



Measuring the Impact of a Nutrition and Physical Activity Collaborative – Evaluating the First 5 years of Get Healthy San Mateo County (2006-2010)

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Background

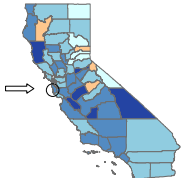
After a one-year planning effort involving over 200 community members, the Blueprint for Prevention of Childhood Obesity was released by Healthy Communities San Mateo County in April 2006.

Between 2006 and 2010, the Get Healthy San Mateo County (GHSMC) Task Force made significant progress on 27 of the 29 (93%) objectives and 75 of the 111 (68%) action steps related to childhood nutrition, physical activity, policy and the built environment contained in the blueprint.

The Evaluation Committee of GHSMC Task Force developed an annual evaluation report of both quantitative and qualitative metrics.

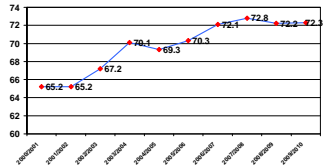
Quantitative Evaluation

Prevalence of Obesity Among Children 2 to <5 years, By County 2009 CA PedNSS

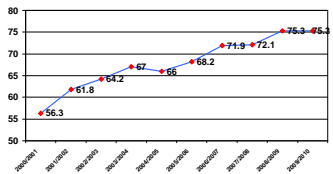


This rate decreased from 19.4% in 2006 to 17.5% in 2009.

Body Composition - % of San Mateo County 5th/7th/9th graders in Healthy Fitness Zone, 2000-2010 (CPFT)



Aerobic Capacity - % of San Mateo County 5th/7th/9th graders in Healthy Fitness Zone, 2000-2010 (CPFT)



Survey of GHSMC Task Force Members 2009-2010

Survey Question	Strongly Agree		Neither Agree nor Disagree		Disagree/Strongly Disagree	
	n	%	n	%	n	%
My involvement with the Task Force positively influences my community.	17	74%	5	22%	1	4%
I feel the Task Force is focusing on the areas of need in San Mateo County.	17	71%	3	13%	4	17%
I believe the Task Force makes adequate use of my time.	17	74%	1	4%	5	22%
There are opportunities for equalibance in the Task Force.	20	81%	1	5%	1	5%
Overall I am satisfied with the Task Force.	19	83%	2	9%	2	9%

Qualitative Evaluation

Selected Accomplishments

- GHSMC launched GetHealthySMC.org, a clearinghouse website that features a searchable directory of physical activity programs and nutrition resources and YSpaceSMC.org, which is run by youth from the organization EPA.net and features a Blog and a venue for youth to share information.
- Collective Roots and many community members partnered to establish the East Palo Alto Farmers' Market.
- The North Fair Oaks Community Planning Process integrated health into planning and land use policies. The plan will emphasize transit-oriented and mixed-use development, as well as safe pedestrian bicycle infrastructure.
- The School Wellness Policy Committee awarded 14 mini-grants to schools throughout San Mateo and held forums on practical ways to implement school wellness policies, healthy school fundraisers and on collaborating with school board members.
- The Afterschool Committee launched the Healthy Apple Award to recognize afterschool programs that incorporate healthy eating and physical activity into their programs. The Healthy Active Play Environments program has provided training and technical assistance to over 100 after-school providers throughout the county.
- The Preschool and Childcare Providers Committee disseminated nearly 300 nutrition and physical activity guidelines to preschools and childcare centers throughout San Mateo County.

Methods

The Evaluation Committee released four annual reports that provided:

- Analyses of trends around 27 ongoing indicators of nutrition and physical activity among children/adolescents;
- Information from Task Force member surveys;
- Accomplishments, challenges and recommendations from GHSMC's committees and the broader Task Force.

Indicators included:

- California Physical Fitness Test (CPFT) data on children meeting fitness standards (2000-2010);
- Pediatric Nutrition Surveillance Survey (PedNSS) data on child weight (2006-2009);
- California Healthy Kids Survey (CHKS) data on exercise and diet (2005-2006 and 2007-2008);
- Surveys of Task Force members asking about their experience with GHSMC.
- Accomplishments and Challenges from various GHSMC Committees.

Limitations

The data collected only begin to describe the complex factors influencing child health, nutrition and physical activity indicators, and health outcomes. Existing data sources describe certain populations, namely, low-income children (PedNSS), and children in participating public schools (CPFT and CHKS). Task Force member surveys capture information from about one-half of regular Task Force members.

Public Health Implications

These data suggest improvement in nutrition and physical activity indicators for San Mateo County children – ongoing assessment is needed to see if these trends continue. New data sources are being identified and analyzed to provide a broader picture of environmental impacts on health (e.g., availability of healthy food options in neighborhoods). The work of engaging diverse stakeholders and providing them with clear benefits from participation is ongoing.

Selected Challenges

- Limited participation by community members on some committees and follow-up, including distribution of tasks, was difficult because members were too busy
- Difficulty gathering and accessing data
- Members cited various time commitment issues and location/transportation concerns as concrete barriers to their participation in and attendance at Task Force and Committee meetings
- Committees felt overwhelmed by broad goals
- Funding for activities was perceived to be inadequate
- Under-representation by youth and under-served communities
- Some committee chairs requested clarity about their roles and Health Department's expectations