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

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

VERB™ Logic Model

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

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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
**Objectives**

- To determine if program participation was associated with:
  - Short-term outcome:
    - Tweens try 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

<table>
<thead>
<tr>
<th>Enrollment</th>
<th>Surveyed</th>
<th>Final Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>School 1</td>
<td>1781</td>
<td>657 (37%)</td>
</tr>
<tr>
<td>School 2</td>
<td>1269</td>
<td>598 (47%)</td>
</tr>
<tr>
<td>School 3</td>
<td>1008</td>
<td>269 (27%)</td>
</tr>
<tr>
<td>Total</td>
<td>4058</td>
<td>1525 (38%)</td>
</tr>
</tbody>
</table>

Demographics

<table>
<thead>
<tr>
<th></th>
<th>Gender</th>
<th>Age</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Male</td>
<td>11 or younger</td>
<td>6th grade</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>12</td>
<td>7th grade</td>
</tr>
<tr>
<td></td>
<td></td>
<td>13</td>
<td>8th grade</td>
</tr>
<tr>
<td></td>
<td></td>
<td>14 or older</td>
<td></td>
</tr>
<tr>
<td>Gender</td>
<td>727 (50.6%)</td>
<td>278 (19.5%)</td>
<td>367 (25.8%)</td>
</tr>
<tr>
<td>Female</td>
<td>709 (49.4%)</td>
<td>518 (36.3%)</td>
<td>609 (42.8%)</td>
</tr>
<tr>
<td>Grade</td>
<td>571 (47%)</td>
<td>504 (35.3%)</td>
<td>447 (31.4%)</td>
</tr>
</tbody>
</table>

Brand Recognition / Exposure

<table>
<thead>
<tr>
<th>Exposed to Neither (N=173)</th>
<th>Exposed to VSS Only (N=16)</th>
<th>Exposed to VERB Only (N=637)</th>
<th>Exposed to Both VSS and VERB (N=502)</th>
</tr>
</thead>
<tbody>
<tr>
<td>13.0%</td>
<td>1.2%</td>
<td>48.0%</td>
<td>37.8%</td>
</tr>
</tbody>
</table>

Exposure to VERB Summer Scorecard

<table>
<thead>
<tr>
<th>Exposed to VSS (N=528)</th>
<th>Not Exposed to VSS (N=830)</th>
</tr>
</thead>
<tbody>
<tr>
<td>38.9%</td>
<td>61.1%</td>
</tr>
</tbody>
</table>

Participation Rates of Those Exposed to VERB Summer Scorecard Program

<table>
<thead>
<tr>
<th>Did not get a card</th>
<th>Got a card but did not fill it out</th>
<th>Filled out at least part of a card</th>
</tr>
</thead>
<tbody>
<tr>
<td>45.8%</td>
<td>36.6%</td>
<td>17.6%</td>
</tr>
</tbody>
</table>

Short-term Outcome: Trying New Activities

<table>
<thead>
<tr>
<th>Yes (N=779)</th>
<th>No (N=653)</th>
</tr>
</thead>
<tbody>
<tr>
<td>54.4%</td>
<td>45.6%</td>
</tr>
</tbody>
</table>

Not significantly different by gender, age, or grade
Mid-Term Outcomes: Barriers, Benefits, Self-Efficacy, Social Influences

<table>
<thead>
<tr>
<th></th>
<th>Barriers</th>
<th>Benefits</th>
<th>Self-Efficacy</th>
<th>Social Influences</th>
</tr>
</thead>
<tbody>
<tr>
<td>N of Items</td>
<td>5</td>
<td>5</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Cronbach’s α</td>
<td>0.60</td>
<td>0.75</td>
<td>0.71</td>
<td>0.84</td>
</tr>
<tr>
<td>N</td>
<td>1382</td>
<td>1388</td>
<td>1317</td>
<td>1361</td>
</tr>
<tr>
<td>Mean ± SE</td>
<td>9.20 ± 08</td>
<td>15.77 ± 08</td>
<td>12.46 ± 08</td>
<td>12.21 ± 08</td>
</tr>
<tr>
<td>Range</td>
<td>5-19</td>
<td>5-20</td>
<td>4-16</td>
<td>4-16</td>
</tr>
</tbody>
</table>

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?

<table>
<thead>
<tr>
<th></th>
<th>Mean Q1</th>
<th>Mean Q2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>4.60</td>
<td>4.35</td>
</tr>
<tr>
<td>Boys</td>
<td>4.91 *</td>
<td>4.64 *</td>
</tr>
<tr>
<td>Girls</td>
<td>4.28</td>
<td>4.04</td>
</tr>
<tr>
<td>6th grade</td>
<td>4.51</td>
<td>4.45</td>
</tr>
<tr>
<td>7th grade</td>
<td>4.53</td>
<td>4.29</td>
</tr>
<tr>
<td>8th grade</td>
<td>4.79</td>
<td>4.34</td>
</tr>
</tbody>
</table>

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

Long-Term Outcome: Increased Physical Activity

<table>
<thead>
<tr>
<th></th>
<th>Mean Q1</th>
<th>Mean Q2</th>
</tr>
</thead>
<tbody>
<tr>
<td>≤ 11 years</td>
<td>4.44</td>
<td>4.28</td>
</tr>
<tr>
<td>12 years</td>
<td>4.57</td>
<td>4.38</td>
</tr>
<tr>
<td>13 years</td>
<td>4.63</td>
<td>4.38</td>
</tr>
<tr>
<td>≤ 14 years</td>
<td>5.03</td>
<td>4.35</td>
</tr>
<tr>
<td>School 1</td>
<td>4.45</td>
<td>4.33</td>
</tr>
<tr>
<td>School 2</td>
<td>4.96 *</td>
<td>4.46</td>
</tr>
<tr>
<td>School 3</td>
<td>4.19</td>
<td>4.12</td>
</tr>
</tbody>
</table>

* = Significantly higher than School 1 and School 3

Exposure by short-term outcome: Trying new activities

- 62.7% Exposed to VSS
- 49.8% Not Exposed to VSS

Participation* by short-term outcome: Trying new activities

- 73.3% Filled out at least part of a card
- 62.3% Got a card but did not fill it out

* = (only those who got a Scorecard)
Participation b by short term outcome:
Trying new activities

- Haved tried a new game or sport
  - 73.8%
  - 62.7%
  - 60.5%
  - 49.8%
  - 0.0%
  - 10.0%
  - 20.0%
  - 30.0%
  - 40.0%
  - 50.0%
  - 60.0%
  - 70.0%
  - 80.0%

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

- Filled out at least part of a card
  - Blue
  - Filled out at least part of a card
  - Green
  - Got a card but did not fill it out
  - Orange
  - Did not get a card
  - Pink

- Mean Score on Scale
  - Barriers
  - Benefits
  - Self-Efficacy
  - Social Influences

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

- Filled out at least part of a card
  - Blue
  - Filled out at least part of a card
  - Green
  - Got a card but did not fill it out
  - Orange
  - Did not get a card
  - Pink

- Mean Score on Scale
  - Barriers
  - Benefits
  - Self-Efficacy
  - Social Influences

Exposure by long-term outcome:
Physical activity

- Exposed to VSS
  - Blue
  - Mean days per week
    - 4.46
  - Not Exposed to VSS
  - Orange
  - Mean days per week
    - 4.25

Participation b by long-term outcome:
Physical activity

- Filled out at least part of a card
  - Blue
  - Mean days per week
    - 4.79
  - Got a card, but did not fill it out
  - Orange
  - Mean days per week
    - 4.09

* (only those who got a Scorecard)

p = 0.000

p = 0.009

p = 0.003

p = 0.015

*Got a card, but did not fill it out significantly lower than filled out at least part of a card
†Got a card, but did not fill it out significantly lower than did not get a card
‡Not exposed significantly lower than did not get a card

b(all participation categories)
**Participation by long-term outcome: Physical activity**

<table>
<thead>
<tr>
<th>Participation Category</th>
<th>Mean Days per Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>Filled out at least part of a card (N=84)</td>
<td>4.79</td>
</tr>
<tr>
<td>Got a card, but did not fill it out (N=173)</td>
<td>4.09</td>
</tr>
<tr>
<td>Did not get a card (N=222)</td>
<td>4.75</td>
</tr>
<tr>
<td>Not exposed (N=826)</td>
<td>4.25</td>
</tr>
</tbody>
</table>

*Significantly higher than got a card but did not fill it out and not exposed.

**Summary of Findings**

To determine if program participation was associated with:

<table>
<thead>
<tr>
<th>Participation Categories</th>
<th>Exposure</th>
<th>Only those who got a scorecard</th>
<th>All participation categories</th>
</tr>
</thead>
</table>

| Short-term outcome: | | | | |
|---------------------|-----------------|-----------------|-----------------|
| Trying new activities | p=0.000 | p=0.000 | (4>3>2>1) | p=0.000 |

| Mid-term outcomes: | | | | |
|--------------------|-----------------|-----------------|-----------------|
| Benefits | p=0.217 | p=0.009 | (6.2) | p=0.004 |
| Self-efficacy | p=0.314 | p=0.002 | (6.2>3>2) | p=0.002 |
| 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>0) | p=0.002 |

*Significantly higher than got a card but did not fill it out and 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 = Exposed / Filled out at least part of a scorecard
  - Exposed / Did not fill out = 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