



# Healthy Communities

SAN MATEO COUNTY

*A Community Health Improvement Initiative to Eliminate Health Disparities*

## **Evaluation of the San Mateo County Prevention of Childhood Obesity Task Force Activities and Selected Community Outcomes**

### **Task Force Evaluation Committee**

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## Introduction

San Mateo County has one of the highest percentages of overweight (at or above the 95% percentile of Body Mass Index for age) among low-income children between the ages of 5 and 19. The County ranks 49th out of 61 regions in California. Overweight and obesity tends to occur more frequently in certain populations such as African Americans, Latinos, and Pacific Islanders. Supervisor Rose Jacobs Gibson convened a Healthy Communities Summit in 2004 to explore these disparities and determine which health issues are of greatest concern to residents in San Mateo County. Community stakeholders identified childhood obesity as one of the County's key health priorities. In April 2006 the San Mateo County Prevention of Childhood Obesity (PCO) Task Force released the *Blueprint for Prevention of Childhood Obesity: A Call to Action (Blueprint)*, a countywide strategic plan to increase physical activity and improve nutrition among youth. The Board of Supervisors adopted this plan in 2006.

The evaluation committee of the Task Force conducted the first evaluation of progress made in implementing the *Blueprint*. Numerous people have contributed to this effort including Task Force members, staff, committees, and other community members. About 275 people have participated in a Task Force meeting since its inception in 2005. The County Health Department has allocated two full-time employees to support this initiative. Nine committees address topics such as the Built Environment and Breastfeeding. The two main sources of information used to evaluate progress are member surveys and community data.

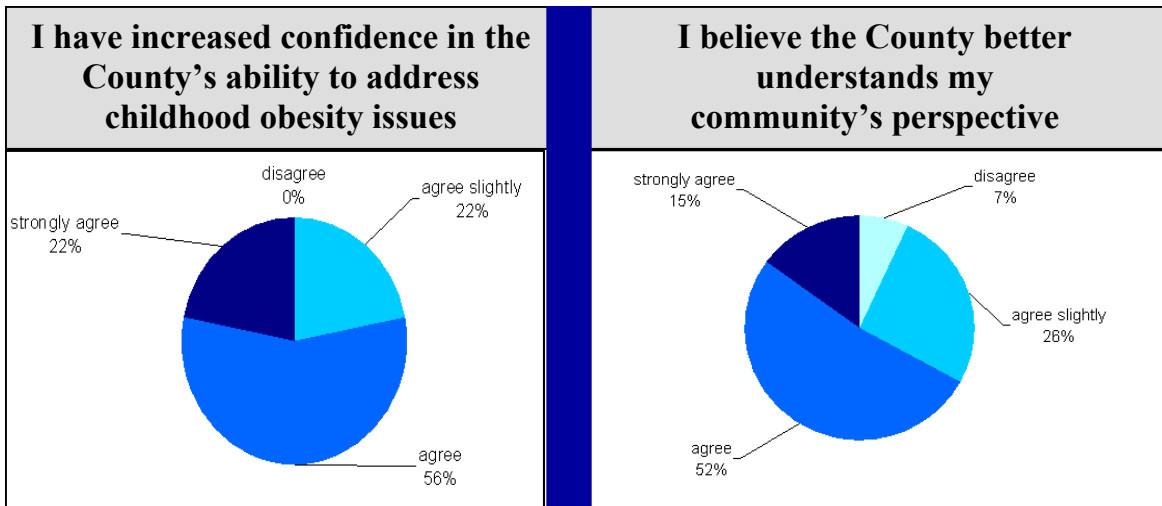
## Member Surveys

In June 2007, members of the PCO Task Force responded to an individual survey via email or on paper ('06-'07 survey). This was similar to an individual survey conducted the previous year ('05-'06 survey). Members also answered questions with their committees during the June 2007 meeting. There are 60 regular Task Force members — 33 members completed individual surveys for '06-'07. Nine committees responded to the committee-specific evaluation questions. The following section contains a

summary of some key responses from both surveys.

Question:	Poor	Fair	Good	Outstanding
Overall satisfaction with Task Force	0 %	6 %	55 %	39 %
Overall satisfaction with own committee	0 %	16 %	48 %	36 %
Opportunity for influence in Task Force	0 %	7 %	40 %	53 %
Opportunity for influence with own committee	0 %	10 %	26 %	64 %

Overall, the PCO Task Force members showed a high level of satisfaction with both the Task Force and their individual committees. Ninety-four percent of respondents reported good or outstanding satisfaction with the Task Force and 84% reported good or outstanding satisfaction with their specific committee. Additionally, participants felt a high level of opportunity for influence with both their committees (90% - good or outstanding) as well as with the Task Force as a whole (93% - good or outstanding ).



Most committee members (78%) reported an increase in their confidence in San Mateo County's ability to address childhood obesity issues. A majority (67%) believed that, as a result of this process, the County better understands their community's perspective. However, between the '05-'06 survey and the '06-'07 survey,

there was a reduction in the number of respondents reporting that the information presented by the Task Force was pertinent to their community. The percentage of people agreeing or strongly agreeing with the statement that the information from the Task Force was relevant to their community decreased from 90% to 75%. This represents a challenge to the Task Force to remain vigilant of the needs of the communities served.

Using the information from these surveys, the committee also selected key accomplishments, challenges and recommendations to highlight in this report. The tables below present these findings.

<b>SELECTED COMMITTEE ACCOMPLISHMENTS</b>
<ul style="list-style-type: none"> <li>o Convened a workshop of representatives from 16 school districts to address school wellness policy implementation and distributed mini-grants to eight participating districts</li> <li>o Created and presented to the community a plan for a clearinghouse website</li> <li>o Inventoried classes/programs that local hospitals offer to schools and the community</li> <li>o Administered 150 surveys to assess breastfeeding resources and drafted a listing of resources for providers</li> <li>o Conducted an assessment of licensed preschool and childcare providers' nutrition and physical activity guidelines</li> <li>o Worked with three city planning departments to determine how their policies and practices might support the Task Force's goals to create healthier environments</li> </ul>

<b>COMMITTEE CHALLENGES</b>
<ul style="list-style-type: none"> <li>o Committees felt overwhelmed by broad goals</li> <li>o Perception of inadequate funding available to implement activities</li> <li>o Few members on some committees</li> <li>o Under-representation by youth and underserved communities</li> <li>o Some committee chairs requested clarity about their roles and Health Department's expectations</li> </ul>

<b>COMMITTEE RECOMMENDATIONS</b>
<ul style="list-style-type: none"> <li>o Prioritize committees' activities and narrow their focus</li> <li>o Explore funding opportunities</li> <li>o Recruit members and discuss how to increase participation</li> <li>o Expand outreach efforts to organizations that already work with target populations (e.g., faith-based organizations, community groups)</li> <li>o Determine how to utilize relationships that Health Department staff already have with these organizations</li> <li>o Health Department and Advisory Council should clarify the roles of committee chairs</li> </ul>

## Measurements of Community Health

The evaluation committee selected benchmarks from various data sources to evaluate the current status of childhood obesity and healthy behavior among children in San Mateo County. These benchmarks come from four separate sources: the Pediatric Nutrition Surveillance Survey (PedNSS), the California Healthy Kids Survey (CHKS), the California Physical Fitness Test (CPFT), and the Community Health and Quality of Life Survey (HQOL).

The data listed below will be used in future years to gauge the progress being made in improving childhood nutrition and physical activity in San Mateo County. These have been chosen to represent both the overall health of children in the county as well as to specifically focus on at-risk and underserved populations. Each data point comes from 2006 or 2007, before the main efforts of the Task Force were underway. They represent the baseline status and can be used to measure, in part, the impacts of the Task Force's efforts.

### Selected Data on Childhood Obesity, Physical Activity and Nutrition for San Mateo County

PedNSS Data <sup>1</sup>	
Percent of all children less than 5 years old rated as 'overweight', by group	
Group	'06 Value
<i>All</i>	12.6%
<i>Hispanic</i>	13.3%
<i>White</i>	9.5%
<i>African-American</i>	15.5%
<i>Pacific Islander</i>	25.0%
<i>Filipino</i>	12.6%
<i>All Others</i>	11.5%
CHKS Data <sup>2</sup>	
Average response of San Mateo County students to questions	
Question	'05-'06 Value
<i>Past 7 days, performed heavy exercise<sup>3</sup></i>	4.03 days
<i>Past 7 days, performed light exercise<sup>4</sup></i>	3.28 days
<i>Past 24 hours, drunk soda</i>	1.40 times
<i>Past 24 hours, times eaten fruit</i>	2.03 times
<i>Past 24 hours, times eaten vegetables</i>	1.88 times

<sup>1</sup>PedNSS data was obtained from the California Department of Public Health (<http://www.dhs.ca.gov/>)

<sup>2</sup>CHKS Data was compiled by WestEd ([http://www.wested.org/cs/chks/print/docs/chks\\_home.html](http://www.wested.org/cs/chks/print/docs/chks_home.html))

<sup>3,4</sup>Actual Questions: On how many of the past seven days did you do physical activity for at least 20 minutes that made you sweat or breathe hard? On how many of the past seven days did you participate in physical activity for at 30 minutes that did not make you sweat or breathe hard?

## Selected Data on Childhood Obesity, Physical Activity and Nutrition for San Mateo County

CPFT Data <sup>5</sup>	
Percent of students passing 6 of 6 fitness standards, by group <sup>6</sup>	
Group	'05-'06 Value
<i>All</i>	35.1%
<i>Female</i>	37.0%
<i>Male</i>	33.2%
<i>White</i>	43.5%
<i>Hispanic</i>	23.4%
<i>Black</i>	24.3%
<i>Filipino</i>	36.8%
<i>Chinese</i>	51.2%
<i>Other Pacific Islander</i>	18.3%
Percent of Students inside each Healthy Fitness Zone <sup>7</sup>	
Zone	'05-'06 Value
<i>Aerobic Capacity</i>	68.2%
<i>Abdominal Strength</i>	86.2%
<i>Trunk Extension Strength</i>	88.3%
<i>Upper Body Strength</i>	73.8%
<i>Flexibility</i>	74.3%
HQOL Survey Data <sup>8</sup>	
Percent of County residents responding that they had 'Excellent' or 'Very Good' access	
Question	'07 Value
<i>Do you have access to healthy food?<sup>9</sup></i>	76.6%
<i>Do you have access to parks?<sup>10</sup></i>	65.3%

<sup>5</sup> CPFT data was obtained from the CA Department of Education. Go to <http://www.cde.ca.gov/ta/tg/pf/> for more information.

<sup>6,7</sup> Fitness standards include aerobic capacity, body composition, abdominal strength and endurance, trunk extensor and flexibility, upper body strength and endurance, and overall flexibility. According to the California Department of Education, the Cooper Institute for Aerobic Research developed these fitness standards. Students are classified into two categories: healthy fitness zone or 'needs improvement.' Refer to [http://data1.cde.ca.gov/dataquest/PhysFitness/gls\\_pft\\_hfz.asp](http://data1.cde.ca.gov/dataquest/PhysFitness/gls_pft_hfz.asp) for more information.

<sup>8</sup> HQOL survey data was obtained from the San Mateo County Health Department.

<sup>9,10</sup> Actual questions based on a five point Likert scale: How would you rate your access to fresh fruits and vegetables that you can afford? How would you rate your access to good parks, playgrounds, or recreational facilities?

In subsequent reports, each of the values will be measured again and compared with the baseline to determine if it went in a positive (less overweight people, more healthy behaviors) or negative direction. The sum total of measures that moved in a positive direction will be a key outcome measurement capturing the progress made in reducing childhood obesity and improving nutrition and physical activity in our County.

### Summary

This report includes data collected from Task Force members and from various reports on indicators related to childhood obesity and healthy behaviors. In general,

members were satisfied with their committees and the PCO Task Force. Participants noted numerous accomplishments and a few challenges, and presented recommendations for improvement. It is important for the Task Force to focus on connecting with those whom we serve to ensure that the material and services presented are fulfilling the needs of these community members.

In addition to the achievements of the Task Force and its committees, other County Departments and both non-profit and for-profit organizations have contributed immensely to creating healthier environments for children in the County. Efforts such as Second Harvest's produce mobile, the San Mateo County Youth Services Campus' initiative to offer healthier meals and to place fruits in all common areas for staff and residents, and Sequoia Hospital's 'Make Time for Fitness' Walking Courses at several schools illustrate the important work done by community stakeholders.

In the future the evaluation committee will conduct annual evaluations of the PCO Task Force and will examine other sources of data related to physical fitness, nutrition, and childhood obesity and determine whether there is a need to collect additional information. Data such as the retail food environment in the County and social capital in specific neighborhoods is forthcoming. The PCO Task Force is developing an online clearinghouse to house important information related to healthier eating and active living. The evaluation committee will continue to monitor progress and discuss with the Task Force how to alter our strategy, if necessary, based on the data collected and reviewed on a yearly basis.

## **Acknowledgments**

The PCO Task Force would like to acknowledge Supervisor Rose Jacobs Gibson for her leadership in promoting healthy communities in San Mateo County. We would also like to recognize the PCO Advisory Council and PCO Task Force members for their commitment and continued dedication to this effort.