

Evaluation of the 5-2-1-0 program implementation

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Obesity Overview

- Since the 1970s the obesity rate among 2-19 year-olds has more than tripled (Fryar & Ogden, 2014)
- 1 in 5 school-aged children ages 6-19, who are in school, are obese (Hales, Carroll, Fryar & Ogden, 2017)
- Iowa ranks 10th for obesity rates of 10-17 year olds (17.5%); exceeds the national average (15.8%) (RWJF, n.d.)

To address, reduce and prevent childhood obesity in Iowa's youth through the 5-2-1-0 Program's multi-component interventions focused on:

1. Childcare Facilities
2. Schools
3. Pediatric Offices
4. Community Centers
5. Community-Based Organizations

Overarching Goal: To evaluate how the 5-2-1-0 Program was implemented in the four communities during Year 1

1. Identify how they implemented the program
2. Identify strategies/activities that created the most success
3. Use feedback to make the program easier to implement for future users

Eight Semi-Structured Interviews:

- 60 minutes recorded, confidential interviews with two evaluators:
 - Transcribed from notes
 - All evaluation results transcribed for the University of Iowa evaluators (not used for this project)
- Interview questions slightly differed for coordination and implementation sites:
 - Questions about policy, systems and/or environmental barriers to implementing strategies
 - Time commitment; What worked well and what didn't go so well
- **Participants:** Local public health agencies, social service organizations, a regional government planning organization, a hospital, a child/early care center, after school programs and community recreation centers

Results calculated by counting the number of participant responses*:

- 3 coordination sites (received funding from the Iowa Department of Public Health)
- 5 implementation sites (received funds from the coordination sites)
- All female and employed in 3 of the 4 target counties
- 1 participant from Dubuque
- 4 participants from West Union
- 3 participants from Mount Pleasant

The results show how to effectively implement a multi-component program to decrease obesity through*:

1. Program Administration
2. Funding
3. Outreach
4. Policy
5. Environmental Change
6. Partnerships

*The results presented are reflective of the student work and not the full project

Evaluation Results Template

Goal #1 -- Identify how the program was implemented*

- Various ways to implement
- Using funding to make interventions in an organization
 1. Purchasing recreational equipment for children
 2. Implementing policies
 3. Supporting staff time
- Using resources to make changes at a community-level
 1. Developing a plan to be implemented by a community
 2. Collaborating with a school board to create a wellness plan

Goal #2 -- Identify strategies/activities that created the most success*

- Having multi-sector community interventions provided the most positive feedback
 1. Having a local pediatrician's office involved and placing program materials around their office
 2. Having the same community's local daycare and elementary school took on the 5-2-1-0 Program by displaying promotional materials and creating policies

Goal #3 -- Use feedback to make the program easier to implement for future users*

1. Creating a fact sheet template for the University of Iowa evaluators to customize with a statewide summary of all interview evaluation results
2. Summarizing interviews in the Interview Guide Data Analysis summary

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- Having multi-sector community interventions provided the most positive feedback and had 5-2-1-0 program changes in place
- Funding to support interventions in an organization is necessary



Fryar, C., Carroll, M., & Ogden, C. (2014). Prevalence of overweight and obesity among children and adolescents: United States, 1963-1965 through 2011-2012. *Health E-Stats*. https://www.cdc.gov/nchs/data/hestat/obesity_child_11_12/obesity_child_11_12.htm

Hales, C., Carroll, M., Fryar, C., & Ogden, L. (2017). Prevalence of obesity among adults and youth: United States, 2015- 2016. *NCHS Data Brief*. 288:1-8.

Robert Wood Johnson Foundation. (n.d.). The state of obesity: Childhood obesity trends. Retrieved from <https://stateofobesity.org/childhood-obesity-trends/>

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