Healthy Active Living for Families

Healthy Active Living for Families (HALF) is a program of the American Academy of Pediatrics (AAP), established in 2010 with support from Nestlé. The goal of the project is to partner with parents to encourage healthy habits right from the start.

With the support of Nestlé, the Academy was able to speak with more than 200 parents and families to learn the best way to engage and support families in healthy active living. The resulting products are written in plain language, developmentally appropriate, interactive, as well as positive and action oriented. In addition, all HALF materials are evidence informed and consistent with the findings in the latest Institute of Medicine reports as well as the Nestlé Feeding Infants and Toddlers Study.

Key Findings of Focus Group Research that Guided Development of Tools:

• Parent perceptions and actions may often be inconsistent with expert guidelines and guidance.

• Additional action strategies – positive, tried and true suggestions – to foster implementation of new behaviors are needed. Parents valued “how to” and “what works” ideas from other parents.

• Rethinking traditional methods of information delivery may be necessary to reach young families in ways that are meaningful and support change.

• Parents valued information that can be individualized to meet their unique needs.

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