Be Active Eat Well (BAEW)

**TARGET AUDIENCE**
This program is delivered to individuals who are 0 to 18 years old and school staff and is intended to impact children.

**SUMMARY**
Be Active Eat Well (BAEW), a multi-based and multi-strategy approach, is designed to increase a community’s ability to encourage healthy eating and physical activity habits and minimize unhealthy weight gain in children. The program targets individual behaviors, family practices, and the school environment.

**EVIDENCE**
A quasi-experimental study of the BAEW program demonstrated lower increases in body weight, waist circumference, and body mass index (BMI) z-score of children in the treatment group relative to those in the comparison group. The prevalence of overweight and obesity increased in both groups and was not significantly different between groups. A follow-up quasi-experimental study with a new cohort of children examined effects of the program over 3 years and found no significant differences in mean BMI z-scores in 4- to 5-year-olds or 10- to 12-year-olds when comparing intervention group to matched comparison group. A significant reduction in the prevalence of children ages 4 to 5 who were overweight or obese was observed for the intervention group when compared to the matched comparison group.

**COMPONENTS**
The BAEW program seeks to improve nutrition/diet, increase physical activity, and reduce sedentary behavior. Specifically, the program intends to decrease consumption of sugary drinks and energy dense snacks, increase consumption of water and fruit, increase the number of children who walk/bike to school if they live within 1.5 kilometers of the school, increase the amount of active play time after school and on weekends, and decrease the amount of time spent watching TV and playing computer/electronic games. The program uses over 25 different strategies to achieve these goals. A few example strategies include the following:

- Appoint a school dietitian;
- Implement school nutrition policies;
- Conduct training for canteen (i.e. cafeteria) staff;
- Change the cafeteria menus and hold taste tests for new menu items;
- Provide professional development for teachers about a healthy eating curriculum;
- Create a community garden;
- Distribute promotional materials (e.g., newsletter, fliers, parent tip sheets);
- Hold after-school activities;
- Host walk-to-school days;
- Provide pedometers;
- Conduct a TV power-down week with a 2-week curriculum; and
- Utilize broad media coverage throughout the duration of the program.

**PREVIOUS USE**
The BAEW program was implemented from 2003 to 2006 in Colac, Australia. The program was also tested in Morphett Vale and Murray Bridge, Australia, from 2006 to 2010.
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TRAINING

No training is required or recommended to implement this program.

CONSIDERATIONS

Considerations for implementing this program include forming collaborative community partnerships, realizing program staff will need to be hired, developing a social marketing and communication plan, and understanding some costs could be associated with implementing this program.

The Clearinghouse can help address these considerations. Please call 1-877-382-9185 or email Clearinghouse@psu.edu

IMPLEMENTATION

If you are interested in implementing the BAEW program, the Clearinghouse is interested in helping you!

Please call 1-877-382-9185 or email Clearinghouse@psu.edu

TIME

The number of hours required for delivery of this program is approximately 6,790.

COST

Information about implementation costs was not located.

EVALUATION PLAN

To move the BAEW program to the Promising category on the Clearinghouse Continuum of Evidence, at least one evaluation should be performed demonstrating positive effects lasting at least six months from program completion.

The Clearinghouse can help you develop an evaluation plan to ensure the program components are meeting your goals. Please call 1-877-382-9185 or email Clearinghouse@psu.edu

CONTACT

Contact the Clearinghouse with any questions regarding this program.

Phone: 1-877-382-9185 Email: Clearinghouse@psu.edu

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SOURCE

Pettman, Magarey, Mastersson, Wilson, and Dollman (2014) and Sanigorski, Bell, Kremer, Cuttler, and Swinburn (2008).