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## **New York State Strategic Plan for Overweight and Obesity Prevention: Partner Survey Evaluation**

Author (s)

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**Background:** Because obesity levels have reached epidemic proportions nationwide and in New York State, the Obesity Prevention Program within the NYS Department of Health is fighting the epidemic through increasing physical activity and improving nutrition of NYS residents. The program has provided leadership in development of the NYS Strategic Plan for Overweight and Obesity Prevention. This serves not only as a guide to prevention, but targets settings and sectors for action and promotes policy initiatives.

**Objectives:** To develop a survey to determine how external partners of the Obesity Prevention Program are using the Plan and how it helps them accomplish their work.

**Methods:** Analysis of the Plan and of external partners was conducted to inform the goals of the survey. Next, the survey was developed, and a literature review was performed on survey modes and protocols that achieve the best rates of response. A distribution timeline was then produced and cover, reminder, and thank you letters were developed for mailing throughout the distribution process. A database was assembled to monitor distribution and receipt of completed surveys.

**Results:** A mixed mode survey and protocol was selected and developed using ground mail and internet. A purposive sample of 140 external partners, with representation from all counties statewide, was selected based on those who could provide the most comprehensive information about use of the Plan. From this sample, 100 partners were randomly selected to constitute the final sample. The survey was pilot tested by Department of Health staff.