

Increasing Program Impact: Media and Partnerships



Orange County's Kid Healthy Steps Project

Goals of Presentation

By the end of this presentation,
participants will be able to:

- 1) Identify types of organizations to include in a Partnership;
- 2) Convene appropriate partners;
- 3) Begin the development of a project that leverages resources;
- 4) Understand the strengths and challenges offered by the Partnership Model

INTRO TO KID HEALTHY PROJECT

- Background – Obesity/Diabetes Prevention
- Brief History of Kid Healthy Steps Project
- Role of each of the Partners
- Leveraging resources
- Strengths of the Collaborative Model

Evolution of a Project

2003

- ABC7 media campaign
- Diabetes ad campaign/intervention (Sav-On & Roche)
- Healthcare Conference (Roche & PADRE Foundation)
- “Steps” School Intervention in LAUSD / pedometers

Evolution of a Project (cont'd)

2004

- ABC7 media campaign
- Diabetes ad campaign/intervention (Sav-On & Roche)
- Collaboration partners identified and convened
- Healthcare conference w/Partners (Roche & PADRE Foundation)
- Kid Healthy Expo (w/ partners)
- Power Play! curriculum/pedometers
- Kid Healthy Steps Project in LA and Orange County schools

Evolution of a Project (cont'd)

2005

- ABC7 media campaign
- Diabetes ad campaign/intervention (Sav-On & Roche)
- Register in Education Program/Kaiser Permanente – Power Play! curriculum
- Community fairs (ADA and YMCA-OC)
- Kid Healthy – Steps to Healthy Living Project in Los Angeles and Orange County schools
- Power Play! Curriculum/pedometers
- Partnership convenes
- Project evaluation

Evolution of a Project (cont'd)

2006

- ABC7 media campaign
- Diabetes ad campaign/intervention (Sav-On & Roche)
- Register in Education Program/Kaiser Permanente – Power Play! curriculum
- Community fairs (ADA and YMCA-OC)
- Kid Healthy – Steps to Healthy Living Project in Los Angeles, Orange County and Inland Empire schools
- Power Play! Curriculum/pedometers
- Partnership convenes/new partners added
- Project evaluation

Evolution of a Project (cont'd)

Year 1 - 2003

- 3,000 4th and 5th grade students in L.A. County

Year 2 - 2004

- 4,000 in Los Angeles and El Monte schools
- 15,000 in Orange County schools

Year 3 - 2005

- 14,000 in LA County schools
- 15,000 in Orange County schools
- 3,000 in YMCA sites in Orange County

2005 - The Kid Healthy Steps Collaboration

ABC7 (KABC-TV)

American Cancer Society

California Nutrition Network

Kaiser Permanente OC

OC Health Care Agency

Sav-On

YMCA of Orange County

UC Coop. Ext. LA County

Albertson's/Sav-On Corporation

American Diabetes Association

Community Action Partnership OC

LA schools and after-school programs

OC Register in Education

OC schools/YMCA after-school programs

PADRE Foundation

WalkStyles, Inc.

ABC7

- History of ABC7 Media Campaigns
- Why the Kid Healthy Steps Project?
- Media campaigns as a tool to leverage messages

California Nutrition Network

- 5 a Day Power Play!

Community Action Partnership of Orange County
– Lead Agency

- LIA – Local Incentive Awardees

- Regional Collaborative – NuPAC

Orange County Nutrition and Physical Activity
Collaborative – Health Care Agency &
Community Action Partnership

Community Action Partnership- Orange County

- 40 Year Old Anti-Poverty Agency
- Facilitator NuPAC
- 5 a Day Programs
- Collaboration
- Other Nonprofit Organizations
 - American Diabetes – Latino Program, OC
 - YMCA – Expo and After School Programs
 - American Cancer - OC

Orange County LIA Partners

- Anaheim City School District
- Centralia School District
- Children and Families Commission
- Huntington Beach Unified School District
- Newport Mesa Unified School District
- Orange Unified School District
- Orange County Department of Education
- Santa Ana Unified School District
- Westminster School District
- 354 Classrooms 55 Schools

Los Angeles Partners

LIA Partners

- LAUSD
- Alhambra
- Compton
- El Monte

Non-LIA Partners

- LAUSD – Beyond the Bell After School Program
- LA's BEST
- County Parks & Recreation
- American Cancer Society
- 5-A-Day Power Play!

Leveraging - Existing Resources/Programs

- NuPAC – Orange County Nutrition and Physical Activity Collaborative
- ABC7 Diabetes Campaign
- Relationship of Power Play – Schools
- Register in Education Program
- YMCA National Kid Healthy Day - Expo
- Kaiser Permanente Healthy Eating Active Living (HEAL) Programs

KAISER PERMANENTE

- Commitment to Community
 - Community Benefit Program
 - Focus on obesity

- Healthy Eating Active Living (HEAL)
 - Focus of our Community Health Initiatives
 - Partnering with communities

KAISER PERMANENTE

- Why Steps for Healthy Living?
 - Existing partners
 - Strong model of collaboration
 - Leveraging existing resources and adding our own

- Health Care Partners
 - Obesity is a leading public health epidemic
 - Risk factors and other underlying health issues
 - Reducing the number of Emergency Room visits and overall health care costs
 - Health partners

Project Evaluation

- History of evaluation
- Evaluation Approach
- Key findings from student surveys/logs
- Key findings from focus groups
- Strengths of the model

INTRODUCTION TO THE EVALUATION

- Harder+Company Community Research was contracted to conduct evaluation of Kid Healthy Steps Project
- Evaluation meets the needs of the collaboration partners and funders, and is meeting with the NN coordinators (LIAs) to collaborate
- Evaluation activities:
 - Student pre-post surveys and logs
 - Teacher surveys and focus groups
 - Parent focus group
 - Key informant interviews

Key findings

- **Youth surveys/logs:**
 - statistically significant changes in knowledge and behavior
 - modest changes in attitudes and family involvement; satisfaction rates in 90%+ among youth

Key findings (cont'd)

- **Parent focus group**
 - changes in their sons/daughters
 - ripple effects in the family
 - children are enthusiastic about project
 - more involvement through a Parent Guide
 - concern with unhealthy foods at school

Key findings (cont'd)

- **Teacher focus groups and surveys**
 - students are enthusiastic
 - students are changing behaviors
 - teachers are changing
 - teachers are fairly happy with the project
 - need to involve parents

Key findings (cont'd)

- **Key informant interviews:** (strengths of project)
 - collaboration
 - project model (5-a-day Power Play curriculum, ABC7 and Register in Education campaigns)
 - number of children participating
 - project management
 - evaluation

QUESTIONS?



THANK YOU!