

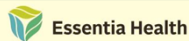



Successful Chronic Disease Prevention Programming in Rural, Sparsely Populated Communities

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Barnes County On The Move (OTM)




ACKNOWLEDGEMENTS

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Learning Objectives

- 1) describe a successful prevention program designed for rural communities,
- 2) knowledge about physical activity and nutrition programming with individuals, families, and the community, and
- 3) understanding about factors that contribute to successful community wellness outcomes.

OTM

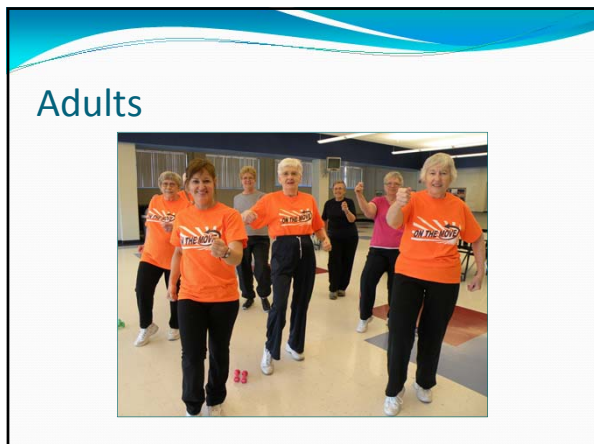
- Vision: healthy children, teens and adults living in Barnes County.
- A collaboration between local, state, and national entities.
- Based on the public health approach, with strategies designed for different levels of the social ecology.
- Includes community education; policy change; environmental adaptations; workplace programs; and individual behavior change through physical activity and nutrition classes.
- Guided by an active community coalition.

Partners



Children and Youth





Why Conduct the Enhanced Evaluation of the OTM Program

- Health Department
 - The ND DoH supported the implementation of the OTM Project.
 - The OTM Program is seen as successful
- The Centers for Disease Control has asked states to increase the body of evidence regarding successful programming addressing physical activity and nutrition.


Purpose of the Evaluation

- To identify intricacies of the program to demonstrate the program's success.
- In order to replicate components or the entire program elsewhere.

ND DoH Role in Enhanced Evaluation

- Contract with Essentia Health to conduct the research.
- ND DoH staff, with OTM partners, have participated at each stage of the evaluation,
 - from planning
 - to implementation
 - to data collection
 - to data analysis and
 - dissemination.


Enhanced Evaluation of OTM



- ❖ Children
- ❖ Adults
 - ❖ Member Survey
 - ❖ Focus Groups

Adults Member Survey: Sample

Member Survey	N
2008-2009	58
2009-2010	161
2010-2011	116

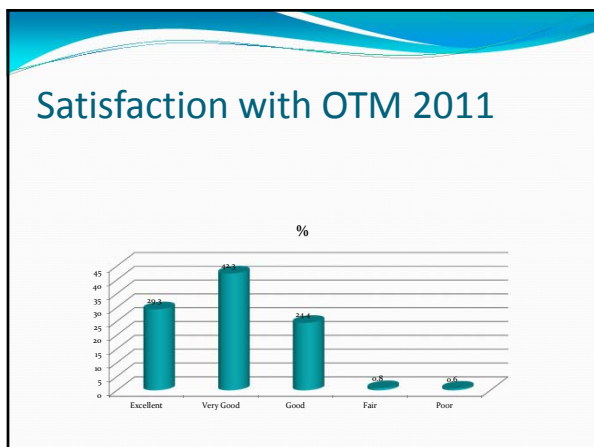


Member Survey Data Collection and Analysis

Member Survey	Member Survey Data Collection	Data Analysis
2008-2009	Survey e-mailed to members, quantitative and qualitative questions	Frequencies and percents. List of comments in open-ended questions and frequencies
2009-2010	Survey distributed through Survey Monkey, quantitative and qualitative questions	Descriptive statistics, appropriate test for relationships between variables, i.e. t-test, chi square, and ANOVA.
2010-2011		Qualitative analysis of open ended questions using NVivo and iterative process to develop categories.

OTM Members (Adults) Who Increased Physical Activity And Nutrition in 2009, 2010, and 2011

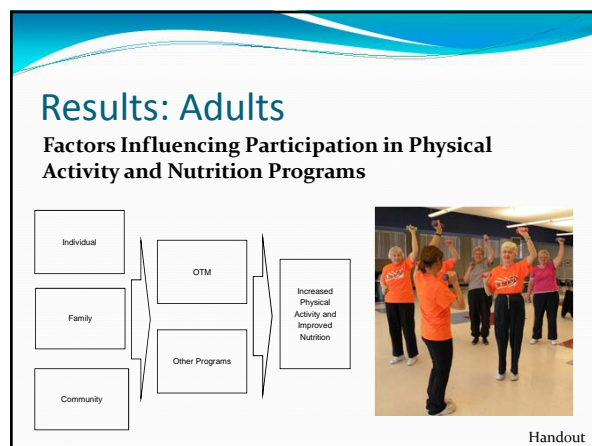
Year	Increased Physical Activity	Improved Nutrition
2009	88.5%	--
2010	91.3%	80.1%
2011	84.6%	74.8%



Sample Focus Groups with Adults

Group	N	Sex
Workplace: Factory	12	Women
Non-joiners 1	8	Women
Early Adopters	7	Women
Join OTM but not Participate in Activities	8	Women
Workplace: private nonprofit	6	Women
Occasional OTM participants	7	Women
Non-joiners 2	7	Men
Workplace: Educational	8	7 Women, 1 Man
TOTAL	63	

- ### Focus Groups Data Collection and Analysis
- The ND DoH and EIRH IRB approved the study.
 - Participants were recruited by OTM staff.
 - The 1 hour focus groups were held in workplaces and local restaurants.
 - 1 researcher facilitated each group; a second researcher typed notes during each group. Focus groups were digitally recorded.
 - Participants received an incentive.
 - The results were transcribed and saved into NVivo for analysis.



Factors about OTM that Influenced Participation in Physical Activity and Nutrition Programs

- OTM PROGRAM MANAGEMENT
 - Communications
 - HOW PEOPLE LEARN ABOUT OTM: ADVERTISING
 - INCENTIVES (INCREASED MOTIVATION) TO PARTICIPATE IN OTM
 - Social Support
 - Teams and Competition
 - Goal Setting
 - T-Shirts Gift Certificates Drawings
 - HEALTH SCREENINGS
 - NUTRITION
- PHYSICAL ACTIVITY PROGRAMMING
 - Orientation
 - Timing During the Day and Day of the Week
 - Length Of Time/Time Of Year
 - Cost
 - Variety
 - Location
 - Trainers Leaders Facilitators
 - GENERAL POSITIVE COMMENTS
 - RECOMMENDATIONS

Children



Children's Ideas about Physical Activity

- Participate in high levels of activity.
- Grandma. She rode bike with me.
 - My dad, he walked with me.
 - My mom encouraged me to jog with her.
 - Sometimes my brother and babysitter, we go for walks and go to the park.
 - Me and my sister go jogging together; we walk the dog and bike together.
 - I went running with my cousin.
 - I play football in the front yard with my mom.

Conclusion and Dissemination

- Conway, P., Haller, I., & Lutfina, M. N. (2012). School aged childhood overweight and obesity in rural America. *Disease-a-Month*, 58(11), 639-650.
- Conway, P., Buhr, S., Sayler, J., Askew, D., Boeckel, J., Mormann, S., Musumba, A., Olimb, S., & Schwanz, D. (2012, October). Successful Programming to Prevent Chronic Disease in Rural Communities: Results of an Enhanced Evaluation. American Public Health Association, San Francisco, CA. Poster
- Conway, P., Buhr, S., Sayler, J., Askew, D., Boeckel, J., Mormann, S., Musumba, A., Olimb, S., & Schwanz, D. (2012, April). Successful Chronic Disease Prevention Programming in Rural, Sparsely Populated Communities. National Rural Health Association, Denver, CO. Poster

Discussion

Thank you!