### School practice

*General school practice for parental involvement*
- Personal informal contacts were preferred over other communication channels

*Health promotion policy*
- There appeared to be more school efforts for healthy eating promotion than PA promotion and SB prevention

### The vision on the role of school and parents in health promotion

*Healthy eating promotion*
- Parents have main responsibility, school has a supporting role

*PA promotion*
- Shared responsibility between parents and school

*SB prevention*
- Parents have responsibility

### Parental motivation

Parents were more motivated to participate in healthy eating promotion than PA promotion or SB prevention

### Parental participation in school-based promotion of EBRBs

#### Type of activities

*Place of activities*
- Parents like both home-based and school-based activities

*Characteristics of organized activities*
- Pleasant, interactive, practical and including children
- School-based: e.g. cooking session, walking/cycling excursions
- Home-based: e.g. homework assignments and class contents involving parents

#### Facilitators

- Child involvement
- New and practical information through pleasant, interactive activities
- Early notification about planned activities
- Rewards and incentives
- Social interaction
- Organization of a limited amount of brief parental activities instead of many, long lasting activities
- Confrontation with negative consequences of an unhealthy lifestyle motivates them to be more involved

#### Barriers

- Lack of time
- No interest
- No felt need for information
- Dislike of being tutored or judged
- No energy for extra efforts
- Financial constraints
- Unfamiliarity with other parents

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