Evaluation of Public Health Interventions for Weight Management, Diet and Physical Activity: a standardised approach

Kath Roberts
National Obesity Observatory for England
Who are we and what do we do?

- Established in 2007 as a ‘Single point of contact for authoritative data and evidence on obesity, overweight and their determinants’
- Provide guidance and support to policy makers and practitioners working to tackle obesity by:
  - Analysing and reporting on obesity related surveillance data and associated indicators
  - Translate and summarise evidence into briefing papers
  - Develop analytical and data presentation tools
  - **Develop guidance and tools to support the evaluation of interventions targeted at obesity and its determinants**
Drivers:

• Nationally, diverse range of approaches by local public health teams to tackle obesity
• Knowledge of effective approaches for tackling the problem sparse
• Limited evidence of effective interventions identified by systematic reviews
• Evidence from public health practice even more limited
The need for a standardised approach

• In some cases not undertaken at all
• Lack of standardised or consistent data collection methods and outcome measures
• Inconsistent levels of scientific rigour and expertise
• Focused on process, not outcomes and which data are easy to collect
Our aims

• Increase the proportion of weight management interventions that are evaluated
• Increase the quality of evaluations
• To develop and embed a standardised approach to evaluation into practice and commissioning
• Over time – encourage standardised data collection and outcome measurement and develop core dataset to enable comparability of evaluations
Standard Evaluation Framework
for weight management interventions
### Part One: Intervention Details

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<tr>
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<th>Essential</th>
<th>Desirable</th>
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<tbody>
<tr>
<td>1. Title/name of intervention</td>
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<td>2. Aims and objectives (including primary and secondary outcomes)</td>
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<td>3. Intervention timescale (exposure, quantity and duration)</td>
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<td>4. Intervention delivery dates</td>
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<td>5. Duration of funding (including dates)</td>
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<td>6. Location and setting</td>
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| 7. Description of intervention:  
  • target population  
  • content  
  • delivery method  
  • deliverer  
  • unit of delivery  
  • details of quality assurance mechanisms | | |
| 8. Rationale for intervention (including theoretical basis) | | |
| 9. Core staff competencies required | | |
| 10. Equipment and resources required | | |
| 11. Incentives for attendance | | |
| 12. Details of training needs (including quality assurance of training) | | |
| 13. Method of recruitment and referral | | |
| 14. Participant consent mechanism | | |
| 15. Participant admission/exclusion criteria | | |
| 16. Cost of intervention per participant | | |
| 17. Cost to participant | | |
| 18. Detailed breakdown of cost | | |
| 19. Type of evaluation and evaluation design | | |
| 20. Details of equality impact assessment | | |
| 21. Relevant policy and performance context | | |
| 22. Details of health needs assessments that have been conducted | | |
| 23. Contact details | | |
| 24. Commissioner(s) of the intervention and sources of funding | | |
| 25. Declaration of interest | | |
| 26. Details of type and extent of any clinical involvement | | |
Challenges

• Pragmatic v academic approach
• Lack of easy to administer, low participant burden, cheap, validated measurement tools!
• Changing the culture and exploding ‘myths’
• Avoiding ‘academic jargon’!
• Dissemination and ‘buy-in’
Evaluation data collection tool

Assists practitioners to collect standardised summary data from any weight management, diet or physical activity intervention

• on-line questionnaire
• straightforward
• enables sharing of intervention types and info
• provides interventions with an audit record
• searchable database eventually

www.noo.org.uk/core/eval_collection/
Measuring diet and physical activity in weight management interventions

March 2011

Supplement:
Measuring diet and physical activity in weight management interventions

March 2011
Further information & resources

Collection of Resources on Evaluation - CoRE

Access the new Evaluation data collection tool

Evaluation is about judging the value of an activity and assessing whether or not it has achieved what it set out to do. In health promotion, an evaluation determines the extent to which a programme has achieved its objectives, and will assess how different processes contributed to achieving these objectives.

Evaluation is particularly important for interventions that aim to tackle overweight and obesity. We need to know as much as possible about which approaches are likely to yield results, and to do this we need to be able to compare results across settings, populations and types of intervention. We can then focus public health investment appropriately. This is even more important in a time of restricted public finances.

The aim of NOO’s Collection of Resources on Evaluation (CoRE) is to provide information and resources to support practitioners with an interest in the evaluation of interventions related to obesity, overweight, underweight and their determinants. The current version of CoRE covers: NOO’s Standard Evaluation Framework (SEF); evaluation data collection tool (including details of local interventions); other evaluation guidance, reports from evaluation of nationally-initiated schemes; and evaluation websites.

CoRE is divided into the following sections:

- Standard Evaluation Framework
- Evaluation data collection tool
- Evaluation guidance
- Evaluation reports
- Evaluation websites

For more resources on evaluation please refer to the Obesity Learning Centre at http://www.obesitylearningcentre-nhs.org.uk/
Diet and Physical Activity Standard Evaluation Frameworks

- Builds on existing work for WM SEF
- Standalone documents for diet and physical activity interventions (June 2012) with tailored data collection criteria
- Specific guidance on:
  - identifying appropriate outcomes for different types of intervention
  - defining suitable measure for different types of outcomes
  - how to approach the challenges of assessing and measuring diet and PA behaviours
Continuing challenges

- Prioritising of evaluation within budgets
- ‘One size fits all’ data collection tools and short self-reported questions to measure complex behaviours
- ‘Which questionnaire?’ as opposed to ‘Which evaluation approach?’
The National Obesity Observatory (NOO)

The National Obesity Observatory provides a single point of contact for wide-ranging authoritative information on data, evaluation and evidence related to weight status and its determinants.

NOO works closely with a wide range of organisations and provides support to policy makers and practitioners involved in obesity and related issues.

Latest:
- Child obesity statistics for PCT clusters
- NCMF analysis using the ONS Area Classification
- National Child Measurement Programme - guidance for small area analysis
- Advice on analysis of the NCMF dataset at small area level, such as local neighbourhoods or communities.

News
- WHO Good practice appraisal tool for obesity prevention programmes, projects, initiatives and interventions
- WHO summary on physical activity surveillance data sources and policy development
- NHS obesity screening modules now available on the QLC website

Behind the headlines
- from NHS Choices
- Study tests slimming clubs
- ‘Half of UK obese by 2030’