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**Measuring Best Clinical Practices for the Prevention of Early
Childhood Obesity:
Implementation/ Data Management of the Pediatric Obesity
Evaluation & Parent Survey**

Author (s)

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Background: The Foundation for Healthy Living is a non-profit organization whose mission is “to increase and disseminate knowledge about health care and to improve the health of our communities”. The Foundation was awarded a NYSDOH grant to create a Center for Best Practices for the Prevention of Early Childhood Obesity. The Center will create a social marketing campaign to increase parental awareness of the public health consequences of early childhood obesity and to increase obesity screening and counseling among health care providers.

Objectives: To gain skills related to health promotion through: (1) collecting base-line data on obesity screening practices among health care providers and parental awareness of the public health consequences of obesity; (3) managing data before analysis; (4) developing two logic models and (5) writing an article on obesity for lay audiences.

Methods: A survey tool was developed by a previous intern. Practices were recruited to participate in the survey via emails and phone calls. Base-line data was collected after an initial site visit to each practice and follow-up calls were made to assess progress. A database and coding sheet were created to enter the data before analysis. Two logic models were created to provide a visual framework for the Center and survey project and one obesity article was written for lay audiences.

Results: We exceeded our goal of recruiting 10 practices to participate in the survey and collecting 300 completed surveys. Sixteen practices are currently participating and we expect to collect nearly 500 surveys for analysis.