



**Where No Wellness
Policy has Gone
Before....**

April 24, 2007

Slide 1

Taking Your Wellness Policy into the Future.



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Today's Topics

- **Overview of evaluation processes: Jill Camber Davidson, RD, WI DPI**
- **Taking your wellness policy into the future: Sue Brown, RD, kitchen manager, DeLong Middle School and Teri Piper Thompson, DeLong partnership coordinator and chair, DeLong School Health Council; DeLong Middle School, Eau Claire, Wisconsin.**



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Today's Topics




Evaluating implementation of local wellness policies

- **Why evaluate?**
- **What does success look like?**
- **Collecting process information**
- **Measuring success**
- **Getting evaluation help**

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Evaluating implementation of local wellness policies



Evaluating implementation of local wellness policies

- **Why evaluate?**

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Evaluating implementation of local wellness policies



Evaluation:

— any effort to increase
human effectiveness through
systematic data-based *inquiry*.

— Patton

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Evaluation:



Evaluations happen for many reasons

- **Assess local wellness policy activities in individual districts**
 - Helps to target individualized Technical Assistance
 - Keeps districts accountable for progress
- **Monitor local wellness policy activities in all districts across the state**
 - Provides accountability to the state and federal levels
 - Makes the case for resources and supplementary policies for local wellness

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Evaluations happen for many reasons



Why evaluate?

- **Improve the content, support for, and implementation of local wellness policies**
- **Document environmental changes, staff needs, changes in revenue**
 - Provide better services for staff, faculty, and students
 - Make a case for more staff, funding, or policies
- **Make sure your programs are on course**
- **Respond to new and changing needs**

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Why evaluate?



Process evaluation

Collecting and analyzing data to determine who, what, when, where, and how much of program activities have been conducted. Process evaluation allows staff to assess how well the program has been implemented.

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Process evaluation

Evaluating implementation of local wellness policies

- Why evaluate?
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Evaluating implementation of local wellness policies



What does success look like in individual districts?

- **Pre-implementation**
 - Identify a policy team
 - Assess the district's needs
 - Draft a policy
 - Build awareness and support
 - Adopt the policy

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What does success look like in individual districts?



What does success look like in individual districts?

■ Implementation

- Changes to culture, environment, programs
- Marketing and promotion

■ Maintenance

- Continued implementation effort
- Evaluation and feedback to improve policy implementation

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What does success look like in individual districts?


What does success look like in individual districts?

- **What do you think you are doing?**
 - Policy
 - Implementation plan
- **What did you actually do?**
 - Intended consequences
 - Unintended consequences



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What does success look like in individual districts?




What does success look like in individual districts?

- **Success looks like consistency across the implementation phases**
 - Did the greatest needs get addressed in the policy?
 - Are resources and support in place?
 - What parts of the policy got implemented?
 - Did implementation address the greatest needs?
 - Did the changes have the expected effects?

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What does success look like in individual districts?



Evaluating implementation of local wellness policies

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Evaluating implementation of local wellness policies

According to Gomby and Larson (Evaluation of School-Linked Services, 1992):

- "A process evaluation focuses on what services were provided to whom and how. Its purpose is to describe how the program was implemented—who was involved and what problems were experienced. A process evaluation is useful for monitoring program implementation; for identifying changes to make the program operate as planned; and, generally, for program improvement."

<http://www.ncrel.org/sdrs/areas/issues/envrnmnt/css/ppt/chap4.htm>

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Why process information?

- Many times we want to know outcomes
- But outcomes do not tell us
 - What we did
 - When we did it
 - Who was reached
 - How many people or schools were reached
 - Quality of the activities

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Why process information?



Developing Evaluation Questions

- Review materials
- Brainstorm questions
- Sort questions
- Prioritize questions
- Verify linkages
- Who, what, and how to collect data?

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Developing Evaluation Questions




Questions to ask:

- Who
- What
- When
- Where
- Why
- How

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Questions to ask:



Evaluating implementation of local wellness policies

- Why evaluate?
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Evaluating implementation of local wellness policies

Data Sources

- Document review
- People
- Observations
 - Look at nutrition and physical activity environment
 - Look at practices within the school



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Data Sources

Which people?

- Different people know different things
- Choose to use a sample rather than a census



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Which people?




When to collect data

- Use meetings, trainings, conferences as opportunities
- Send questionnaires via mail, e-mail, or web-based survey
- Conduct interviews and focus groups by telephone
- Let people know if there is to be regular reporting

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When to collect data



Evaluating implementation of local wellness policies

- Why evaluate?
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Evaluating implementation of local wellness policies



Evaluation help

- **May have evaluation help in your agency**
- **May hire evaluation help**
 - Partner with universities (faculty and graduate students)
 - Professional evaluators and evaluation firms
- **May be eligible for technical assistance from funding agencies**

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Evaluation help



Tips on effective evaluation help

- **Before you look for an evaluator**
 - Decide what you want the evaluator to do
 - Decide on the timeline to do it
- **When you look for an evaluator**
 - Someone who understands your programs
 - Someone who understands the resources you have
 - Someone who communicates well
 - Someone who respects your program needs

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Tips on effective evaluation help



Tips on effective evaluation help

■ When you have hired an evaluator

- Regular meetings
- Agree on milestones and deliverables
- Phase the agreement to be renewed when milestones are achieved and deliverables provided

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Tips on effective evaluation help

What does success look like?

- **What would success look like for your local wellness policies in the next 12 months?**
 - At the district level
 - Across the state
- **Take a few minutes and write 2 successes**
- **Share success?**



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What does success look like?

Next steps

- Write down 2 next steps you can commit to for evaluating your local wellness policies
- Share a next step?



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Next steps

Into the Future... Success Stories:

- **Sue Brown R.D., kitchen manager, DeLong Middle School**
- **Teri Piper Thompson, DeLong partnership coordinator and chair, DeLong School Health Council**



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Into the Future... Success Stories:



History of DeLong wellness program

- **Have had a staff wellness committee in place for more than ten years**
- **Established a School Health Council in 2004 which brought together staff from several areas including: food and nutrition, health, FCE, physical education and administration. The Council also includes our partnership coordinator, our school nurse, a Mayo Health System doctor, parents and students.**

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History of DeLong wellness program



Evaluation

- **Our School Health Council has presented to DeLong staff on several occasions.**
- **Most recently we presented information to the entire staff on a staff development day—the main topics were awareness of healthy snacks and treats for students and a suggestion to brainstorm more opportunities for students to be physically active during the school day**

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Evaluation



Food and Nutrition Initiatives

- Nutrient analysis and menu planning since 1995
- Only 1%, skim and chocolate skim milk served since mid 1990s
- Only baked or microwaved products in elementary schools

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Food and Nutrition Initiatives



Food and Nutrition Initiatives

- Many efforts to use reduced or low fat items such as salad dressings, cheese and some meats
- Salads bars at all secondary schools
- Increased fiber/whole grains, fresh fruit and vegetables

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Food and Nutrition Initiatives



Food and Nutrition Initiatives

- **Eliminated deep fat fryers**
- **Only offer 100% fruit and vegetable juice and bottled water in our a la carte line**
- **Many low fat options and controlled portion sizes on a la carte line**

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Food and Nutrition Initiatives

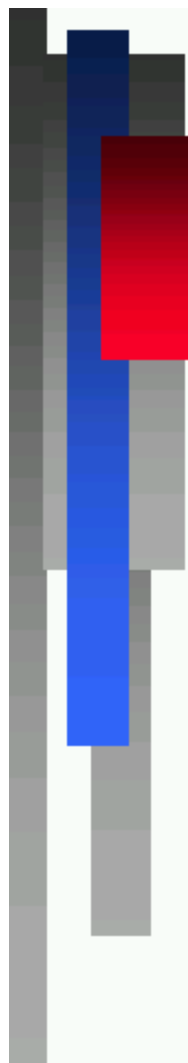


Grab n Go Breakfast

- Established in 2005 with a \$4,000 Breakfast grant and \$3,000 supplemental grant
- Program offers a healthy bag breakfast at one of DeLong's main entrances every morning before school in addition to breakfast served in the cafeteria
- Purchased a remote cash register and cart for breakfast items
- Provides additional labor time
- Provides incentives

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Grab n Go Breakfast



Grab n Go Breakfast

- November 2005 average 145 breakfast meals served
- December 2005 average 175 breakfast meals served
- December 2006 average 221 total breakfast meals served
- Breakfast cart served an average 133 of the total 221 for December 2006
- April 18, 2007 served a total of 273 breakfasts- 176 were Grab and Go

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Grab n Go Breakfast



Fitness Initiatives

- Open gym every morning before school
- Fitness center open every other morning before school
- Sports for sixth graders during Primetime (lasts 30 minutes of school day)
- Wellness days for teams or grade levels which include many fitness opportunities for students

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Fitness Initiatives



Fit Club

- DeLong received a \$2000 grant from the Alliance for Healthy Generation of which we are a bronze school member
- The grant is being used to start a Fit Club this spring which will meet 4 times/week over 6 weeks.
- Girls with unhealthy BMI ratings will voluntarily participate in the Club

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Fit Club



Fit Club

- The goal of Fit Club is to develop fitness plans for life for the participants while also sharing information about healthy eating, mental health and other health issues

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Fit Club



Alliance for a Healthy Generation

- DeLong joined the Alliance last year
- One staff member attended national training in Little Rock last summer
- DeLong is at a bronze level
- The Alliance is an excellent resource for schools
- <http://www.healthiergeneration.org/default.aspx>

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Alliance for a Healthy Generation



GOVERNOR'S SCHOOL
HEALTH AWARD



- DeLong applied for a Governor's School Health Award last spring by completing an extensive application process.
- DeLong was one of only 13 schools in the state of Wisconsin to receive the award which recognizes excellence in healthy food service programs, wellness initiatives, physical and health education programs and staff and student involvement.
- <http://www.schoolhealthaward.wi.gov/>

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Wellness Survey to All Staff

- In the spring of this year, we asked all staff to complete an online survey regarding wellness activities in our building.
- What follows is the 17 questions that made up the survey. Choices for answers were:
 - not likely at all
 - not very likely
 - somewhat likely
 - very likely

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Wellness Survey to All Staff



Wellness survey questions

- I buy heart-healthy snacks when they are available (for example, pretzels, cereals, yogurt, one percent or skim milk, fresh fruit, 100 percent juice, raisins or other dried fruit. NOT candy, chips, pastry, etc.)
- If I had a five-minute break, I would use it for a personal activity like stretching, yoga or a walk if there were a place to do it.
- I would eat fruit if available at our staff meetings.

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Wellness survey questions

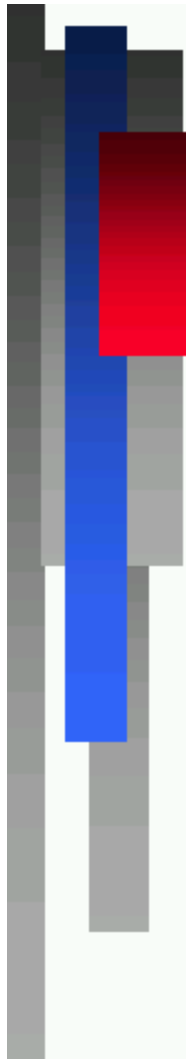


Wellness survey questions

- I would participate in group activities encouraging healthy eating or physical activity if they were offered to staff.
- I am satisfied with my current state of health.
- I make time for 30 minutes of physical activity most days of the week
- I don't think about health when deciding what to eat.

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Wellness survey questions



Wellness survey questions

- It's hard for me to get as much exercise as I should.
- I try to look for healthier foods but usually eat whatever is available.
- I don't know what is meant by "worksite wellness."
- Healthier people are more productive at work.
- Paying attention to healthy eating and exercising is a lot of trouble.

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Wellness survey questions



Wellness survey questions

- I know what it takes to lead a healthy lifestyle.
- Whether or not to live a healthy lifestyle is completely up to the individual.
- I would be interested in participating in any of the following as a Friday before school Wellness Activity: pickle ball, floor hockey, basketball, volleyball, biking, walking, dodge ball, kickball, other _____

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Wellness survey questions



Wellness survey questions

- The Wellness Committee wants to ensure that the activities it is creating are of interest to our staff. Please check all of the activities that you personally feel are of value:

Road Rally, after-school golf, after-school basketball, water aerobics, pickleball paydays, bowling, paintball, curling, snowshoeing, volleyball, broomball, core conditioning class, yoga, dance lessons, skeet shooting, wellness basket, monthly wellness luncheons, staff high/low ropes course activities

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Wellness survey questions

Wellness survey questions

- Staff climbing wall activities, weight management program, PE Mile Run with students, pumpkin growing contest, fishing outing, pot of gold raffle, free blood pressure checks, other _____



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Wellness survey questions



Questions for Teri or Sue?

- Phones will be unmuted for questions.
- Please keep background discussions and noise to a minimum so all can clearly hear the questions.

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Questions for Teri or Sue?

Questions and Wrap Up

- Archives to Team Nutrition Website
<http://dpi.wi.gov/ne/index.html>

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Questions and Wrap Up

Teleconference Opportunity

School Wellness Policies: First Year Report Card


- How is your school district's wellness policy working? Learn how to implement community relations action plans to involve your community wide stakeholders.
- Find out how to successfully evaluate your district policy with these real world examples. Learn how state initiatives and positively influence local efforts.

Wednesday, May 2, 2007 Time: 1-2:30 p.m. Central;

- LISTENING SITE: UW Health WEST clinic, room 1288, 451 Junction Road, Madison, WI.
- Please register (for handout count) to Jill Camber Davidson at jill.camberdavidson@dpi.state.wi.us by May 1, 2007.

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Teleconference Opportunity



An Institute of Medicine report from the committee on *Nutrition Standards for Foods in Schools* will be released tomorrow, Wednesday, April 25, 2007. Those who would like to listen to a live audio webcast of the briefing that will begin at 11:00 am EDT, can do so by accessing it through <http://national-academies.org>.

For more information, please go to: <http://www.iom.edu/?ID=30181>

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Thank you for attending.

For more information:

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608-264-6700

jill.camberdavidson@dpi.state.wi.us

<http://dpi.wi.gov/ne/index.html>

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Thank you for attending.



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