



Arizona Department of Health Services
(ADHS)/
Arizona Nutrition Network (AzNN)
“Eat Well Be Well” Website
Research Report

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I. Background & Methodology

The mission of the Arizona Nutrition Network (AzNN) is “to shape food consumption in a positive way, promote health, and reduce disease among all people living in Arizona.” The Network provides common nutrition messages to persons who are receiving food stamps or whose income falls within the eligible guidelines for food stamps.

The Network conducts statewide social marketing campaigns to relay nutrition messages. Communications materials include, but are not limited to, television, outdoor billboard, newsletters, posters, and door hangers. One of the most important communications vehicles, the Eat Well Be Well website is the subject of this report.

The objectives of the Eat Well Be Well website research were as follows:

- Measure awareness and usage of www.eatwellbewell.org.
- Evaluate content for relevance, usefulness and understandability.
- Determine whether or not the site is easy to navigate/user friendly.
- Gauge kids’ interest in the website.
- Obtain suggestions for improvement.

To reach these objectives, Moses Anshell contracted with WestGroup Research to conduct eight focus group discussions with the target audiences. Four groups were conducted with women and four groups with children ages 9 to 11. Two of the women’s groups and two of the children’s groups were conducted in English and two groups with each of the target audiences were conducted in Spanish.

To assure that we spoke with the target population, participants were recruited from Arizona Women, Infants, and Children (WIC) clinics in Phoenix and from the WestGroup database. WestGroup recruiters were used to recruit participants. Screening questions to determine women’s eligibility were as follows:

- Are you between the ages of 18 and 49?
- Do you have any children between the ages of 2 and 11?
- How old are your kids?
- How many people are there living in your household?
- What is your income? You can give that to me as a weekly income, every two-week income, monthly or yearly income. *(Must be under the following categories to qualify for the groups.)*

# in Household	Weekly Income	2 Week Income	Monthly Income	Yearly Income
2	\$330	\$660	\$1,430	\$17,160
3	\$415	\$830	\$1,798	\$21,580
4	\$500	\$1,000	\$2,167	\$26,000
5	\$585	\$1,170	\$2,535	\$30,420
6	\$670	\$1,340	\$2,903	\$34,840

Qualified participants were given specifics on the date, time, and location of the discussion groups.

The focus groups lasted approximately 1½ hours. Mothers participating in the groups were given a \$70 Wal-Mart gift card and children were given an age appropriate toy. All groups were held at WestGroup Research in Phoenix.

II. Key Findings & Conclusions

Moms equate healthy eating to eating more fruits and vegetables. When asked what they do each week or month to make sure their children eat healthy, overwhelmingly, these moms say they have their kids eat fruits and vegetables. Most moms say they encourage this behavior by giving them fruits and vegetables for snacks, making fruits and veggies easily available, and preparing meals that include fruits and vegetables. Other healthy eating behaviors include making sure their children eat breakfast, staying away from fast food, and for one mom, cooking with less oil.

Moms say their kids get lots of exercise either by participating in school sports, and/or running and playing at school and in the neighborhood.

Internet usage varies considerably within the target audience. Some mothers use it several times a day, others, only occasionally. And, as would be true in any group, these moms use it for a variety of things including, communicating with friends and family in other countries, reading the news, looking up information for school or work, and, occasionally, looking up information on specific diseases that they or a family member has.

Overall, these women found www.eatwellbewell.org informative, relevant, and easy to navigate. Many said they learned something from the site in the short time they had to look around. Moms also said their kids would have fun playing the games, and would learn something while doing so.

Mothers feel the site should be a little more colorful and have more graphics, pictures, and action to attract their kids. Others suggested that the Parents page and the Kids page should be different; the topics should be the same, but the wording and graphics should be different. Several objected to the layers of “boxes,” saying there should be more colorful graphics behind the first set of square icons.

Women reacted very positively to the Eat Well Be Well home page. They find it colorful, fun, educational, healthy, and safe. While a few could tell immediately that the site had information for both parents and children, most think the website looks like a website for kids.

The Arizona Nutrition Network, ADHS, DHS, and USDA logos add credibility to the site. Most women noticed the logos, and feel that because of the website sponsors, they can rely on the information contained in the site. As one participant put it, the logos are “like a guarantee of safety.”

The games will capture their kids' attention, but the information and colors are less likely to. Most moms think their kids will skip the informational icons on Kids Zone and head right for Games. The fact they may learn something about healthy eating while playing the games is a real plus for these moms.

The page layout and colors used in Kids Zone are not eye-catching enough. Parents feel this page should have bright colors and more graphics to capture kids' attention. In addition, they were disappointed to see the second layer of "boxes" (e.g., clicking on Fruits and Veggies once in Kids Zone). They were hoping to see pictures of fruits and vegetables, facts, and action . . . not another set of squares.

Moms expect the Kids page and the Parents page to be different. However, for the most part, they found the same thing. Though the topics covered should be the same, the way they are presented to kids and parents should be different. Many agreed that what they currently see on both Parents' and Kids' pages, is appropriate for parents, but not as much for kids.

Similar to what they saw in Kids Zone, these mothers would like more substance behind the first set of boxes – either in facts or illustrations - rather than another set of squares.

Common Questions are relevant and educational. Many said these were questions they had wondered about themselves.

The Recipes section was a big hit. Most thought the recipes sounded easy to make and good tasting, saying they generally have these ingredients at home.

Most participants did not notice the USDA/Food Stamp verbiage initially; however, they found the information useful and encouraging (that they could eat healthy foods on their limited budget).

Moms suggest using the schools to "advertise" website. Using school lunch calendars, putting up flyers/posters in the schools, and having speakers (Bobby B. and other characters) visit the schools, were all mentioned.

Some mothers are familiar with concepts such as "downloads," "wallpaper," and "screen saver." Others are not.

Participants were considerably more likely to use the labels across the top of the page (Kids, Parents, Partners) than they were to use the menu along the left-hand side of the page. They found the text in the menu too light and too small.

Kids are most likely to use computers to do homework and to play games. Other uses include downloading music and games and email/chatting with friends.

Some kids have been to www.eatwellbewell.org; most know Bobby B. and what he stands for. Although Brianna looked familiar to some, they had not seen the other characters.

Kids' reactions to the home page were overwhelmingly positive. They say it is colorful, has cool games, and looks like fun. Most will go to Games first, but a few will try MyPyramid, and Meet Bobby B.

The number of icons/pictures on the Kids Zone page tells kids there is a lot to do. Though drawn to Games, MyPyramid, and Meet Bobby B., they seem to like the fact that there are many options ("lots of icons").

Kids describe the games, as cool, fun, and challenging. Most like the characters, although a couple said they thought they looked funny or weird. They also seemed to like the fact that there are levels of play to most of the games. Finally, the variety of games made it so there was something for everyone.

A few believe some of the games were boring, sometimes because they were too slow.

Following is a brief summary of each game:

Milky Mix-up:

Likes: teaches you about health, teaches you how to spell, challenging.

Dislikes: boring, confusing, too hard.

Connect 3:

Likes: shows you foods that are good for you, makes you think about vegetables.

Dislikes: game should go faster, timer beats you as you are about to win.

Rainforest Frenzy:

Likes: (generated the most energy) using the arrow keys, color of fruits and vegetables, sounds are like the real forest, lower levels are easy and higher levels are hard.

Dislikes: higher levels go too fast.

Memory:

Likes: (neutral reaction) easy level is easy and hard level is hard.

Dislikes: takes too long for cards to flip over, scoring (fewer points with more "flips").

Coloring Book:

Likes: variety of colors, variety of pictures, can add objects to the picture, Bobby is always exercising.

Dislikes: gets boring after a while, can't do your own drawings, not enough colors.

Falling Blocks:

Likes: bright colors, fun.

Dislikes: time given to move the blocks, background should be more colorful.

Healthy Eating:

Likes: challenging, fun, makes you think.

Dislikes: hard to understand, unsure of why the Idler is there.

Race for Health:

Likes: colorful, active, fun, lots of movement.

Dislikes: sound it makes when Bobby runs into the desks.

Several kids mentioned they like the screen savers.

Color, color, color. Kids like lots of color, mentioning it frequently throughout the groups.

Kids want "more." When asked what should be on the site that is not currently there, kids said more pictures, more colors, more games, and more screen savers.

III. Summary of Findings

A. Mothers

1. Healthy Eating

To begin the discussion, mothers were asked what they do each day or each week to make sure their children are eating healthy.

Giving them fruit or veggies for snacks or simply having fruit easily accessible were mentioned most frequently when asked this question. A couple of moms said their kids don't like fruit, so they give them fruit snacks, while others said they make sure they (themselves) eat fruits and vegetables because their children will eat what they eat.

Spanish-speaking moms were more likely to mention that their kids eat vegetables, with English-speaking mothers more likely to struggle with kids eating vegetables. In addition, Spanish-speaking mothers were more likely to say their kids eat a variety of vegetables, including broccoli, tomatoes, and carrots, with English-speaking moms more likely to say their kids will just eat celery and carrots.

Fixing kids breakfast before school, packing them a lunch, and staying away from fast food places were also mentioned. Several moms said the schools provide nutritional meals.

Participant Comments:

My son usually eats at school, but I always make sure that he always eats fruits and vegetables, so when he gets home he will always eat an orange or a banana or something like that.

I eat fruit at home so when they see me, they eat fruit because if you eat something they would like to eat it too.

They eat what I eat so I don't really do fruit. I do the fruit snacks. They have those gummy fruit snacks kind of thing and the granola bars with stuff in it. They eat those and stuff but they won't eat kiwi or they don't eat mango. They do eat watermelon and grapes and oranges.

We all like fruits but we don't like vegetables very much. So it's always hard even for me to eat vegetables.

He likes apples, bananas, carrots, and celery, but that is all the fruits and vegetables that he likes.

We just try and stay away from the fast food places. I cook every day so I just make sure that I make vegetables and try to serve them what's healthy.

Every morning I feed them oatmeal, and I make sure that they have lunch at school, as well as dinner.

They always have something nutritious in the lunch and breakfast menus all the time at the school.

I try to have food with vegetables the most possible. Sometimes if they do not like the meal I try to have salad. (S)

I am giving in more to what is nutritious. I cook with less oil and serve more salads and fruit. And you watch the junk food a little bit more at home. (S)

When I give my daughter carrots she says "I am not a rabbit." I tell her that vegetables are healthy and she asks why? I tell her that they give you more energy and also you will be healthier so that you do not get sick, and so that you do not get allergies. (S)

I try to always give it to him combined with other things so that he does not notice that it has vegetables so that he will eat them. Or, sometimes I will make meat with vegetables and he will eat them or also in salads; also in cold salads, I will add broccoli or carrots and she likes that. (S)

I make a soup and blend all of the vegetables in a blender and then add it into the soup. (S)

Though all types of milk were mentioned when asked what kind of milk they drink at home, the majority drinks 2%.

I get both because my son is kind of heavy, so I have him on the 2% milk, and then the rest of the family drinks whole milk.

My son is too skinny, so he drinks whole milk, and I drink the soymilk, and my daughter and husband drink the 2% milk. I'm trying to get my husband and daughter to drink soymilk, but they don't like it.

Most of these moms agree their children are active. Many are involved in sports at school, while others enjoy running and playing in their neighborhoods or at the park.

Participant Comments:

My daughter plays every day after school and at school. They play until 7:00 p.m. or 8:00 p.m. at night outside after school. They play tag, basketball.

Yes basically, just running around all day so that's their exercise. On the weekends I'll take them all to the park.

My son is in sports, basketball and football so after school he comes home and has practices during the week. Even when he's off his dad takes him outside to do drills and stuff like that every day after school.

I have my two daughters in cheerleading, so they do exercise during cheerleading every week, and then my son just started karate, so that will be his exercise.

My son plays baseball, and he also goes to the Boys and Girls Club. He also just signed up for basketball.

On the weekends we go to the park, I take the girl to the games and my husband with the oldest if he wants to play football or basket or something, they have a good time together. (S)

We play outside football or basketball. (S)

2. Internet Use

Following the discussion on healthy eating, moms were asked about their use of the Internet. They were asked how frequently they use the Internet, what kind of Internet connection they use, and what they use the Internet for.

These moms use the Internet anywhere from once or twice a month to several times a day. They use it to look for a job, communicate with friends and family members, read the news, do homework or help their children with homework, or just for fun. Most say they use DSL, with a few saying they use dial up and a few others saying they have wireless. Several have Internet access at home, with others saying they use the Internet at work, at friends' or family members' homes, or at the library.

Participant Comments:

Maybe once a month or twice to just look for a job or update a resume.

I read the newspaper every day online.

Where I work, I do customer service and I need it because I have to look for directions or for some specific person and things like that. My only sister is in Mexico, so I can talk to her when I'm here and she is there.

I'm always on the Internet because I have to look up information for customer service and stuff. At home I will either use it to buy plane tickets for family members or doing email or different types of communication or just looking up stuff for school.

Anything I can get on there and do! I go from website to website to website! It's an information getter. Any time I can't find something, I Google everything. Google is my best friend!

I get on it about three or four times a week because I don't have the Internet at home. I used to have it, but I just took it out. I take my son to the public library and I use the Internet there for email, communicating with people in Guatemala, and paying my bills.

I use it often. First to make payments and then the majority of my family lives in Mexico, we communicate through the phone or the computer. We send pictures. (S)

I use it seeing I am a consultant of dishware, so I am learning to fill out the orders and I also sell in La Voz so it is easier to do my orders and to look for recipes. (S)

I have ordered books and things for the kitchen. . . things that are for the blender and all that, accessories. (S)

A few participants said they use the Internet to get health-related information. When they had, most were looking for information on a specific disease because they or a family member has the disease. For example, a few mentioned they had looked for information on diabetes, with one participant saying she had looked for information on down syndrome because her baby was born with it, and another saying she had gone online to find out about high cholesterol because she suffers from it.

You know, I went to WebMD. I actually go to WebMD because my parents are both diabetics so I was just trying to do some preventive methods for diabetes. I use WebMD a lot.

Yes. I saw a news magazine. They can cure any sickness you have with an herb or something so I read that.

I've been on e-diets. I emailed my friend an article, MSN and health-related articles. If it catches my eye, I'll click on it.

I have, based on what are diets because I suffer from high cholesterol. (S)

I have gone in to look for nutrition and it says there what each item contains, nutrients but I do not remember which ones. But I went into several looking up items such as obesity. (S)

There is a site that is from Mexico "InHealth" and there are doctors there that you can ask questions and they will answer in Spanish because it is from Mexico City. (S)

But right now my youngest baby was born with Down Syndrome and I am learning what Down Syndrome is and many things since he has thyroid problems if it is curable or not and things like that. (S)

At the end of this part of the discussion, moms were given a task -- to use the Internet to search for ways to prepare fruits and vegetables.

Most participants used Google to get information on how to prepare fruits and vegetables. However, a few went to specific sites; Univision and Kraft were named. (*Note: Google was the home page on the laptops used in the focus groups.*) One respondent went into the National Diabetes Education program and found *healthy foods*.

I typed in ways to prepare fruits and vegetables (into Google).

I just like Google. I have yet to find one time that I can't find what I'm looking for on Google. It takes me there. It takes me to anything I'm looking for.

I typed in vegetables and got all different ones and I just picked fruits and vegetables nutrition and it had different things like fiber, nutrition, and different things that you could look under.

I went to the Kraft website at www.kraft.com. They give you the option to look it up in English or Spanish. Usually I will pick the Spanish one. I choose the recipe that I am looking for and then I just click it.

I just went into Univision, went to kitchen, then it said fruits and vegetables and here it gave me salads like egg, with cheeses, from Oaxaca. (S)

Went in through Google, entered kitchen recipes, it gave me recipes.net and from there I entered fruits and vegetables, it sent me to TRimagenes, and there they gave me [city of pinapple.com](http://cityofpinapple.com) ([ciudad de pinas.com](http://ciudaddepinas.com)) and they have all kinds of recipes for salads and all of that including yoga exercises. It is more complete. (S)

3. Eat Well Be Well Website – First Impressions

Participants were then asked to go to www.eatwellbewell.org. Although none of the mothers had ever been to the site prior to the focus group, a few said Bobby B. looked familiar, with a couple of others saying they thought they had seen Brianna before. Those who said the characters looked familiar believed they had seen them on TV.

Moms spent a few minutes on the home page of the website before giving their first impressions of the site. These mothers had very good things to say about the Eat Well Be Well site based on the first page. They said it looked colorful, fun, educational, healthy, and safe, and thought it would catch their kids' attention. Just one mom said the sound of the "barking dog" was annoying. Most other participants seemed to tune out the sounds all together.

The majority of these women agreed the site looks like it is for children; however, a few said they could tell right away it had information for parents and kids. The cartoon characters and the games make it look like it is primarily for children.

Participant Comments:

This looks like fun, with the colors and all that but then the pop-up window that they have kind of gives you an idea of what the website is all about.

It is something very safe. (S)

The first impression it gave me was a game, fun, happiness, action, and strength. That is what I saw. I saw this was a game "let's play." (S)

That is what called my attention. (S)

It is something very healthy. (S)

I think it is something educational because you have the children playing but they appear with a fruit or vegetable face. (S)

I like the colors. I think it would get kids' attention and the games would get their attention, too. Of course they like games. I thought the character was different and would kind of catch their eye because of the carrot cop or the watermelon head little girl!

Before I started to read the page I thought it was a game. It kept my attention because it's in Spanish, too, so I liked that.

The look of the website looks like it's for small kids.

I think it is for both (parents and kids) because you can learn about recipes and the children can have fun. (S)

Is this a dog barking or what is this? That is really annoying to me. That is one thing that would really be annoying after a while, that dog barking in the back. I don't even know if the dog is barking, just continual.

Based on what they saw on the first page, mothers said they would expect to see nutritional information as well as ways to show children that eating fruits and vegetables can be fun.

Most participants noticed the logos in the upper right-hand corner of the page, with most agreeing that these logos add credibility to the site. The logos made others feel like the sponsoring agencies are trying to get kids to eat healthy foods (on their own) and trying to get parents to prepare healthy foods for their children.

Participant Comments:

It is like a guarantee of safety. (S)

It tells me that I can rely on the information because it is sponsored by them.

Well that with those logos one can be safer when you see that because it is something important or good for us. (S)

It tells me that they want us to try to feed our kids more fruits and vegetables other than junk.

They're trying to teach us how to teach our kids to learn to eat healthy.

It is like they are trying for the children in a fun way learn how to eat.

It's nutritional information.

English-speaking participants liked seeing “Ninos” and “Padres” on the website, with one mom saying she was pleasantly surprised to see it, and another that most other sites don’t have this option.

I was shocked because not every website has it. I think it is a good thing.

Yes, especially for people who speak Spanish. Nobody else has this. You have to look at the Hispanic pages usually, but this one looks good. I haven’t seen it yet, but I like that it has this.

It’s good because you can go there and get the things you want in Spanish if you feel comfortable with Spanish.

4. "Kids Zone"

When asked to go to the Kids page, these mothers were most likely to get there by going to "Kids" at the top of the home page. Once there, reactions were primarily positive, although there was some concern about whether or not this page would capture kids' attention.

Overall, participants find the information on the page valuable, with many saying this section of the website looks both educational and fun. These mothers feel their kids need to learn this information anyway, and that the website – specifically, the games – will be a fun way for them to do so. A few moms mentioned the colors, saying they will draw their kids into the site, with others saying the site is "safe."

On the downside, several mothers agreed this page is not eye-catching enough to get their children's attention. Some commented that the colors were too light, there were too many words, and that the page needs to have more cartoons and drawings to get kids' attention. In addition, most moms agreed their children would skip all of the information icons and go right to the games section.

Participant Comments: (Positive)

It's cute and it's educational. It's something I would let my kids sit down with and learn and play. They need to know this stuff anyway like at school, so I think it's fun for them. It's a fun way of learning about staying healthy, and it gives a variety of different links to eating and staying healthy by playing games, but you are learning as you are having fun. They have one little square where it goes to common questions and answers that us as mothers might have.

It's fun and entertaining for the kids. When I tell my daughter about vegetables and stuff she will say yeah, okay, but she ignores me. I tell her that carrots are good, but she really doesn't pay attention to me. I would like her to sit down and see this because she is playing a game, but she is learning too. Usually kids when they go online they are surfing for other things and playing other games that they don't learn anything from. They just waste their time. With this, they can learn something when they are having fun.

To me, it seems like they have a little bit of everything. It has games and articles. Just a little bit of everything.

The colors get your attention like red, yellow. . .(S)

It's a nice page, but I think it's too healthy for kids.

(Kids are) mainly wanting to play games on the computer so when they click onto games here, it's all about nutrition so they're going to get that resource in there. They won't click into the other websites because they kind of look a little lame.

Because I don't think they're going to really care about it as much as the games because they're going to be looking for something to do. I think it's more for the parents.

If they get in they don't have any danger. We can see our kids are safe, the topics are all good. (S)

Participant Comments: (Negative)

Something that would get the kids attention more, because if this page is for children, it should have more stuff to get their attention. It needs more cartoons or drawings or something like that. (S)

There are too many letters and that does not get the children's attention; better drawings - more drawings, less letters. (S)

To me, it's something that I will read myself but I don't see my son being interested in the squares. They really don't care about being healthy. They will look for cool links and just go there and be used. So there should be something that will hold his attention.

I like Bobby B. but I think the little squares are too funny. The options they have I think are too pale, a very light blue, it needs more color. (S)

Provide suggestions for the parents for their kids of different ages. For example, activities that are for the smaller children are not entertaining for children of 10 years of age. Or vice a versa, older children are not entertained with activities that are for younger children. So, ideas for different ages, food, games. (S)

I think the icons should be a little bit bigger and a little bit more colorful. My son would be interested in this, but just in the game part of it.

The majority of the group participants used the fruits & vegetables icon to get to this section, with many commenting that the words in the menu on the left are too small and difficult to read. This surfaced throughout the group discussions.

Participant Comments:

I have problems with my vision so they do look small. (S)

They're so little, they're just little blue letters.

The box (should be) bigger so it catches your attention, just like the colors do. With all of those little words on the side, they don't mean anything.

Mothers seemed a bit surprised to see another set of "boxes" when they went to "Fruits & Vegetables" on the Kids Zone page. Several said they expected to see a picture of a big piece of fruit or a vegetable or someone exercising, and others that they expected some facts about eating fruits and vegetables, not just more boxes.

Participant Comments:

A picture or something. Not more choices. Not more choices once you go to Fruits and Vegetables.

I would expect more pictures for kids like vegetables or apples or bananas for the icons.

Maybe choices but not a whole bunch of little boxes. Maybe something like a big graphic or something like that. I don't know, like fruits and vegetables dancing or something.

Or maybe have a character drinking milk or doing exercise or something different like that.

Maybe like have somebody running or some cartoon character doing some kind of activity.

5. Parents' Section

These moms expected to see something different when they went on to the Parents page than they had seen on the Kids page. However, what they saw looked very much the same. Even though a couple of the icons are different (Recipes/Games, About Us/Meet Bobby B.), most are the same and the overall look is the same. These mothers thought they would see a completely different look with different, more adult information, but the same topics.

Interestingly, many participants thought that this page seemed appropriate for parents, but less so (because of the reasons noted above) for children.

Participant Comments:

I expected something different. . .to focus on the parent, something that will be for them.

I think it's fine for the parents, but I think it should be different for the kids because they (the pages) are the same.

I thought it was going to be a page with advice on how to feed your children healthy and that there was going to be a family of parents and children. (S)

It's talking about vegetables in general. It's basically going to be the same but the information and the pictures should be more adult than childlike.

To provide some ideas to share with the children, certain activities for certain ages, and maybe since we are more inclined towards the recipes or how to lose weight, suggestions that could pull you in. (S)

Most participants used the icon when asked to go to "Low Fat Milk." At this point, there were many who said they were again surprised (and a little disappointed) to see more squares. As was true when they went to the Fruits and Vegetables section in the Kids Zone, they expected information or pictures of milk, a cow, a specific comparison between whole milk and low fat milk . . . something other than more squares or boxes.

However, once past that, moms found the information “behind the squares” very useful and relevant. Several mentioned that the “Common Questions” were questions they had themselves.

Participant Comments:

I was actually expecting to see a gallon of milk.

They should have shown regular milk compared to low fat milk or something like that.

Tell you what a benefit is; like if it said, “Drinking low fat milk could cut 60 calories out of your diet a day,” or something like that. That the letters be larger, more pictures, put a glass there or show a child drinking a glass of milk.

In general, the information is good, but it needs more illustrations. (S)

I think the information that you give to the kids should be different than the information you give to the parents. It can be the same information, but put it in a different way. For example, I was looking here and I saw the same thing on the kid’s page. I like this, but I’m not sure that the kids would like it.

(Why she thinks the Common Questions are relevant.) Especially now when you go to a bigger grocery store because you’ve got a variety of milk to choose from, but it was never like that before. We’ve got homogenized milk, we have cloned milk, and so many other different kinds of milk to choose from. I just buy whole milk all the time. I’m just used to buying the same milk all the time. I see other milks with the pretty little cow on it and I always wonder if I should buy it or am I wasting my money. There are so many options at the grocery store now.

The Recipes section of the Parents' page was very popular with these mothers. Most thought the recipes sounded easy to make, saying they generally have these ingredients at home. With a few exceptions, moms found several recipes they said they would try, with a few commenting they would try making these recipes with their children. A few noticed (and liked) the nutritional information – something not usually included in recipes.

The only suggestion – and many participants had it - was to include pictures of the prepared foods. Not only do moms like to see what the finished item is going to look like, but they think they'll have a better chance of getting their kids interested in eating these foods if they can show them a picture. As illustration, many were drawn to the picture of the watermelon cake saying they would definitely make this with and for their children.

Participant Comments:

It covers everything because it has drinks, snacks, soups, additional plates. It is all there, it is only in written, no illustrations. (S)

The quick tomato soup or the carrot soup that is nutritious and they like it at home. Six grated carrots, imagine one can save time and money. Getting the carrot juice and using the fiber to make beef and carrots instead of throwing it away. It is practical, good. The nutritional information is fabulous.

A lizard skin for dessert? I think it is something different but with usual things that they eat and I have these ingredients at home.

A lot of these I would be curious to make. Like they have an apple pie in a glass, so you can tell your kids that for dessert we are having apple pie in a glass and they will wonder how you are going to put an apple pie in a glass. Something like this will amaze your kids because they are always curious on what you are doing and how you are going to do that. That one just caught my eye. And the way it is set up it gives you tips and it gives you a shopping list of what you need.

That cake is eye catching!

For example, the recipe with the apple and butter is easy, is going to be inexpensive and nutritious. (S)

I think if they had some pictures of these already made and they show them on here then we could show them to our kids and ask if they want to try it. Make it look like something fun for them to eat.

A lot of times we eat to take our hunger away and not to nourish ourselves, and here it says you have to eat to nourish yourself. I am going to prepare this dish but I know the benefits it is going to give me. Because many times we will say "I am going to go eat a hamburger" because it is cheaper, I am not going to spend as much, because if you go to the supermarket everything is expensive right now. If you go to McDonalds or Burger King you can get a hamburger for \$1.00 but afterwards you don't know all of the bad things it has. It takes your hunger away, but only momentarily; afterwards comes the health problems because it does not have the ingredients the body requires. (S)

Only a few women noticed (or verbalized that they noticed) the USDA/ Food Stamp verbiage at the bottom of the recipes. ("This material was funded by the USDA's Food Stamp Program. The Food Stamp Program provides nutrition assistance to people with low income.") However, when it was pointed out to them, they found it useful and, to some extent, encouraging, saying it was a good reminder that you can eat nutritious food even when you don't have much money.

Participant Comments:

The food stamp program provides this information. They help you buy nutritious foods for a better diet for people on a low income.

Honestly, it is trying to help people that don't have good income learn more about eating healthier because sometimes they are used to just going to the store and getting everything out of the frozen food aisle, as well as canned food, etc. They aren't always educated on this kind of information either.

It is fine because it gives you other options and it says that all of this . . . there are programs that can facilitate food at a lower cost or provide coupons. This is the way I understand it and this is good that they remember. (S)

You don't need to have a lot of money to make those recipes, and they are healthy for you.

They have an interest and they are concerned and they are trying to promote us to eat healthier and to show our children and to change the ways we eat. It's so easy just to go buy them fast food and forget about feeding them vegetables because everything is so commercialized these days, but fruit isn't commercialized like a big hamburger is.

People who are low income will think they can't make this stuff and they can't afford it, but you don't need big things or expensive things to make it good.

There was some confusion when these moms were asked about "Downloads." Some thought it might mean downloading games or music, and others thought it meant downloading recipes. However, when they clicked on "Downloads," most agreed the pictures that could be downloaded were appropriate for children, but not necessarily parents.

Participant Comments:

(When it says "Downloads," what do you expect to find?)

When they say "Download," I was expecting music, games and things like that.

Download from a page or some other archive to another place, transfer it. (S)

You take out the page to our computer. (S)

I would expect recipe downloads. (S)

Information to download on my computer or store in the memory so that it will be saved. (S)

These downloads are more for kids, but like she said, I would expect to see printed recipes. These here are good for kids because they like having that on their monitors, but I would like to see recipes here that we could print.

I just don't think anybody would be interested in downloading a boy kicking a soccer ball with milk in his hand. I don't know. Maybe like something with a saying or something, I don't know and not just a little boy kicking.

Moms have a little better understanding of what is meant by “wallpaper,” and “screen saver.” However, although there were some who were very clear about the distinction between the two, most had a difficult time explaining the difference. A few participants understood the numbers had something to do with how long it would take to download the pictures, but seemed unsure of exactly what they meant.

Participant Comments:

Wallpaper

It's the background for your computer.

It's like a screen saver.

The wallpaper is on the computer when you exit out of all your programs. The screen saver is something that comes on your computer after 5 minutes of not using your computer.

*Wallpaper to cover something on the screen or to have a picture.
(S)*

Backgrounds. (S)

Screen Saver

So, then the screen saver is for when you stop using the mouse or the keyboard and the screen turns black and something flashes there that you put on.

Saves the screen, when you use the computer a lot it gets into standby, waiting. (S)

If you stop using it, it will appear. (S)

Screen saver is the safety screen. (S)

6. Eat Well Be Well Advertising

Moms were asked how they would suggest letting people know about the site. Working with the schools was mentioned most often. These women gave several examples of other organizations (e.g., Girl Scouts, the Phoenix Zoo) that have spoken to their children's schools. In addition, moms refer to school lunch calendars frequently to see what their children are eating. They feel this would be a logical place to include information about the Eat Well Be Well website. Others suggested more traditional mass media, including television, radio and magazines.

Participant Comments:

Flyers at school. We have to read the information they bring home so they can announce the site where things may be found for parents and children. (S)

Like on the menus for the schools. My daughter goes to Head Start and in the Head Start Program they give menus of the food they're going to be eating for the day. On the other side they have a list of healthy foods and vegetables and what types of things to buy like dessert things, like it says on here, too. It gives you things like that to look for so you can eat healthy and give your children those healthy things they do need.

My kids' school has a calendar so we know what they're going to eat all month. So, that's good.

Another comment I wanted to make is that I know they go talk to children at school once a year about nutrition, they get a class and if they were given a shirt they would remember. (S)

Maybe at school or something where you can pin it up. They have after school programs and they always give them snacks, so maybe they might want to pin this up for healthy eating or something.

I know at my son's school that the after school programs have certain people come in, like the zoo people come and they tell them all this information about how to take care of animals and stuff like that, so they should bring these characters in and have them come. My son always comes home excited about what he learned each day, so it would be good for the after school kids because there are a ton of after school kid programs.

Or even during school sometimes they have people who go out to the schools and talk about things. My mom works at a school and they always have people going out there, like they had Girl Scout people going out there trying to recruit girls for Girl Scouts, so this would be nice to try to maybe have parents learn information about it and the kids might be interested in it.

All kids watch T.V. at some point. I would put it on the television. They watch T.V.

Have it on the television or radio.

*Magazines where they have recipes, diets . . . they all have a site.
(S)*

7. Overall Impressions

Finally, mothers were asked to rate and give their overall reactions to the site. Though ratings ranged from “5” to “10,” the majority were at the higher end of the scale. Overall, women found www.eatwellbewell.org easy to navigate, and most found the topics and information relevant and interesting. Many said they learned something from the site in the short time they had to look around. These moms also said their kids would have fun playing the games, and would learn something while doing so.

As mentioned in previous sections of the report, these moms feel the site should be a little more colorful and have more graphics, pictures, and action to attract their kids. Others suggested that the Parents page and the Kids page should be different; the topics should be the same, but the wording and graphics should be different. Several objected to the layers of “boxes,” saying there should be more colorful graphics behind the first set of square icons. Others asked for more recipes.

Participant Comments:

I gave it a 10 rating. I thought everything about it was wonderful. I liked the characters. I liked the fact that when I did go into different links it gave a variety of options to watch a video, to read about it, or to play a game. It gave facts about food and nutrition, and it gave you a link with common questions on it, and they gave you the answers to those questions. And the fact that you can link on to the DES or the Department of Health is good. They all basically talk about health. There are just so many different options and different resources. I would look on here every day.

I thought it was easy to navigate and I would give it a 10. (S)

10. It is excellent and I liked the information. It is easily understood with few words. (S)

I gave this a 9 rating. I agree with everybody. I like it, but the kids visualize things, so have more pictures and more color. In the parents section just have more recipes.

9 I liked it. I liked the way it was easy to enter and how it explains things to the children and adults. The reason I gave it a 9 is that for me the letters are too small and like she said, it needs more color and animation so that it will be more attractive for the kids. (S)

9 - because everything we were looking for was easy and the only reason it was a 9 was because it lacked ideas for the children of different ages. (S)

9 - because it needs more illustrations but the information is good. (S)

8 - because of what I mentioned before that the page in Spanish was not more complete. Everything else - have more variety like advice from a nutritionist. (S)

(Prior comment: In my case I am seeing that where it says Kids in Spanish it is less complete than this one. The English one. Also the colors and that in our case that we are interested that our children learn Spanish that they have the same thing so that they can see in English and in Spanish. Because I have seen that many pages are restricted when they are in Spanish, the information they contain is little, and I am interested that my children dominate both languages.)

I gave it an 8 rating. I think they need to change some of the kids' stuff, like the icons, and have more characters. Also, they should change some of the wording for the kids. For the parents, I think it's fine. I like it and it is very informative. There are little details that can be fixed, but I like the overall concept.

I gave it an 8 rating. It's good and I like it, but I think it is more for the older kids. The younger kids aren't really going to understand some of the links unless you are in there with them and describing everything for them, which is cool too, but I just think it's more for the older kids.

I also gave it a 7 rating. I would also like to see more recipes with real pictures of the food. I would like to see different things in the Parents area and the Kids area. It can be the same stuff, but you are trying to reach different people. I might not be interested in the kids' stuff and they might not be interested in the parents' stuff. There are too many words in the kids' stuff.

I like it. I found my questions on the Common Questions page. My two kids don't drink anything in milk because they just always drink plain milk, but I read some information about that in there. I gave it a 7 rating because when I went to the recipes I thought I would find more. It's okay right now, but maybe they could put more in. Our

kids are picky, so I would like to see some tips on how we can get our kids to eat.

I gave it a 6. I didn't think it was awful. It had some good points and stuff but again I just didn't think it was something that a kid would want to go back and forth to this website. I don't know what the games look like but if it wasn't anything eye catching like these little boxes are, they're not going to keep going for it to see what the games are like.

I gave a 5 because it's interesting. It's not that eye-catching for children and for the parents for the fact it just has those boxes. For parents and kids it's almost basically the same thing. It should have had like how the graphics on here are for children, they should have had a parent with the children eating healthy foods or doing healthy activities and then as it is, there are just boys on here. I have two girls. They're going to come onto this and be like, "Mom, this is for boys and not girls."

Educational/lots of information, the characters, and recipes were most often mentioned as the things moms like best about the Eat Well Be Well website, while having the same thing for parents and kids, and not being eye-catching enough for children were least appealing.

I liked the characters and the recipes. I didn't like the icons on the Kids section.

I liked the educational aspect of it for the adults and kids. I think it needs to be geared more towards younger kids because that's where it should start is when they are younger.

I liked how there was plenty of useful nutritional information for parents and kids. I think they need to include more pictures of the recipes and more brighter things.

I liked being able to receive nutritional information on hand and at hand. I have big kids and I know when they were smaller they used to bring home stuff like little pamphlets and stuff like that from a nutritionist that would come to their school. The age my kids are now, they don't bring stuff like that home anymore. It's so convenient that I can go to the computer and use the links and learn and receive recipes and present healthier foods in a way that it's just easy to get to. My least favorite thing was not knowing about this sooner. I would say the best way to get it out there

would be by word of mouth or by having www.eatwellbewell.com in the vegetable section and where they sell the milk and everywhere in the store. You want it to stick in people's heads, so maybe one day you might be Googling and you decide to go to this website.

I liked the nutritional information and the recipes. I didn't like how it looked the same for the parents and kids. Make it eye-catching for the kids. I would like to see more recipes and more pictures.

B. Kids (Ages 9 to 11)

1. Healthy Eating

Pizza, spaghetti, hamburgers, enchiladas, quesadillas, and chicken were among the most frequently named items when kids were asked about their favorite thing to have for dinner.

When asked about their favorite fruits, apples, oranges, mangos, pears, and bananas were mentioned most often. Carrots and tomatoes are the favorite vegetables among these kids, with a few also saying they like broccoli.

Most of these 9 to 11 year-olds drink 2% milk, although a few said they drink skim or whole milk. Other responses included, *strawberry milk*, *milk from a cow*, *regular milk*, and *soymilk*.

2. Internet Use

Homework and games are the two things these kids do most when on the computer. All use Google and/or Yahoo to look things up. Many also download music, email, and chat with friends, with a few saying they go to MySpace. Nickelodeon, the Disney Channel, Kids Pix, LimeWire, iTunes, Miniclip, Penguin Club, MySchool, and BearShare were all mentioned when asked about websites kids visit.

Participant Comments:

To look up information or to play games sometimes.

I play games and do my homework on the computer.

You can do research on your computer to learn about stuff.

I use it to look up Social Studies homework like Presidents. (S)

I like chatting on the computer.

I download music on the computer. (S)

I go on Kids Pix. It's a website where there is a whole bunch of games for kids.

I go to Myschool.com to see what kinds of things they have.

I go into Nickelodeon.

iTunes and BearShare.

LimeWire. (S)

Mini Clip.

There is a web page that is called Penguin Club. (S)

*I get into the Disney Channel, Cartoon Network, and Nickelodeon.
(S)*

Armorgames.com. (S)

3. Eat Well Be Well Website

Participants were told to go to www.eatwellbewell.org. Prior to any further discussion, kids were asked if they had ever been to this website.

Five of 25 of the children said they had been to www.eatwellbewell.org. Those who had, had either seen the web address on TV commercials, or in the case of one participant, his mother saw a commercial on TV and asked the child to “check it out.”

Participant Comments:

My mom. She saw it on TV and she wanted us to check it out.

On the TV.

I've seen it in commercials. (S)

I saw it with my friends. I've seen it on the computer, but I also saw it on a commercial in Spanish that shows a bunch of fruits. (S)

Most of these kids had not only seen Bobby B. before, but were very quick to say who he is and what he does – the “kid in the red cap” who talks to you about being healthy. Few had seen any of the other characters that are on the first page of the site (e.g., Brianna, Officer Carette, Melony Rind), with Brianna being the one that looked most familiar.

Participant Comments:

That kid in the red hat.

He tells you about how you are supposed to eat well and what you are supposed to eat to be healthy.

I like him. He tells people how much time you and your parents should exercise.

He wants you to be healthy.

(I like him because) he advises you to have a good, healthy life. (S)

I like the character Bobby B. and I thought about chocolate milk. (S)

Prior to going further into the site, kids were asked their opinions of the first page – what they like or don't like. Reactions were overwhelming positive. Most said they thought the site looks like fun, is colorful, and has cool games, with a few saying the characters look funny.

There were just a few negative comments about anything on the first page. One child said the site should just be for kids, while another said he didn't like the watermelon head because "I don't like watermelon because it has a lot of seeds." Another confirmed, "You can choke on the seeds. When I eat watermelon, the juices fall down on my shirt." (S)

Participant Comments:

It looks fun.

It's like a learning page.

It looks cool.

That it has many different links that you can go to. (S)

It looks safe.

It looks interesting. (S)

It's colorful. Some of these are my favorite colors.

They (the colors) are very bright and shiny. (S)

They are very colorful and they remind me of a rainbow. (S)

It says right there that it has fun games in there.

Some of the characters that are going around are funny.

It looks funny with the watermelon head and a carrot cop.

The whole kids and parents thing. I think it should just be for kids.

I don't like the watermelon head because it doesn't look right.

I also like Bobby B. because when I look at it that is the first thing I look at because it is in the center. (S)

4. "Kids Zone"

All participants clicked on "Kids" in the upper left hand corner of the page to get to the Kids Zone. (The "Kids" link at the bottom of the page was not visible unless they scrolled down.) These 9 to 11 year-olds are most drawn to the colors, the images or pictures (including the MyPyramid icon), and the games. They also like the fact that there are "lots of icons," and several different places they can go.

When asked which icon they would like to go to first, the majority said "Games." However, a few said they would go to "Meet Bobby B.," and a few others said they would go to MyPyramid. One child said she would go to "Healthy Eating" first, another that he would go to "Cool Links," and still another, "Make Your Move."

Participant Comments:

Games.

The colors.

I like the blue color better because it's not that dark and it's not too bright. (S)

I don't like the color white because it's colorless and it doesn't have an image. (S)

I like the one that says My Pyramid.

I like the one that has the pyramid. (S)

I would like to go into games, but I would like to go into Meet Bobby B. too.

I don't like playing games. I would probably go into the one that says Healthy Eating.

I like everything on here.

Everything is fine. I like what it says on there where he wants people to eat well and be healthy. (S)

a. Games

Once at “Games,” kids were asked how they got there – using the icons, the menu on the left hand side of the page, or the remote control at the bottom of the page. Overwhelmingly, participants used the icons to get to “Games,” with just a couple saying they used the remote control and a couple of others saying they used the menu.

Participant Comments:

I went to where the remote control was.

I got in the same way – by clicking the image.

I prefer the icon.

Because that's where you can find everything instead of just clicking on the icon. So you don't have to look at all of the images or drawings on there you just look at the words. (S)

It needs more stuff, like it needs more color.

All group participants played each of the games on the Eat Well Be Well website. When asked to go to *Games*, with just one or two exceptions, kids clicked on the *Games* icon rather than *Games* listed under the menu or the *Games* icon in the bottom right hand corner, to get there. (About half of the kids said they noticed the menu on the left of their screens.)

Following is a summary of comments for each game:

Milky Mix-up

Those children who said they like Milky Mix-up, said it teaches you about health and it teaches you to spell. Several said it was challenging (in a good way). Several who didn't care for it, found it boring, with a couple saying it was confusing or too hard.

Participant Comments:

Positive

It teaches you about health.

You get to spell.

I think it is fun and it shows you a lot of words. It shows you how to spell words.

I like the name of the game. (Why?) Because it gives a description of what the game is about. (S)

It's really challenging.

That you can play off of the hints that it gives you. (S)

You read the name of it and it gives you a description.

Negative

It's kind of boring.

You just spell words and it's not like playing fun games.

It's kind of hard.

I can't spell the words. (S)

Connect 3

Most of the participants had fun playing Connect 3 and said they would like to play again sometime. A few mentioned that it shows you foods that are good for you, while one child said it made him think more about vegetables. Others commented that the game is challenging, cool, and colorful.

The only negative comments related to the timing. One child said he would like the game to go faster, while another said the timer beats you just as you are about to win.

Participant Comments:

Positive

It makes you feel smart or something.

It's fun.

It's more challenging.

It shows you what you should eat that's good for you. (S)

Because they are showing a lot of fruits and then they show you good colors, like not dark colors, but the colors make the game look exciting. (S)

It makes me think more about vegetables. (S)

They (the sounds) bring life to the game and it's not boring. (S)

Because the sounds relax you. (S)

Negative

You're on level 2 and you are about to win, but the timer beats you.

I would just like it to be faster.

It's kind of slow. (S)

It's just because it goes really slow and then the time runs out. (S)

Rainforest Frenzy

Rainforest Frenzy was very well received and generated the most energy with the kids. They like using the arrow keys to play the game, saying they use arrow keys on other games they play. They like the color that the fruits and veggies add, and they like the sounds, saying they sound like the real forest. Several mentioned they like that the lower levels are easy and the higher levels are hard.

The only downside seemed to be that the higher levels go too fast.

Participant Comments:

Positive

It's easy. I use the arrow keys on most of my games I play.

It's adventurous. I'm on level 4.

I like that it takes place in a forest. The background is nice too. (S)

I like it because the first ones are easy and when you get to the higher levels it is harder. (S)

I like that they (the fruits and vegetables) are there because it gives it more color. (S)

It's fruitalicious!

The sounds are like the sounds of animals in the forest. (S)

I also like them because it sounds like the real thing. In the forest you hear those sounds and they sound realistic like they are coming at you. (S)

It gives you more energy. (S)

Negative

It's hard. I lost all my men.

The fruits fall too fast in the last levels. (S)

Because you have to keep moving to the side and it goes too fast. You have to move every which way and it goes too fast and they take your lives away. (S)

They don't give you more lives. (S)

Memory

This group of 9 to 11 year-olds had somewhat neutral reactions to Memory. Several said it was easy, although, a few said the easy level is easy but the hard level is hard.

There were a few negative comments about the speed at which the cards flip over, while one boy said he didn't like the way the game was scored (i.e., you get fewer points with more "flips").

Participant Comments:

Positive

It's easy. It helps you to remember.

It is both easy and difficult. The easy level is easy and the hard level is hard. (S)

It has my favorite fruits in it.

That it makes you think. (S)

It gives you time and it is more challenging. (S)

Negative

I didn't like how much flips it takes. Like if you are flipping them and then it scores on how your flips are, if you get less flips then you get more points, but if you get more flips then you get less points.

Sometimes it takes a long time to flip it and you are trying to race against the time.

If you find a pair it takes long to be able to keep going. It's like when you find a pair it goes "bling" and then it wastes like 5 seconds of your time.

Coloring Book

Most of these kids liked the coloring book because of the variety of colors as well as the variety of pictures. Several also mentioned they like the fact that you can add objects to the picture. One child said he liked it because Bobby is always exercising.

On the downside, a few children said it would get boring after a while, while one participant said he didn't care for it because you couldn't do your own drawings and another didn't like it because there are not enough colors.

Participant Comments:

Positive

He's exercising.

You get to put stuff in like a baseball and a baseball catcher and a basketball.

I like all the food that's on there. The vegetables and the fruits. (S)

You can pick your own colors and put them on your guy.

I like it too. You can put stickers on, and the colors are realistic.

You can change the pictures. (S)

Negative

It gets boring after a while.

You could have more pictures.

You can't make your own drawing.

It doesn't have enough colors.

When I want to color just a small part of it, the entire thing lights up. (S)

I don't like how most of them are Bobby B. (S)

Falling Blocks (*Played in the two English groups only*)

Kids like this game because it has bright colors and is fun. There were a couple of negative comments relating to the time given to move the blocks, and one suggestion that the background should be more colorful.

Participant Comments:

Positive

They are my favorite shapes.

It's learning.

It's colorful.

It has bright colors.

It's fun.

Negative

It doesn't give you enough time to move the blocks.

If the block is going down and you are trying to make a line, you can't really put it down in time for you to make a line.

Like something more colorful. (background)

Healthy Eating

Kids reacted favorably to the Healthy Eating game, saying it's challenging, fun, and it makes you think. A few mentioned that you also learn about what foods are good for you.

Several children did not understand this game at first while a few others were unsure of who the Idler is or why he was there.

Participant Comments:

Positive

It's fun.

It's challenging.

It makes you think.

You can do many things on it and you can do them very quickly. (S)

It's good because it helps you find out what your health foods are.

He (the Idler) is cool. He is sleeping.

I don't like the Idler, because he doesn't like eating healthy stuff.

I like all the food that's on there. The vegetables and the fruits.

Negative

It's complicated.

It's hard.

I don't get what I have to do. (S)

I know who it is, but I don't know why the person is there. (S)

Race for Health

This game had the most differences in opinions. The kids who liked it, liked it a lot. They said it was colorful, active, and fun, with several also mentioning that they liked all of the movement. Conversely, the children who didn't care for it, mostly objected to the sound it makes when Bobby runs into the desks.

Participant Comments:

Positive

It's fun. (S)

It's cool and interesting.

It's colorful and active.

It's very bright.

I like the images, the characters on this game. (S)

It moves around a lot, there's a lot of movement. (S)

I like it because you get to answer questions. When you look at these and you do this, it asks you questions or it tells you things. (S)

Negative

What I don't like about it is that it's not fun because all you do is walk around.

The thing I dislike about it is when you are running and you are trying to get something and you hit a desk.

I dislike it because you can run into the desk, so that slows you down.

Because when it goes "duh" and it hits the objects, I don't like that sound.

b. Downloads

Most of these 9 to 11 year-olds have a pretty good understanding of what is meant by "Downloads." Most related to downloading games or music to their computers, cell phones, or iPods. Many were also familiar with wallpaper and screen savers, though several thought they were the same.

Participant Comments:

Downloads

You can download the games on here.

You can download music or pictures and things like that.

It's something that is from the Internet and it's a surfing program or something that you can use for free or you can pay for it.

When you download music like MP3's, like you can download them on your cell phone or your iPod. (S)

Wallpaper

It's the background.

Another way to say it is a screen saver. For my computer you just press right click and then it says something like if you want to download something and you press yes and then a little loading thing goes on and then you exit out and the thing that you downloaded is right there.

It's like a paper that goes on the screen. (S)

Screensaver

If you leave the screen idle the screensaver comes on but once you touch it the original screen comes back on. (S)

A screen saver is something like if you take a picture of something then you can download it on the computer from a phone or a camera to the computer and then it shows up on your screen.

It comes up so that you won't have other people see what you're looking at so when the computer goes to sleep the screensaver comes up and it covers what's on the screen so other people can't see it. (S)

5. Overall Impressions

Overall, kids liked this site, primarily because of the games. However, it's not just the games they like - as their moms may have suggested. A few said they would go to other places on the Kids page, with MyPyramid being mentioned several times.

Kids describe the games, as *cool*, *fun*, and *challenging*. Most like the characters, although a couple said they thought they looked funny or weird. A few others believe some of the games were boring, often because they were too slow. Several mentioned they like the screen savers.

As might be expected, when asked what should be on the site that is not, kids said "more," – more pictures, more colors, more games, and more screen savers.

Participant Comments:

It was cool.

It's a good website. The Kids part is a really good page, but I haven't seen the other sites like Partners or Parents.

There are a lot of icons.

Some of the games were challenging.

Some of them were boring because they kept doing the same sounds.

To put more pictures in the coloring book.

Liked best . . .

The colors and the games and the characters.

Screen savers and the games.

The pictures and the games.

The games, pictures, and activities.

I like some of the characters. I don't like the broccoli woman because she looks weird.

That it teaches you how to be healthy. (S)

You can do many things on there. (S)

What should be added?

Because perhaps it could have more games on it. (S)

More games. (S)

Music.