HWTF Obesity Conference Call Notes

March 31, 2004 at 10:00 am

Introductions

Evaluation

ECU team update

- The site visits have been quite helpful in enabling the ECU team to become familiar with each of the projects.
- Data collection – ECU is making progress in deciding what variables to include in data collection. They will definitely include height and weight measurements, as well as questions relating to physical activity, nutrition behaviors, and possibly self-efficacy. They may also ask grantees who are using pedometers to record information from the pedometers.
- Data Collection Form – The ECU Team is considering using the same form that is currently being developed by the NC Division of Public Health. They are excited about using an instrument that will allow our grantees to be part of a larger data collection effort. The people who developed the state form have put much effort into researching, designing questions and pilot testing the instrument. It is easy to use and will be in its final draft soon.
- Sampling Plan – The Duke Management Team is in the process of scheduling conference calls between the ECU Team and each individual grantee to finalize the evaluation plan. Prior to these calls, the ECU Team will review each project's action plan and develop a recommended sampling plan for each grantee to select their cohort of youth. During the calls, we will discuss their recommended plan and any other concerns or ideas you have about evaluation.
- IRB – Grantees should be working on their IRB packets. The sampling plan that ECU generates will be helpful in answering some of the IRB questions. Shortly after the evaluation conference calls, ECU will distribute the data collection form, which will also be a necessary component of your IRB packet.
- As a reminder, projects cannot collect data from participants before being granted IRB approval.
- Partnership Evaluation — ECU is also planning to evaluate partnerships within the projects, which are crucial to sustainability. We will keep you informed as we progress with this evaluation component.
- Duke Management Team Evaluation — As Maggie mentioned on the call, evaluation begins at the onset of a project and your feedback will help us to provide more effective technical assistance, so we welcome your feedback and want to hear (or read) both positive feedback, as well as constructive criticism.

Questions for ECU team regarding evaluations:

Will questionnaires be for all age levels?

- Yes, we might need to get parents' help for the younger kids. We are thinking about having portion models, drink sizes, etc. to show the children so data collection is accurate. This has been one of the toughest parts of thinking through the evaluation plan.

What if we have our own requirements for evaluation?

- The ECU Evaluation Team will work with each grantee to define a cohort and evaluation plan that makes sense. If you have particular questions or concerns about your evaluation, forward them to your Duke Management Team Project Coordinator at any time.

When will we have access to the data that is collected so that we can report to our boards, community groups, etc?

- The database will be set up in such a way that grantees will be able to generate project-specific reports for their own use at any time. No data will go outside the project that the grantee is not able to access. Grantees may also maintain their own databases if they are keeping up with more kids than just those included in the cohort study.

Do all kids participating in our project need a signed Consent Form or just the data collection subjects?

- Grantees should follow school (YMCA group, etc) policy for obtaining parental consent for kids to participate in project activities. The group that absolutely must have written parental consent (via parents signing an IRB-approved consent form) is the subset of kids who will be included in our cohort study.

Is it ok to use one form for all participants even if not collecting data?

- If the questionnaire we are using for the overall evaluation meets your needs for your individual evaluation, it is fine to use it as your data collection form. We can also discuss this during the upcoming evaluation conference calls.

Database and Data Collection Trainings

- Regional trainings will be scheduled for summer 2004 to train grantees on both the Progress Tracking System (which will replace the current monthly reports) and the data collection / data entry system
- The Duke Management Team will let grantees know how we are grouping projects into regions and then grantees within those regions can communicate about the best date for the group. Project Coordinators and anyone else involved with data collection should plan to attend the training. Also, if a date in a region outside of your own works better for you and your project team, it should be fine to attend that region's training instead. However, the immediate technical assistance that follows may be somewhat delayed.
- The ECU Team and Duke Management Team plan to do each regional training, and then follow-up immediately by visiting each grantee to help set up the computerized systems and make sure they are functioning correctly.
- If you have or know of facilities in your region that would be good sites for these trainings, please pass this information along to the Duke Management Team.

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Technical Assistance Workshops
The Duke Management Team is very interested in hearing from grantees about what topics would be most helpful and of most interest to you. Ideas that have been shared so far include:

- A media advocacy workshop that could include topics such as how to handle requests from media, how to get media attention, etc. This could be modeled after Be Active NC's "Adventures in Change" workshop.
- A workshop that focuses on nutrition and vending in schools, and helps grantees generate ideas and strategies for making improvements
- A workshop that focuses on marketing to kids, or social marketing in general

Advocacy

- The Duke Management Team and HWTFC staff (particularly Mark Ezzell) are interested in hearing from grantees about what kinds of assistance would be helpful for advocacy efforts. Ideas include:
- A template letter that each county could personalize and send to public officials (Partnership for Health in Henderson County developed a letter to send to their local officials and others).
- An addition to each grantee's action plan that specifies their strategies for sustainability / advocacy.
- A PowerPoint presentation for grantees to use. Heidi, Susanne and Mark are working on a presentation to do in Person County on April 14 and will be glad to share their slides. Grantees who have put together presentations and are willing to share them are encouraged to pass them along to the Duke Management Team.
- A collaborative effort involving other HWTFC grantees (i.e. the Teen Smoking grantees) to form a visible group of citizens to participate in something like a Legislative Assembly Day. This would provide recognition for HWTFC and would let legislators know that HWTFC is greater than the sum of its parts. This would also facilitate partnership building.

November l, 2004 - Annual Meeting

- Please mark your calendars for the first Annual Meeting. There seemed to be a preference for holding meetings around the state, or even in grantee counties, rather than staying in the central region. Grantees are encouraged to let the Duke Management Team know about facilities that you would recommend.

Action Plans

- These are very helpful for the Duke and ECU teams to track grantee plans and progress. Another primary function is for grantees to use their action plan to make sure they and their partners stay coordinated. This is so important to the success of your project that the Duke Management Team will require a signature page for grantee and key partners to sign. The signed action plan should be sent to your Duke Project Coordinator quarterly, starting on April 20. Please send even if there are no changes.

Is the additional Advocacy Component due on the April 20th Action Plan?
- No, Duke will work with HWTFC to prepare an advocacy plan and will give grantees a chance to review it and make comments.

Housekeeping – A few final comments….

- The Commission's suspension policy is detailed on their web site (http://www.hwtfc.org/pdffiles/hwprocedures.pdf), page 11, section D.
- Please cc your Duke Project Coordinator (Susanne or Heidi) on your emails to HWTFC.
- Please remember to put project names and dates on all documents you submit.
- Grantees need to get pre-approval from Richard Clark before using HWTFC dollars to pay for any conference expenses (except HWTFC conferences). This can be done via email by letting Richard know the conference title and sponsor, who will be attending, etc.
- A press event will be held on April 7th at l0am at the Raleigh Central YMCA to announce a new partnership between HWTFC and Blue Cross Blue Shield of North Carolina. The newly formed Study Committee on Childhood Obesity will hold its first meeting following the press event. Both of these are public events and grantees are welcome to attend. The Duke Management Team will investigate and let grantees know if the session is going to be video taped.

<u>Summary of Action Steps</u>

Action Steps resulting from March 31st conference call:

Grantees will:

- By 4/20 - Submit an action plan that is signed by all core partners.
- Before your scheduled call with ECU - Review the recommended sampling strategy ECU sends prior to the evaluation conference call scheduled for your project in April or May.
- April 2004 - Work on IRB packets; direct any questions to your Duke Project Coordinator (Heidi: Be Active North Carolina, NC Division of Public Health, NCAFP, New Life, Children First of Buncombe, Mitchell/Avery Co Schools, Partnership for Health, Mecklenburg Co Health Dept) and (Susanne: Person County Schools, Durham Public Schools, Halifax County Health Dept, Pitt County Schools, Robeson/Columbus Counties, Cumberland County Schools, Wake Forest University)
- By 4/30 - Work with projects within your region to coordinate schedules and come up with an agreeable date for the summer regional database training. The Duke Management Team will send out a follow-up email and notify grantees how projects are being grouped into regions for the regional database trainings by 4/9.
- By 4/30 - Recommend locations for the regional database trainings (we will likely need computer facilities – more information to come)

- By 5/31 - Provide suggestions or comments about preferred technical assistance workshop topics
- By 4/30 - Provide suggestions or comments about advocacy strategies that the Duke Management Team could help facilitate (form letter, PowerPoint presentation, visits from Mark Ezzell, etc). The Duke Management Team will send out a follow-up email to
- By 4/30 - Recommend preferred sites (ie east, west, central NC) for the November 1, 2004 annual meeting

The Duke Management Team will:

- By 4/7 - Schedule evaluation conference calls in April and May with all projects and the ECU Team to discuss evaluation plans
- By 4/9 - Notify grantees how projects are being grouped into regions for the regional database trainings
- Visit each grantee site after the regional database training to provide technical assistance
- By 5/1 - Work with the Commission to prepare an advocacy plan and distribute to grantees for review
- By 5/31 - Organize site selection and schedule regional database trainings, utilizing grantee feedback

The ECU Evaluation Team will:

- By 4/14 - Develop and email a suggested sampling strategy for their project to each grantee
- Btw. 4/20 - 5/5 - Lead the evaluation conference calls with each grantee in April / May
- By 5/12 - Develop data collection forms and protocols, and distribute to grantees