

Childhood Obesity Collaboratives at Work



BUILDING MOMENTUM IN GEORGIA

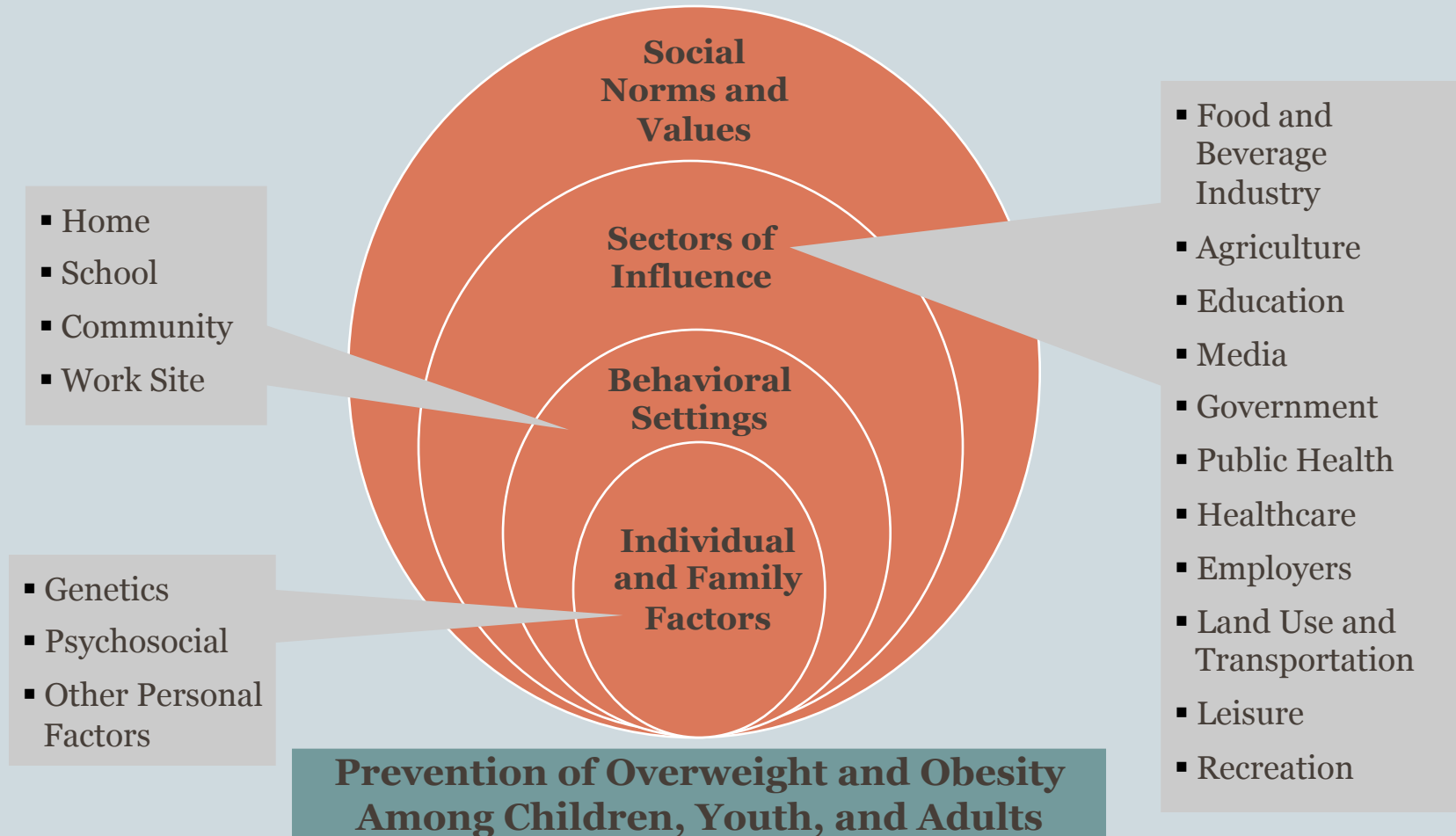
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Policy Leadership for Active Youth (PLAY)



- Policy research initiative aimed at identifying evidence-based strategies to increase physical activity, decrease sedentary behavior, and prevent childhood overweight
- Focal point on policy development and engagement of policy-makers, advocates, educators, public health officials, and medical community
- Began in Summer 2004

Framework for Addressing Obesity



Community Assessments



- In the spring of 2012, the Healthcare Georgia Foundation contracted with PLAY to identify local communities in Georgia that have an existing capacity and interest in expanding childhood obesity prevention efforts.
- PLAY was asked to assess community readiness related to:

Existence of
collaboratives

Leadership

Partnerships

Community
knowledge

Local
resources

Community Surveys



- Public health districts across Georgia were surveyed to identify community collaboratives working on obesity prevention.
- 15 community collaboratives were identified and included in this assessment.

Community Assessment Tools



- PLAY reviewed several community capacity assessment tools and selected the Community Readiness Model (CRM).

Other assessment tools considered:

- PRECEDE/PROCEED
- Healthy Cities/Healthy Communities
- Asset Development
- IOM's Community Health Improvement Process (CHIP)
- Health Impact Assessment
- Mobilizing for Action through Planning and Partnerships (MAPP)
- MAP-IT

Community Readiness Model



- The CRM aims to build a true partnership between prevention science and community experience.
- Its purpose is to “guide communities or researchers to better understand the process of community change and to develop effective, culturally-appropriate, and community-specific strategies for prevention and intervention.”
- ” It defines 9 stages of readiness ranging from:



No awareness of the problem to a high level of community ownership

Community Readiness Stages

1. No Awareness

- Issue is not generally recognized by the community or leaders as a problem (or it truly may not be an issue).

2. Denial/ Resistance

- At least some community members recognize that it is a concern, but there is little recognition that it might be occurring locally.

3. Vague Awareness

- Most feel that there is a local concern, but there is no immediate motivation to do anything about it.

4. Preplanning

- There is clear recognition that something must be done, and there may even be a group addressing it. However, efforts are not focused or detailed.

5. Preparation

- Active leaders begin planning in earnest. Community offers modest support of efforts.

6. Initiation

- Enough information is available to justify efforts. Activities are underway.

7. Stabilization

- Activities are supported by administrators or community decision makers. Staff are trained and experienced.

8. Confirmation/Expansion

- Efforts are in place. Community members feel comfortable using services, and they support expansions. Local data are regularly obtained.

9. High Level of Community Ownership

- Detailed knowledge exists about prevalence, causes, and consequences. Effective evaluation guides new directions. Model is applied to other issues.

Six Dimensions of Community Readiness

Community Efforts

- To what extent are there efforts, programs, and policies that address the issue?

Community Knowledge of Efforts

- To what extent does the community know about local efforts and their effectiveness, and are the efforts accessible?

Leadership

- To what extent are appointed leaders and influential community members supportive of the issue?

Community Climate

- What is the prevailing attitude of the

Community Knowledge about the Issue

- To what extent does the community know

Resources related to the Issue

- To what extent are local resources –

Results: Overall Readiness Scores

A total of 79 interviews were conducted in 15 communities

COMMUNITY COLLABORATIVE	OVERALL READINESS SCORE	OVERALL STAGE OF READINESS	NUMBER OF INTERVIEWS CONDUCTED
1	5.1	Preparation	5
2	5.0	Preparation	4
3	4.6	Preplanning	5
4	4.5	Preplanning	6
5	4.5	Preplanning	5
6	4.5	Preplanning	5
7	4.5	Preplanning	8
8	4.4	Preplanning	4
9	4.4	Preplanning	6
10	4.2	Preplanning	6
11	4.2	Preplanning	4
12	4.1	Preplanning	6
13	3.9	Vague Awareness	5
14	3.7	Vague Awareness	6
15	2.8	Denial/ Resistance	4

Average Scores by Dimension

Overall

- 4.3 (Preplanning)

Community Efforts

- 6.1 (Initiation)

Community Knowledge Of Efforts

- 3.5 (Vague Awareness)

Leadership

- 4.6 (Preplanning)

Community Climate

- 3.1 (Vague Awareness)

Community Knowledge About The Issue

- 3.5 (Vague Awareness)

Resources Related To The Issue

- 5.1 (Preparation)

Community Readiness Score Ranges



- Overall, scores ranged from 2.8 to 5.1 out of 9
 - ✦ **10** out of 15 communities scored in the **Preplanning stage** (clear recognition that something must be done; efforts are not focused or detailed).
- Additional stages of readiness included:
 - ✦ **1** community scored in the **Denial/Resistance stage** (there is little recognition that the problem is occurring locally);
 - ✦ **2** communities scored in the **Vague Awareness stage** (a local concern, but no immediate motivation to do anything about it);
 - ✦ **2** communities scored in the **Preparation stage** (active leaders with modest support of efforts).

Community Readiness and Emerging Themes



Several themes emerged in the interviews relating to:

- 1. Public Awareness / Marketing**
- 2. Education**
- 3. Role of Family**
- 4. Coordination**
- 5. Leadership**

Community Efforts



- Overall Readiness Score: 6.1 (Initiation stage)
- Respondents indicated that there were a lot of efforts in their communities related to nutrition and physical activity; however, the programs were not being adequately publicized to the community.

“The YMCAs are all very much involved, so are Boy Scouts and Girl Scouts. The recreation, parks and services are all involved. The hospitals are involved ... I’ve been meeting with people to raise awareness of it.”

Existing Community Programs



- **All communities had:**
 - Nutrition and physical fitness programs in the schools
 - Farmer's markets
 - School and community gardens
- **Some communities had:**
 - Programs with the Extension Services
 - YMCAs
 - Parks and Recreation departments
 - Boys and Girls Clubs



Community Knowledge of Efforts



- Readiness Score: 3.5 (Vague Awareness)
- Respondents indicated that public awareness and marketing of current efforts were challenges.

“So I think our biggest obstacle or challenge has always been, and will continue to be, the marketing and advertising of these activities.”

“The weakness of our efforts is, one, making sure that we do start an effort that the residents know is in place.”

“We’ve got a large number of people in our community who have no clue what is going on.”

Leadership



- Readiness score: 4.6 (Preplanning stage)
- Many respondents believe their leadership would support, participate, and advocate for initiatives.
- Others stated their leaders felt there were too many competing demands.

“I think our principals, our key leaders are certainly aware of the issue. I don’t know if health is top on the list.”

“I see the strengths is that the leadership of our community... all these communities are beginning to really determine that they need to join forces with this because a healthy community is a growing community.”

Community Climate



- Readiness score: 3.1 (Vague Awareness)
- Respondents indicated that the role of family and public awareness impacted the community climate toward childhood obesity.

“A lot of our parents are disengaged.”

“And so it is an accepted norm that this is the size they should be.”

“The obstacles are parents a lot of time because they don’t see their child as being overweight.”

Community Knowledge of the Issue



- Readiness Score: 3.5 (Vague Awareness)
- Respondents believed that people need to be better informed about the long-term implications of obesity.

“In this community and virtually every community in Georgia and nationally, obesity is an abstract concept to most people.”

“I don’t think that the connection has been made as significantly in the community. I don’t think that long term connection is really getting through, at least not yet.”

Resources Related to the Issue



- Readiness Score= 5.1 (Preparation)
- There are a number of different resources available for childhood obesity prevention but more needs to be done to coordinate these efforts.
- Collaboratives may not need funds tied to implementing specific programs, but they may need support for empowering communities to:
 - market
 - educate
 - coordinate
 - collaborate
 - lead efforts

Conclusion



- Most communities were in the **Preplanning stage** (there was clear recognition that something must be done and there was some type of organization addressing it).
- Efforts were not always coordinated, widely supported, or adequately publicized. This was reflected by lower scores in Community Climate, Community Knowledge of the Issue, and Community Knowledge of Efforts.

Implications of this Study



- Four of these communities received grants from the Healthcare Georgia Foundation to implement childhood obesity prevention initiatives.
- The School of Public Health at GSU is providing technical assistance in partnership with the Georgia Family Connection Partnership and the Georgia Health Policy Center.
- Cook County, one of the other panelists, is one of these communities and will be sharing their experiences.