Community Consortiums as a Strategy for Increasing Physical Activity and Improving Nutrition in Rural Communities

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Learning Objectives

• Explain the role of consortiums/partnerships in prevention activities in rural communities.
• Describe consortium and program factors that contribute to successful physical activity and nutrition programs in rural communities.
• Formulate plans for implementing similar programs in other rural communities.

Overview: ON THE MOVE

• Vision & Mission
• Public health approach
• Strategies
• Collaboration and Coalition
ON THE MOVE: Vision & Mission
Vision: Healthy children, teens and adults living in Barnes County.
Mission: Change community norms (nutrition & physical activity).

ON THE MOVE & the Public Health Approach
Based on the public health approach, with strategies designed for different levels of the social ecology model.

Levels of the Social Ecology
http://www.cdc.gov/ViolencePrevention/overview/social-ecologicalmodel.html
**ON THE MOVE Programs & Strategies**

- Community physical activity and nutrition classes
- Systems change
- Policy change
- Environmental adaptations
- Workplace programs
- School programs
- Community coalition

**Collaborations: Overview**

**Types of Collaborations**

- Local
- State
- Regional and National

**Evolution**

**Advantages of Collaborations**

**Collaborations: Local**

Barnes ON THE MOVE Partnership
ON THE MOVE Partnership

Private Non-Profit Organizations
- CHI Mercy Health, part of Catholic Health Initiatives
- Sanford Clinic - member of Sanford Health
- Sheyenne Care Center
- Open Door Center
- Valley City Area Chamber of Commerce
- St. Catherine School
- The Ministerial Association
- Barnes County Senior Citizen Center
- Small Business Representative

ON THE MOVE Partnership

Public Organizations
- Barnes County Social Services (BCSS); local ND DHS office
- Valley City State University (VCSU)
- NDSU Extension Service/Barnes Co
- Valley City Public Schools (VCPS)
- City of Valley City (CVC)
- Valley City Park & Recreation (VCPR)
- City-County Health District (CCHD)- local DOH Agency

Collaborations: State
- ND Department of Health
- ND Comprehensive Cancer Control Program
- Heart, Disease & Stroke
- Blue Cross Blue Shield
- North Dakota State University
Collaborations:
Regional & National

• American Heart Association
• ACHIEVE (CDC)
• Sheyenne Valley Foundation
• Essentia Institute of Rural Health

Collaboration:

• Evolution
• Advantages

Accomplishments:
Changing Community Norms
Policy, Systems & Environment

• School Wellness Policy (nutrition & physical activity)
• Walking paths
• Health Tracks (blood pressure policy for parents)
• City County Health District (nutrition policy)
Accomplishments: Changing Community Norms

Behavior Change

4th Grade (Healthy Heart)

Accomplishments: Changing Community Norms

Behavior Change

5th Grade (Healthy Heart)

Accomplishments: Changing Community Norms

Behavior Change

ON THE MOVE
physical activity and nutrition program
Accomplishments: Changing Community Norms

Behavior Change

Student ON THE MOVE (college students model for younger kids)

Giant Fruit Salad

Concession Food Expo
Barnes County ON THE MOVE for Grade 5
An annual 7-week wellness course

- Barnes County schools
  - Washington (Public - Valley City)
  - St. Catherine’s (Private)
  - Oriska (Public Rural)

- Components
  - Knowledge component: nutrition and physical activity education
  - Behavioral component: students and their families set specific health goals for the 7-week program.
  - Cognitive behavior modification motivator.

Examples of Goals

**Nutrition Goals**

- Eat 1 more fruit or vegetable than I usually do (4) per day.
- I want to eat whole grains 3 times a week.
- Drink 3 glasses of milk and water a day.

**Physical Activity Goals**

- Only 1 hour screen time per day.
- Running outside for a half hour every day.
- Ride bike into town when I got homework done.

**Students**

- Go for a walk at least twice a week.
- No pop for 2 weeks.
- Try to eat more meals as a family.

**Parents**

- Go for a walk at least twice a week.
- No pop for 2 weeks.
- Try to eat more meals as a family.
Method
Retrospective Evaluation

- A retrospective analysis of pre and post survey data.
- Sample
- Data Collection
- Data Analysis

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Results

Knowledge

- Knowledge increased in the post survey.
- The number of correct answers increased.

Behavior

- 81% of students reported goal achievement.
- Positive changes in daily servings of fruit and veggies eaten; glasses of milk drunk per day; and choice of wheat over white bread
- No observable change in numbers of days active per week.

ON THE MOVE Grade 5

Methods

Strengths

- Low cost of data collection
- Adds another data source to increase validity of comprehensive evaluation of OTM

Challenges

- Survey instrument
- Parent response rates
- Short time frame between the pre and post tests.
- Lack of comparison group.
ON THE MOVE Evaluation

Type of Evaluation
• Surveys: ON THE MOVE Members, 5\textsuperscript{th} graders/parents, 4\textsuperscript{th} grade parents
• Enhanced Evaluation

Evaluation Successes
• Name recognition
• Information available for program and policy development and use in grant writing.
• Dissemination at local, regional and national venues.

Barriers to Evaluation
• Difficulty in engaging people in evaluation.
• Do not have comparison group to demonstrate cause.
• Lack of funds for program evaluator for consistent and ongoing evaluation.

Barnes ON THE MOVE Partnership: Next Steps

• Evaluation of Valley City School Wellness Program.
• Continue thinking about how to change community norms.

Barnes ON THE MOVE Partnership: Next Steps

• Continue work on multi-use paths, sidewalk ordinance, day care policy, and Health in All Policies.
• Increasing membership to include for-profits.
• What is the next need in the community?
• Initiation of the Walking school bus.
Question:
How can a rural community develop a partnership and implement similar program, policy, systems, & environment change?

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Barnes On The Move

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