

Examining the Winnability of Obesity Prevention Policy Change among Local Stakeholders in 100 North Carolina Counties

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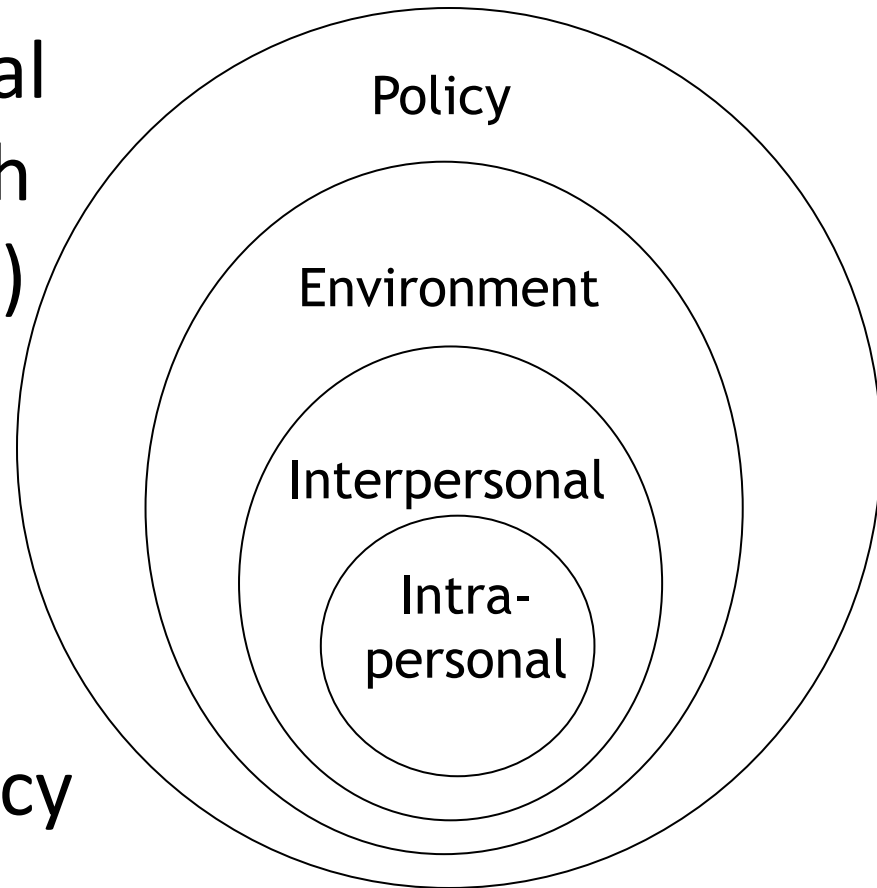


North Carolina Stakeholder Evaluation of Prevention Policies (NC StEPPs)



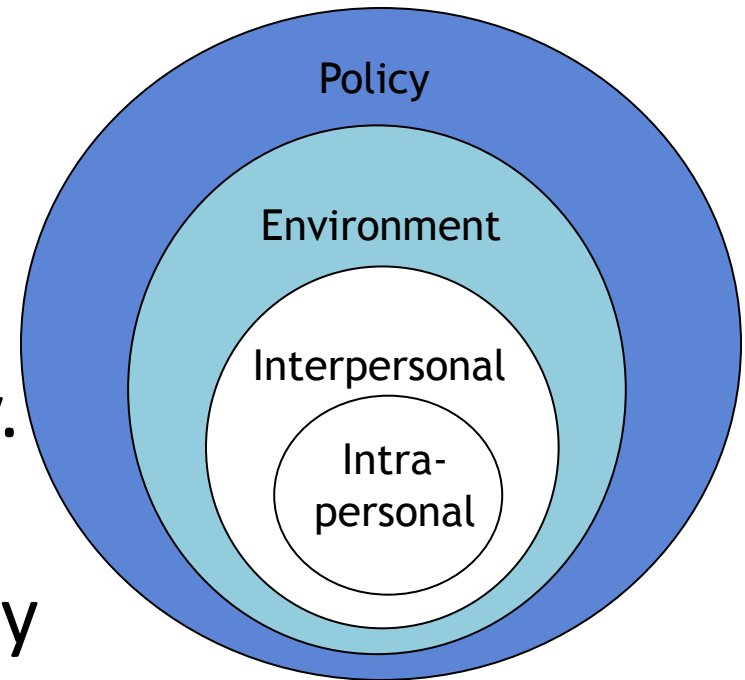
Background

In accordance with Social Ecological Theory, health and physical activity (PA) initiatives have been offered at the intrapersonal, interpersonal, environmental, and policy levels.



Background

- Environmental and policy changes are likely to have broad, population-level impacts on health/obesity.
- Need to assess the feasibility and acceptability of obesity prevention policy change strategies.
- Research in this area is limited.



Background

Our Previous Research:

- **What:** In-depth interviews
- **Who:** 22 Stakeholders (multiple disciplines)
- **Where:** 2 ENC/1 WNC counties.
- **Why:** To assess the winnability of the CDC's obesity prevention policy change strategies.



Purpose

To broaden the scope of our previous qualitative research by assessing the winnability of CDC's COCOMO recommended strategies among six stakeholder groups in all 100 NC counties.

3 Counties
22 Stakeholders



100 Counties
600 Stakeholders

Research Objectives

1. Develop and administer a survey using CDC's COCOMO recommended strategies among six stakeholder groups in all 100 NC Counties.
2. Determine the most and least winnable of COCOMO recommended strategies among all stakeholders.
3. Determine if perceptions of strategy winnability vary between professions or by the economic well-being of the county.

Methodology

- **Survey Development Goal:** Determine how “winnable” stakeholders perceive each of the 24 COCOMO strategies recommended by the CDC
- **Areas of Evaluation:** culture, infrastructure, community leader support, and funding
- **Answer choices:** (1) very realistic, (2) somewhat realistic, (3) somewhat unrealistic and (4) very unrealistic

Methodology

Data Collection:

- 6 stakeholder groups in 100 NC counties
 - County Managers (n=21/97; 21.6%)
 - County Planners (n=38/89; 42.7%)
 - Econ. Developers (n=25/86; 29.1%)
 - Child Nut. Dirs. (n=16/86; 18.6%)
 - Health Dept. Dirs. (n=63/82; 76.8%)
 - Parks & Rec Dirs. (n=36/97; 37.1%)
 - **Total (n=199/537; 37.1%)**

Methodology

Data Collection:

- Online survey sent to listserves managed by group's state assn.
- Original email followed by 2 reminder emails sent ~1 wk apart.
- Followed up later with 1 mail survey.
- Incentive: 1/10 \$50 Amazon gift cards.



Methodology

Data Analysis:

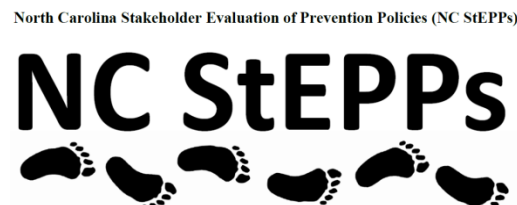
- **IVs:** Stakeholder's occupation and county economic tier designation (1-3)
- **DVs:** Summed scores from the 24 COCOMO strategies (4-16, higher means = less support)
- **SPSS:** 1) Descriptives, 2) MANOVA results comparing winnability scores by economic tiers and occupations

Results: Most Winnable

Obesity Prevention Strategy Recommendation	All	Tier 1	Tier 2	Tier 3
Require PE in schools.	1	1	1	1
Increase the amt. of PA in PE programs in schools.	2	2	2	3
Improve access to outdoor rec facilities.	3	3	3	2



Note: Results represent the strategies ranked as most winnable by stakeholders.



Results: Least Winnable

Obesity Prevention Strategy Recommendation	All	Tier 1	Tier 2	Tier 3
Limit advertisements of less healthy F&B.	1	2	1	1
Provide incentives to F&B retailers to locate in and/or offer healthier F&B choices in underserved areas.	2	3	2	2
Discourage consumption of sugar-sweetened beverages.	3	5	5	4
Locate schools within easy walking distance of residential areas.	5	1	3	9
Restrict availability of less healthy F&Bs in public service venues.	7	10	7	3

Note: Results represent the strategies ranked as least winnable by stakeholders.



North Carolina Stakeholder Evaluation of Prevention Policies (NC StEPPs)



Results: Sig. Diffs. in Means by Economic Tier

Obesity Prevention Strategy Recommendation	Tier 1	Tier 2	Tier 3
Locate schools within easy walking distance of residential areas.	11.8 ³	11.5 ³	9.5 ^{1,2}
Improve access to public transportation.	10.4 ³	10.4 ³	9.1 ^{1,2}
Zone for mixed use development.	10.4 ³	9.7 ³	8.0 ^{1,2}
Enhance personal safety in areas where people might be physically active.	8.3 ³	8.4 ³	7.3 ^{1,2}
Limit advertisements of less healthy F&B.	11.2 ³	12.1	12.9 ¹
Enhance infrastructure to support bicycling.	9.5 ³	9.3	8.2 ¹

Note: Bonferroni Post Hoc: Alpha .05. Higher means indicate less support.

Results: Most Winnable by Profession

Obesity Prevention Strategy Recommendation	Hlth Dir	Cty Mgr	Plnr	Econ Dev	P&R	Nutr Dir
Require PE in schools.	2	1	1	2	1	1
Increase the amt. of PA in PE programs in schools.	3	3	2	1	2	8
Improve access to outdoor rec facilities.	5	2	3	3	5	7
Participate in community coalitions or partnerships to address obesity.	1	7	10	10	3	3
Improve avail. of affordable healthier F&B choices in public service venues.	12	8	12	11	8	2

Results: Least Winnable by Profession

Obesity Prevention Strategy Recommendation	Hlth Dir	Cty Mgr	Plnr	Econ Dev	P&R	Nutr Dir
Limit advertisements of less healthy F&B.	1	1	1	1	1	8
Provide incentives to F&B retailers to locate in and/or offer healthier F&B choices in underserved areas.	3	2	3	2	5	2
Discourage consumption of sugar-sweetened beverages.	6	3	2	3	4	1
Locate schools within easy walking distance of residential areas.	2	4	6	5	3	4
Reduce screen time in public service venues.	10	8	4	6	8	3
Improve geographic avail of supermkt.	4	7	5	4	2	5

Results: Sig. Diffs. in Means by Profession

Obesity Prevention Strategy Recommendation	Hlth Dir	Cty Mgr	Plnr	Econ Dev	P&R	Nutr Dir
Limit ads for less healthy F&Bs.		13.7			11.1	
Increase support for breastfeeding.	7.7			10.1		
Zone for mixed use development.	10.4			8.0		
Participate in community coalitions or partnerships to address obesity.	6.7		8.7			
Discourage consumption of sugar-sweetened beverages.	10.6	13.1				

Bonferroni Post Hoc: Alpha .05. Higher means indicate less support.

Conclusions

- Findings support previous qualitative research on perceived strategy winnability.
- Strategies involving increasing opportunities for PA were deemed most winnable.
 - Policies supporting PE were already in place.
 - Policies directed at youth are more palatable.
 - Policies directed at youth are more preventative.



Conclusions

- Strategies to improve access to healthy F&B and to reduce access or interest in unhealthy F&B were scored least winnable.
 - Policies directed at adults are seen as more challenging.
 - Resistance to policies that can also be seen as affecting free enterprise.



Conclusions

Results can be used:

- **By regions/states and communities:** To inform future development of obesity prevention policy strategies
- **By regions/states:** To identify lower-income counties that are “ripe for change”.



Wrap-Up

- Questions?
- For more info, contact: Dr. Stephanie West, westst@appstate.edu
- **Recognition of Support:** This work was supported in part by the CDC's Communities Putting Prevention to Work (Grantee Number 1U58DP003053-01).

