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**Surveillance** is a component of evaluation that involves the ongoing, systematic collection and analysis of data about a disease, condition, or risk factor. A number of surveillance activities are already in place or are being developed within the OSDH to monitor obesity, overweight, fruit and vegetable consumption, physical activity and breastfeeding. Examples of existing statewide surveys include:

- ✱ Behavioral Risk Factor Surveillance System (BRFSS) for adults
- ✱ Youth Risk Behavior Survey (YRBS) for adolescents and youth
- ✱ Pregnancy Risk Assessment Monitoring System (PRAMS) for breastfeeding

The analysis of information collected through this system will be used to determine progress toward the achievement of long- term, population based, state- level outcomes.

**Evaluation** refers to the collection of information about the way program strategies were implemented and if the related activities had any impact on the knowledge, attitudes or behaviors of those involved along with changes in community norms, policies and other environmental indicators. Evaluation data are important for making decisions about program changes and determining the effectiveness of selected strategies.

Examples of evaluation techniques could include, but are not limited to:

- ✱ Meeting/Coalition effectiveness inventories
- ✱ Program satisfaction surveys
- ✱ Interviews with workgroup members regarding operations
- ✱ Assessment of changes in attitudes toward fruit and vegetable consumption among students participating in a community based nutrition program

Under the umbrella of the Oklahoma State Department of Health and the OK2SHARE program, OKPAN will develop and facilitate a multi-level surveillance and evaluation system to monitor obesity-related indicators, determine progress toward achievement of short, intermediate and long-term outcomes, and inform state and community level programs.

**Strategies:**

- ✱ Establish data advisory and evaluation teams.
- ✱ Evaluate use of existing surveillance system information to maximize relevance/effectiveness of the data and system.
  - \* Identify common data needs across chronic disease areas
  - \* Identify gaps and overlaps in current data collection efforts
  - \* If needed, develop a protocol for uniform data collection (measurement guide lines, data collection forms, reporting system) to reduce redundancy and increase productivity
  - \* Establish schedule for development and distribution of public documents/ reports (monographs, press releases, etc.) on obesity and physical activity and nutrition behaviors, weight, food insecurity, and environment/policy to guide planning efforts
  - \* Collaborate with existing systems to ensure public access to all relevant data (i.e. OK2SHARE)

- ✱ Development of a local PAN resource database (low and no-cost physical activity and/or nutrition resources by community).
- ✱ Development of a PAN education database (website with regularly updated links to best practices, current research on PAN, local success stories).
- ✱ Promote the development and implementation of the 1st and 5th grade survey and Middle School Youth Risk Behavior Survey.
- ✱ Promote regular intervals for data collection and sustainability of survey implementation.
- ✱ Promote sustainable cardio-respiratory fitness measurements among students in grades Pre-K through 12.
- ✱ Advocate for the accuracy of obesity and overweight measurement: Height, weight, waist-to-hip ratio, and waist circumference.
- ✱ Address age-appropriate measurements.
- ✱ Develop a surveillance system to track screen-time habits of adult Oklahomans.
- ✱ Develop appropriate measures for surveillance and evaluation of businesses with screen time, physical activity, nutrition, and breastfeeding policies.
- ✱ Develop formal method/system to track community and individual participation in Oklahoma Television Turnoff Week and similar events/activities.

#### Short Term (1-2 years)

Establish system for providing technical assistance on surveillance/evaluation to communities interested in implementing Oklahoma State Plan projects.

Establish a Data Advisory Team to guide implementation of the Oklahoma State Plan surveillance objectives, and identify/develop additional measures as needed.

Establish an Evaluation Advisory Team to develop additional objectives, and develop obesity related evaluation and surveillance agenda for Oklahoma, and promote surveillance/evaluation.

#### Intermediate (3-5 years)

Implement coordinated, multi-site evaluation design for shared indicators.

Complete evaluation of existing surveillance systems.

Produce a report of OKPAN Program efforts by geographic regions, age, gender and race/ethnic groups. Develop new measurement tools to evaluate trends as needed