Evaluation of The Sarasota County Youth Obesity Prevention Project
Florida Prevention Research Center
University of South Florida

VERB™ Logic Model

VERB™ Summer Scorecard Logic Model

Post-Scorecard Survey
- September 2005
- 819 students from two middle schools
  - 409 boys
  - 408 girls
  - 2 ?
  - Ages 11-14+
  - 158 6th graders
  - 379 7th graders
  - 269 8th graders

Brand Recognition / Exposure

Exposure Categories
VERBTM Summer Scorecard

Logic Model

Tweens take advantage of . . .

Short-Term Outcome: Participation in Program

How Much of a Scorecard Did You Fill Out?

Number of Students

- Did Not Get A Scorecard (40.9%)
- Got a Scorecard But Didn’t Fill It Out (14.9%)
- Filled Out At Least Part of a Scorecard (8.9%)
- Legitimate Missing (33.5%)
- Missing (1.8%)

Num ber of Students

VERBTM Summer Scorecard

Logic Model

Short-Term Outcome: Participation in Program

Participation Level by Gender

Percent within Participation Level

Boys

Girls

VERBTM Summer Scorecard

Logic Model

Short-Term Outcome: Participation in Program

Exposure by Participation Level

Percent within Exposure Category

Fill ed Out At Least Part Of A Scorecard

Got A Scorecard But Didn’t Fill It Out

Did Not Get A Scorecard

VERBTM Summer Scorecard

Logic Model

Short-Term Outcome: Trying New Activities

Have You Tried A New Game or Sport in the Last Two Months?

Percent

No

Yes
**Short-Term Outcome: Trying New Activities**

### Exposure by Trying a New Game or Sport

<table>
<thead>
<tr>
<th>Exposure Category</th>
<th>Percent within Exposure Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>Have Not Tried</td>
<td>0.0%</td>
</tr>
<tr>
<td>Have Tried</td>
<td>120.0%</td>
</tr>
</tbody>
</table>

*Significantly lower than Exposure to VERB Only and Exposure to Both VERB and VSS (p < .05)*

### Students Who Have Tried a New Game or Sport in the Last Two Months by Participation Level

<table>
<thead>
<tr>
<th>Participation Level</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Did Not Get a Scorecard</td>
<td>49.2%</td>
</tr>
<tr>
<td>Got a Scorecard But Didn’t Fill It Out</td>
<td>29.2%</td>
</tr>
<tr>
<td>Filled Out at Least Part of a Scorecard</td>
<td>45.1%</td>
</tr>
</tbody>
</table>

*Significantly lower than Exposure to Neither (p < .05)*

### VERB™ Summer Scorecard Logic Model

**Mid-Term Outcomes: Barriers, Outcome Expectations, Self-Efficacy, Social Influences**

<table>
<thead>
<tr>
<th>Scorecard Exposure</th>
<th>Barriers</th>
<th>Outcome Expectations</th>
<th>Self-Efficacy</th>
<th>Social Influences</th>
</tr>
</thead>
<tbody>
<tr>
<td>Did Not Get a Scorecard</td>
<td>717</td>
<td>782</td>
<td>798</td>
<td>770</td>
</tr>
<tr>
<td>Got a Scorecard But Didn’t Fill It Out</td>
<td>122</td>
<td>156</td>
<td>119</td>
<td>154</td>
</tr>
<tr>
<td>Filled Out at Least Part of a Scorecard</td>
<td>72</td>
<td>159</td>
<td>104</td>
<td>120</td>
</tr>
</tbody>
</table>

*Significantly lower than Did Not Get a Scorecard (p < .05)*

### Mid-Term Outcomes by Exposure

<table>
<thead>
<tr>
<th>Scorecard Exposure</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Did Not Get a Scorecard</td>
<td>5-19</td>
</tr>
<tr>
<td>Got a Scorecard But Didn’t Fill It Out</td>
<td>5-20</td>
</tr>
<tr>
<td>Filled Out at Least Part of a Scorecard</td>
<td>4-16</td>
</tr>
</tbody>
</table>

*Significantly lower than Did Not Get a Scorecard (p < .05)*

### Mid-Term Outcomes by Level of Participation

*Significantly lower than Did Not Get a Scorecard (p < .05)*
Mid-Term Outcomes: Barriers, Outcome Expectations, Self-Efficacy, Social Influences

Verb™ Summer Scorecard Logic Model

Long-Term Outcome: Increased Physical Activity

<table>
<thead>
<tr>
<th>N</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>7 days</td>
<td>250</td>
</tr>
<tr>
<td>6 days</td>
<td>109</td>
</tr>
<tr>
<td>5 days</td>
<td>136</td>
</tr>
<tr>
<td>4 days</td>
<td>88</td>
</tr>
<tr>
<td>3 days</td>
<td>83</td>
</tr>
<tr>
<td>2 days</td>
<td>61</td>
</tr>
<tr>
<td>1 day</td>
<td>50</td>
</tr>
<tr>
<td>0 days</td>
<td>37</td>
</tr>
</tbody>
</table>

Long-Term Outcome: Increased Physical Activity

Vigorous Physical Activity Level by Exposure

Vigorous Physical Activity Level by Participation
Long-Term Outcome: Increased Physical Activity

Summary of Findings to Date
- Brand exposure high
  - (49% VERB Only, 39% Both)
- Participation low
  - (9%)
  - More girls than boys

Short-Term Outcome: Program Participation
Short-Term Outcome: Trying New Activities

Correlations with Vigorous Physical Activity Days

<table>
<thead>
<tr>
<th></th>
<th>r</th>
<th>p</th>
</tr>
</thead>
<tbody>
<tr>
<td>Barriers</td>
<td>-0.288</td>
<td>0.01</td>
</tr>
<tr>
<td>Outcome Expectations</td>
<td>0.268</td>
<td>0.01</td>
</tr>
<tr>
<td>Self-Efficacy</td>
<td>0.358</td>
<td>0.01</td>
</tr>
<tr>
<td>Social Influences</td>
<td>0.304</td>
<td>0.01</td>
</tr>
</tbody>
</table>

Tween Logic Model Variables
Mid-Term Outcome: Barriers

- Physical activity

Mid-Term Outcome: Outcome Expectations

- Program participation
- Brand awareness
- Outcome expectations
- Physical activity

Mid-Term Outcome: Self-Efficacy

- Tweens try new activities
- Brand awareness
- Self-efficacy

Mid-Term Outcome: Social Influences

- Program participation
- Tweens try new activities
- Social influences

Long-Term Outcome: Physical Activity

- Tweens try new activities
- Outcome expectations
- Self-efficacy
- Social influences
- Physical activity

Limitations

- Cross-sectional study
- Convenience sample
- Self-reported data
Questions?