

Module 4: Developing and Monitoring Interventions

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Winston Liaw, MD, MPH has reported no conflicts of interest relative to this program.

Jennifer Rankin, PhD, MPH, MS, MHA has reported no conflicts of interest relative to this program.

Andrew Bazemore, MD, MPH has reported no conflicts of interest relative to this program.

Agenda

- Resources for selecting the intervention
- Considerations for intervention implementation
- Considerations for intervention evaluation

Objectives

- Name two resources that can be used to learn more about community level interventions
- List two types of measures that can be tracked in an evaluation
- State two reasons why it is important to perform an evaluation
- State why it is important to develop the evaluation concurrently with the intervention



**Daily screen
time: 4 hours**

**NO CHILDREN
ALLOWED
PLAYING IN
COURT YARD**
MANAGEMENT

Courtesy of Latino Health Access ⁶

Selecting Interventions

- Few safe areas for children to exercise
 - Obtaining community specific information
 - Examining the literature and experience for existing interventions
 - Selecting the intervention

Places for Physical Activity



Vision: The District of Columbia will be a city in which all residents have access to safe, affordable, high-quality opportunities to be physically active on a regular basis in their neighborhoods.

WORKING TOWARDS A HEALTHY DC
THE DISTRICT OF COLUMBIA'S
OVERWEIGHT AND OBESITY ACTION PLAN



AHRQ HEALTH CARE
INNOVATIONS EXCHANGE

Innovations and Tools to Improve Quality and Reduce Disparities

Search



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Service Delivery Innovation Profile

Recreation "Prescriptions" Increase Use of Free Community Exercise Programs by Low-Income Patients Who Are Overweight or Obese

Innovation

Comments (0)

Print E-mail Link

Jump to: What They Did | Did It Work? | How They Did It | Adoption Considerations

Snapshot

Summary

A physician-developed program called Recreation Rx promotes healthy weight by facilitating partnerships between physicians and recreation providers in underserved communities to increase access to safe and structured activities. Area physicians discuss healthy lifestyles with overweight and obese patients, and then use preprinted pads to write a "prescription" for recreational activities within the local community. These customized pads (with separate versions for children, adults, and seniors) list recreational activities such as swimming, yoga, and other exercise programs that local providers (e.g., the county recreation department) have agreed to offer free of charge to prescription holders. The program has generated increased physician awareness of and referrals to community programs, and hundreds of patients have redeemed prescriptions at these programs.

[Display Settings:](#) Abstract

[Send to:](#)

Clin Pediatr (Phila). 2008 Sep;47(7):693-7. Epub 2008 Apr 30.

YMCA program for childhood obesity: a case series.

[McCormick DP](#), [Ramirez M](#), [Caldwell S](#), [Ripley AW](#), [Wilkey D](#).

Department of Pediatrics, University of Texas Medical Branch at Galveston, Galveston, Texas 77555-1119, USA. David.mccormick@utmb.edu

Abstract

Family-based behavioral interventions for treatment of childhood obesity have rarely been tested for effectiveness in community settings. The aim of the study was to evaluate the effectiveness of a community-based program for obese children designed to stabilize or reduce body weight. Obese children from our pediatric practice who were active in the program were evaluated. Weight gain during the time of the study was compared with mean weight gain for a group of obese-matched controls who did not participate in the program. Mean weight gain for subjects was 0.28 kg/mo compared with a weight gain for controls of 0.62 kg/mo. Between the first and last visits, 43% (15/35) of the subjects experienced clinically significant differences in weight gain compared with controls. Eight patients lost weight. A YMCA weight management program, which included group counseling, nutrition education, physical activity, and gift card incentives, resulted in favorable changes in overweight children.

PMID: 18448625 [PubMed - indexed for MEDLINE]

[+](#) **Publication Types, MeSH Terms, Grant Support**

[+](#) **LinkOut - more resources**

Screening for Obesity in Children and Adolescents

Recommendation Statement

Date: January 2010

Summary of Recommendation and Evidence

- **The USPSTF recommends that clinicians screen children aged 6 years and older for obesity and offer them or refer them to comprehensive, intensive behavioral interventions to promote improvement in weight status.**
Grade: [B recommendation](#).

Select for a [Clinical Summary](#) of this recommendation.

This Recommendation Statement was first published in *Pediatrics* in January 2010 (*Pediatrics* 2010;125:361-367. <http://www.pediatrics.org>). Select for [copyright and source information](#).

Contents

- ▶ [Rationale](#)
- ▶ [Clinical Considerations](#)
- ▶ [Other Considerations](#)
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- ▶ [Members of the USPSTF](#)
- ▶ [References](#)

Physical Activity

+ [Campaigns & Informational Approaches](#)

+ [Behavioral & Social Approaches](#)

- [Environmental & Policy Approaches](#)

Summary of Findings

[Community-Scale Urban Design & Land Use Policies](#)

[Enhanced Access to Places for Physical Activity](#)

[Street Scale Urban Design/Land Use Policies](#)

[Transportation & Travel Policies & Practices](#)

[Point-of-Decision Prompts](#)

Promoting Physical Activity: Environmental and Policy Approaches



Environmental and policy approaches are designed to provide opportunities, support, and cues to help people be more physically active. They may involve:

- The physical environment
- Social networks
- Organizational norms and policies
- Laws
 - Public health professionals, community organizations, legislators, departments of parks, recreation, transportation, and planning, and the media

Task Force Recommendations & Findings

This table lists interventions reviewed by the Community Guide, with Task Force findings for each ([definitions of findings](#)). Click on an underlined intervention title for a summary of the review, and where available, [Research-tested Intervention Programs \(RTIPs\)](#).

Community-scale urban design and land use policies	Recommended
Creation of or enhanced access to places for physical activity combined with informational outreach activities	Recommended

Get Email Updates

Submit your email address to get updates on The Community Guide topics of interest.

[What's this?](#)

The Guide to Clinical Preventive Services

Together, the Community Guide and the Clinical Guide provide evidence-based recommendations across the prevention spectrum.

[More »](#)

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- [Address](#)



*Video not for distribution without express permission. Courtesy of Bite Size.

Childhood Obesity

Obesity (2010) **18**, S62–S68. doi:10.1038/oby.2009.433

Randomized Controlled Trial of the MEND Program: A Family-based Community Intervention for Childhood Obesity

Paul M. Sacher¹, Maria Kolotourou¹, Paul M. Chadwick², Tim J. Cole³, Margaret S. Lawson¹, Alan Lucas¹ and Atul Singhal¹

¹MRC Childhood Nutrition Research Centre, UCL Institute of Child Health, London, UK

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³MRC Centre of Epidemiology for Child Health, UCL Institute of Child Health, London, UK

Correspondence: Paul M. Sacher (p.sacher@ich.ucl.ac.uk)

Implementing the Intervention

- Referral process
- Tracking and follow up
- Logistical hurdles
 - Licensing
 - Payment

Months	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	
Planning	■	■	■	■	■	■	■																		
Program implementation								■	■	■	■	■	■	■	■	■									
Evaluation																	■	■	■	■	■	■	■	■	■

Months	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	
Planning	■	■	■	■	■	■	■																		
Program implementation								■	■	■	■	■	■	■	■	■									
Evaluation planning and implementation	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■

Evaluation

- Steps:
 - Determine the purpose of the evaluation
 - Identify the goals and objectives
 - Identify stakeholders
 - Determine the central questions
 - Set standards to determine success

SMART Objectives

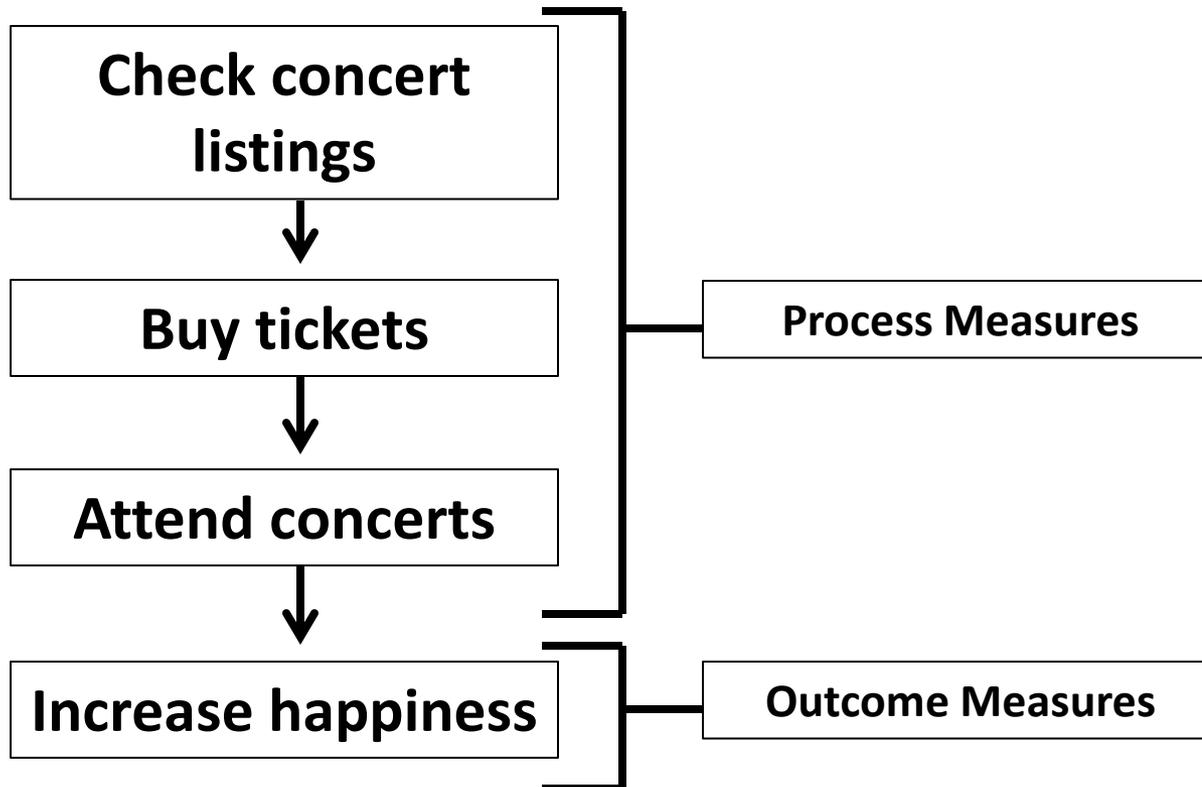
- Specific
- Measurable
- Attainable
- Realistic
- Timely



<http://www.iom.edu/About-IOM/Making-a-Difference/Community-Outreach/~media/Files/About%20the%20IOM/SmartBites/Planning/P1%20SMART%20Objectives.ashx>

Evaluation

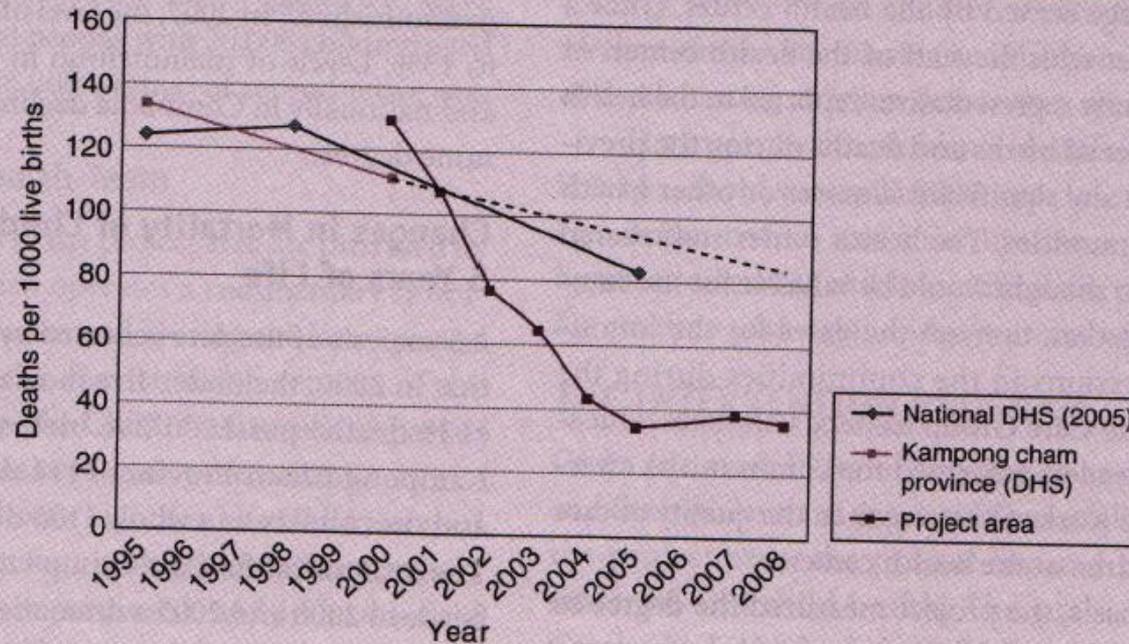
- Determining the central questions
 - Outcome measures
 - Process measures



Evaluation

- Reasons to evaluate
 - Provide feedback
 - Efficient allocation of resources
 - Uncover areas of future intervention
 - Obtain funding
- Involving the community in the evaluation

FIGURE C4-1 Changes in Under-5 Mortality in Cambodia Nationally (1995–2005), in Kampong Cham Province (1995–2005), and in the Project Area (2000–2008)



- Note: (1) Dotted lines are a projection based on previous trend.
 (2) Project area data are for the original area and the extension area combined.
 (3) DHS refers to data from the national demographic and health survey.

Gofin J, Gofin R. Essentials of global community health. Sudbury, MA: Jones and Bartlett Learning, 2011.

Take Home Messages

- Don't re-invent the wheel. Look at what is already happening in your community and what others have already done.
- Start planning the evaluation while you are planning the intervention
- Outcome measures represent where you want to go while process measures represent how you will get there. Looking at both measures is important when evaluating your project.

Thank you for completing the module.

Please complete this evaluation survey to help us make it better!

<https://www.surveymonkey.com/s/5BP3MT6>

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1) Continuing Medical Education Form:

<https://www.surveymonkey.com/s/53NGY5S>

2) Module 4 Quiz:

<https://www.surveymonkey.com/s/5GMXB5V>

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 - Complete the module(s) or case study.
 - Complete the post-activity quiz (There are quizzes for each module and case study).
 - The last question of the quiz provides a prompt to indicate your email address. **If you want to receive CME credit, you must provide your email address so that we can document the score of your quiz appropriately.**
 - Score at least 75% on the quiz (For quizzes with 4 questions, you must answer at least 3 questions correctly. For quizzes with 5 questions, you must answer at least 4 correctly).
 - Complete the CME certification form.
 - **In order to match the CME certification form with your quiz, you must provide the same email address that you provided during the post-activity quiz.**