

# Overcoming Barriers: The Women Together for Health program

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## The problem:



- ❑ CVD's toll in 2006- 2.4 million Americans
- ❑ Leading killer of **women** in the U.S.
- ❑ Minorities, low income families, and those with fewer years of formal education

*The American Heart Association, 2009.*

## The cause:

- 2003/2004 NHANES survey revealed that the adult obesity rate is over **32%**
- Daily American life has become convenience oriented...



CDC, 2009.

## The solution:

- POLICY development and implementation that supports, rather than undermines, healthy lifestyles.
- Educational programming should be reserved for high-risk populations which need individual support the most...





## The program:

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### **Women Together for Health**

- Women 18- 44 from disparate populations
- Women are often pillar of the household
- Nutritional, physical activity, tobacco, and stress



## Specifics:

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- Co-delivered through Office of Nutrition Services and Health Promotion & Education
- Funded through the federal Maternal and Child Health block grant, since 2003
- The grant is overseen by Arizona Department of Health Services
- 6 FTEs
- Annual budget ≈\$450,000



## The setting:

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- Public venues throughout Maricopa County such as Head Start sites, ESL classrooms, churches, community centers, public housing projects, and the women's prison
- English or Spanish
- 10-week program, 1 hour per week
- Co-taught by Health Educator/Certified Personal Trainer and Registered Dietitian



## Measurement:

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- Pre/post surveys
- Pedometers and Step Logs
- Internal qualitative evaluation forms

## 2008 Data:



- 706 participants, 370 completers ( $\approx 52\%$ )
- 76% ethnic minority, 88% no college degree, 42% no HS diploma, 64% received government financial assistance
- Pre-test= **25%** no physical activity
- Post-test= **5.7%** no physical activity
- Over **65%** increased their daily step count by 2,000 steps by the program's end

## 2008 Data:



- **20%** switched to low- or non-fat milk from whole
- **35%** increased daily fruits/veggies by 1 serving in each category
- **51%** increased daily consumption in either category
- Pre-test= **60%** chose whole grains
- Post-test= **79%** chose whole grains

## 2008 Data:



- ❑ **46%** reported an increase in reading nutrition labels
- ❑ **100%** made at least ONE dietary improvement
- ❑ Nearly **70%** maintained these healthy behaviors **three-months post-program**

## Anecdotal feedback:



- ❑ "I lost 17 pounds!"
- ❑ From a 20-year old expectant mother, "I quit smoking cigarettes."
- ❑ "My teenage daughter lost 5 pounds since I started cooking healthy and planning more activities."
- ❑ "The program taught me to stop treating my body **like a trash can.**"
- ❑ "This taught me how to make myself a **priority.**"



## Barriers:

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1. High level of attrition
2. Low level of Step Log compliance

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## Attendance:

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- COMPLETION RATE GOAL= 50%
- 2008 COMPLETION RATE= 52%
- *What constitutes a "Program Completer"?*

## Attendance:



### Example Incentives

- Water bottles for weights
- Resistance bands
- Notebooks for journaling
- Massagers for stress management
- T-shirts
- Backpacks



## Attendance:



### Strategies to reduce program attrition

- ❑ Starts with the Site Coordinator
- ❑ Pointed recruitment
- ❑ Encouraging use of child care reimbursement
- ❑ Extra effort toward post-survey collection

# Step Logs:



Hoja de Apuntes del Cuenta Pasos

Nombre \_\_\_\_\_

Class # \_\_\_\_\_ Week # \_\_\_\_\_

Dia	Fecha	¿Cuántos pasos ha dado hoy?	¿Usó el		¿Participó en otra actividad física en la cual no cuentan pasos? (montar a bicicleta, yoga, nadar, etc)		Liste otras actividades en la cual ha participado
			Si	No	Si	No	
Lunes			Si	No	Si	No	
Martes			Si	No	Si	No	
Miércoles			Si	No	Si	No	
Jueves			Si	No	Si	No	
Viernes			Si	No	Si	No	
Sábado			Si	No	Si	No	
Domingo			Si	No	Si	No	
Total:							
dividido por el número de días			Pasos adicionales dado por día		Número de pasos que desea dar por día		
Promedio de Pasos dado por día			+		=		



Step-Counter Log

Nombre \_\_\_\_\_

Class # \_\_\_\_\_ Week # \_\_\_\_\_

Day	Date	How many steps did you take today?	Did you wear the step-counter all day?	Did you participate in another physical activity that does not count steps? (drinking, yoga, swimming, etc)	List other activity(s)	
Monday			Yes	No	Yes	No
Tuesday			Yes	No	Yes	No
Wednesday			Yes	No	Yes	No
Thursday			Yes	No	Yes	No
Friday			Yes	No	Yes	No
Saturday			Yes	No	Yes	No
Sunday			Yes	No	Yes	No
Total:						
÷ by number of days			Additional steps per day		Daily step goal	
Average Steps per day			+		=	

# Step Logs:



## Solution

- Restructuring of program incentive use



- From 2007 to 2008, this restructuring caused a **23%** increase in Step Log compliance

## Shaping up:

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Quantitative

Qualitative



Barriers to Success

Lessons Learned



## Contact WTFH:

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