



Measuring Individual Behavior Change

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Today's Presentation

- We will briefly review—
 - The goals and structure of the National Diabetes Education Program (NDEP)
 - The evaluation design for the NDEP's product *New Beginnings: A Discussion Guide for Living Well with Diabetes*
 - Efforts to measure the guide's impact on individual level behavior change



The National Diabetes Education Program (NDEP)

- Joint initiative of the Centers for Disease Control and Prevention (CDC) and the National Institutes of Health (NIH). The program's aim is:

“To reduce the morbidity and mortality associated with diabetes and its complications by changing the way diabetes is treated”

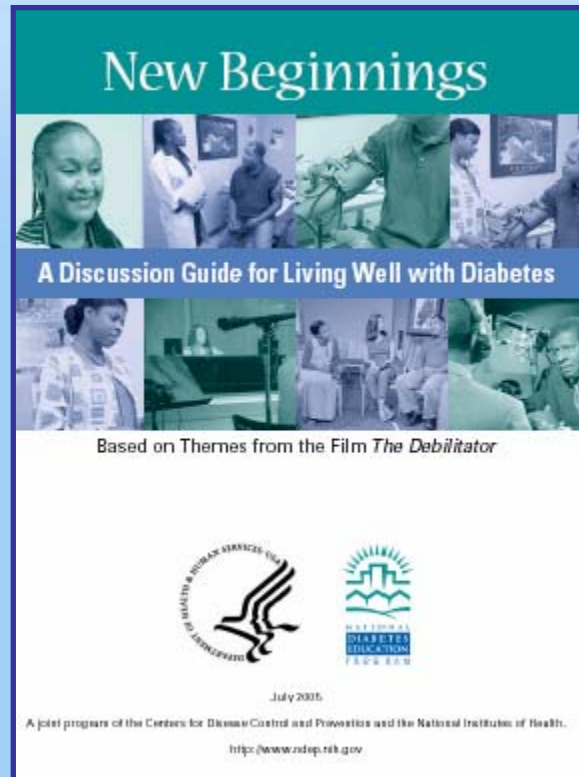


The National Diabetes Education Program (NDEP): Structure

- Partnership of over 200 traditional and non-traditional public and private organizations
- 11 workgroups provide guidance on the development of tailored health education and promotion materials.



New Beginnings Discussion Guide



New Beginnings: A Discussion Guide for Living Well with Diabetes

- A turnkey guide developed to accompany *The Debilitator*, a docudrama independently produced and distributed by Millennium Filmworks, Inc.
- Developed collaboratively by NDEP staff and the African American Workgroup
- A tool to help facilitate discussions about diabetes and the emotional issues that many individuals face



Design of the Guide

- The guide is designed to be “flexible”
 - 13 stand-alone modules covering themes raised in the docudrama.
 - Each module has a standard format including an interactive component, such as role playing or completion of a self-assessment questionnaire
 - Facilitators choose the setting, participants, module content and number of facilitated discussions.



Intended Users

- Trained and lay facilitators, including but not limited to the following:
 - Diabetes educators
 - Nurses
 - Support group leaders or members
 - Coordinators of community-based and church-based wellness programs



Intended Audiences

- Persons with diabetes
- Persons at risk for diabetes
- Friends and family members of persons with diabetes
- Friends and family members of those at risk for diabetes





The Evaluation



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Purpose

- To assess the value of the discussion guide as a tool for facilitators
- To assess the added value of participating in facilitated module discussions



Facilitated Discussions

- The facilitated discussions are designed to help participants:
 - Acknowledge the emotional aspects of diabetes and how they may hinder effective diabetes self-management
 - Better understand the importance of diabetes self-management
 - Formulate a plan for adopting diabetes self-care behavior



Measuring Individual Behavior Change

- Key questions:
 - What do we want to know?
 - How do we define the “effectiveness” of the discussion guide?
 - ◆ Utility to facilitators?
 - ◆ Impact on participants?
 - ◆ Impact on others?
 - What is the theory of change?
 - For the purposes of the evaluation, what should the “intervention” consist of?
 - What is the appropriate dose?



Measuring Individual Behavior Change (cont'd)

- To help us answer these questions we:
 - Developed detailed logic model
 - Attempt to control for potentially confounding factors such as:
 - Facilitator experience
 - Number and types of participants in each group
 - Variations in dosage
 - Attrition
 - Met extensively as a group to develop survey questions
 - Adapted questions from validated instruments
 - Will pilot test survey instruments



Design

- Quasi-experimental
 - Concurrent control groups
 - View the movie only
 - View movie and participate in one facilitated module discussions
 - View movie and participate in two or more facilitated module discussions



Design (cont'd)

- Mixed Methods
 - Quantitative data
 - Pre-post questionnaires
 - Three-month follow-up survey
 - Qualitative data
 - In-depth interviews with facilitators
 - In-depth interviews with participants



Analysis Plan

- Qualitative data will be analyzed for common themes, patterns, and differences across the groups
- Quantitative data will be analyzed using SPSS to—
 - Compute descriptive statistics
 - Conduct independent and paired t -tests to analyze data from the pre–post questionnaires
 - Conduct tests of analysis of variance (ANOVA) to analyze the pre–post data and 3-month follow-up data across the three groups



Findings

- The findings will be used to:
 - Revise the guide, if necessary
 - Identify additional supports facilitators may need to effectively use the guide
 - Assess whether the added value of the discussion guide warrants replication for other chronic diseases

