

The Use of FORECAST to Develop an Ecological Intervention for Walking in Underserved Communities in the PATH Trial

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PATH Theoretical Model

Program Elements

Police Patrolled Walking
Containment of Stray Dogs
Community Safety Captions

Identifying a Walking Route in
Community

Social Marketing

Mediating Variables

Improved Perceptions of
Safety

Improved Perceptions of
Access

Improved Attitudes
Motivation, Self-efficacy,
Social Norms, Awareness
of Patrolled-Walking
Program

Behavioral & Physiological Outcomes

Primary-Increased PA
levels

Secondary-Improved
BMI, and Blood
Pressure

PATH Study Design

- Communities were randomized to one of three programs (n=434 participants)
 - Assessments at baseline, 6-, 12-, 18- and 24-months in African Americans ages 18 yrs and older
- 1) Police patrolled walking program plus social marketing campaign
 - 2) Police patrolled walking program - only
 - 3) General health education program- tailored to community needs

FORECAST

- Formative method to facilitate program development, planning, and implementation
- Consultative emphasis on collaborative evaluation
- Systematic monitoring of program development of program essential elements through a dynamic process

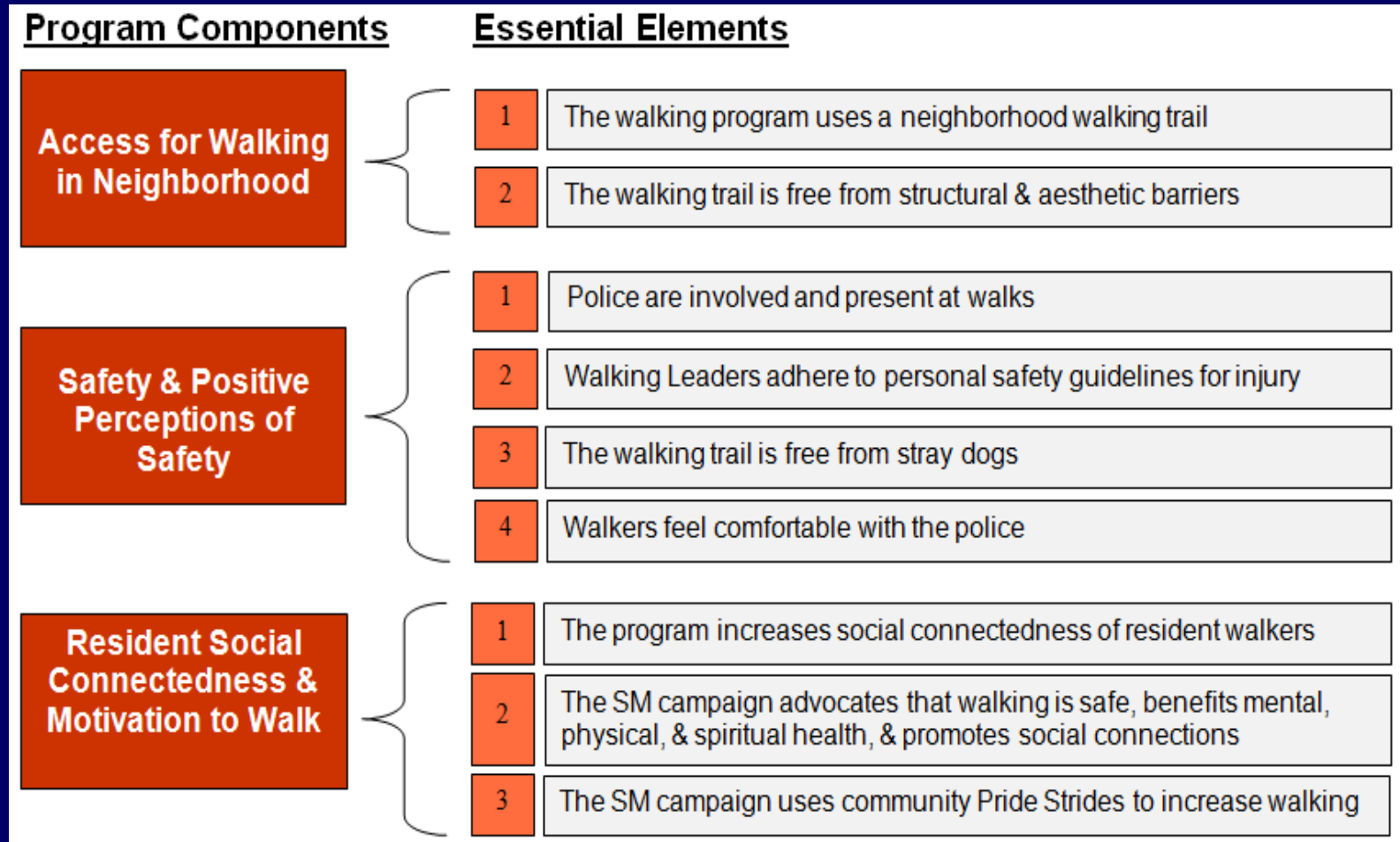
Coulon SM, Wilson DK, Griffin S, et al.. The theoretical framework and methodology for evaluation and developing the community-based intervention in the PATH trial. *American Journal of Public Health* (in press).

Bottom Up Approach

- Integrative validity increase fit of program to community needs (Chen & Garbe, 2011)
- Limitations of traditional RCT
- FORECAST allows for evaluating markers, measures, and meaning during implementation
- Effective, viable, and transferable validity key

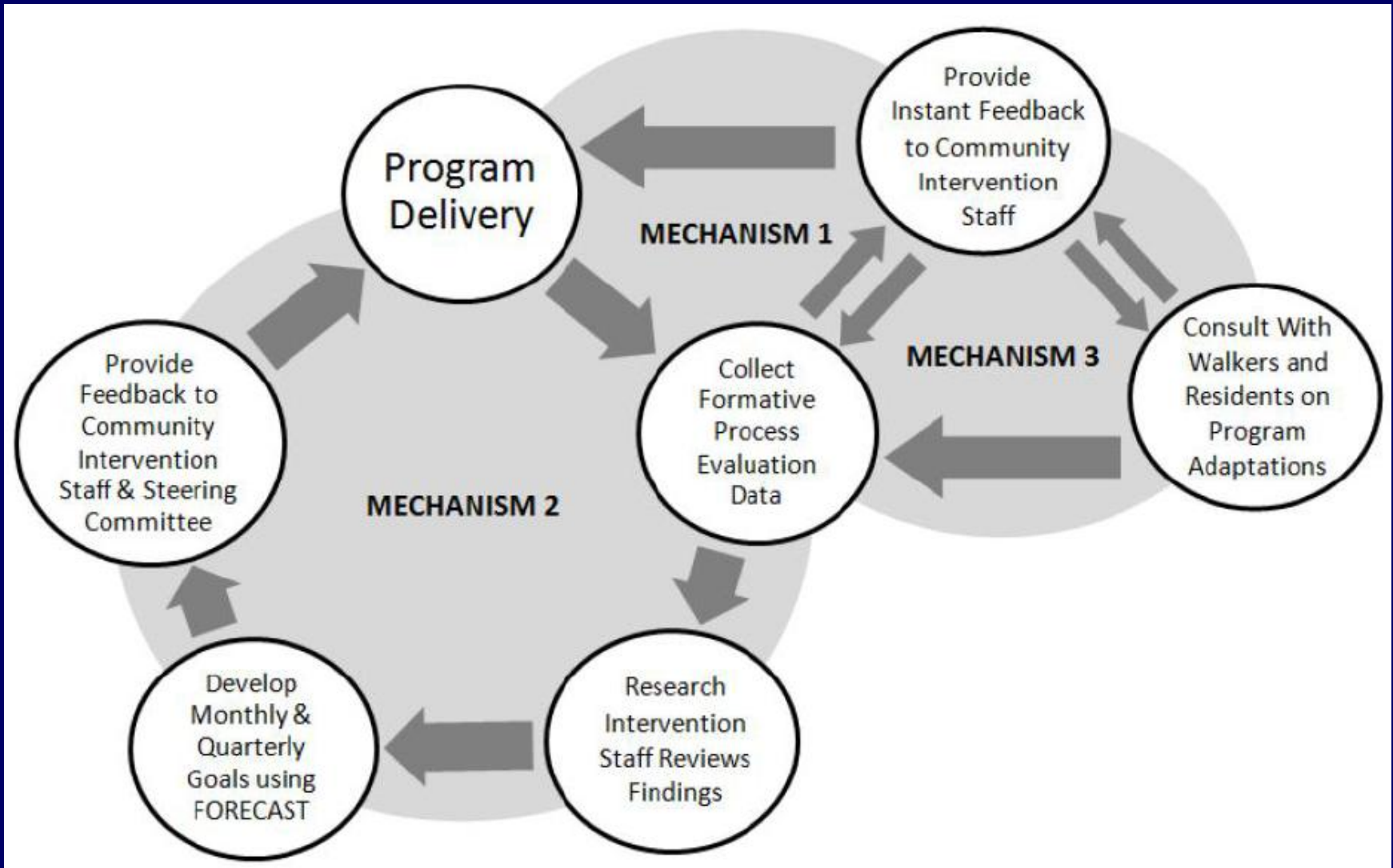
Katz J, Wandersman A, Goodman RM, Griffin S, Wilson DK, et al.. Updating FORECAST: Contributions to formative evaluation theory and practice. *Evaluation and Program Planning* (revised).

Program Components and Essential Elements



PATH Process Evaluation

Model of Monthly Feedback Process via Three Mechanisms



Tracking the Interventions: Process Evaluation

- Documentation: Walking Leader Logs, Walker Attendance Sheets, Internal Process Evaluation, External Process Evaluation
- Examples of what gets tracked:
 - Walker attendance
 - Safety elements
 - Presence of stray dogs
 - Litter and vandalism on the trail
 - Trail overgrowth
 - Social interaction of walkers

Social Marketing Logo

PATH to Health Logo
Development

Encompasses Program
Elements and Mediators



Social Marketing Grassroots Approach

Engage community groups

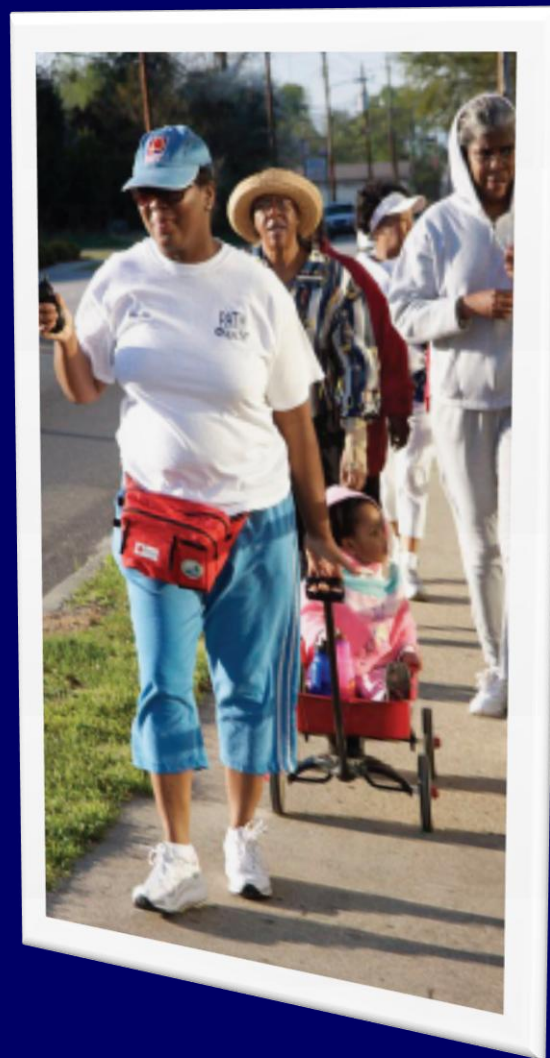
Churches, Neighborhood
Associations

Peer-led Pride Strides

Peer walking leaders initiate and
lead personal walking groups

Reinforce deliverables messages

Field-guides





DID YOU KNOW?



There is a new secure walking route in South Sumter?
 Our walking group is lead by certified walking leaders?
 We can show you how to warm-up, cool down, and walk safely on the path?
 The City of Sumter has partnered with us to keep our path clean and safe?
 You can walk with our group? There is added safety in numbers, so let's walk together!

Calendar

JULY 2009

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
What are your long-term goals this month? _____ _____				1	2	3	4 <i>Independence Day</i>
What are your short-term goals this month? _____ _____	5	6	7	8	9 <i>Start with small changes to improve your health - lots of small changes can lead to big improvements!</i>	10	11
Did you meet your goals? _____ _____	12	13 <i>Go for a walk after dinner. Reflect on today, and plan for tomorrow.</i>	14	15	16	17	18
If yes, how are you going to reward yourself for a job well done? _____ _____	19	20	21	22	23	24 <i>Meet a neighbor and invite them for a walk today.</i>	25
If no, how are you going to re-set your goals next month and start fresh? _____ _____	26 <i>Find ways to incorporate walking into your life that work for you!</i>	27	28	29 <i>Walking has been shown to improve your sleep. Be active and sleep better!</i>	30	31	



What are your long-term goals this month?

What are your short-term goals this month?

Did you meet your goals?

If yes, how are you going to reward yourself for a job well done?

If no, how are you going to re-set your goals next month and start fresh?

Pride Strides

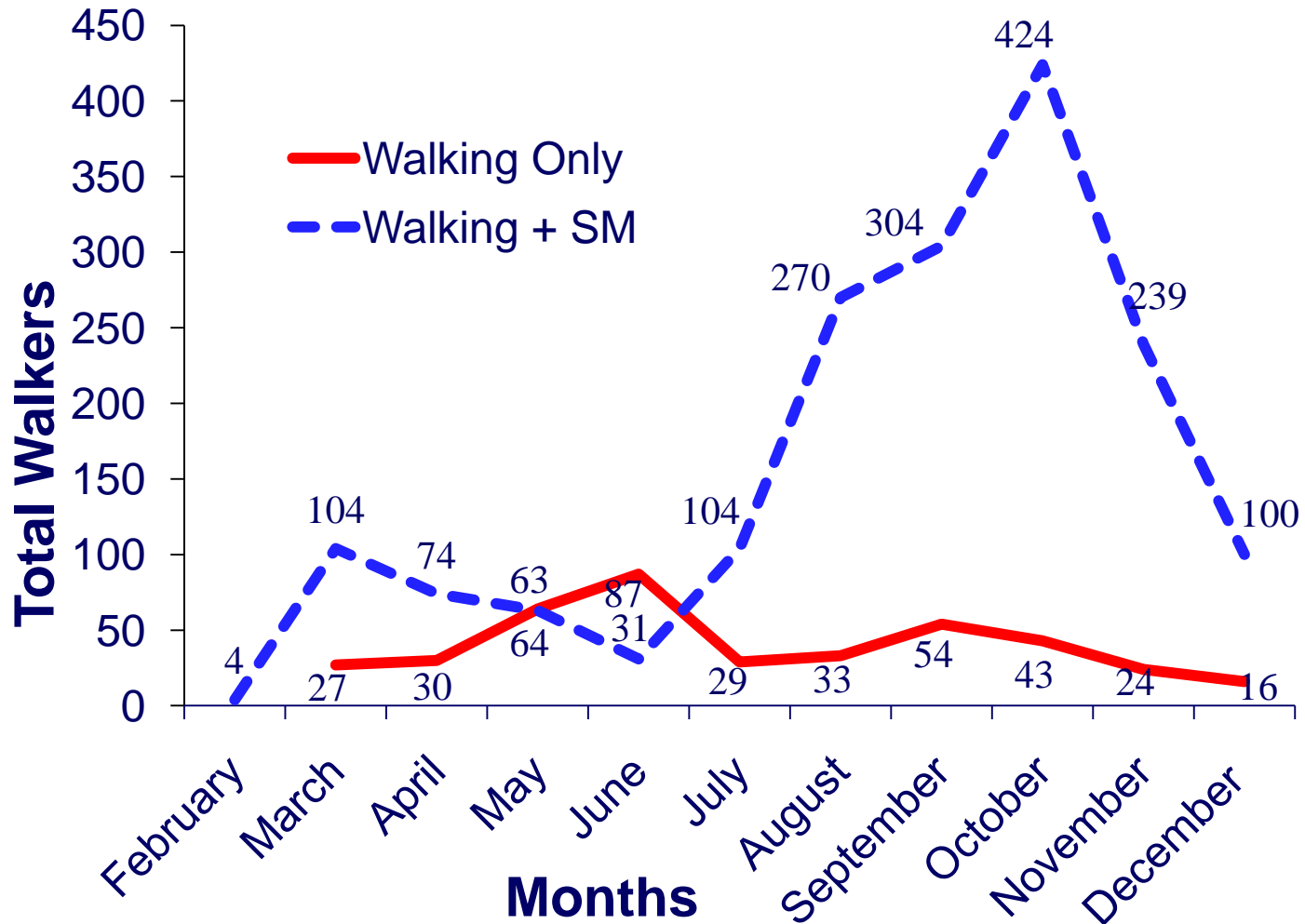


Featured Here:
Leadership Pride
Stride on July
25, 2009

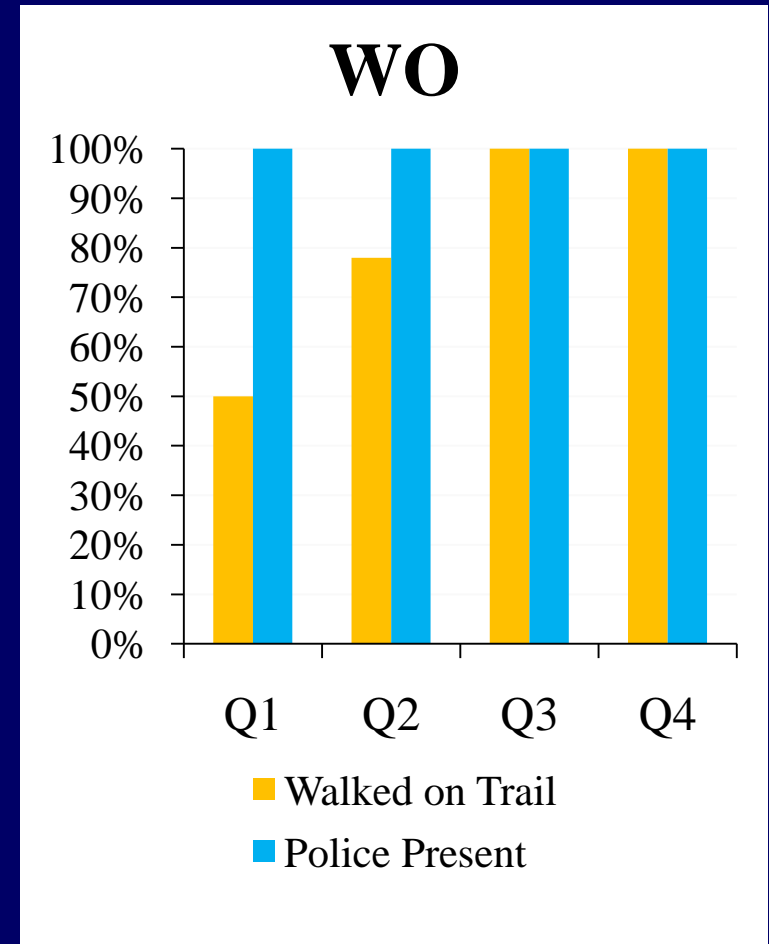
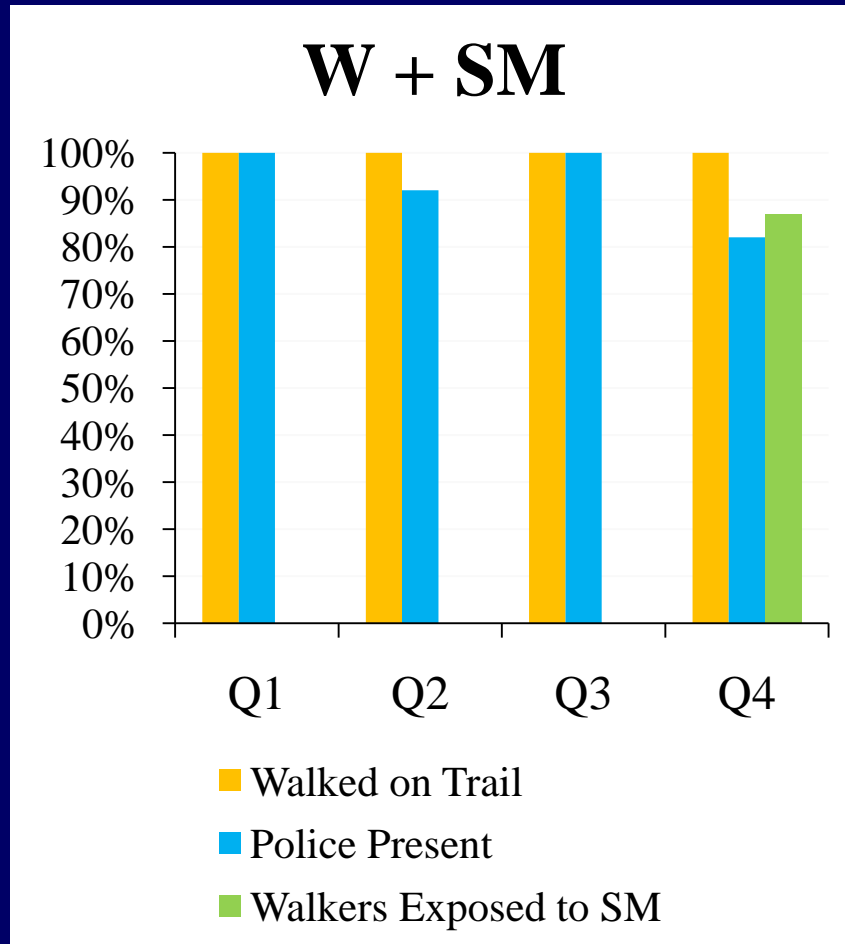
Pride Strides
are opportunities for
organizations and
community members to
sponsor their own walks



Total Walkers by Community

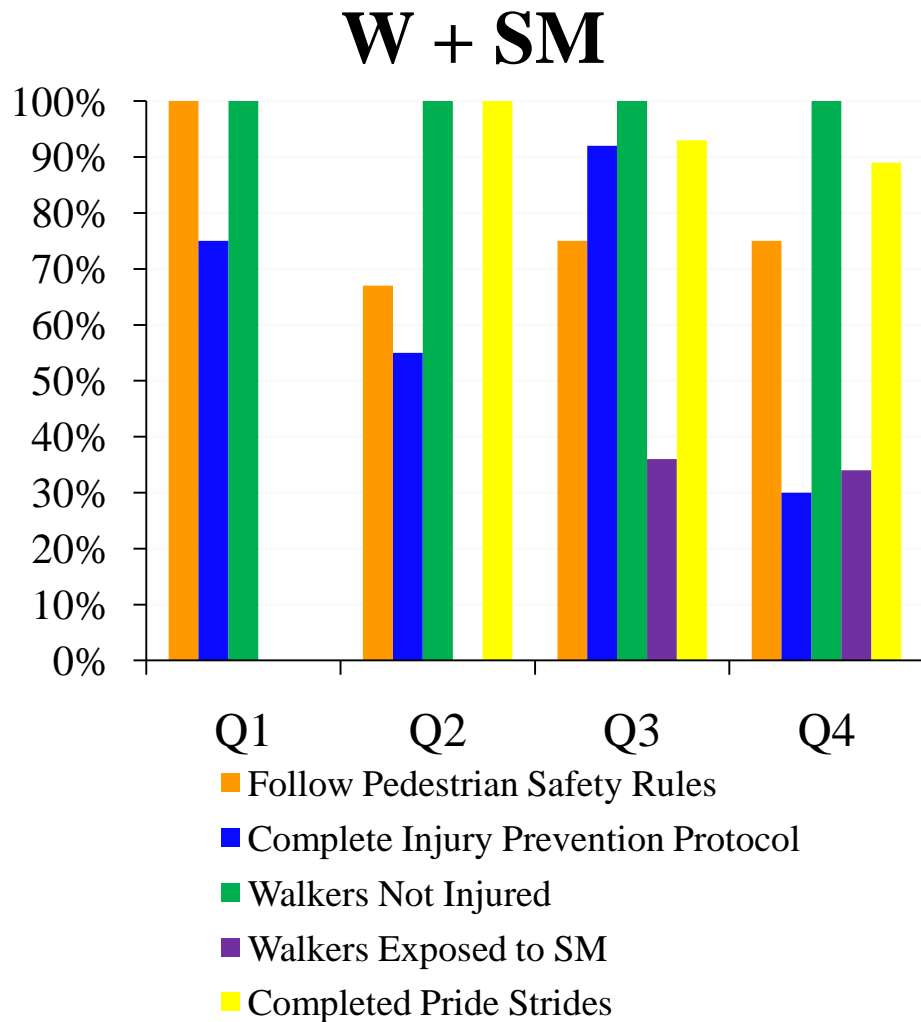


Dose of Implementation



Coulon SM, Wilson DK, Griffin S, et al.. The theoretical framework and methodology for evaluation and developing the community-based intervention in the PATH trial. *American Journal of Public Health* (in press).

Fidelity of Implementation

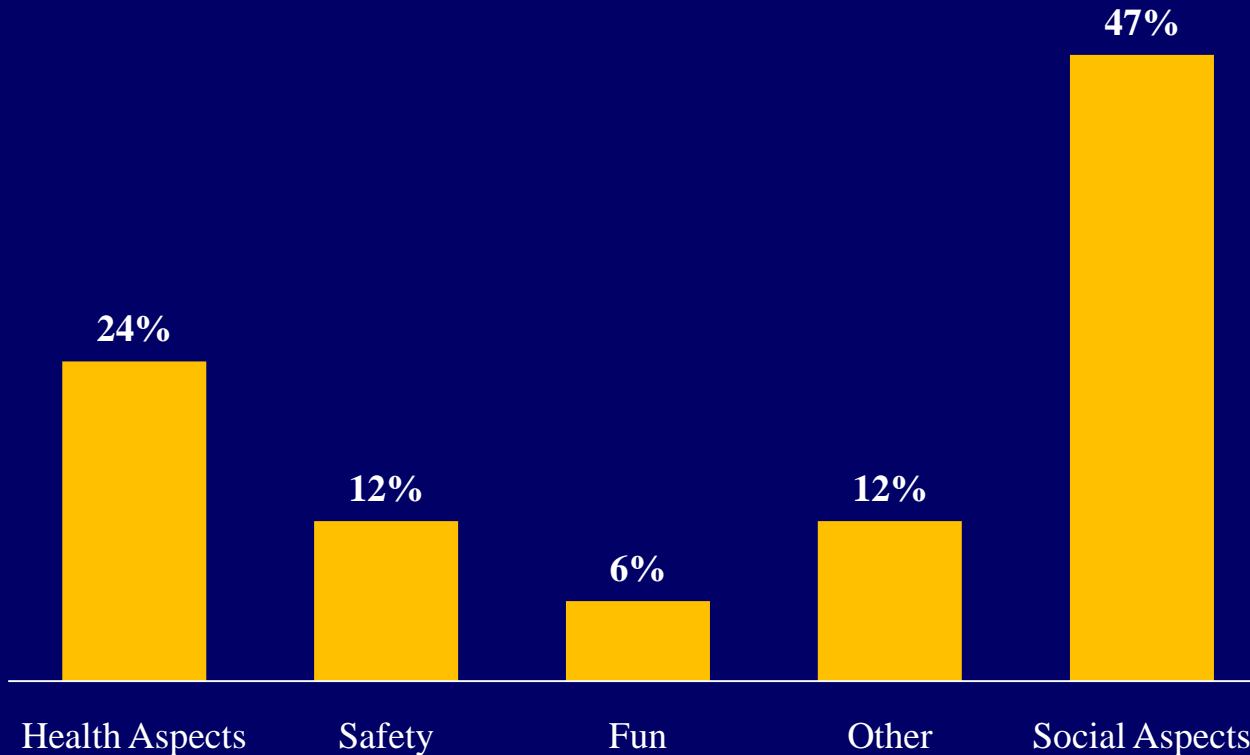


Summary

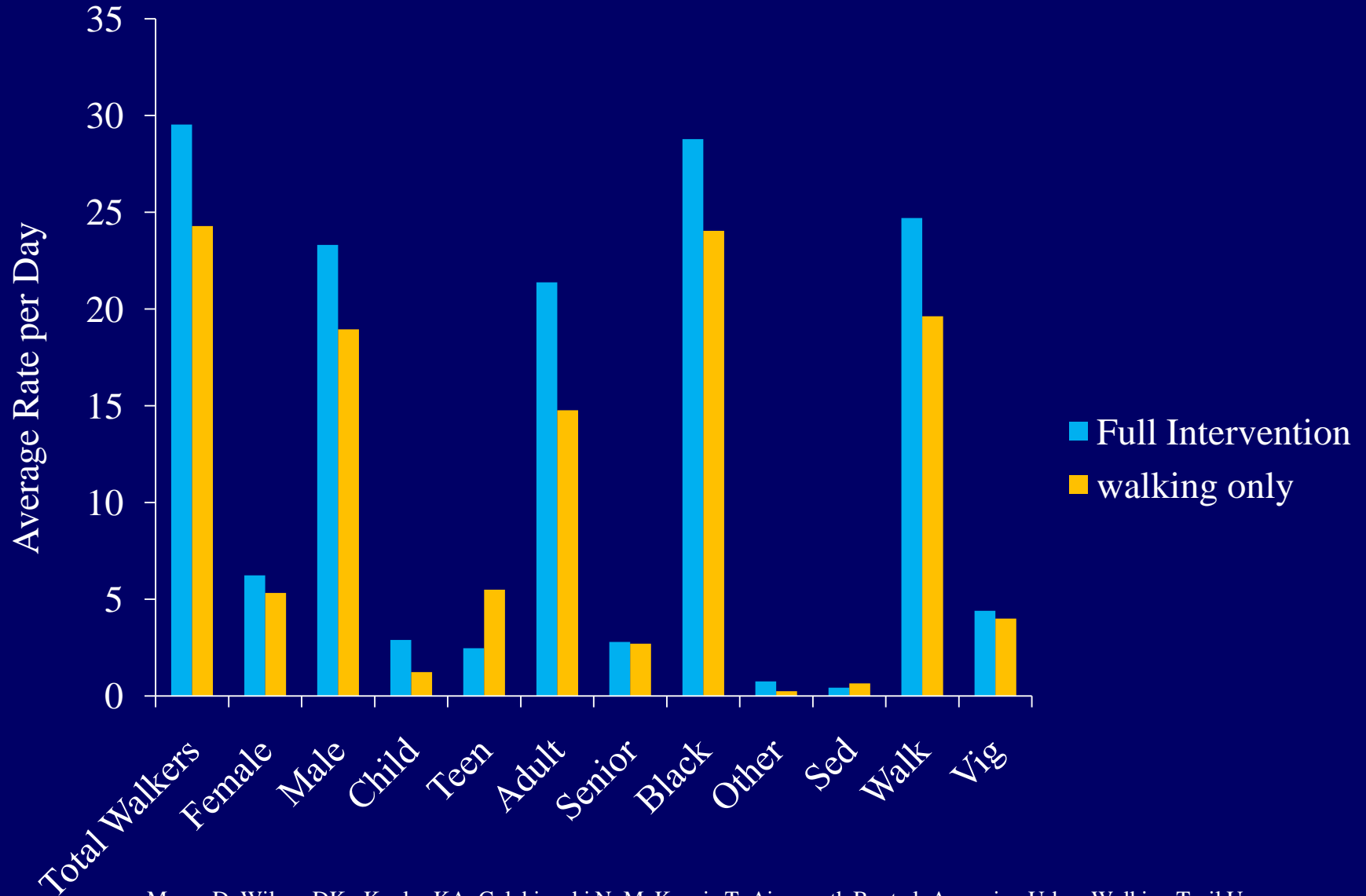
- **Dose** -achieved in both programs during a majority of quarters
- **Fidelity** -achieved less consistently
 - strong in access and safety-related elements
 - weak related to walking warm-ups and trail quality
 - no walking injuries or threats
 - ongoing problem-solving
 - Walking-only program had challenges in trail quality

Community Walkers Perceptions

What do you like most about the PATH to Health Walks?



Baseline SOPARC PATH Data



Meyer D, Wilson DK, Kugler KA, Colabianchi N, McKenzie T, Ainsworth B, et al. Assessing Urban Walking Trail Use and Changes in the Trail Environment Using Systematic Observational Protocols. Health and Place (in press).

Conclusions

- FORECAST was an effective model for developing an integrative and valid approach
- Adequate dose, fidelity, and reach were generally achieved over time
- The SM campaign led to increases in walking program participation and positive perceptions
- Results support effectiveness of the intervention implementation *process*, rather than simply intervention *content*