



Insights from *Network* Surveys and Evaluations: An Overview

Network Statewide Collaborative
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Objective: Update the SNAP-Ed Evidence Base since *JNEB*

- Population trends for obesity, PA, FV, high-cal foods and beverages, and food security
- State-led campaigns and programs
- Local evaluation capacity
- Locally-driven interventions
- CalFresh outreach and promotion
- What's in the mix for evaluation in 2012?

Network's Theoretical Design: Social Ecological Model



Network's Brand Architecture

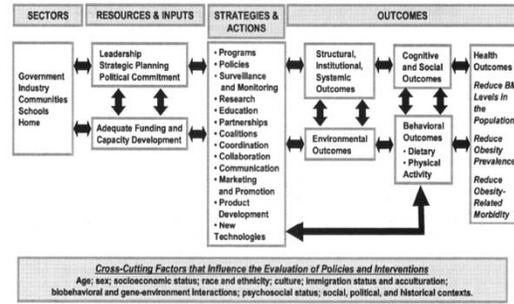


Primary Targets: Internal Culture, Intermediaries, Consumers
Secondary: Policy Makers, Executive Branch, Advocates, Media, Government Partners
Tools & Disciplines: Community Development, Systems Change, Policy, Research and Evaluation, Environmental, Industry Practices, Communications

**CDC's Six Population-Based Strategies for
for Obesity Prevention
(Plus One)**

- Increase fruit and vegetable consumption
- Increase physical activity
- Increase breastfeeding
- Decrease consumption of sugar-sweetened beverages
- Decrease consumption of nutrient-poor, high-calorie foods
- Decrease leisure screen time
- (Decrease food insecurity)

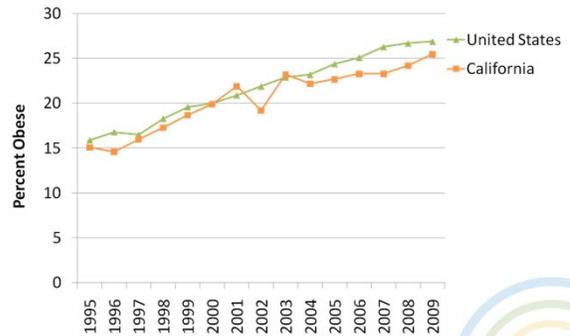
**Network's Logic Model for Evaluation:
Capturing the "Upstream" Drivers
Institute of Medicine, 2006**



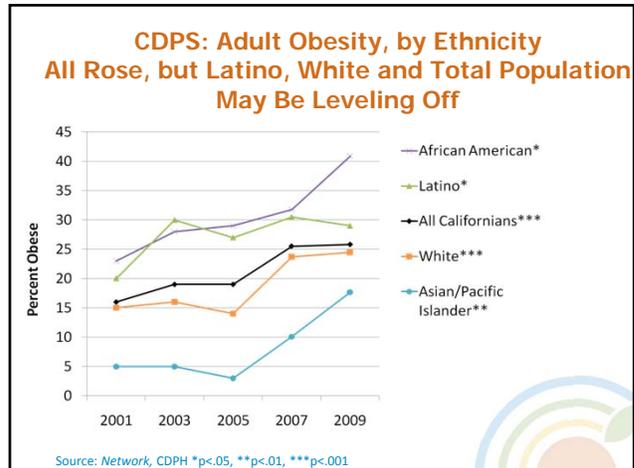
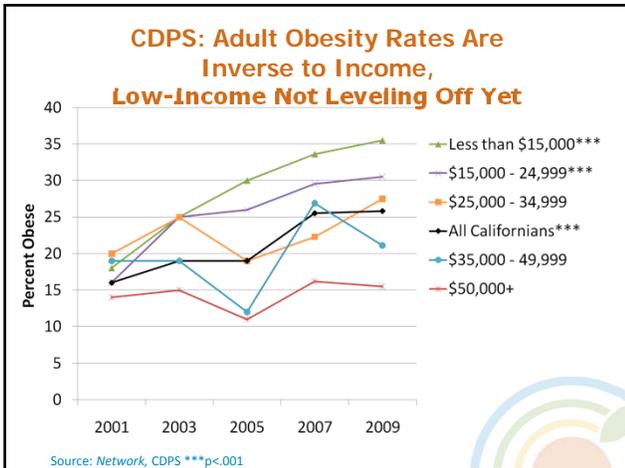
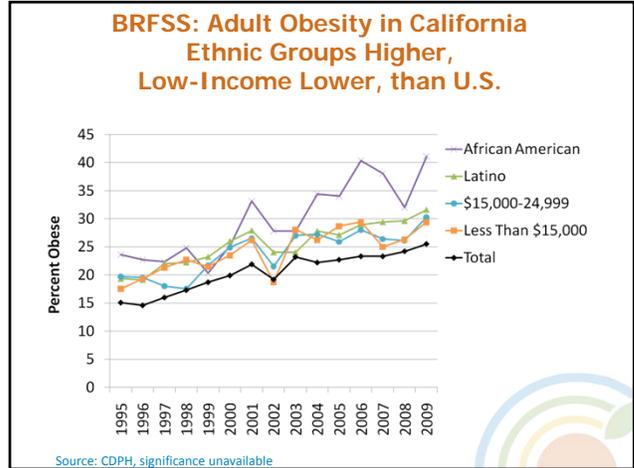
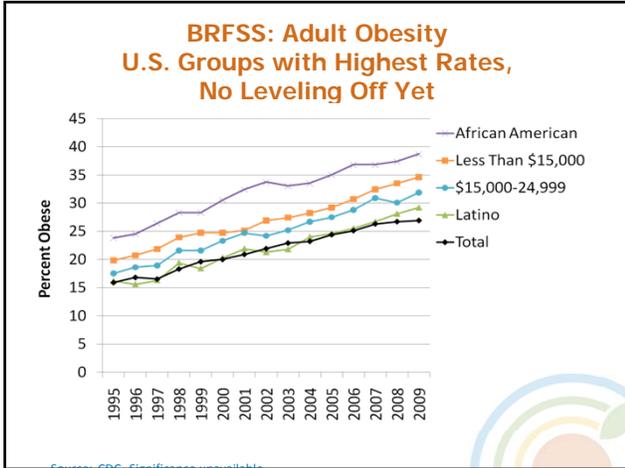
**The Social Marketing Mix:
The Network's Working Definition**

The application of commercial marketing techniques – advertising, public relations, promotion and personal sales – combined with public health approaches, namely consumer empowerment, community development, public/private partnerships, and policy, systems and environmental change.

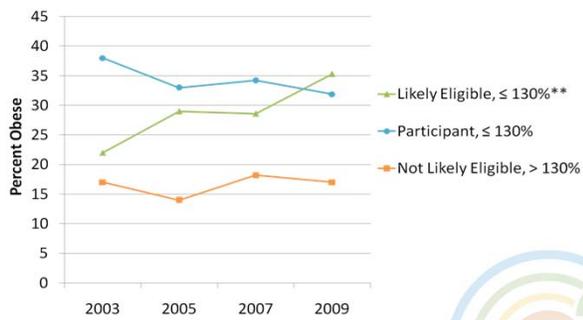
**BRFSS: Self-Reported Adult Obesity
Californians Say They're a Little Less Heavy**



Source: CDC, Significance unavailable



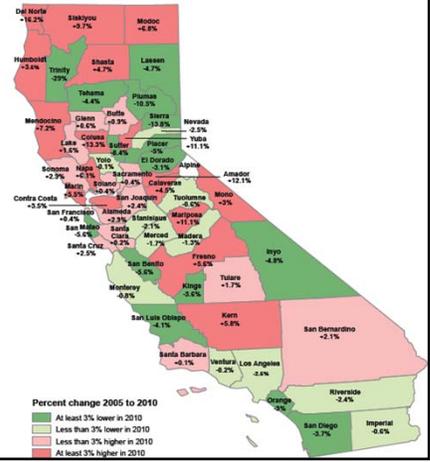
CDPS: Adult Obesity, by SNAP Status Likely Eligibles Rising, CalFresh Trending Down



Source: Network, CDPH**p<.01

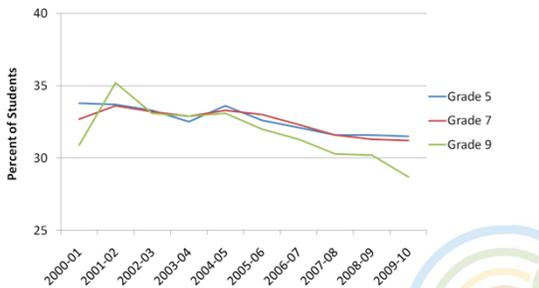
Fitnessgram™

Changes in Overweight & Obesity Among California 5th, 7th, & 9th Graders, 2005-2010



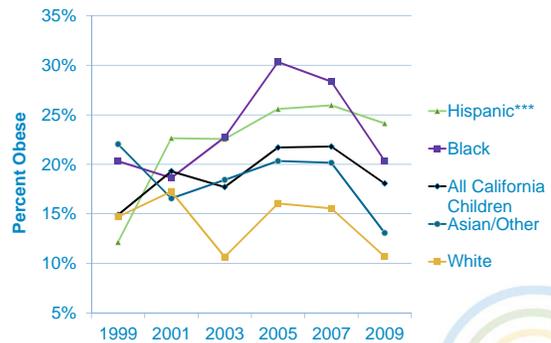
Fitnessgram™: 5th, 7th, 9th Grade Students Unhealthy Is Trending Down (Measured Obese, Overweight and Underweight)

California Students Not in the Healthy Fitness Zone for Body Composition, 2000-2010

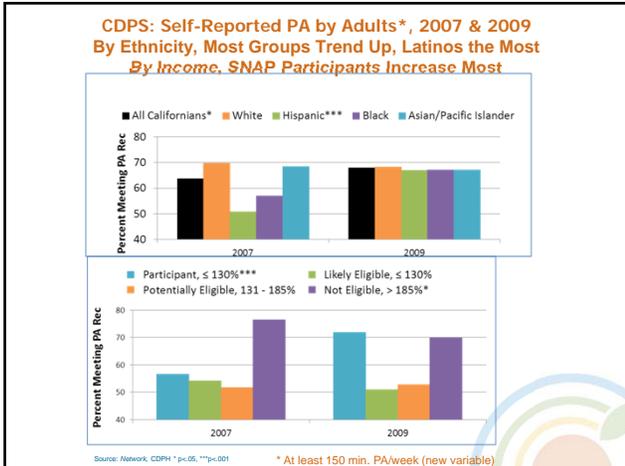
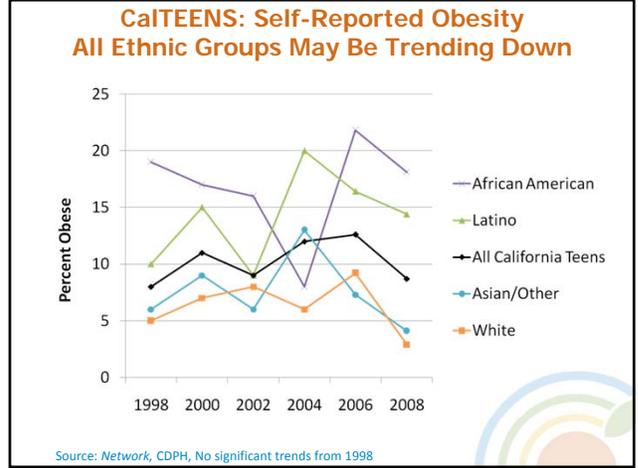
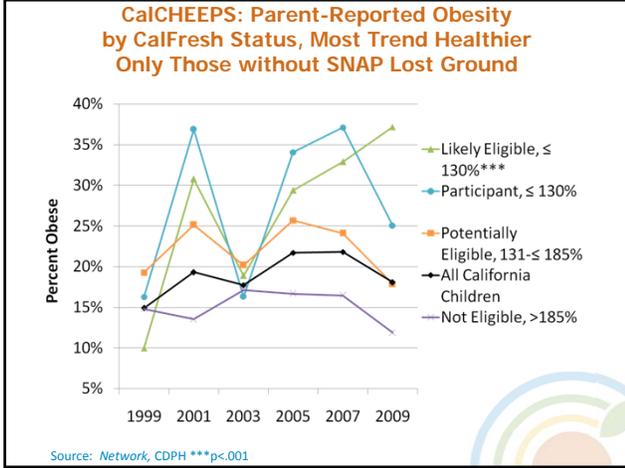


Source: CDE DataQuest, Significance unavailable

CalCHEEPS: Parent-Reported Obesity 4th-5th Graders, Trending Healthy



Source: Network, CDPH ***p<.001



Conclusions about California Adults: Trends in Obesity and Physical Activity

- Compared to U.S. adults, upward trends are similar, but our rates in ethnic groups are higher and in low-income groups, lower
- By income, >\$35K+ did not rise, others' rates rose, disparities widened markedly
- By ethnicity, all groups rose, but AA and API have not leveled off; rates all fall <30%, except AA @ 40%+
- By SNAP status, CalFresh very high but may be leveling, those <130% FPL still rising
- For PA, most trends are up, except >185% FPL

Conclusions about California Youth: Obesity Trends

- U.S. comparisons show no increases since 2003 (NHANES)
- Fitnessgram™ trending down; may be accelerating downward in 9th graders
- 9-11 year olds, trending down; since 1999, only Latino rose significantly
- By SNAP status, only <130% w/o SNAP rose
- Teens trending down, peaks in 2004 and 2006, nothing significant yet
- Kids may be doing better than adults
- What might explain these trends?

