 in total) that focused on potential mediating factors. Children were also given homework tasks by their teacher to complete with their parent/s.

RESULT(S): A total of 366 parents completed a survey at T3; with 75% of intervention parents reporting having heard of the Transform-Us! program compared with 57% of C parents. 80% of parents in the PA and SB arms and 69% of parents in the PA+SB arm reported receiving the newsletters (55-78% received 3 or more). Most (63-78%) parents reported them to be useful. Fewer parents in the SB group reported following the activities in the newsletters with their child compared with parents in the PA and combined groups. Parents reported favourably on the active homework and 64-80% of parents reported they would be happy to continue with the Transform-Us! program.

CONCLUSION(S): Parents in the SB group reported lower awareness and engagement in the program than the PA groups. The newsletters had reasonable reach with parents and the active homework was popular. More research is needed to help parents understand the importance of reducing children's SB and how this might be achieved.

FUND SOURCING: National Health and Medical Research Council of Australia; Diabetes Australia Research Trust

S34.3 Reaching home and creating parent-child interactions through NEWS in a cross-European school-based intervention targeting sitting time of 10-12 year olds. The UP4FUN intervention

Bjelland M, Maes L, Manios Y, Kovács É, Bere E, Willhöft C, Brug J, Lien N

PURPOSE: Many behaviours targeted in school-based interventions are strongly influenced by the home environment. Intervention strategies should therefore successfully reach the parents. The aim of the study was to assess whether the strategies used in the UP4FUN intervention had reached the parents and created parent-child interactions.

METHOD: A six weeks intervention targeting sitting time was implemented in two grade levels (10-12 year olds) in 31 convenient schools in Belgium, Germany, Greece, Hungary and Norway. Weekly NEWS were brought home by the children and included personal messages, facts, suggestions for parents and children and tasks. Post-intervention process evaluation data were collected by questionnaires from 1605 children and 1224 parents. The preliminary results are based on descriptive statistics.