2014 Delaware Survey of Children’s Health

Kristina Olson, MHS
Evaluation & Research Scientist
1) About the Delaware Survey of Children’s Health

2) Report back on findings from quality improvement activity
About the Delaware Survey of Children’s Health
About the DSCH

- Sponsored by Nemours Children’s Health System

- Comprehensive health surveillance instrument for Delaware children
  - Weight status, physical activity, healthy eating, health conditions, and children’s neighborhood and family environments, and more

- Goal: support data-driven decisions to improve the health of children in Delaware
Sampling Design

- Sample represents all Delaware households with one or more children age **birth through 17 years**
  - 2,657 households surveyed in 2014

- **Parent-reported data**

- **Designed for analysis and comparison of children by:**

<table>
<thead>
<tr>
<th>Geographic Location</th>
<th>Age Group</th>
<th>Race and Ethnicity</th>
</tr>
</thead>
<tbody>
<tr>
<td>• City of Wilmington</td>
<td>• Birth through 5</td>
<td>• Hispanic</td>
</tr>
<tr>
<td>• New Castle County (NCC)</td>
<td>• 6 through 11</td>
<td>• Non-Hispanic Black</td>
</tr>
<tr>
<td>• NCC, excluding Wilmington</td>
<td>• 12 through 17</td>
<td>• Non-Hispanic White</td>
</tr>
<tr>
<td>• Kent County</td>
<td></td>
<td>• Other</td>
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<tr>
<td>• Sussex County</td>
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Dissemination Quality Improvement (QI) Activity
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- QI survey administered June 24, 2016 at SEOW meeting
- 11 attendees completed and returned the survey
- The survey consisted of primarily open-ended questions.
- Survey feedback was reviewed by a team of NHPS investigators to identify themes across survey responses including:
  - best practices,
  - lessons learned, and
  - recommendations for future dissemination.
Dissemination QI Activity: **CHANNELS**

- **Respondents reported a variety of disseminations channels to be effective:** in-person presentations, electronic channels, and print materials.

- Social media received *mixed* support as a potentially effective strategy.

<table>
<thead>
<tr>
<th>Channels</th>
<th>Why Effective</th>
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</table>
| **In-Person Presentations**                   | • Allow for interaction (e.g., questions & follow-up)  
• Allow for education on what the findings mean  
• Able to target specific groups (e.g., legislators, agency directors, professional organizations, direct service delivery groups, grant writing associated organizations) |
| **Electronic communications**                 | • Use of technology allows for quick and broad dissemination  
• Electronic communication is the norm                                                                                                                                                                       |
| **Print material**                            | • Capture the audience’s attention with interesting and relatable data (specifically infographics)                                                                                                        |
Dissemination QI Activity: **PRODUCTS**

- **Variety of disseminations products reported to be effective:** fact sheets or datagrams that referenced where to get more in-depth information (e.g., website, detailed report), brochures, short reports, data briefs, PowerPoint slides, infographics, and commercials.

<table>
<thead>
<tr>
<th>Products</th>
<th>Why Effective</th>
</tr>
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<tbody>
<tr>
<td>Fact sheets/datagrams</td>
<td>• Portable</td>
</tr>
<tr>
<td></td>
<td>• Immediately available</td>
</tr>
<tr>
<td></td>
<td>• Can be printed or electronically disseminated</td>
</tr>
<tr>
<td>Short reports (topic specific)</td>
<td>• Specific topics seemed to drum up interest more than a long report, which can be overwhelming</td>
</tr>
<tr>
<td>Data briefs</td>
<td>• Provide relevant information for program development and grant writing</td>
</tr>
<tr>
<td>Infographics</td>
<td>• They capture the audience’s attention with interesting and relatable data</td>
</tr>
</tbody>
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Dissemination QI Activity: PARTNERS

- **Variety of disseminations partners reported to be effective:** individuals (including legislators and agency directors), organizations, coalitions (e.g., prevention, treatment, health care, law enforcement agencies), and informal networks.

- **Specific partners:** physician offices, school nurses, Latin American Community Center, La Red Health Center, Health Ministries, Delaware Prevention Coalition, United Way of Delaware, Association of Fundraising Professionals – Brandywine Chapter, and Delaware Association for Nonprofit Advancement.

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<th>Partners</th>
<th>Why Effective</th>
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<tr>
<td>Individuals</td>
<td>• Advocate can connect you to audience you desire to reach &lt;br&gt; • Get information to those with connections &amp; impact</td>
</tr>
<tr>
<td>Organizations</td>
<td>• Data can be tailored to specific organization</td>
</tr>
<tr>
<td>Informal networks</td>
<td>• Delaware community is small enough that we are able to keep track of people even when they change jobs&lt;br&gt; • Data can be tailored to specific organization, network</td>
</tr>
<tr>
<td>Coalitions</td>
<td>• Broad reaching &lt;br&gt; • Get information to those with connections &amp; impact</td>
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Dissemination QI Activity: LESSONS LEARNED

“I wouldn’t do this again…”
- Rely on any one single strategy
  - For example: posting information on a web site but not promoting the web site through any other strategies
- Rely on audience to seek out material online
- Disseminate literature at health fairs
- Host meetings with little incentive for attendees

“But I would try this in the future…”
- Gather more input regarding what information would be beneficial to the target audience
- Utilize multiple strategies such as social media, print materials, peer groups, and partnership with other similar service agencies for dissemination
Dissemination QI Activity:
“Here’s what you (DSCH) should do…”

- Share the data with a large network of individuals and organizations using multiple channels and products
- Target large groups and organizations that use data from similar surveys (e.g., YRBS)
- Include both electronic methods (e.g., email) and in-person strategies
- Sharing data in slide format
- Connect DSCH data to other survey data
Dissemination QI Activity: General Conclusions and Recommendations

Channels

- Use multiple dissemination channels, including in-person presentations, electronic channels, and print materials.
- Be proactive in getting the data to the target audience. Do not rely on the target audience to actively seek out the data.

Products

- Use a mix of dissemination products, including shorter materials (e.g., fact sheets and infographics) that referenced where to get more in-depth information, data briefs, and PowerPoint slides.

Partners

- Leverage existing relationships with individuals who can advocate within their organizations or can use the data for great impact (e.g., legislators, agency directors).
- Distribute information through organizations, coalitions, and informal networks whose work can be influenced by the data.
Explore health topics

View data by location, age, gender, and race/ethnicity

2014 Delaware Survey of Children’s Health

KEY FINDINGS

- 17% of children were diagnosed with asthma
- 54% consumed 5 or more servings of fruits and vegetables per day
- 46% exercised for at least 2 hours a week
- 36% were overweight or obese
- 55% were physically active for 60+ minutes every day

KEY FINDINGS

- 53% of children had a dentist visit in the last year
- 63% of children consumed at least 4 cups of juice or flavored beverages per week
- 36% of children were overweight or obese
- 55% were physically active for 60+ minutes every day

NHPS Datacenter: [datacenter.nemours.org](http://datacenter.nemours.org)

Read data briefs synthesizing DSCH findings on a variety of topics
Kristina Olson, MHS
Evaluation and Research Scientist
Nemours Children's Health System
Division of Health & Prevention Services
kristina.olson@nemours.org