

Hunter New England Area Health Service Kids healthy eating and physical activity (KHEPA) program
EVALUATION AT A GLANCE

INTRODUCTION

This program is the largest child obesity prevention program to be conducted in Australia. It aims to reduce the prevalence of overweight and obesity in children 0-15 years in the Hunter New England region; and to build evidence for policy and practice related to the prevention of obesity in NSW.

The evaluation is managed and operated under a collaborative agreement between NSW Health, HNE AHS and the NSW Centre for Overweight and Obesity, with the Centre for Physical Activity and Health and Centre for Public Health Nutrition contributing to the evaluation as Associate Parties. An Evaluation Management Group, comprising the above groups and other stakeholders meets regularly to plan and conduct all aspects of the evaluation.

THE INTERVENTION PROGRAM

The purpose of the KHEPA program is to:

- Reduce the prevalence of overweight and obesity in children 0-15 in the Hunter New England area
- Build evidence for policy and practice related to the prevention of childhood obesity in NSW.

Program Objectives

The program objectives are to:

- Reduce the consumption of sweetened drinks, and increase the consumption of non-sweetened drinks
- Reduce the consumption of energy dense/nutrient poor foods
- Increase the consumption of vegetables and fruit
- Increase the amount of time spent in organised and non-organised physical activities
- Reduce the time spent in small screen recreational activities

The program plan consists of objectives and strategies grouped into streams according to the community setting or agency in which or through which the strategies are proposed to be delivered. These six streams are:

- school communities
- childcare services
- community organisations
- health services and
- media and marketing providers
- Aboriginal communities

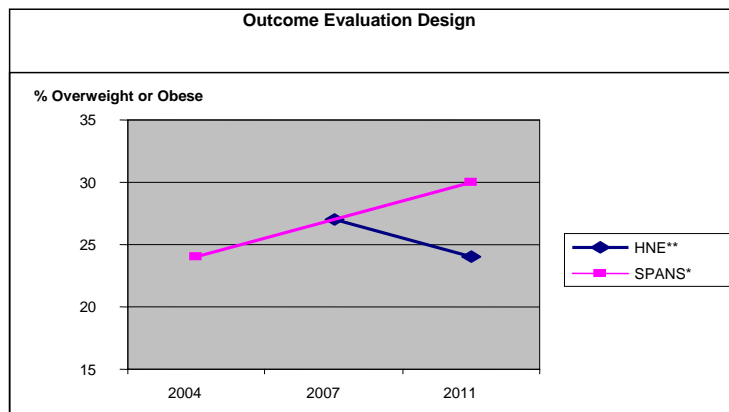
Each stream contains a number of capacity-building objectives. For each objective, strategies are described that are directed towards either children, their parents/carers or to the community generally.

THE EVALUATION

The scope of the evaluation includes impact and process evaluation. The evaluation approach adopted by the EMG is described in an Evaluation Framework (endorsed May 2006); and the business of the evaluation covered in an Evaluation Workplan (endorsed June 2006, progressively revised). Key points are summarised here.

The core design is a repeat cross-section incorporating anthropometry and nutrition, physical activity and sedentary behaviours of HNE children. These measures will be conducted in a sample of schools and childcare services in the HNE area, in Term 1, 2007 for the baseline and in 2010-2011 for post-intervention measures. examine the impact of the intervention on children's nutrition, physical activity and sedentary behaviours. Data collected from outside of the Hunter New England area as part of the NSW Schools Physical Activity and Nutrition Survey (SPANS) in 2004, and a planned repeat of this survey in 2011 will serve as a comparison condition for the outcome and impact measures.

Detailed information on the sampling methodology and the measures is available on request.



In addition, an organisational CATI is being conducted with all schools and childcare services in HNE area and a sample of schools and childcare services in the rest of NSW. These surveys will generate comprehensive information on policies and practices related to nutrition, physical activity and sedentary pursuits in these settings.

The evaluation work program is structured around the following major evaluation components:

1. Governance and infrastructure
2. Baseline studies – planning; fieldwork; data analysis and reporting
3. Indigenous evaluation stream
4. Implementation monitoring and process evaluation
5. Impact /outcome evaluation

EVALUATION COMPONENTS	TIMEFRAME
<i>GOVERNANCE & INFRASTRUCTURE</i>	
Memorandum of Understanding, between HNE, NSW Health, COO, CPHN and CPAH	June 2006
Evaluation Management Group, chaired by COO	From Feb 2006
Research Manager, HNE AHS	From June 2006
Development of an evaluation framework	February 2006
Endorsed evaluation work program	June 2006
BASELINE STUDIES	
Organisational surveys – conducted in school and childcare settings by CATI	Term 4 2006
Child surveys – conducted in school and childcare settings	Term 1 2007
Child-linked parent survey – conducted through school and childcare settings	Term 1 2007
Household, parent survey – CATI	Term 1 2007
INDIGENOUS STREAM	
Components to be determined	
IMPLEMENTATION MONITORING and PROCESS EVALUATION	TBD
Organisational surveys (as above)	
Household, parent surveys (as above)	
Process evaluation: - protocols for monitoring implementation - other elements, TBD	Planning workshop, Feb 2007
IMPACT /OUTCOME EVALUATION	
Child surveys – conducted in schools and childcare	2010

Revised November 2006