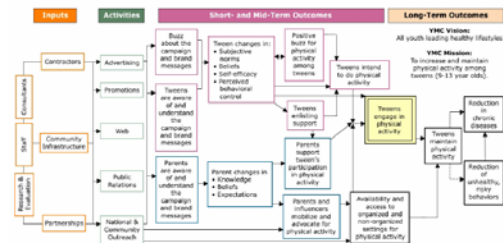


# Evaluation of The Sarasota County Youth Obesity Prevention Project

Florida Prevention Research Center  
University of South Florida

## VERB™ Logic Model



## VERB™ Summer Scorecard Logic Model



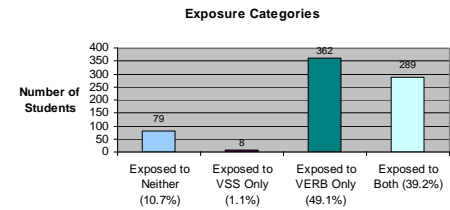
## Post-Scorecard Survey

- September 2005
- 819 students from two middle schools
  - 409 boys
  - 408 girls
  - 2 ?
  - Ages 11-14+
  - 158 6<sup>th</sup> graders
  - 379 7<sup>th</sup> graders
  - 269 8<sup>th</sup> graders

## VERB™ Summer Scorecard Logic Model



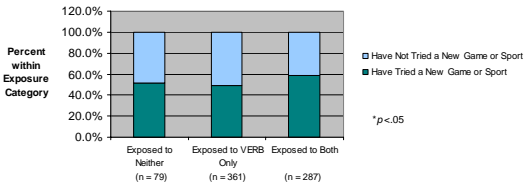
## Brand Recognition / Exposure





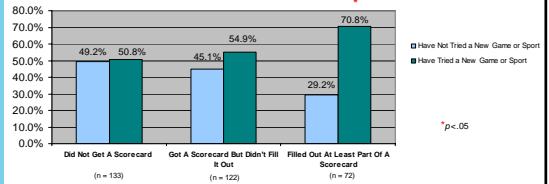
## Short-Term Outcome: Trying New Activities

Exposure by Trying a New Game or Sport



## Short-Term Outcome: Trying New Activities

Students Who Have Tried a New Game or Sport in the Last Two Months by Participation Level



## VERB™ Summer Scorecard Logic Model

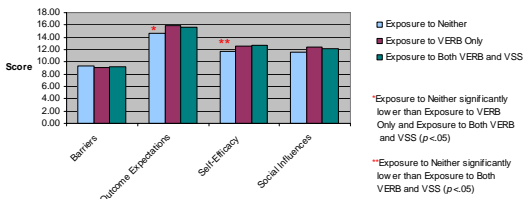


## Mid-Term Outcomes: Barriers, Outcome Expectations, Self-Efficacy, Social Influences

	Barriers	Outcome Expectations	Self-Efficacy	Social Influences
N	777	782	798	770
Mean ± SE	9.16 ± .105	15.64 ± .118	12.47 ± .104	12.20 ± .104
Range	5-19	5-20	4-16	4-16

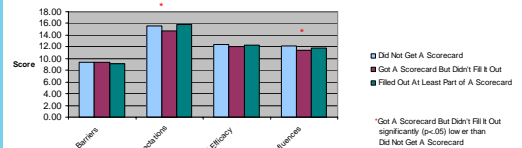
## Mid-Term Outcomes: Barriers, Outcome Expectations, Self-Efficacy, Social Influences

Mid-Term Outcomes by Exposure

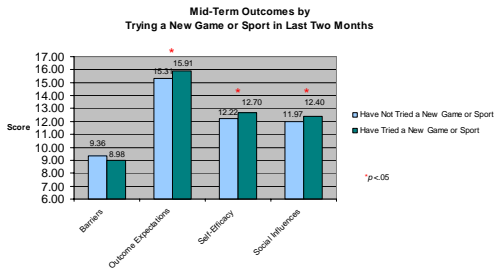


## Mid-Term Outcomes: Barriers, Outcome Expectations, Self-Efficacy, Social Influences

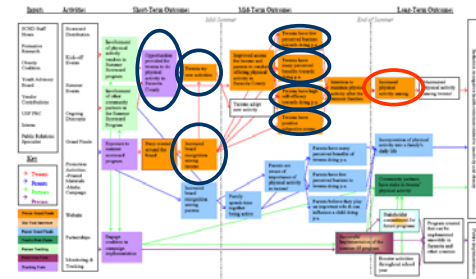
Mid-Term Outcomes by Level of Participation



## Mid-Term Outcomes: Barriers, Outcome Expectations, Self-Efficacy, Social Influences



## VERB™ Summer Scorecard Logic Model



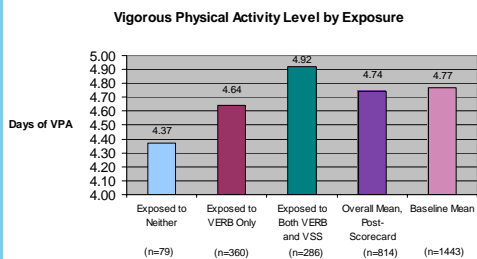
## Long-Term Outcome: Increased Physical Activity

	N	%
7 days	250	30.5%
6 days	109	13.3%
5 days	136	16.6%
4 days	88	10.7%
3 days	83	10.1%
2 days	61	7.4%
1 day	50	6.1%
0 days	37	4.5%

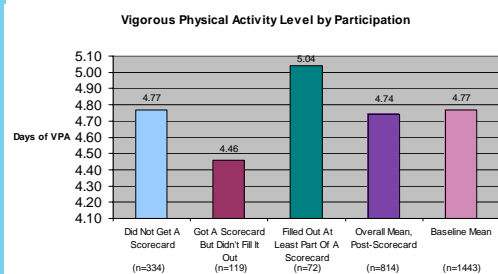
## Long-Term Outcome: Increased Physical Activity

	Mean
Total	4.74 days
Boys	5.03 days
Girls	4.45 days
6 <sup>th</sup> grade	4.64 days
7 <sup>th</sup> grade	4.68 days
8 <sup>th</sup> grade	4.91 days

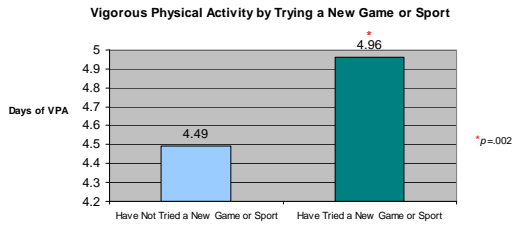
## Long-Term Outcome: Increased Physical Activity



## Long-Term Outcome: Increased Physical Activity



## Long-Term Outcome: Increased Physical Activity



## Long-Term Outcome: Increased Physical Activity

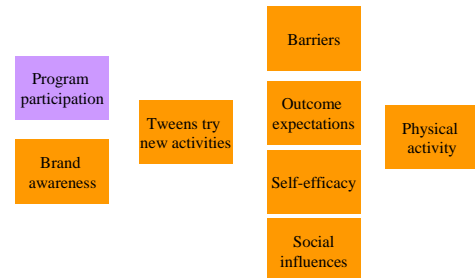
### Correlations with Vigorous Physical Activity Days

	r	p
Barriers	-0.288	0.01
Outcome Expectations	0.268	0.01
Self-Efficacy	0.358	0.01
Social Influences	0.304	0.01

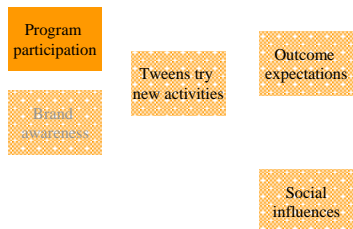
## Summary of Findings to Date

- Brand exposure high
  - (49% VERB Only, 39% Both)
- Participation low
  - (9%)
  - More girls than boys

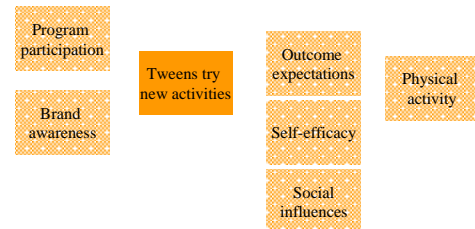
## Tween Logic Model Variables

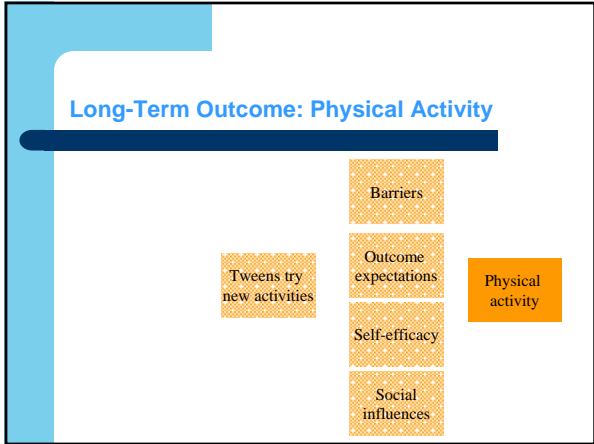
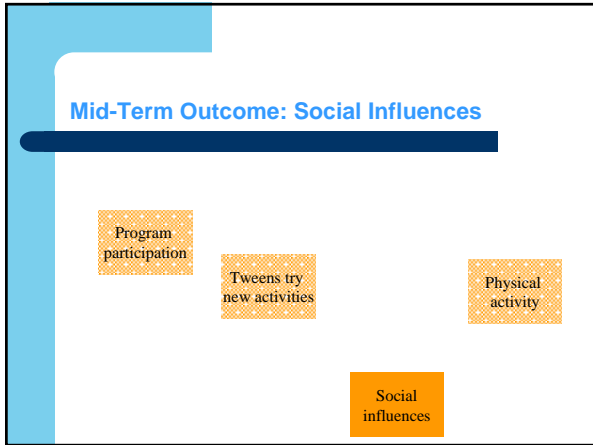
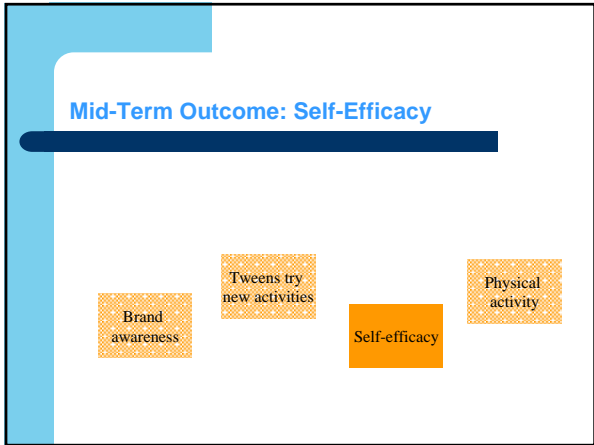
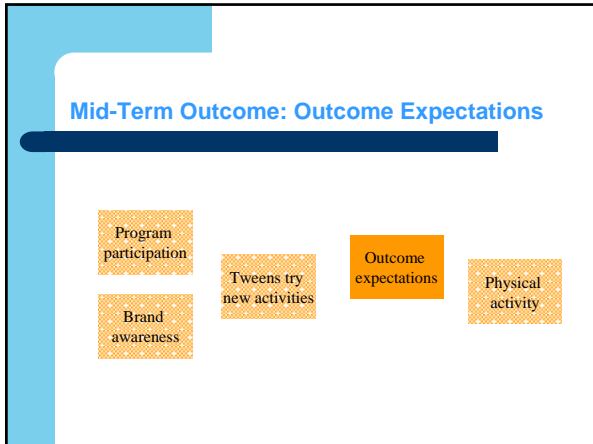
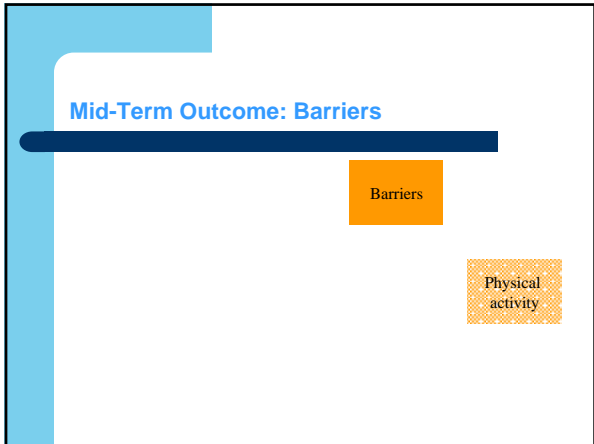


## Short-Term Outcome: Program Participation



## Short-Term Outcome: Trying New Activities





- ### Limitations
- Cross-sectional study
  - Convenience sample
  - Self-reported data

