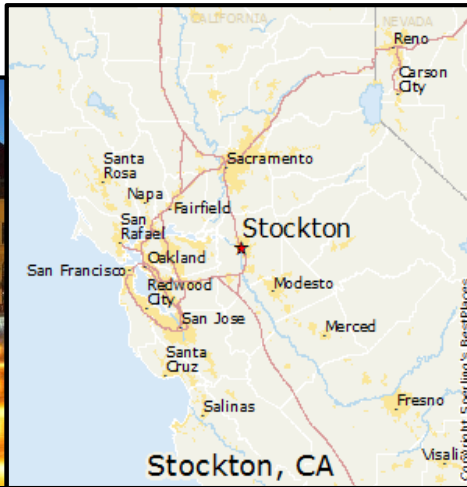


Within Our REACH

**Healthy Food & Beverage
Organizational Guidelines
at Faith-Based Organizations
Evaluation Results**



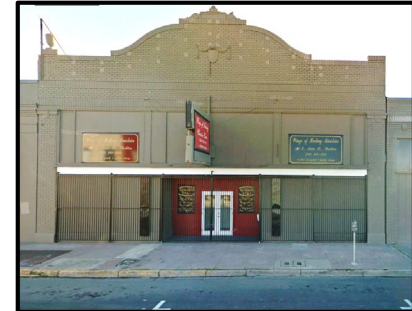
**PUBLIC HEALTH
ADVOCATES**
EVERYONE HAS THE RIGHT TO BE HEALTHY

REACH
A Healthier Community Is Within Our Reach

UCLA  **KAISER PERMANENTE.**
**CENTER FOR
HEALTH EQUITY**

Overall Goal

- **Evaluate impact of healthy food & beverage organizational guidelines at faith-based organizations (FBOs) that serve African Americans in Stockton, CA**
- **6 participating FBOs**
 - Harvest Christian Church
 - O Taste and See Ministries
 - Open Door House of Prayer
 - Shiloh Delta Valley Church
 - Wells of Living Water
 - Wings of Healing Christian Church



Evaluation of Ongoing Community Program

- **Practical** approach
- Balance **Rigor** with **Acceptability** and **Feasibility**
- **Try not to interfere** with planned activities or programs of the project or any participating FBO
- Goal is to **add value**



Evaluation Components

- Reach*
- Actual Use*
- Actual Use as Intended*
- Nutrition Behavior Change

**Components required by CDC*

Reach

- **Reach** - # of people that the program/guidelines have the *ability* to reach.
- We considered *reach* in terms of the total number of FBO members.



Actual Use

- **Actual Use** - # of people actually exposed to the program/guidelines
- We considered *actual use* in terms of the # and % of FBO members in attendance at events where guidelines implemented (e.g., healthy foods/beverages served).
- **Evaluation Questions:**
 - How many members of faith-based organizations have **access to healthy foods?**
 - How many members of faith-based organizations have **access to healthy beverages?**

Actual Use as Intended

- **Actual Use as Intended** - # of people exposed to the program/ guidelines who actually participate in the desired way
- We considered *actual use as intended* in terms of the # and % of FBO members in attendance at events where water and healthy foods are served who actually consume the healthy foods and/or beverages.
- **Evaluation Questions:**
 - How many members of participating FBOs consume healthy foods at organization sponsored events?
 - How many members of FBOs consume healthy beverages at organization sponsored events?

Summary of Evaluation Results: Reach, Actual Use, Actual Use as Intended

	<u>REACH</u>	<u>ACTUAL USE</u>		
		# Events	# (%) Attended	#(%) Consumed Healthy Items
Year 1	170	14	943 (>100%)	707 (75%)
Year 2	405	46	3061 (>100%)	1934 (63%)
Year 3	575	29	1531 (>100%)	1097 (78%)
<u>Overall</u>	575	84	5585 (>100%)	3817 (68%)

- **Actual Use: Greater than 100% of members** at participating FBOs attended events where healthy foods and beverages were served
- **Actual Use as Intended: More than 2/3 of FBO and other community members present** at events where healthy foods and beverages were served actually consumed the healthy items offered

Assessment of Nutrition Behaviors

- **Brief Survey**
- Administered **Pre- and Post-** Program/Guideline Implementation
- **Evaluation Questions:**
 - Are members of FBOs with healthy food and beverage guidelines more likely to **consume healthy foods** than members of FBOs that have not implemented such guidelines?
 - Are members of FBOs with healthy food and beverage guidelines more likely to **consume healthy beverages** than members of FBOs that have not implemented such guidelines?



Bonus: Additional Post-tests allowed us to examine impact over time in smaller number of FBOs

Survey Implementation

	Time 1	Time 2	Time 3	Time 4
FBO A		X	X	X
FBO B		X	X	
FBO C		X		
FBO D	X	X	X	
FBO E	X	X	X	
FBO F	X	X		

- One FBO with Pre-Program Survey Only
- Two FBOs with Pre- and Post- Program Surveys
- Three FBOs with one Pre-Program Surveys and 2 Post-Program Surveys

Survey Assessed FBO Members' Consumption of:

- **Fruits**
- **Vegetables**
(Green salad, Potatoes, Carrots, Other vegetables)
- **Sugar-Sweetened Beverages**
(SSBs: Soda/Pop, 100% Fruit Juice, Sweetened Fruit/Sports/Energy Drinks)
- **Water**



Survey Instrument: Target Demographics

- **Zip Code**

- Target census tracts include 8 zip codes
- 95210, 95209, 95207, 95206, 95205, 95204, 95203, 95202

- **Racial/ethnic identity**

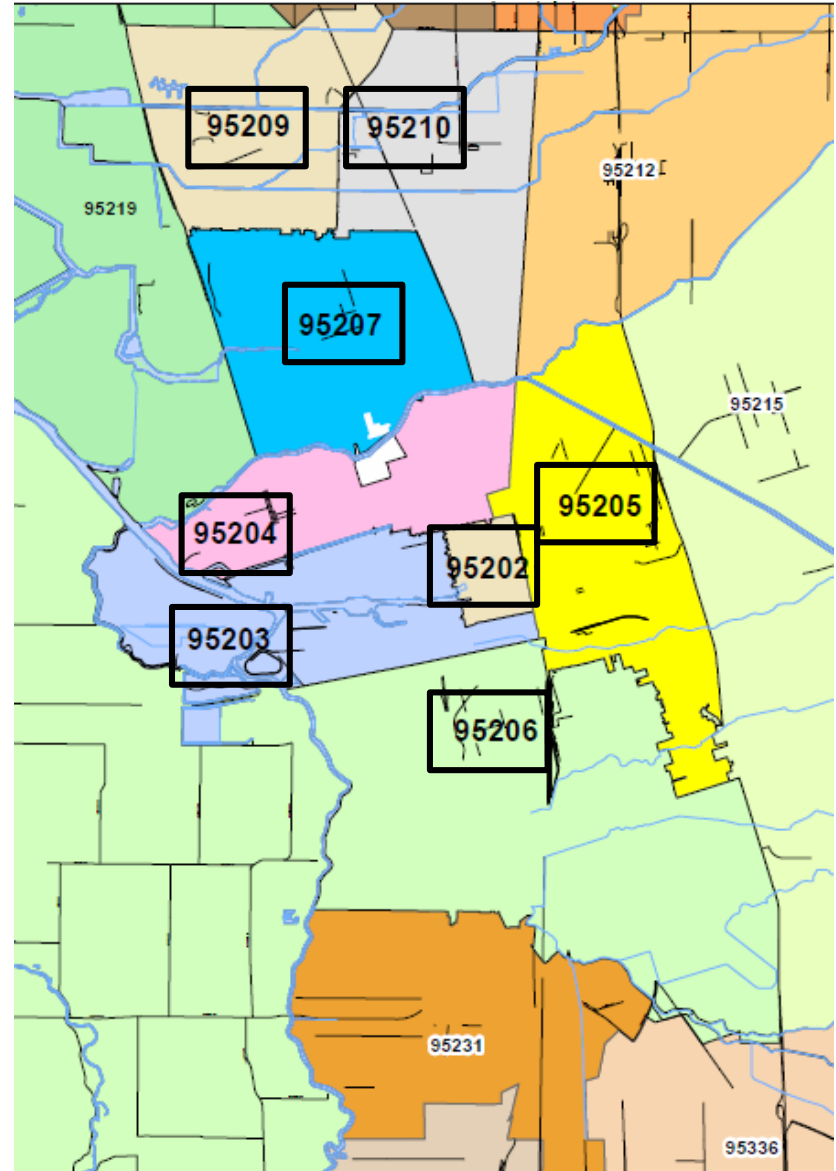
- Target population is African American

- **Gender**

- Aim for 50/50: male/female

- **Proportion of FBO Members**

- *additional goal to survey approximately 30% of members at each administration*



Survey Instrument: Fruits and Vegetables

During the past 7 days, how many times did you eat:

1. Fruit

(fresh, frozen or canned – do not include fruit juice)

2. Green salad

(including any salad that contained lettuce)

3. Potatoes

(do not count French fries, fried potatoes or potato chips)

4. Carrots

5. Other vegetables

(fresh, canned or frozen – do not include green salad, potatoes or carrots)

Survey Instrument:

Sugar-Sweetened Beverages (SSBs)

During the past 7 days, how many times did you drink:

6. Soda or pop, such as Coke, Pepsi, or Sprite

(A can, bottle or glass; Do **not** count diet soda or diet pop.)

7. 100% fruit juices such as orange juice, apple juice, or grape juice

(Do **not** count punch, Kool-Aid, sports drinks, or other fruit-flavored drinks.)

8. Sweetened fruit drinks, sports, or energy drinks, did you drink?

(includes drinks like lemonade, Gatorade, Snapple or Red Bull)

Survey Instrument: Water

9. **Water** at work, school, home, and everywhere else?

Count 1 cup as 1 glass and count 1 bottle of water as 2 glasses.

Count only a few sips, like from a water fountain, as less than one glass. Your best guess is fine. Include tap water, like from a sink, faucet, fountain, or pitcher, and bottled water like Aquafina®. Also include “infused water”, or water infused with only fruits and vegetables. Do not include flavored sweetened water.

Survey Response Options

_____ A. I did not eat fruit during the past 7 days

_____ B. 1 to 3 times total during the past 7 days

_____ C. 4 to 6 times total during the past 7 days

_____ D. 1 time per day for the past 7 days

_____ E. 2 times per day for the past 7 days

_____ F. 3 times per day for the past 7 days

_____ G. 4 or more times per day for the past 7 days



Respondents

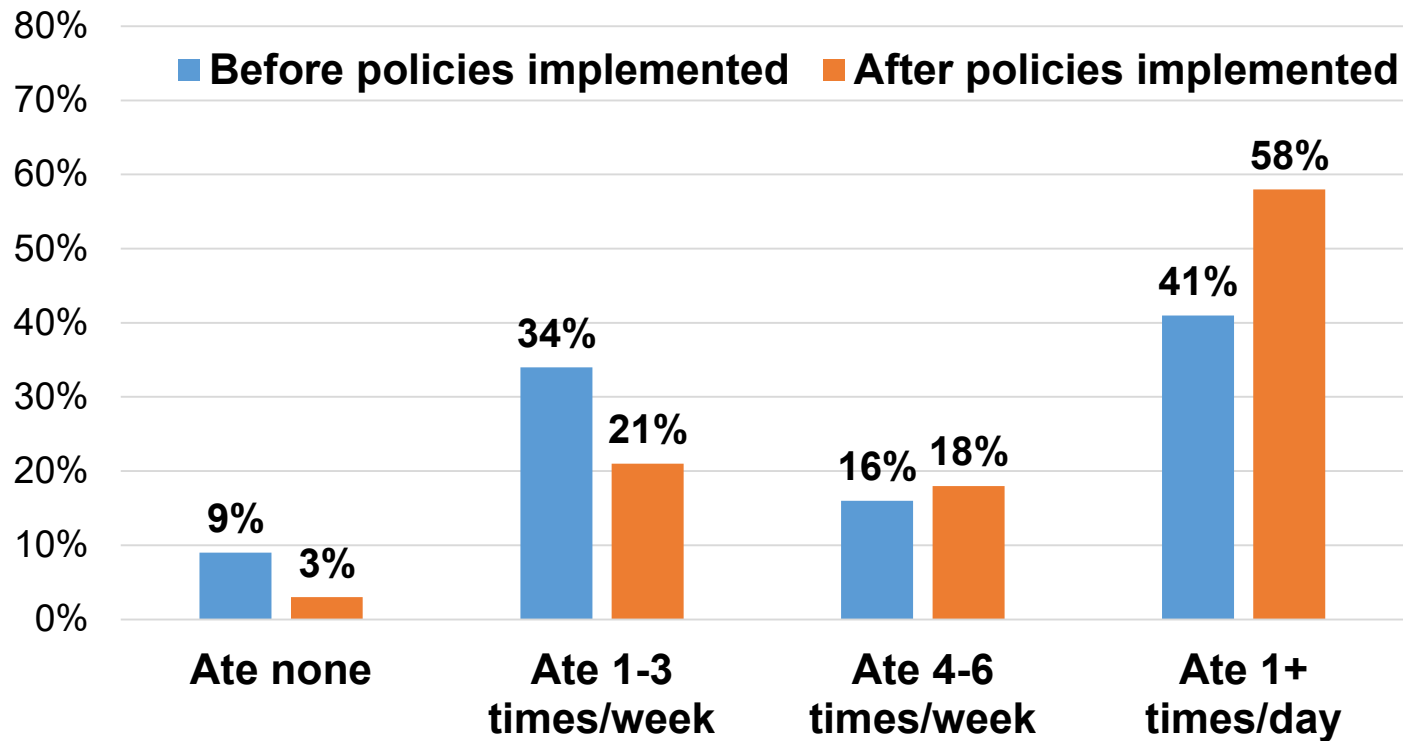
- Total of 450 FBO members completed surveys*
 - 161 in Year 1; 153 in Year 2; 136 in Year 3
 - On Average, 43% of church members responded at each survey administration
 - Range from 20-86% of church members at each survey administration
 - 356 members included in Pre/Post Program Comparisons
 - 2nd Post-Program Survey with 94 members
- 80% in target zip codes
- 84% African American
- 67% reside in target zip code and are African American
- 65% Females

**some members represented more than one time*



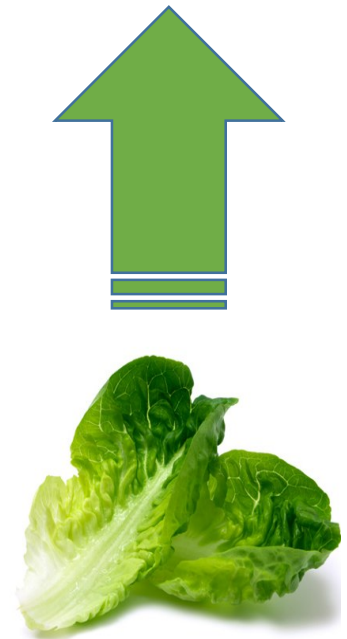
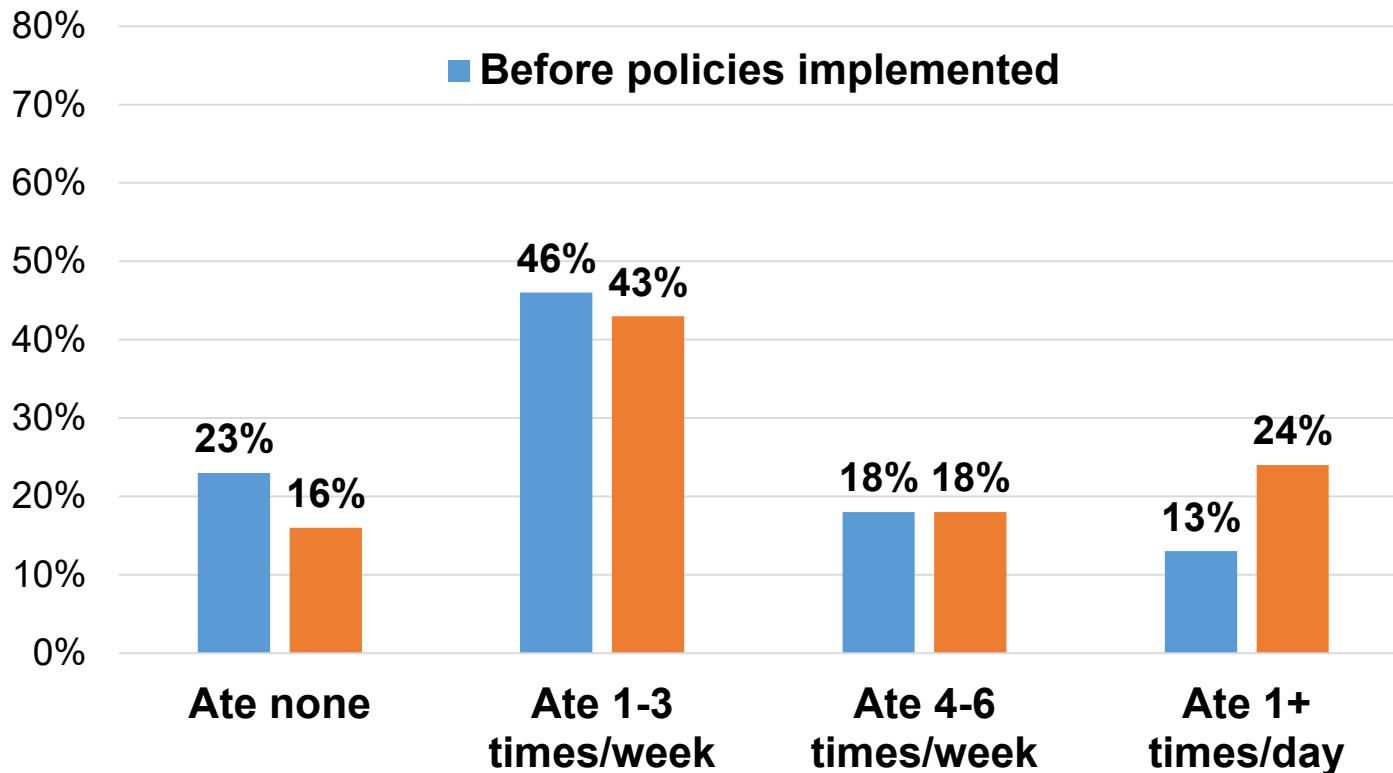
Results: What Changed?

Members ate MORE FRUIT



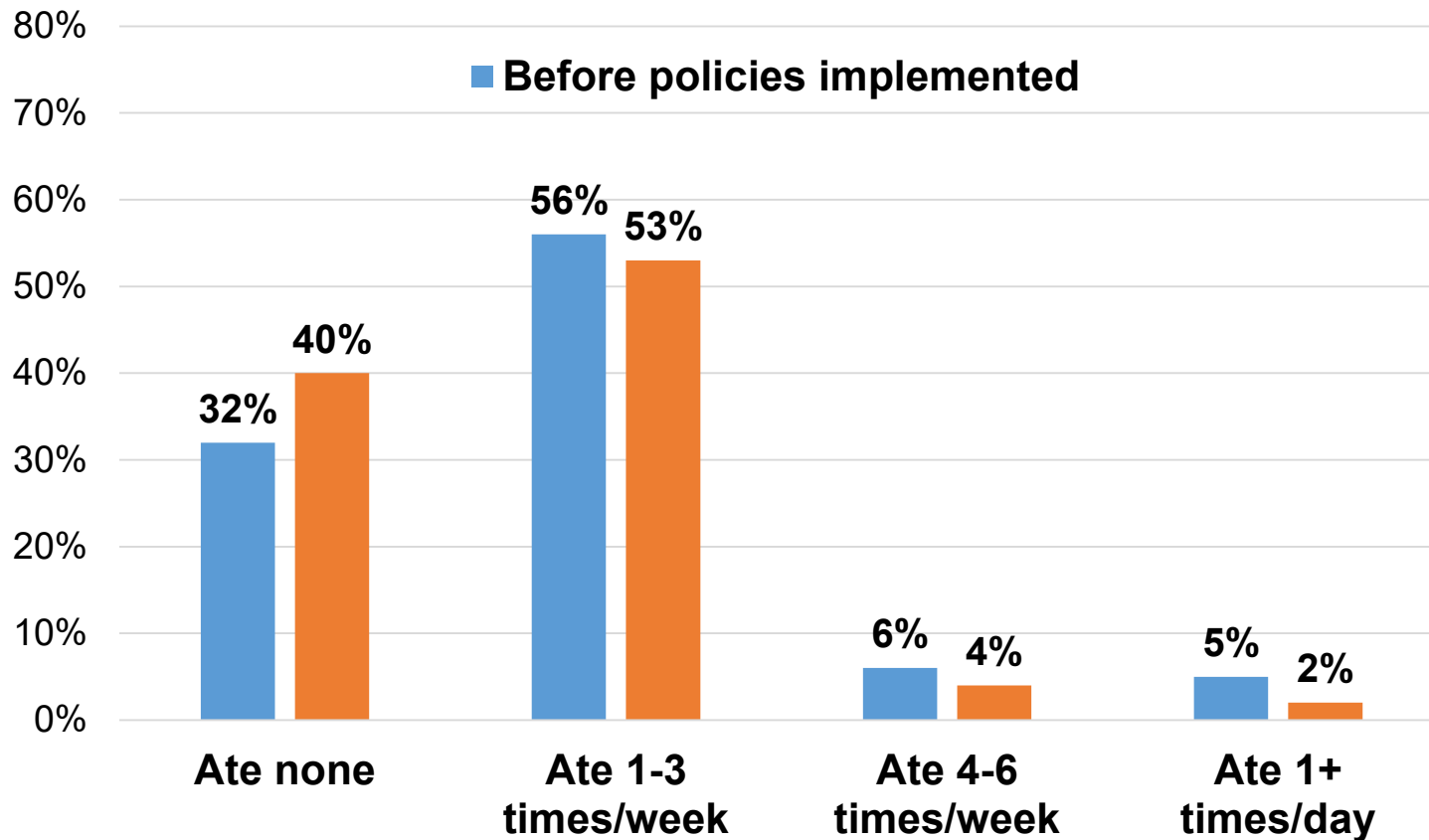
Results: What Changed?

Members ate MORE SALAD



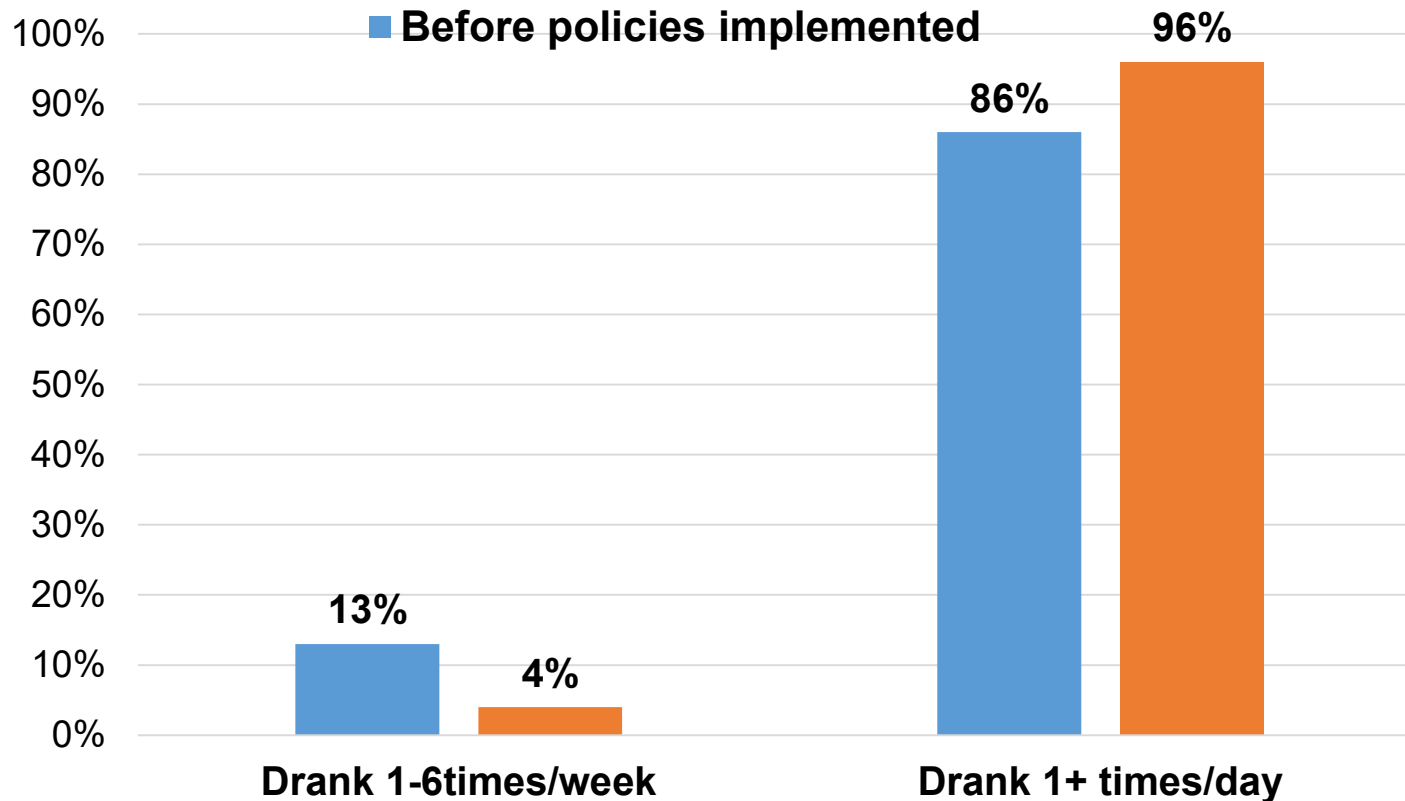
Results: What Changed?

Members at LESS POTATOES



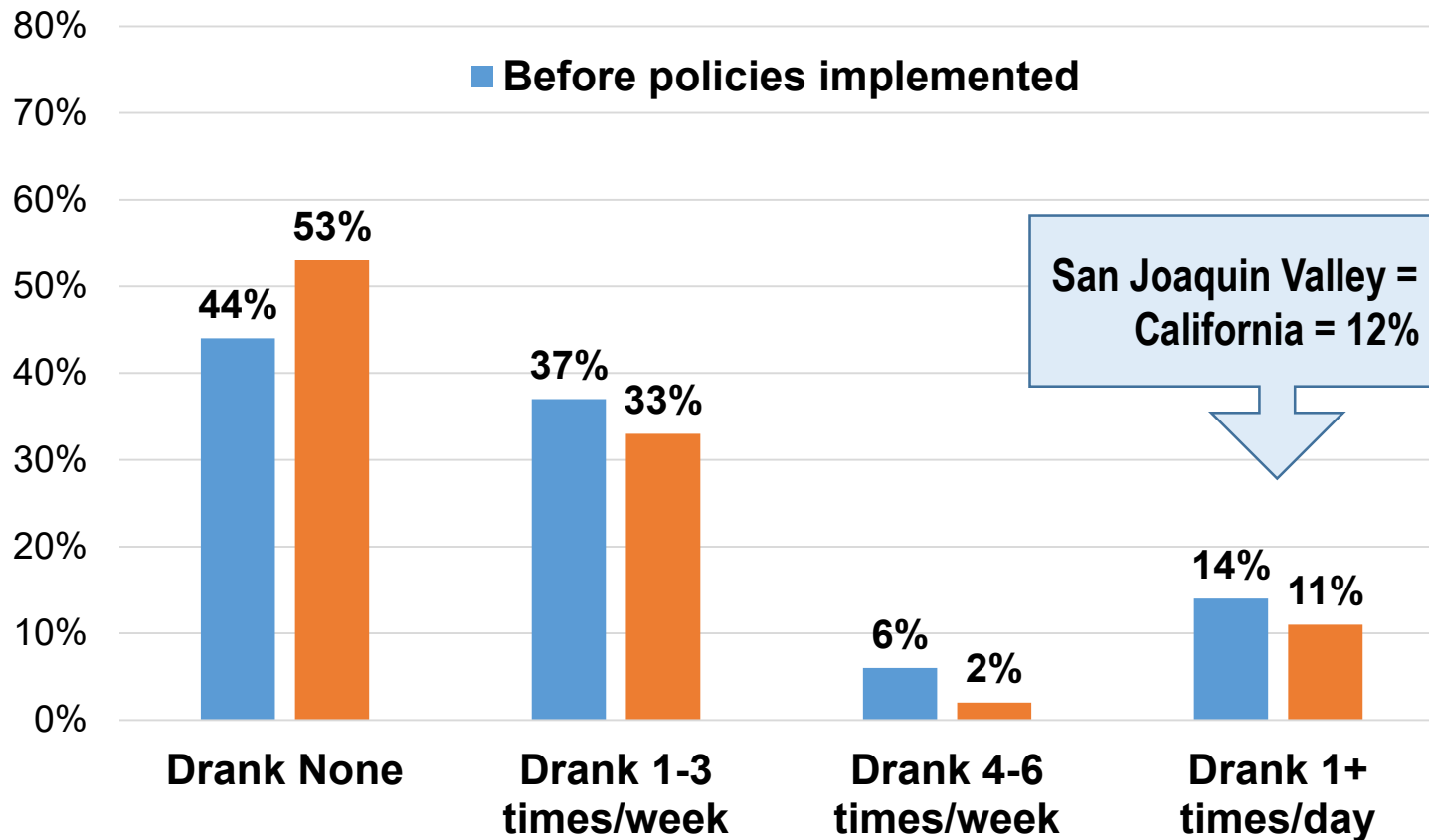
Results: What Changed?

Members drank MORE WATER



Results: What Changed?

Members drank LESS SODA

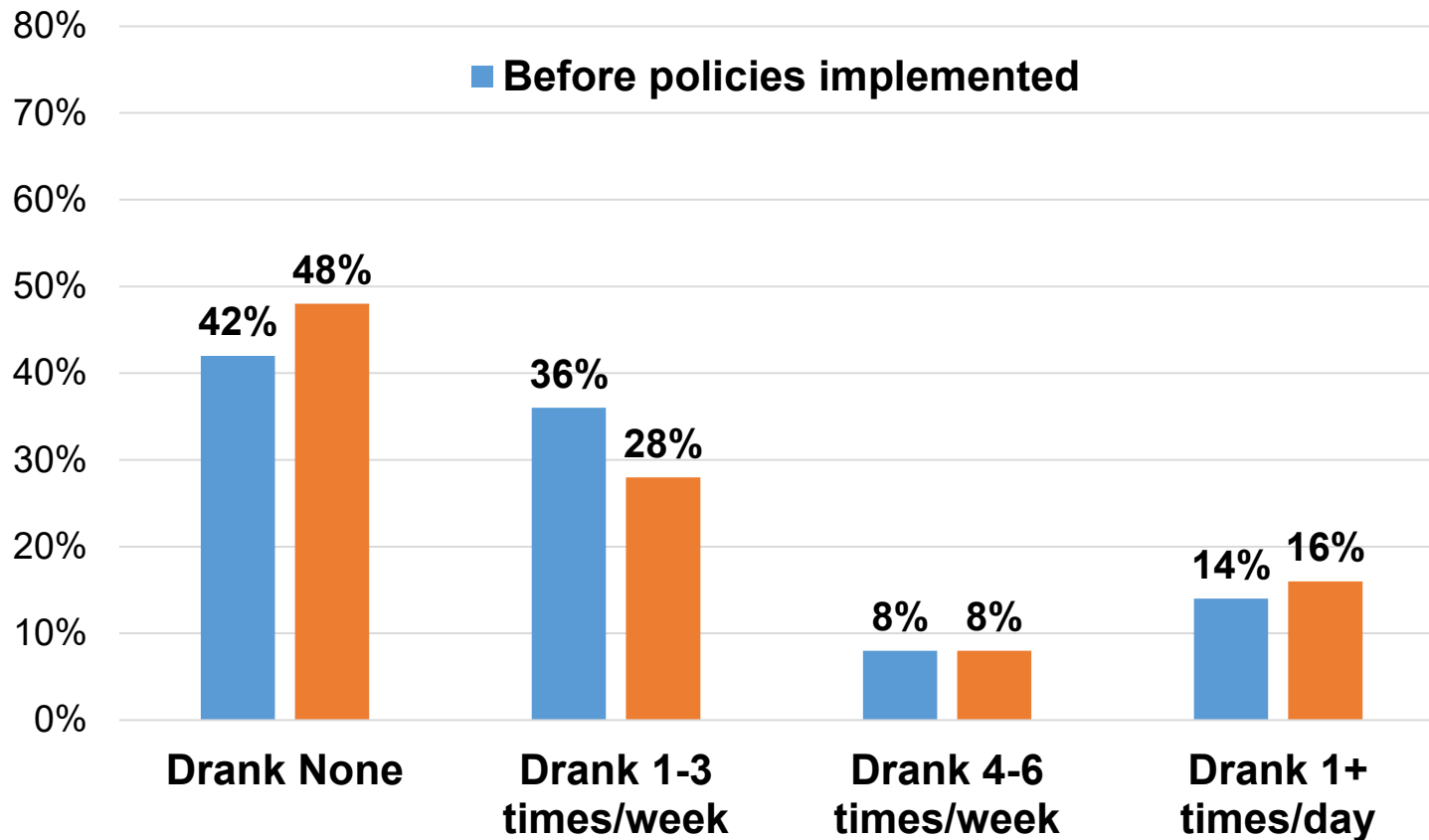


San Joaquin Valley = 18%
California = 12%



Results: What Changed?

Members drank LESS 100% JUICE



Results: What Stayed the Same?

- **Vegetable Consumption**

- Carrots and all other vegetables
- Potential Target for future activities



- **Sweetened Fruit/Sports/Energy Drinks**

- Over 45% drank NONE pre and post, but no changes pre or post program
- Already pretty good, but still room for improvement



Fruit and Vegetable Consumption



- Recommended number of servings **per day** is at least 5
 - Many groups now recommend 5-9 servings per day
 - Others recommending 7-11 servings per day
- FBO members reported 6 servings of fruits & vegetables **per week**, on average, by the end of the program
 - Fruit consumption increased over the program period
 - Still room for improvement, especially with veggies!

Comparisons with Local and State-Level Data*

SODA

Our data showed 89% drinking less than one time per day and **53% drinking NONE** at the end of the program



Drank on average NO soda per week

	San Joaquin Valley	California
All Adults	51%	59%
African Americans	45%	54%

WATER

Our data showed **96% drinking at least once** per day at the end of the program



Drank at least 1 glass of water in the past day

	San Joaquin Valley	California
All Adults	99%	99%
African Americans	98%	98%

FRUITS & VEGETABLES

Our data showed average of **6 servings/week** at the end of the program



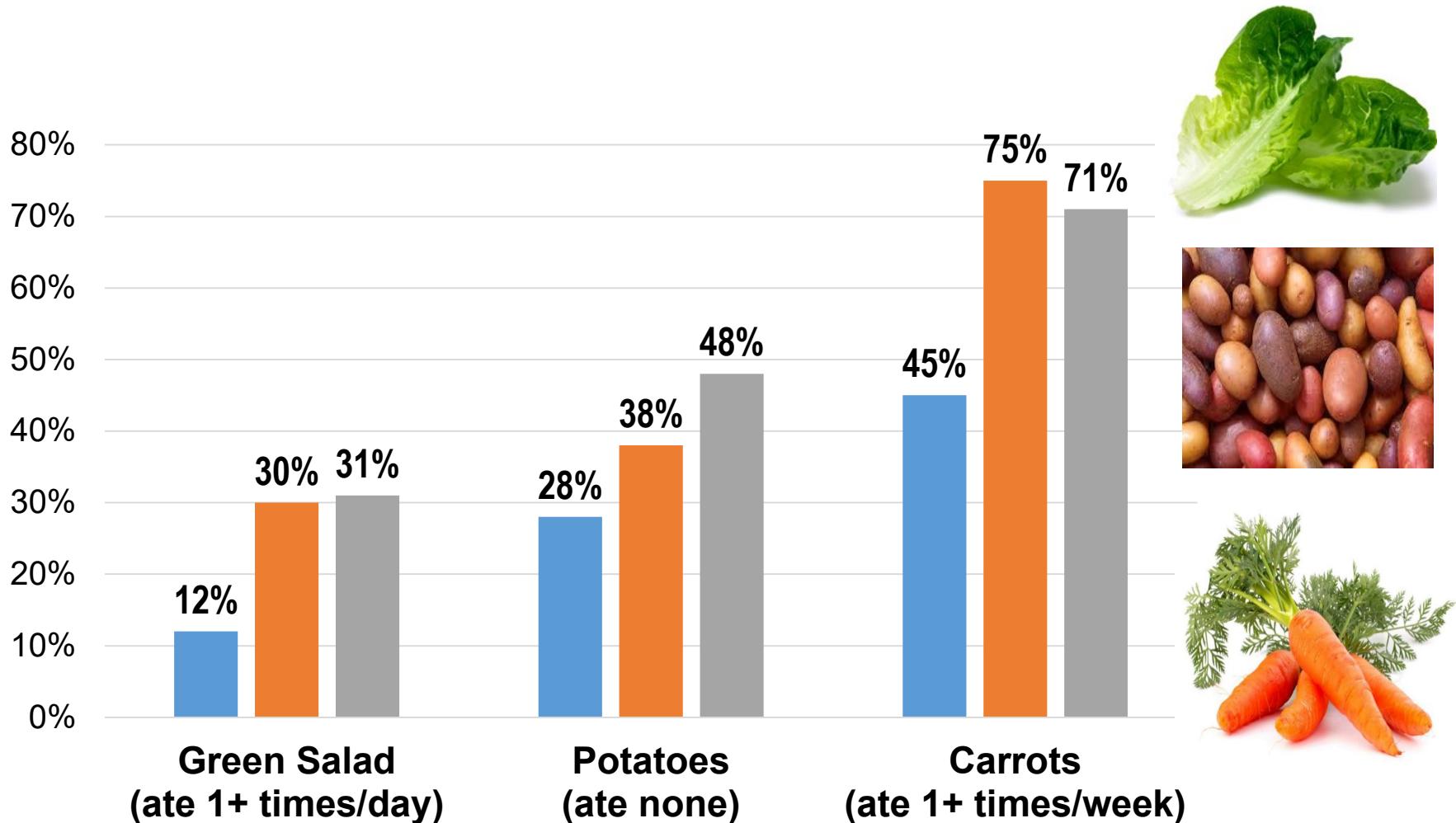
Ate 5+ servings of fruit & vegetables per day

	San Joaquin Valley	California
All Adults	48%	49%
African Americans	46%	44%

* 2015 California Health Interview Survey

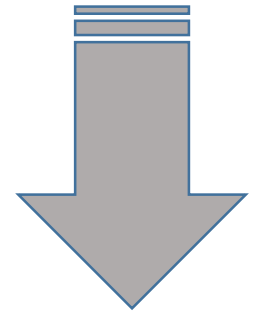
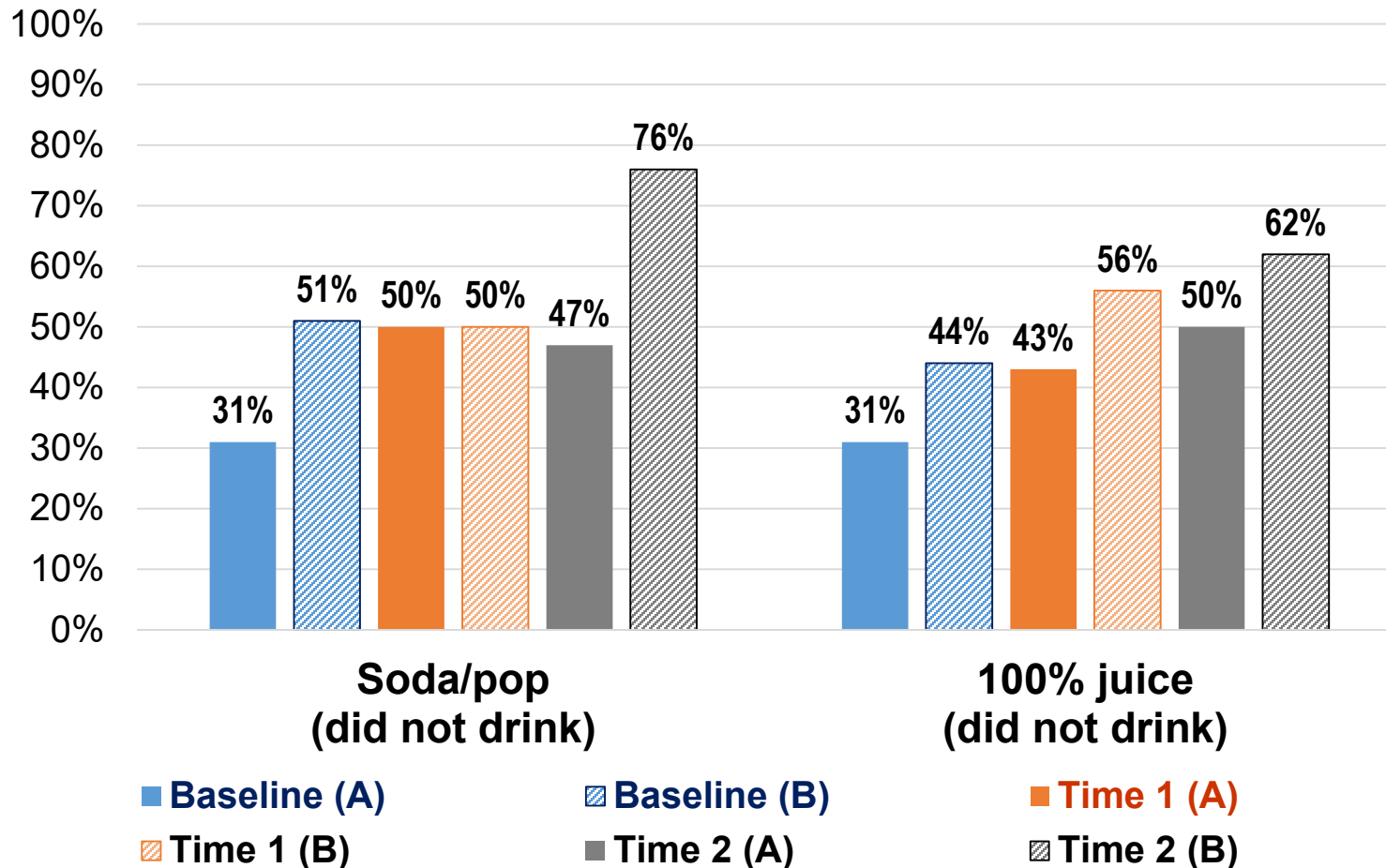
Maintenance of Changes over Time

**Green salad and carrot consumption increased;
Potato consumption decreased**



Maintenance of Changes over Time

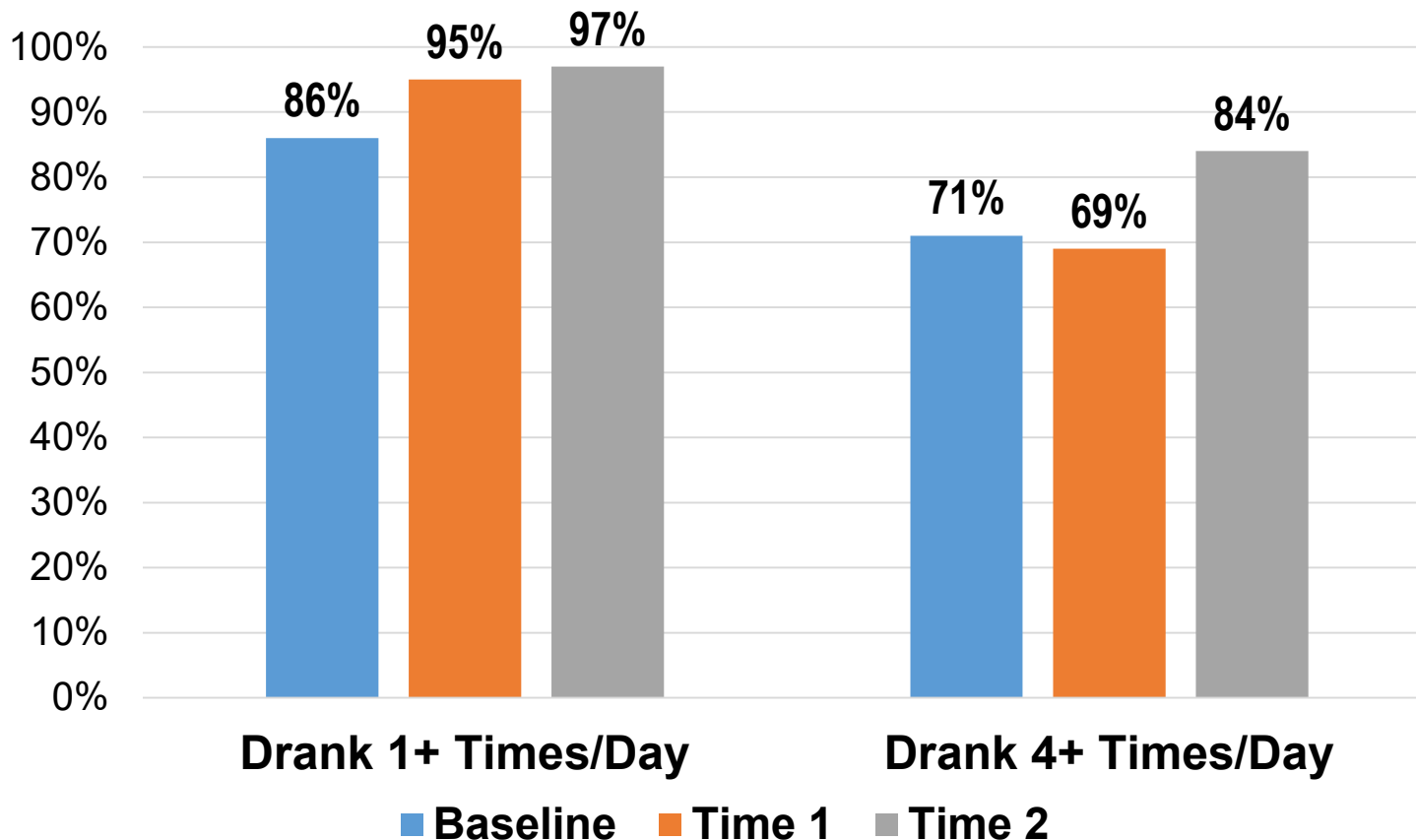
Sugar Sweetened Beverage Consumption Decreased



*Two churches

Maintenance of Changes over Time

Water Consumption Increased



Take Home Messages

- **Exceptional Participation**
 - Events with Healthy Foods/Beverages Served
 - Surveys
 - *Most participants fit the target population*
- **Terrific job by PHA team and community partners in conducting surveys!**
 - Reminder: This entire piece of the evaluation was NOT REQUIRED by CDC
 - “Going the extra mile” to complete this work demonstrate great results of the *Within our REACH* program
- **Remarkable results related to fruit and SSB consumption**
 - Program only influenced items served at church, but members reported overall changes in diet – very impressive to observe changes with “modest intervention” and “short time period”

THANK YOU!

The UCLA Evaluation Team (Herrmann & Glenn) would like to thank the Within our REACH program team and Steering Committee for engaging us in this process.

CONGRATULATIONS ON A JOB WELL DONE!!

Questions

Alison Herrmann, PhD

UCLA Kaiser Permanente Center for Health Equity

aherrmann@ucla.edu

310-206-8483

Please feel free to contact me with any questions or comments – email tends to be best for initial contact and we can schedule phone follow-up as needed