

Partners in Community Outreach - Healthy Lifestyles Campaign

Evaluation of Campaign Activity For the Six-Month Period – January through June 2010 Supplemental Report

Outcomes by Length of Program Enrollment

September, 2010

Introduction:

This supplemental report examines the changes in lifestyle behavior reported during the period January through June of 2010 as a function of the length of time families have been receiving services by in-home family education programs. Reported data was analyzed to determine if there is a relationship between observed improvements in lifestyle behaviors and the length of time families have been receiving in-home family education services.

Six lifestyle behaviors are examined including:

- 1) Increased duration and/or quality in parent child interaction in age appropriate child development activities.
- 2) Improved nutrition in daily diet.
- 3) Increased level of healthy physical activity.
- 4) Weight loss by overweight family members.
- 5) Smoking cessation by one or more smokers in family.
- 6) Changes in smoking habits by all smokers in family resulting in abstinence of smoking inside the house.

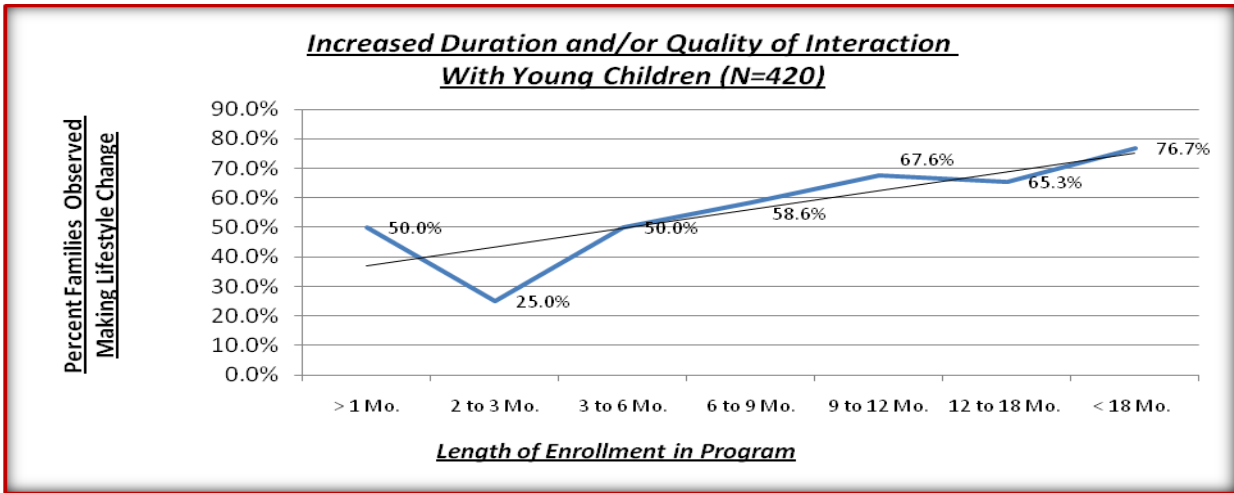
The criteria used to measure the percentage of families making a lifestyle change is the number of families where the change is observed and reported by the home visitor divided by the total number of families reported on within the particular lifestyle area.

Child Development:

The percentage of families reported as having increased the quality and duration of age appropriate child development activities with their young children appears to increase

with the length of time the family is enrolled in the program. Home visitors observed an increased level of age appropriate child development activities within 50% or less of those families that had been seen for six months or less; however, the percentage of parents engaging in age appropriate activities with their young children increased steadily as the length of service increased from 6 months to more than 18 months. These results are summarized in Chart 1.

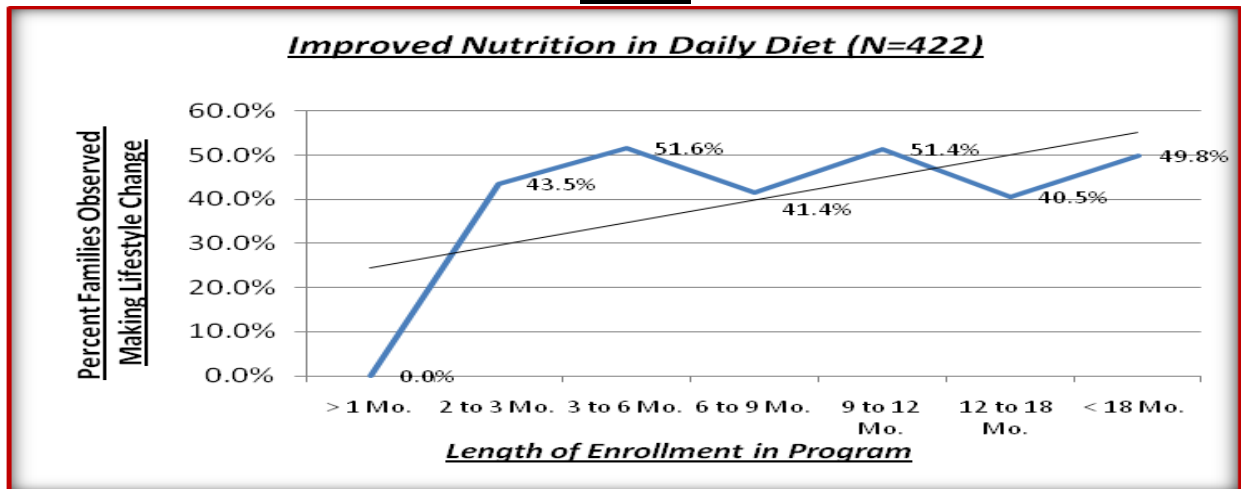
Chart 1



Improved Nutrition:

Families also tend to improve the level of nutrition in their daily diet at higher rates as their involvement in the in-home family education program increases. Little change in nutritional habits is observed during the first month of program involvement.

Chart 2



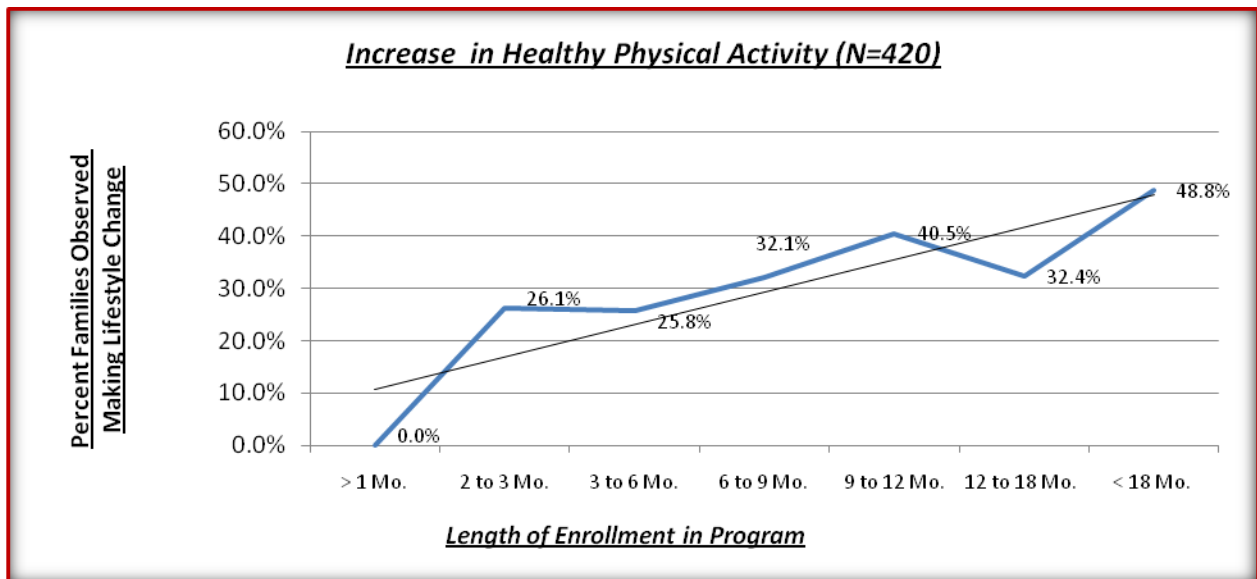
By the time the family has been receiving services for 3 months, changes in this lifestyle behavior are observed in more than 40% of families served. See Chart 2.

The percentage of families observed by home visitors to have improved the nutrition in their daily diet is generally maintained at a 40% to 50% level as the length of time services are provided increases.

Healthy Physical Activity:

Positive changes related to the third lifestyle area addressed within nearly all families (increased healthy physical activity) is also observed within an increasing percentage of families as the length of in-home family education services increases. Chart 3 illustrates this positive relationship between increased physical activity and increasing length of program enrollment. The percentage of families reported as having increased their level of healthy physical activity increases from about 25% of families who have received services for 6 months or less to nearly 50% of families who have been involved in the program for more than 18 months.

Chart 3

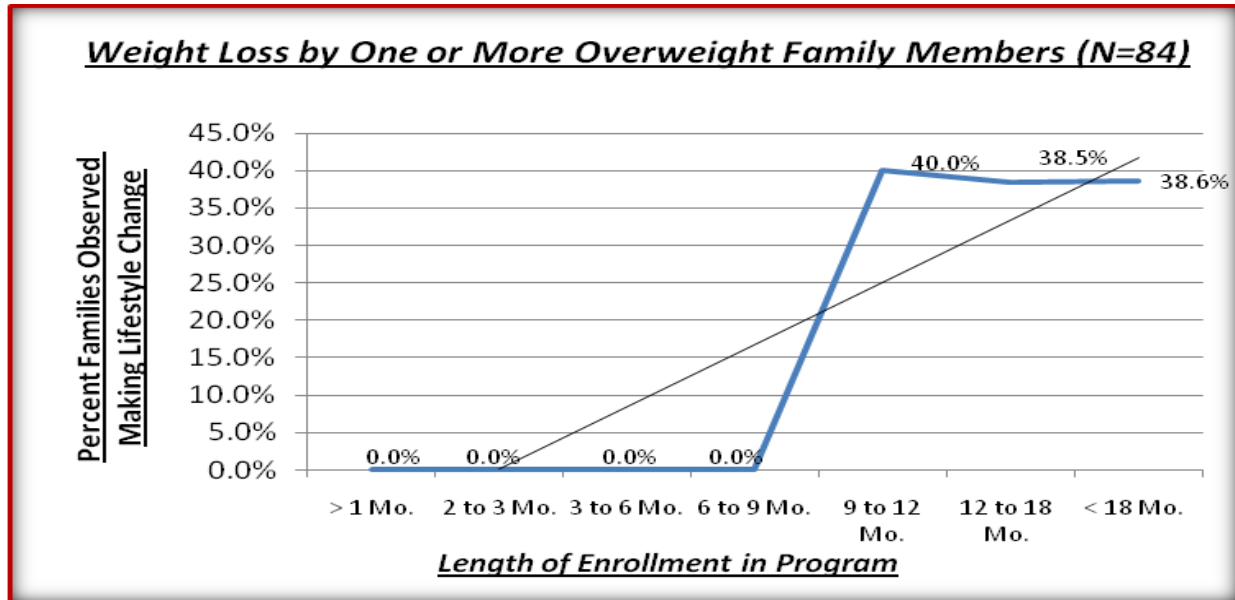


Weight Loss:

Lifestyle changes resulting in loss of weight by obese family members is not observed by home visitors in any families prior to 9 months of services. The relationship between the percentage of families where obesity is addressed and the length of time the family

receives services appears to be notably different than is the case for the more commonly addressed issues related to child development, nutrition, and physical activity. See Chart 4.

Chart 4



Based on the reported results from home visitors for the January through June reporting period, obesity seems to be a lifestyle issues that takes several months to address. Once a change in this lifestyle behavior is observed within families, the percentage of families addressing the issue appears to stay at around 40% as the length of program involvement is increased to 8 months or more.

Smoking:

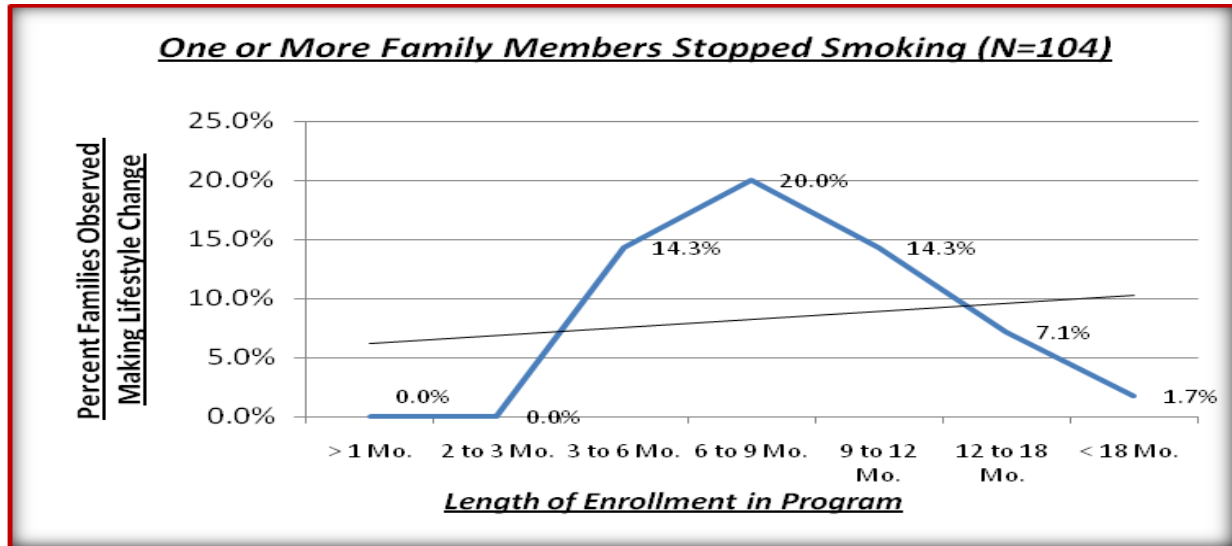
Two outcomes related to a smoking lifestyle were reported on by the home visitors:

- Smoking cessation, and
- Eliminating smoking inside the house.

The percentage of families where one or more family members quit smoking appears to peak at about 6 to 9 months of program involvement. 20% of those families reported on who have been receiving services for 6 to 9 months have one or more family members who have stopped smoking. Continued program involvement appears to have little effect on this lifestyle behavior beyond the 9 to 12 month period. The total number of

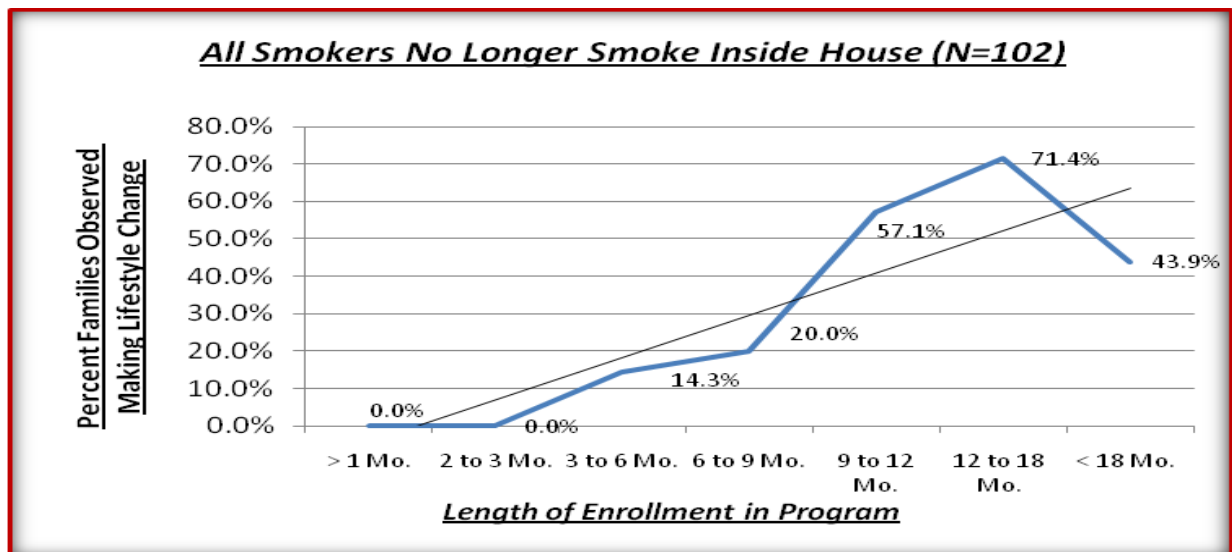
family members who were reported as having quit smoking during the reporting period is small. Therefore, caution should be exercised about any findings related to an association between length of program involvement and changes in this lifestyle behavior. See Chart 5 for the percentage of families where a cessation of smoking was observed for different periods of services.

Chart 5



There appears to be a more linear relationship between length of program involvement and smoking cessation inside the house. Beginning at about 3 months of services the percentage of families where smokers change their behavior to no longer smoke inside the house increases steadily to the point of 18 months of in-home services. See Chart 6.

Chart 6



Over 70% of smokers that have received services for 12 to 18 months have made changes in the smoking behavior to eliminate smoke inside the house.

Conclusions:

It is interesting to note how changes in lifestyle behaviors are associated with the length of time a family has been receiving services from an in-home family education provider. The reader is cautioned, however, that a more rigorous study would be necessary to establish any firm correlations between length of service and percent of families where lifestyle change is observed. Based on the limited data available for the six-month reporting period of January through June, 2010:

- The percentage of families increasing age appropriate developmental activities between parent and child and increasing their level of healthy physical activity both go up as the length of program involvement increases.
- The percentage of families improving the nutrition in their daily diets stays at between 40 to 50% of families served regardless of the length of time services are provided.
- The percentage of families engaging in healthy physical activity tends to increase steadily as the length of program involvement increases.
- Weight loss by obese family members is not observed until the family has been receiving services for at least 9 months and the percentage of families where this lifestyle change is noted is maintained at about 40% for families receiving services for between 9 to 18 months and longer.
- Smoking cessation (family member quits smoking) peaks at 9 months of program involvement.
- The percentage of families with smokers where smoking inside the house is eliminated increases steadily as program involvement is extended up to 18 months.

*Analysis and reporting of evaluative data
provided by:
Steven Heasley, MA
Heasley Consulting Services*