

Sarasota VERB Summer Scorecard: The Sarasota County Youth Obesity Prevention Project

Florida Prevention Research Center

Julie A. Baldwin, PhD
Jen Nickelson, MS, RD
Moya Alfonso, MSPH
Carol A. Bryant, PhD
Jennifer French, MPH
David Hogeboom
Kelli R. McCormack Brown, PhD CHES
Seraphine Pitt Barnes, PhD
Robert J. McDermott, PhD, FAAHP



University of South Florida
College of Public Health

Acknowledgements

- **Obesity Prevention Coalition of Sarasota County**
 - Sarasota County
 - Health Department
 - Parks and Recreation
 - Government
 - School Board
 - School Food Service
 - School Nurses
 - Extension Agency
 - WIC
 - YMCA
 - Gulf Coast AHEC
 - Sarasota Memorial Hospital
 - Many others
- **Florida Prevention Research Center**
 - Rosa Avila
 - Leah Phillips

This presentation was supported by Cooperative Agreement Number 1-U48-DP-000062 funded by the Centers for Disease Control and Prevention, Prevention Research Centers Program. Its contents are solely the responsibility of the authors and do not necessarily represent the official views of the Centers for Disease Control and Prevention.

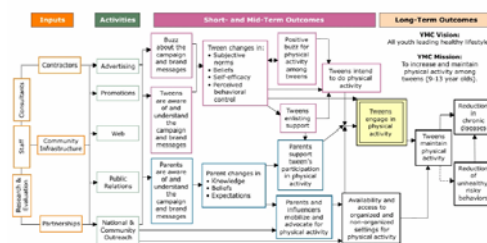
Background

- Community-based prevention marketing
 - Community Mobilization
 - Community Profile
 - Target Behavior Selection
 - Community Capacity Enhancement
 - Formative Research
 - Strategy Development
 - Program Development
 - Program Implementation
 - On-Going Tracking and Evaluation

Background




VERB™ Logic Model





Huhman, M., Heitzler, C., & Wong, F. (2004). The VERB™ campaign logic model: A tool for planning and evaluation. Preventing Chronic Disease, 1. Accessed 10/30/06 from www.cdc.gov/pcd/issues/2004/jul/04_0033.htm






 **Kick Off Events:**
Parks & Recreation Beach Run





 **Kick Off Events:**
YMCA Pool Party



 **Kick Off Events:**
Sarasota County Library System
Go Wild No School Tween Dance



 **Grand Finale**





Grand Finale



Grand Finale



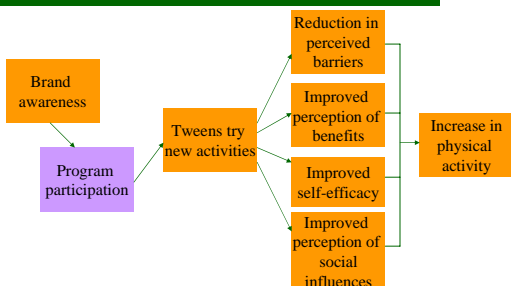
Grand Finale



VERB™ Summer Scorecard Logic Model



Simplified Tween Logic Model Variables



Objectives

- To determine if program participation was associated with:
 - Short-term outcome:
 - Trying new activities
 - Mid-term outcomes:
 - Barriers
 - Benefits
 - Self-efficacy
 - Social influences
 - Long-term outcome:
 - Physical activity

Methods

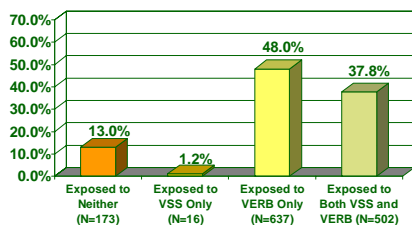
- September 2005
- Post-test only design
- 3 of 6 public middle schools surveyed

	Enrollment	Surveyed	Final Sample
School 1	1781	657 (37%)	608
School 2	1269	598 (47%)	571
School 3	1008	269 (27%)	258
Total	4058	1525 (38%)	1438

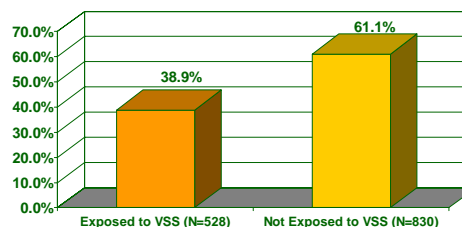
Demographics

Gender		Age	
Male	727 (50.6%)	11 or younger	278 (19.5%)
Female	709 (49.4%)	12	518 (36.3%)
		13	504 (35.3%)
		14 or older	128 (9.0%)
Grade			
6 th grade	367 (25.8%)		
7 th grade	609 (42.8%)		
8 th grade	447 (31.4%)		

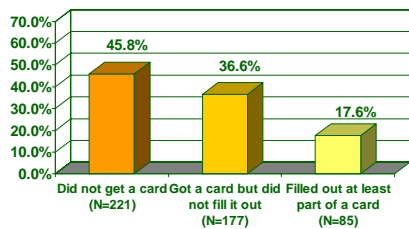
Brand Recognition / Exposure



Exposure to VERB Summer Scorecard

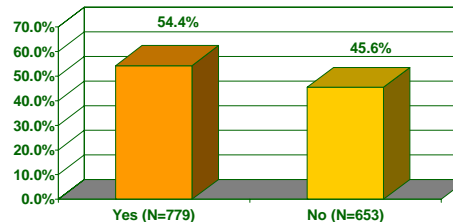


Participation Rates of Those Exposed to VERB Summer Scorecard Program



Not significantly different by gender, age, or grade

Short-term Outcome: Trying New Activities



Mid-Term Outcomes: Barriers, Benefits, Self-Efficacy, Social Influences

	Barriers	Benefits	Self-Efficacy	Social Influences
N of Items	5	5	4	4
Cronbach's α	0.60	0.75	0.71	0.84
N	1382	1388	1317	1361
Mean \pm SE	9.29 \pm .08	15.77 \pm .09	12.46 \pm .08	12.21 \pm .08
Range	5-19	5-20	4-16	4-16

Long-Term Outcome: Increased Physical Activity

- Q1 = On how many of the last 7 days did you exercise or participate in physical activity for at least 20 minutes that made you sweat and breathe hard . . . ?
- Q2 = Think about an average week during this school year. How many days of the week do you do a physical activity or play a sport, NOT including PE?

	Mean Q1	Mean Q2
Total	4.60	4.35
Boys	4.91 *	4.64 *
Girls	4.28	4.04
6 th grade	4.51	4.45
7 th grade	4.53	4.29
8 th grade	4.79	4.34

*= significantly higher than girls ($p < .05$)

Long-Term Outcome: Increased Physical Activity

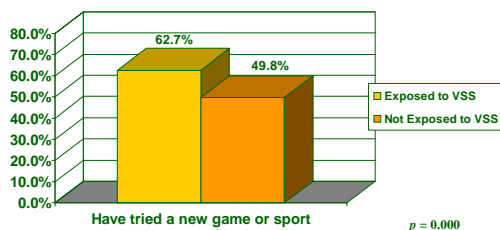
	Mean Q1	Mean Q2
≤ 11 years	4.44	4.28
12 years	4.57	4.38
13 years	4.63	4.36
≥ 14 years	5.03	4.35
School 1	4.45	4.33
School 2	4.96 *	4.46
School 3	4.19	4.12

*Significantly higher than School 1 and School 3

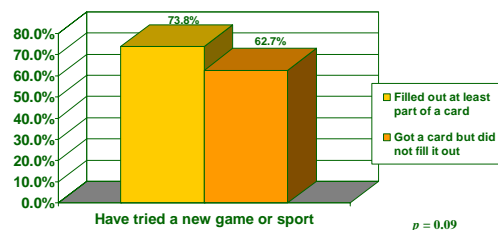
Long-Term Outcome: Increased Physical Activity

Mean number of physical activity days per week, NOT including PE	N	%
7 days	349	24.4%
6 days	171	12.0%
5 days	214	15.0%
4 days	179	12.5%
3 days	203	14.2%
2 days	130	9.1%
1 day	81	5.7%
0 days	101	7.1%

Exposure by short-term outcome: Trying new activities

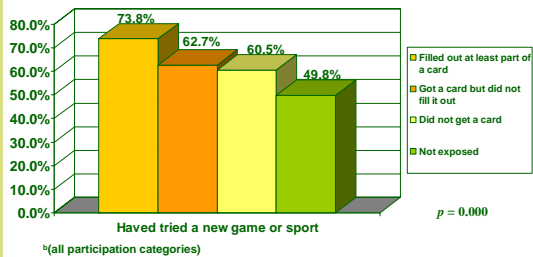


Participation^a by short-term outcome: Trying new activities

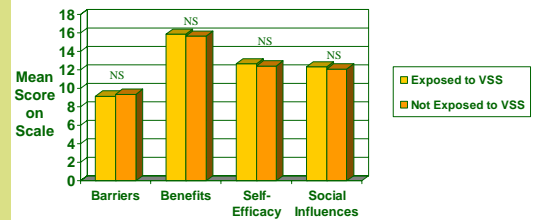


^a (only those who got a Scorecard)

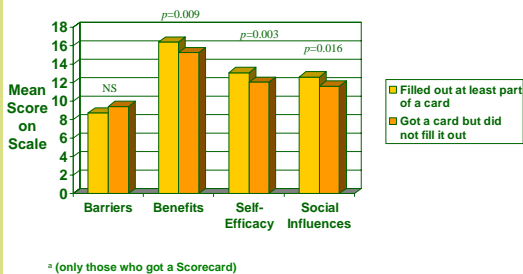
Participation^b by short term outcome: Trying new activities



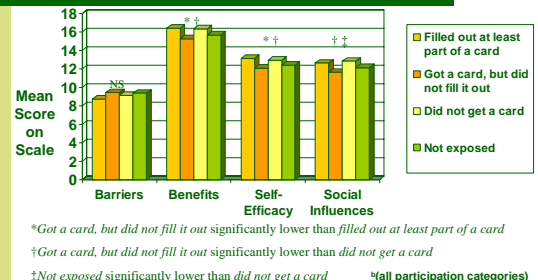
Exposure by Mid-Term Outcomes: Barriers, Benefits, Self-Efficacy, Social Influences



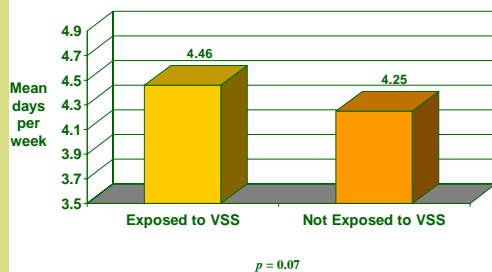
Participation^a by Mid-Term Outcomes: Barriers, Benefits, Self-Efficacy, Social Influences



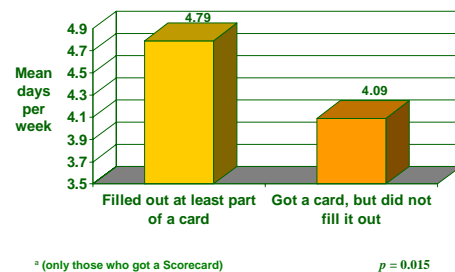
Participation^b by Mid-Term Outcomes: Barriers, Benefits, Self-Efficacy, Social Influences



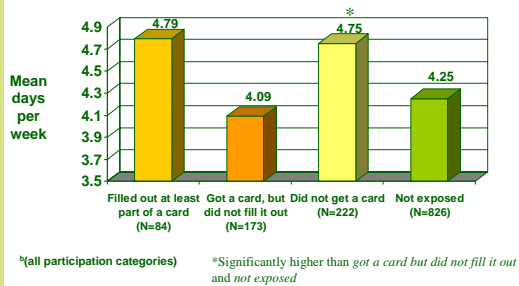
Exposure by long-term outcome: Physical activity



Participation^a by long-term outcome: Physical activity



Participation^b by long-term outcome: Physical activity



Summary of Findings

To determine if program participation was associated with:	Exposure	Only those who got a scorecard	All participation categories
Short-term outcome:			
Trying new activities	$p=0.000$	$p=0.090$	$(4>3>2>1) p=0.000$
Mid-term outcomes:			
Barriers	$p=0.261$	$p=0.078$	$p=0.210$
Benefits	$p=0.274$	$p=0.009$	$(4,2>3) p=0.004$
Self-efficacy	$p=0.314$	$p=0.003$	$(4,2>3) p=0.003$
Social influences	$p=0.175$	$p=0.016$	$(2>3,1) p=0.000$
Long-term outcome:			
Physical activity	$p=0.070$	$p=0.015$	$(2>3,1) p=0.002$

4=Filled out at least part of a scorecard
3=Got a card but did not fill it out
2=Did not get a scorecard
1=Not exposed

Limitations

- Cross-sectional study
- Convenience sample
- Self-reported data
- Participation variable problematic

Conclusions

- Exposure to program associated with:
 - Trying new activities
- Of those who got a scorecard, participating in the program associated with:
 - Benefits
 - Self-efficacy
 - Social influences
 - Physical activity levels
- Exposed / Did not get a scorecard \approx Exposed / Filled out at least part of a scorecard
- Exposed / Did not fill out \approx Not exposed

Future Directions

- Multivariate and path analysis of 2005 data
- Analyze 2006 data
 - Repeated VSS program in summer 2006
 - Completed survey in randomly selected schools in two counties (one control)
 - Revised participation item
- Continue to provide feedback to coalition