

SHAPE UP! INTERVENTION MODEL

Group 1

Swati Misra

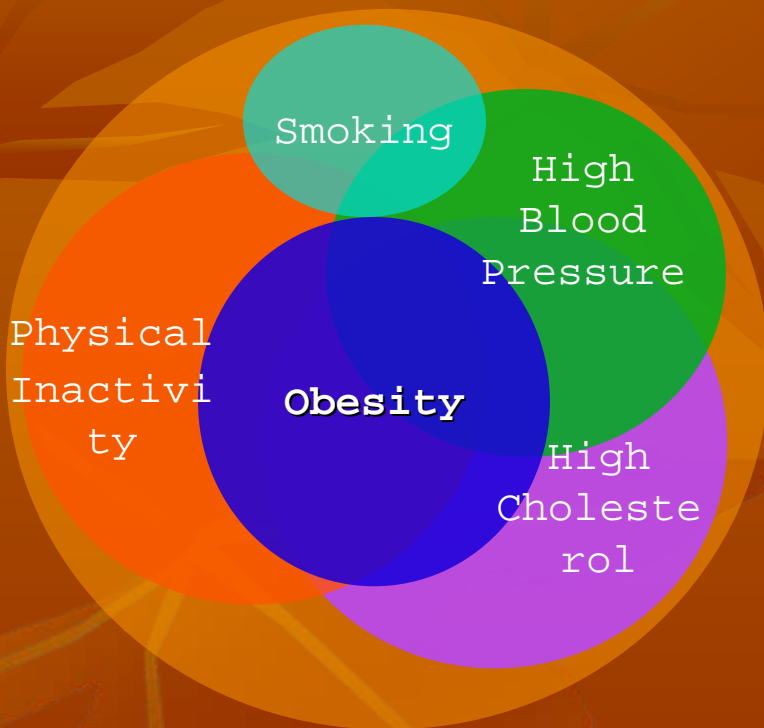
Jane Richards

Claretta Thomas

Karon Cassidy

Edwin Machine

Problem statement



- One main risk factors for CVD is obesity
- Obesity rate among adults in Richmond/Rosenberg exceeds 50%
- Seventy seven percent of residents of Richmond/Rosenberg do not meet minimum daily recommended servings of fruits and vegetables
- Number of overweight children has tripled since 1970
- Physical inactivity among school-age children identified as a risk factor leading to CVD as adults

Shape Up!



Influences

- Healthy People 2010 emphasizes need to decrease childhood and adult obesity and improve cardiovascular health
- Healthy People 2010 aims to increase proportion of persons aged 2 and older who consume minimum daily servings of fruits and vegetables by 75%
- We are targeting obesity among school-age children as a risk factor leading to CVD
- Innovative physical activity program targeting the school district in Richmond/Rosenberg area

Shape Up!



Influences

- In 1995, the Texas State Board of Education phased out PE in elementary schools due to concerns for falling test scores
- Decision reversed in 2002 to deal with the new trends of overweight kids in Texas
- In 2007, the Texas State Senate passed bills requiring school children to participate in at least 30 minutes daily of physical activity

Shape Up!



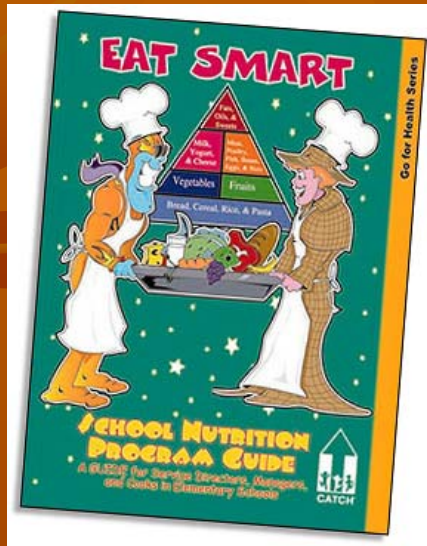
Strategies of Change

- Social marketing and innovative activities to engage 3-5th graders' interest in PE class
- Health fair to increase involvement of parents in the campaign to keep children active
- Increase awareness of a healthy lifestyle among parents and children

Shape Up!



Community Needs/Resources



- Schools need innovative ideas to keep students interested in physical activity
- Schools need nutrition activities to encourage healthy eating habits among students
- Schools have facilities and equipment to encourage physical activity



Source: CATCH website (Mesquite ISD)

Shape Up!



Assumptions

- Increased attendance & enthusiasm for PE classes will decrease the proportion of students who are overweight or obese
- PE classes will be attractive to students
- There will be funding for program
- Academic test scores will not decrease as a result of participation in Shape Up!
- Parents and Teachers will support Shape Up!

Shape Up!



Desired results



P.E CLASSES:

- Two training sessions per semester with teachers
- 30 minutes of physical activity per day per student

HEALTH FAIR:

- One poster per child created for health fair
- One health fair at end of school year
- Fifty percent parents attend health fair

Shape Up!



Desired results



Short term:

- Increase of actual time engaged in vigorous physical activity at school by 20%
- Knowledge about healthy eating increased by 25% at end of school year 1
- Knowledge about physical activity increased by 25% after follow-up questionnaire
- Overweight or obese students decrease by 2% (BMI)

Shape Up!



Desired Results



Long term:

- Knowledge about healthy eating increased by 50% at end of year 3
- Knowledge about physical activity in daily life increased by 70%
- A 5% decrease in proportion of obese or overweight students

Shape Up!



Desired results



- Pilot school adopts a school-wide (K-5) implementation of the Shape Up! program
- Other schools in district adopt Shape Up! program
- Increase in number of hours of in-school physical activity
- Up to 75% of participants meeting the minimum recommended servings of fruits and vegetables

Shape Up!



Evaluation

Was the program effective?

- Audience: Teachers and administrators, parents and community members, students, sponsors and donors, and program management and staff.
- Indicators: Pre-intervention and per semester BMI readings, attitude and knowledge scales, and eating and physical activity questionnaire

Shape Up!





Evaluation

How are the finances being managed?

- Audience: Sponsors/donors and staff
- Indicators: Cost-benefit analysis, quarterly reports

Shape Up!



Evaluation

How is the program being implemented?

- Audience: Program staff, teachers / school administration and donors.
- Indicators: Classroom observation and teacher surveys.

Shape Up!



Questions?



Shape Up!

