

### Quality Improvement Storyboard

#### PLAN Identify an opportunity and plan for improvement

##### 1. Getting Started

- Approximately 16% of Oklahoma's youth ages 10-17 years were overweight/obese in 2007, ranking our state 17<sup>th</sup> in the nation
- Oklahoma ranked 50<sup>th</sup> in the nation for fruit and vegetable consumption
- Coordinated physical activity and nutrition were not considered a priority in after-school programs
- Attention on physical activity and nutrition became a focus of the agency through the Strong and Healthy Oklahoma initiative and a Strategic Map priority

##### 2. Assemble the Team

- Area Health Educators
- Oklahoma State University Extension
- State and county health departments
- After-School Network
- University of Texas
- Department of Education
- Department of Agriculture
- School-based social workers and nurses
- YMCA
- Local hospitals and clinics

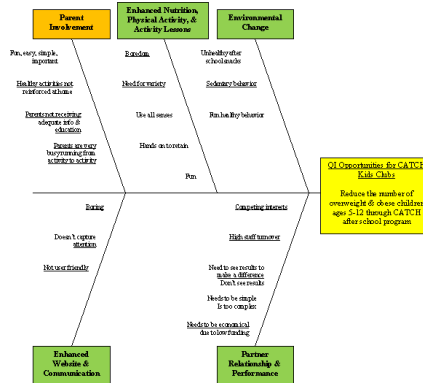
##### 3. Examine the Current Approach

- No coordination of existing after-school programs or in-school physical health and nutrition curricula
- Health Educators were not working in an evidence-based physical health and nutrition model for children
- Single approach efforts were being conducted with little measurable success
- Data showed that parental involvement was an essential part of sustainability
- Need to consider that kids may have multiple caregivers

##### 4. Identify Potential Solutions

- Parent focus groups to determine if children transfer new knowledge of nutrition and/or physical activity home
- Host special events such as a Parent Night, and recognize CATCH kid of the month
- Employ various communication methods with parents and caregivers including in-person discussion, newsletters, take-home folders, monthly calendar, email, social networking sites, and local news articles
- Recruit parent volunteers to deliver lessons

- Provide more signage on days when CATCH activities are held
- Share recipes and game instructions with parents and caregivers



##### 5. Develop an Improvement Theory

By utilizing multiple communication approaches to inform parents and caregivers of their child's activities in CATCH, they will become more informed and active in the promotion of physical activity and healthy eating habits at home

**Aim:** By May 31, 2010, increase parent involvement and encourage at home CATCH related activities by 10%

#### DO Test the theory for improvement

##### 6. Test the Theory

- Implement CATCH after-school evidence-based program and strategic planning activities to improve parental involvement by:
- Launching quarterly newsletter
  - Providing more information such as fact sheets and tips on nutrition and physical activity to parents and caregivers
  - Sending home easy nutritious recipes and fun games
  - Providing communications to parents via best-identified communication method for them
  - Providing positive recognition for child and parent involvement in activities
  - Hosting parent focus groups

#### CHECK Use data to check the results

##### 7. Check the Results

Parental involvement and at-home CATCH related activities increased post implementation as follows:

- A 17% increase in acknowledged parental receipt of CATCH related information and activities (not statistically significant; t-test p-value=0.058)
- An 11% increase in the sharing of the importance of fruits and vegetables from child to parent (statistically significant; t-test p-value=0.044)
- Additionally, 33% of parents reported participating in CATCH activities at home after implementation of the monthly CATCH calendar

NUMBER OF COMPONENTS IMPLEMENTED DURING STUDY			
Plan Component	# of Sites	Plan Component	# of Sites
Individual lesson recipes	13	CATCH Kid of the Month	4
Newsletter	11	Mommy/Daddy and Me activity nights	3
Activity Card – "We Caught Your Kid..."	8	Grocery Store Scavenger Hunt; Bake off;	2 each
Physical Activity at Home Card ; Monthly Parent Calendar	7 each	Volunteer sign-up to help with CATCH lessons	
Cookbook	5	Art/Science fair	1

#### ACT Standardize the improvement and establish future plans

##### 8. Standardize the Improvement or Develop New Theory

- Maintain current strategic plan, standardize process, and update items as necessary
- Standardize short parent survey to monitor parent involvement

##### 9. Establish Future Plans

- Implement FitnessGram testing within selected sites and share results with parents
- Increase the number of new CATCH sites state wide
- Create a parent involvement workgroup made up of health educators, after-school program staff, and parents to ensure sustainability of CATCH efforts

