



# STRONG Kids Program

Including researchers across many disciplines, the **STRONG Kids Program** is a comprehensive approach to the study of childhood obesity and health.

The project examines how genetic, family, community, child care, cultural, and media factors contribute to the development of childhood weight imbalance, obesity, health behaviors, and health beliefs. Ultimately, findings will serve as the basis for obesity prevention and intervention programs.

This project also provides extensive opportunities for undergraduate students to be involved in a large-scale research effort. Student teams deliver surveys at child care centers; collect height, weight and saliva samples from children; participate in home observations, and assist in data entry. Throughout the project, undergraduate students will complete background readings and literature searches and gain experience in project coordination.



## RESEARCH TEAM

### Principal Investigators

- **Barbara Fiese**, PhD, Professor and Director, Family Resiliency Center
- **Kristen Harrison**, PhD
- **Kelly Bost**, PhD
- **Brent McBride**, PhD
- **Sharon Donovan**, PhD

### Co-Investigators

- **Diana Grigsby-Toussaint**, PhD
- **Janet Liechty**, PhD
- **Margarita Teran-Garcia**, PhD
- Angela Wiley, PhD

### Project Coordinator

- **Jen Themanson**, M.S. Ed.





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Several subprojects utilize STRONG Kids data to examine things such as children's media exposure and nutritional knowledge, parent-child relationships as potential moderators of health practices, or families' health literacy as it relates to weight management and body image. The following are subprojects of the STRONG Kids Program.

- Family Health Awareness Study
- Food Marketing to Young Children
- Obesity Risk Biomarkers
- Preschoolers' Food Preferences and Nutritional Knowledge
- The Role of Head Start and Child Care Classrooms in Early Childhood Obesity: A Cumulative Risk Model

## Contact

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## FUNDING

The STRONG Kids Program is generously supported by the following:

- Illinois Council on Food and Agricultural Research (C-FAR), Sentinel Program Seed Grant
- Illinois Department of Human Services (IDHS), Bureau of Child Care and Development
- Office of the Provost, University of Illinois at Urbana-Champaign
- College of Agricultural, Consumer and Environmental Sciences, University of Illinois at Urbana-Champaign
- Department of Human and Community Development
- Family Resiliency Center
- Department of Food Science and Human Nutrition
- Department of Communication
- Department of Kinesiology and Community Health
- School of Social Work
- Robert Wood Johnson Foundation

