

**START Now: Mission, Goals, and Objectives**

Laura E. Horvat

Department of Health Studies, American University

HLTH 640: Nutrition Program Design

Professor Amy Trietiak

December 2, 2020

## START Now: Mission, Goals, and Objectives

### Program Overview

Supporting Teens for A healthieR Tomorrow (START) Now is a school-based program that targets the primary prevention of obesity and overweight among adolescents aged 14 to 18 at Penn Trafford High School (PTHS) in Westmoreland County, Pennsylvania (PA). The PTHS program will be implemented as a 1-year pilot during the August 2021 – May 2022 school year; following evaluation, the program may be adapted and extended to other Westmoreland County high schools. START Now is anchored in a 12-lesson nutrition education curriculum that's taught during health classes. The program is designed to increase each student's knowledge and skills around healthy eating and adequate physical activity, positively influence their home environment through parent education, and improve the healthfulness of their school food environment.

#### **Mission Statement:**

START Now aims to improve the health of the Westmoreland County community by providing school-based support for the prevention of adolescent overweight and obesity.

#### **Goals (2-4):**

1. Increase healthy dietary behaviors in Westmoreland County high school students.
  - *Example measurement method:* Conduct student questionnaire at baseline (pre-program) and 6 months after program completion.
  - *Example instrument:* School-Based Nutrition Monitoring secondary level student questionnaire (Hoelscher et al., 2003).
2. Increase physical activity (PA) and reduce sedentary behaviors in Westmoreland County high school students.
  - *Example measurement method:* Conduct student questionnaire at baseline (pre-program) and 6 months after program completion.
  - *Example instrument:* School-Based Nutrition Monitoring secondary level student questionnaire (Hoelscher et al., 2003).
3. Reduce the prevalence of overweight and obesity among Westmoreland County residents.
  - *Example measurement method:* Evaluate "Percent overweight" and "Percent obese" at baseline (pre-program) and track annual changes; 2032 outcome objective (10 years out).
  - *Example Instrument:* Annual Behavioral Risk Factor Surveillance System (BRFSS) monitoring, as reported for the region by the Pennsylvania Department of Health (PDH, 2020).

<b>Objective Statement:</b>	<b>Type:</b>
<b>PROCESS OBJECTIVES</b>	
During the START Now pilot, a program facilitator will deliver 120 classroom-based nutrition education lessons (12 lessons/class x 5 classes/semester x 2 semesters) to PTHS students.	Process  Measurement: Keep computer-based record of each student lesson that's conducted.
During the START Now pilot, 300 PTHS students will participate in a 12-lesson, classroom-based nutrition education curriculum.	Process  Measurement: Maintain student attendance records for each lesson.
During the START Now pilot, a program facilitator will deliver 12 face-to-face nutrition education sessions (2 sessions x 3 time slot choices/session x 2 semesters) to parents.	Process  Measurement: Keep computer-based record of each parent session that's conducted.
During the START Now pilot, a parent/guardian of at least 75% of students in the program will participate in two face-to-face nutrition education sessions for parents.	Process  Measurement: Maintain parent attendance records; compare to student participation.
During the START Now pilot, program staff will deliver 1,200 weekly digital newsletters (4 newsletters/parent x 300 parents) to the parents of program participants.	Process  Measurement: Keep electronic record of each newsletter that is sent via MailChimp.
During the START Now pilot, parents will open and engage with at least 60% of the program-specific digital newsletters that are delivered to them.	Process  Measurement: Use MailChimp to monitor and optimize digital newsletter open rate (60% target).
During the START Now pilot, at least 75% of student participants will rate their experience in the program as "good" or better.	Process  Measurement: Administer end-of-program, online student survey during final lesson; program-created survey instrument.
During the START Now pilot, at least 75% of parent participants will rate their experience in the in-person sessions as "good" or better.	Process  Measurement: Administer paper-based parent survey at end of their second session; program-created survey instrument.
<b>IMPACT OBJECTIVES</b>	
Six months after program completion, at least 50% of student participants will report improved food and meal choice behaviors vs. pre-program baseline through an adapted version of the School-Based Nutrition Monitoring secondary level student questionnaire (Hoelscher et al., 2003).	Impact (behavioral)  Measurement: Conduct School-Based Nutrition Monitoring secondary level student questionnaire (adapted) pre-program and 6 months after program completion.

<p>Six months after program completion, at least 50% of student participants will report increased physical activity vs. pre-program baseline through an adapted version of the School-Based Nutrition Monitoring secondary level student questionnaire (Hoelscher et al., 2003).</p>	<p>Impact (behavioral)</p> <p>Measurement: Conduct School-Based Nutrition Monitoring secondary student questionnaire (adapted) pre-program and 6 months after program completion.</p>
<p>Upon program completion, at least 75% of parent participants will report having implemented at least two healthful changes (diet or PA-related) in their own home.</p>	<p>Impact (behavioral)</p> <p>Measurement: Parent survey distributed via email and text at end of program.</p>
<p>By the end of the program, at least two changes per school will be implemented that improve the healthfulness of the school food environment (food offerings, behavioral economics, and/or school food policy).</p>	<p>Impact (environmental)</p> <p>Measurement: Written documentation of changes to school's food environment as provided/approved by school administrator.</p>
<p>By the end of the program, at least five student participants will form a program-sponsored, student-led coalition/club that will advocate for continued improvements to the healthfulness of the school food environment.</p>	<p>Impact (environmental)</p> <p>Measurement: Program staff observations; meeting minutes as provided by student coalition; documentation from school administration of any approved changes.</p>
<p>During its 2022 Wellness Policy Assessment, PTHS will improve to a "fully in place" rating for the adequate training of staff who carry out classroom-based nutrition education.</p>	<p>Impact (environmental)</p> <p>Measurement: Performance on Penn-Trafford school district's 2022 Wellness Policy Assessment (public record).</p>
<p>By the end of the program, at least 75% of student participants will be able to propose appropriate changes to their own eating behaviors to meet the MyPlate Dietary Guidelines for adolescents of their age and sex.</p>	<p>Impact (learning objective; knowledge)</p> <p>Measurement: Facilitator evaluation of diet-planning activity as assigned to students during in-class lesson.</p>
<p>By the end of the program, at least 90% of student participants will be able to explain the PA and screen time recommendations for teens.</p>	<p>Impact (learning objective; knowledge)</p> <p>Measurement: Facilitator evaluation of student performance on in-class activity, based on CDC (2019b) guidelines.</p>
<p>By the end of the program, at least 75% of student participants will be able to create a healthy, balanced meal using foods sold in the school cafeteria.</p>	<p>Impact (learning objective; skill development)</p> <p>Measurement: Facilitator evaluation of student performance on in-class activity.</p>
<p><b>OUTCOME OBJECTIVES</b></p>	
<p>By the year 2032, the prevalence of obesity among Westmoreland County adults aged 18+ will be reduced to 28.8% or less.</p> <ul style="list-style-type: none"> <li>Target-setting method: 10% improvement vs. 2017-2019 data (PDH, 2020).</li> </ul>	<p>Outcome</p> <p>Measurement: BRFSS data, as reported for Westmoreland County by the PDH (2020).</p>

<p>By the year 2032, the prevalence of overweight (inclusive of obesity) among Westmoreland County adults aged 18+ will be reduced to 60.3% or less.</p> <ul style="list-style-type: none"> <li>• Target-setting method: 10% improvement vs. 2017-2019 data (PDH, 2020).</li> </ul>	<p>Outcome</p> <p>Measurement: BRFSS data, as reported for Westmoreland County by the PDH (2020).</p>
---	---

Note for outcome objectives: By 2032, START Now will have operated in Westmoreland County for over 10 years. A significant number of program participants will be adults by this time. Hence, it's appropriate to evaluate adult overweight and obesity data for these long-term outcome objectives. Further, youth overweight and obesity data is not available at the county level in Pennsylvania (Centers

### References

- Centers for Disease Control and Prevention. (2019a). *High school YRBS - Pennsylvania 2019 results*. U.S. Department of Health and Human Services.  
<https://nccd.cdc.gov/youthonline/App/Results.aspx?LID=PA>
- Centers for Disease Control and Prevention. (2019b, May 29). *Physical activity guidelines for school-aged children and adolescents*. <https://www.cdc.gov/healthyschools/physicalactivity/guidelines.htm>
- Hoelscher, D. M., Day, R. S., Kelder, S. H., & Ward, J. L. (2003). Reproducibility and validity of the secondary level School-Based Nutrition Monitoring student questionnaire. *Journal of the American Dietetic Association*, 103(2), 186–194. <https://doi.org/10.1053/jada.2003.50031>
- Pennsylvania Department of Health. (2020, October 22). *Westmoreland*. Pennsylvania County Health Profiles.  
<https://www.health.pa.gov/topics/HealthStatistics/VitalStatistics/CountyHealthProfiles/Documents/current/Westmoreland.aspx>