

Partners in Community Outreach - Healthy Lifestyles Campaign

Evaluation of Campaign Activity Supplemental Report

Comparison of Outcomes Reported Jan-June 2010 and July-Dec 2009

September, 2010

Introduction:

This supplemental report provides a comparative analysis of the Healthy Lifestyle Campaign outcomes reported by home visitors for the three types of outcome indicators being monitored:

- Increased knowledge about the lifestyle issue,
- Change in attitudes and beliefs about unhealthy lifestyle behaviors, and
- Changes in lifestyle behavior.

Outcomes reported for the period of July through December of 2009 are compared to the reported outcomes for the period January through June 2010. All seven lifestyle areas are included in this comparative analysis.

- 1) Child Development
- 2) Nutrition
- 3) Physical Activity
- 4) Obesity
- 5) Smoking
- 6) Alcohol Use
- 7) Other Drug Use

Reported data from the two complete six-month reporting periods are summarized for each of the seven lifestyle areas. The specific outcome indicators used for the comparative analysis are:

- The percentage of families reported as having increased their knowledge about each of the lifestyle issues.
- The percentage of families where a change in attitudes or beliefs about each of the lifestyle issues was observed by the home visitor.

- The percentage of families where the desired change in lifestyle behavior is observed and reported by the home visitor.

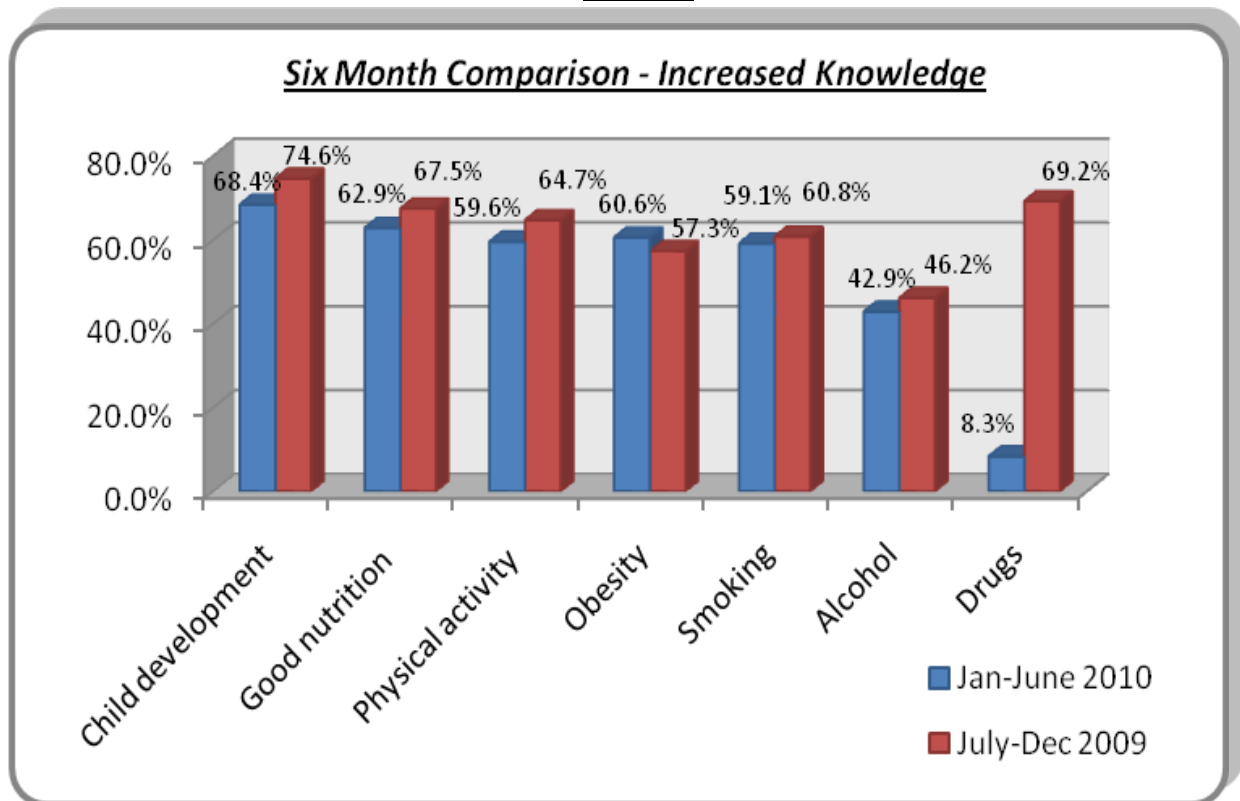
The outcome indicators are calculated by dividing the total number of families that were reported as having achieved the desired outcome by the total number of families reported as having received the initial information and education about that particular outcome area.

Increased Knowledge About the Lifestyle Issues:

A slightly higher percentage of families were reported as having increased their knowledge about the outcome area during the period July-Dec 2009 than was the case for the more recent reporting period of Jan-June 2010 across all outcome areas, except for obesity. The data reflects a small (about 3%) increase in the percentage of families increasing their knowledge about the unhealthy effects of being overweight during the most recent reporting period (1st half of 2010) as compared to the 2nd half of 2009.

Chart 1 summarizes the reported data related to increases in knowledge about the lifestyle area for the two six-month periods (July-Dec 2009 and Jan-June 2010).

Chart 1

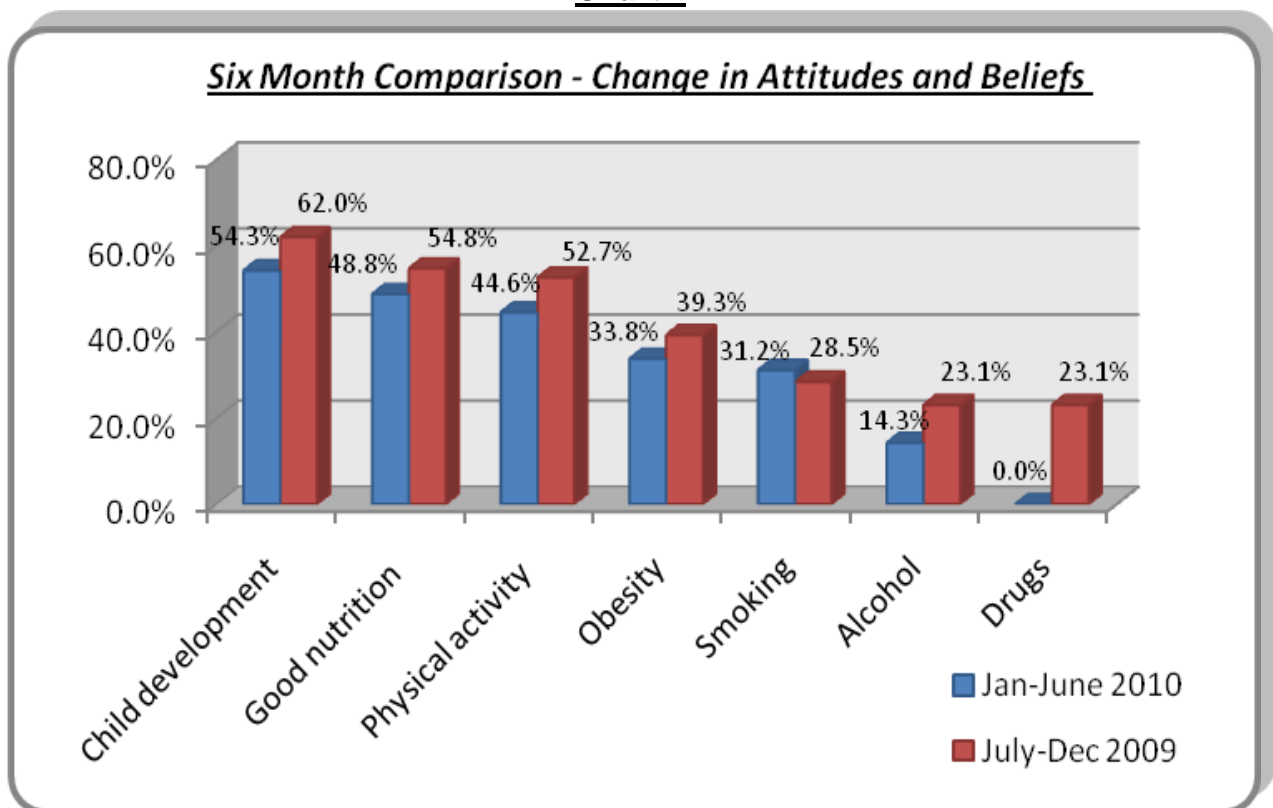


Improved Attitudes and Beliefs:

Improved attitudes and beliefs about each of the lifestyle issues was also observed in a higher percentage of families during the period July-Dec 2009 than was the case for the period Jan-June 2010 in all lifestyle areas except for smoking. A small increase (about 3%) in the percentage of families where a smoker changed their attitudes and beliefs about this lifestyle issue was observed for the 2010 period as compared to the 2009 period.

Chart 2 summarizes observed changes in attitudes and beliefs about each of the lifestyle issues for the period January-June of 2010 as compared to the period July-December of 2009.

Chart 2

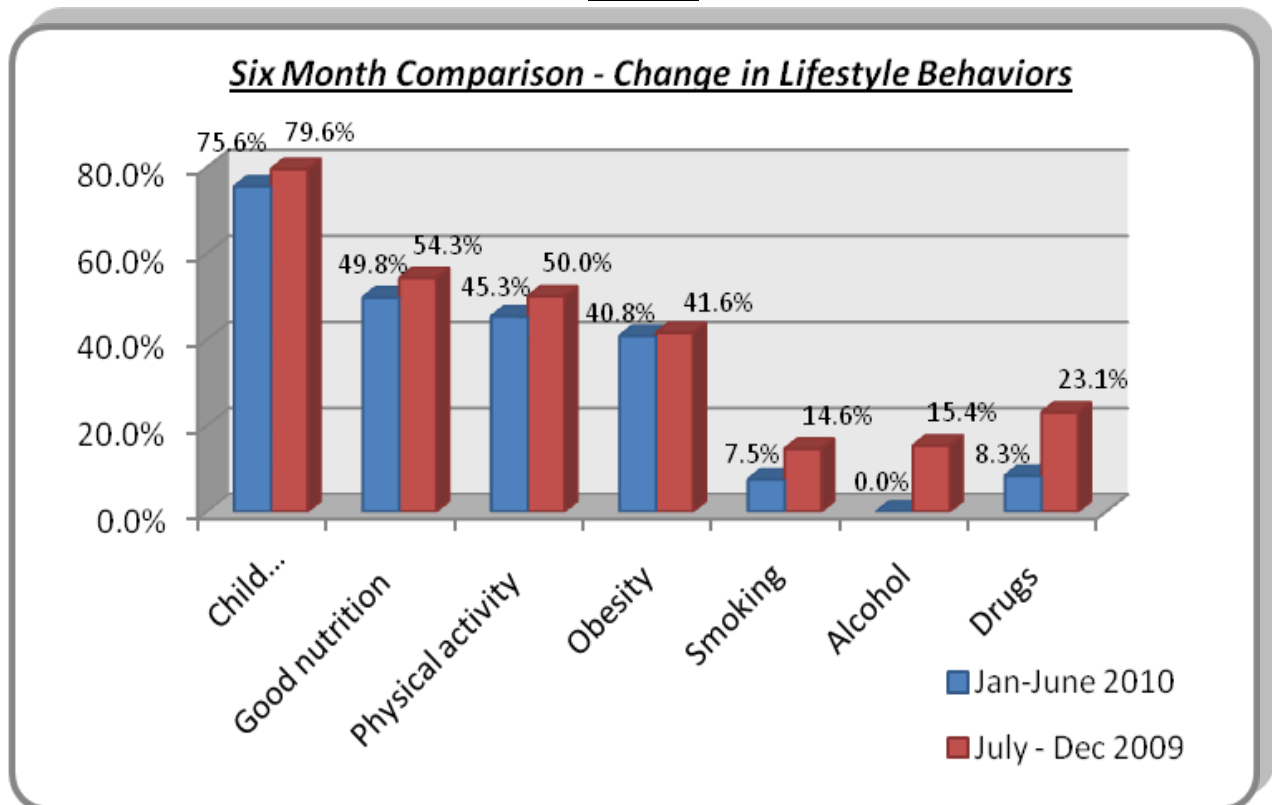


Changes in Lifestyle Behavior:

A higher percentage of the families were also observed to have made changes in their lifestyle practices (behavior) related to each of the lifestyle issues during the second half of 2009 as compared to the first half of 2010.

Chart 3 compares the percentage of families reported as having changed their behavior for each lifestyle area for the two reporting periods. With the exception of reported changes in alcohol and drug use, differences in the percentage of families making lifestyle changes are less than five percent of all families where each of the lifestyle issues was addressed. Since the number of families where alcohol and drug use was addressed is quite small compared to the other five lifestyle issues, the larger differences in outcomes is not considered to be particularly meaningful.

Chart 3



Discussion:

Although a higher percentage of families were reported as having achieved the desired outcomes related to lifestyle changes during the second half of 2009 as compared to the first half of 2010, these differences are not considered to be particularly significant. Reported outcomes are generally good for both reporting periods.

The small declines in the relative rate of lifestyle outcomes within families observed by home visitors during the second full six-month reporting period may be due to at least two factors:

- The subjective nature of the reporting which is dependent on the observation and judgment of home visitors makes it difficult to meaningfully compare outcomes from one reporting period to another.
- Since most families received services through an in-home family education program during both reporting periods, the initial lifestyle changes in many families during the first full six-months of the campaign may have been more observable to the home visitors. These more noticeable initial changes would have been reported during the first full six-months of the Healthy Lifestyles Campaign.

Summary:

Although it is interesting to examine how outcomes vary from one reporting period to another, changes of a few points in the percentage of families reported as having achieved the desired outcomes are not considered to be particularly relevant to evaluating the effectiveness of the Campaign. What is important is that significant numbers of families served by the participating in-home family education programs increased their knowledge, changed their attitudes and beliefs, and made changes in lifestyle behaviors during both the July-December and January-June reporting periods.

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