

Evaluation of
Aligning Policies for Student Health and Achievement 2003
A Nutrition Policy Workshop

For
The Examination of Communication Factors Affecting Policymakers

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School Board Policy Project
Aligning Policies for Student Health and Achievement 2003
A Nutrition Policy Workshop Evaluation

INTRODUCTION

The primary purpose of this project is to reduce cancer risk through the accomplishment of a health social marketing plan targeted at school policymakers. The project was undertaken through a collaboration between California Project LEAN (Leaders Encouraging Activity and Nutrition) (CPL), ten California communities, the California School Boards Association (CSBA), and the University of South Florida (USF), College of Public Health. All members formed the Community Research Collaborative. These members have a strong history of conducting community-based health communications research.

The broad, long-term goals of the project include (1) determining policymakers' attitudes, perceptions, and motivations related to the enactment of policies that support healthy eating in high schools; (2) mitigating barriers to the adoption of school policies that support healthy eating; and ultimately, (3) reducing the prevalence of prostate, endometrial, and ovarian cancers through the mediation of dietary risk factors.

To facilitate achieving the project's research objectives and overall goals, the following have taken place:

- 1) A comprehensive literature review of schools, policies, and nutrition (McCormack Brown and Pitt, 2001)
- 2) Formative research including key informant interviews (McCormack Brown, Henry, and Pitt, 2001)
- 3) A stratified random survey of California school board members and school superintendents (McCormack Brown, Atkintobi, and Pitt, 2001)
- 4) The development of a social marketing plan (McCormack Brown, Lindenberger, and Berends, 2002)
- 5) Testing of communication concepts (Lindenberger, Calvo, and McCormack Brown, 2002)
- 6) Development of the *Healthy Food Policy Resource Guide* and collateral materials (Gonzalez, Berends, Agron, Voss, et al., 2003)
- 7) Key informant interviews with school board members on the usability of the *Healthy Food Policy Resource Guide* (McCormack Brown, 2003)
- 8) Implementation of the social marketing plan including articles and advertisements in school board publications and nutrition policy workshops for school board members.

Nutrition policy workshops were developed jointly and sponsored by CPL and CSBA. The content of the workshops was based on feedback received from school board members at the 2002 CSBA Annual Convention as well as comments from school board members interviewed as part of a review of the *Healthy Food Policy Resource Guide* (#7 above).

This report discusses the evaluation responses of attendees at these nutrition policy workshops. Three workshops were held at strategic locations throughout the state and one workshop was held at the California School Boards Association (CSBA) Annual Conference.

METHODS

Three regional workshops entitled *Aligning Policies for Student Health and Achievement 2003*, were held during November 2003, in the cities of Sacramento (11/1/03), Downey (11/8/03), and Visalia (11/15/03). School board members and school superintendents were the target audience for participation in these workshops. Participants were recruited via emails from the California School Boards Association (CSBA), a CSBA brochure (Appendix A), the CSBA website, and a CSBA electronic newsletter. Additionally, local grass roots marketing efforts included emails, mailings, and personal invitations. Attendees were charged a fee of \$79 if they were CSBA members or \$99 for non-members, and received a copy of the *Healthy Food Policy Resource Guide*, CPL's *Playing the Policy Game*, lunch, and refreshments.

Each workshop lasted approximately five hours and covered the following topics.

- The Link Among Nutrition, Physical Activity, and Learning
- The Obesity Epidemic
- Making Policies Work
- The Board's Role in Community Relations
- The Role of the Advisory Committee
- The Board's Role in Policy Development
- Policy Development Process/Worksheet
- Sample Policies

A copy of the agenda and power point presentation used can be found in Appendix B. Attendees were asked to complete a brief workshop evaluation at the end of each workshop (Appendix C).

A one-hour version of the workshop was also presented at CSBA's Annual Conference on December 12, 2003, in San Diego. Participants registered at the conference chose this workshop from several simultaneous workshops offered. A promotional flyer was included in conference packets and given away at the CPL exhibit booth. Additional promotions included CSBA's newsletter. A copy of the power point presentation used can be found in Appendix D. Attendees were asked to complete a brief workshop evaluation at the end of each session (Appendix E).

RESULTS

Evaluation results will be reported separately for the regional workshops and the CSBA Annual Conference workshop.

Regional Workshops

Graphs of combined regional workshop responses by job category are included in Appendix F. These graphs display results also detailed within this report in Tables 6-19.

The number of workshop attendees and evaluations collected are detailed in Table 1 below. The Downey workshop had the highest attendance, while the Visalia workshop had the highest percentage of attendees complete an evaluation. The overall response rate for all three workshops combined was 40 percent.

Table 1
Regional Workshop Attendance and Evaluation Response Rates

Location	Number of Attendees	Number of Evaluations Completed	Response Rate
Sacramento	36	10	28%
Downey	45	14	31%
Visalia	14	13	93%
Total	95	37	40%

Prepared by California Department of Health Services

Table 2 details the job categories of all workshop attendees based on the list of individuals who signed up for the workshops. For all workshops combined, the majority of attendees were from food service (36%), followed by school board members (30%).

Table 2
Job Category of Attendee
All Regional Workshops

Job Category of Attendee	Number	Percent
Food Service	34	36%
School Board Member	28	30%
Superintendent	4	4%
Assistant Superintendent	3	3%
Principal	1	1%
Other	25	26%
Total	95	100%

Prepared by California Department of Health Services

Table 3 displays the job category of workshop attendees who completed an evaluation. For each workshop, 50 percent of those who completed an evaluation worked in food service. Overall, 27.8 percent combined categorized themselves as school board members or superintendents and 19 percent of the respondents categorized themselves as "other." Reported other job categories include one each from the following: local Project LEAN staff, Education Consultant, Health Educator, Health Services Coordinator, Lead Health Teacher/Nutrition Network Director, Nutritionist, and Program Coordinator.

Table 3
Job Category of Attendees Who Completed Evaluations
By Workshop Location

		Job Category of Respondent					Total	
		School Board Member	Superintendent	Assistant Superintendent	Food Service	Other		
Date/Location of workshop	11/01/03 Sacramento	Count	3	1	0	5	1	10
		% within this workshop	30.0%	10.0%	0%	50.0%	10.0%	100.0%
	11/08/03 Downey	Count	2	1	0	7	4	14
		% within this workshop	14.3%	7.1%	0%	50.0%	28.6%	100.0%
	11/15/03 Visalia	Count	3	0	1	6	2	12*
		% within this workshop	25.0%	0%	8.3%	50.0%	16.7%	100.0%
Total for all Workshops Combined		Count	8	2	1	18	7	36
		% within all workshops combined	22.2%	5.6%	2.8%	50.0%	19.4%	100.0%

*One respondent did not indicate his or her job category.

Prepared by California Department of Health Services

Workshop attendees were asked whether the information presented was “compelling enough” to spur action on their part, and the overwhelming response was positive. All respondents to this question indicated that they “plan to bring the issue of nutrition policy up for discussion at a school board meeting,” as well as “plan to assess their school environment and recommend changes.” Slightly less (92.6%), responded that they “plan to suggest that a fellow school board member attend a training.” Of the two “no” responses to this last question, one was from a school board member and one was from someone in the “other” job category.

In response to the question “If you do not plan on taking the above actions, what additional information would you need in order to take action?,” six comments were received and are listed in Table 4 along with the job category of the respondent.

Table 4
Q2 “If you do not plan on taking the above actions,
what additional information would you need in order to take action?”
All Regional Workshops

Comment	Job Category
Any information -- success stories from other school districts are very helpful.	Food Service
I plan to help organize an advisory board for our district. I need to get additional information together.	Food Service
Will get book Maureen recommended "Framework on Poverty" to promote book in classroom.	Food Service
I need to study some sample board policies then I will know more.	School Board Member
I will contact some sources I got today.	School Board Member
I would figure out why school board members in the Central Valley (Tulare, Fresno) counties aren't as concerned as larger communities in CA.	Other

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Attendees were next asked to rate how “helpful they found the agenda topics or activities in raising their awareness of issues that should be considered when discussing the implementation of nutrition-related policy with their school board and district staff” on a scale from 1 (not at all helpful) to 5 (extremely helpful.) Responses are detailed in the following tables and are reported by job category, as well as for all responses combined.

Table 5
Mean Rating of Helpfulness of Workshop Topics/Activities
Scale Range from Not at all Helpful (1) to Extremely Helpful (5)
All Regional Workshops

	Link among nutrition, physical activity, and learning	Obesity Epidemic	Making Policies Work	Board's Role in Community Relations	Role of Advisory Committee	Board's Role in Policy Development	Policy Development Process /Worksheet	Sample Policies	Break Out Session
Mean	4.26	4.38	4.27	4.31	4.39	4.56	4.47	4.63	4.44
Median	5.00	5.00	4.00	4.00	4.50	5.00	5.00	5.00	5.00

Prepared by California Department of Health Services

The average rating for all workshop topics was highly favorable (Table 5), with six of the nine topics receiving a median response of 5 (extremely helpful).

The “link among nutrition, physical activity, and learning” (Table 6), was rated “extremely helpful” by respondents in food service (64.7%), and the “other” job category (57.1%). In contrast, 28.6 percent of school board members and 28.6 percent of those in the “other” job category rated this topic fairly helpful or less.

Table 6
Q3-A Link Among Nutrition, Physical Activity, and Learning
By Job Category

			Rating on Scale Ranging from Not at all Helpful (1) to Extremely Helpful (5)				Total
			2	Fairly Helpful - 3	4	Extremely Helpful - 5	
Job Category	School Board Member	Count	1	1	3	2	7
		% within this Job Category	14.3%	14.3%	42.9%	28.6%	100.0%
	Superintendent	Count	0	1	1	0	2
		% within this Job Category	0%	50.0%	50.0%	0%	100.0%
	Assistant Superintendent	Count	0	0	1	0	1
		% within this Job Category	0%	0%	100.0%	0%	100.0%
	Food Services	Count	0	2	4	11	17
		% within this Job Category	0%	11.8%	23.5%	64.7%	100.0%
	Other	Count	1	1	1	4	7
		% within this Job Category	14.3%	14.3%	14.3%	57.1%	100.0%
	Total	Count	2	5	10	17	34
		% within All Responses Combined	5.9%	14.7%	29.4%	50.0%	100.0%

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The “obesity epidemic” topic (Table 7), was reported to be extremely helpful by 75 percent of school board member respondents, with 44.4 percent of food service respondents and 57.1 percent of “other” job category respondents agreeing with their assessment.

Table 7
Q3-B Obesity Epidemic
By Job Category

			Rating on Scale Ranging from Not at all Helpful (1) to Extremely Helpful (5)				Total
			2	Fairly Helpful - 3	4	Extremely Helpful - 5	
Job Category	School Board Member	Count	0	0	2	6	8
		% within this Job Category	0%	0%	25.0%	75.0%	100.0%
	Superintendent	Count	0	0	1	1	2
		% within this Job Category	0%	0%	50.0%	50.0%	100.0%
	Assistant Superintendent	Count	0	0	1	0	1
		% within this Job Category	0%	0%	100.0%	0%	100.0%
	Food Services	Count	0	2	8	8	18
		% within this Job Category	0%	11.1%	44.4%	44.4%	100.0%
	Other	Count	1	1	1	4	7
		% within this Job Category	14.3%	14.3%	14.3%	57.1%	100.0%
	Total	Count	1	3	13	19	36
		% within All Responses Combined	2.8%	8.3%	36.1%	52.8%	100.0%

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Almost one-half of the combined respondents reported that the topic “making policies work” was extremely helpful (Table 8), including the majority of school board members (50%) and those in the “other” job category (71.4%). Food service respondents were split between rating this topic fairly helpful (22.2%), extremely helpful (38.9%) or in between (38.9%).

Table 8
Q3-C Making Policies Work
By Job Category

			Rating on Scale Ranging from Not at all Helpful (1) to Extremely Helpful (5)			Total
			Fairly Helpful - 3	4	Extremely Helpful - 5	
Job Category	School Board Member	Count	0	4	4	8
		% within this Job Category	0%	50.0%	50.0%	100.0%
	Superintendent	Count	1	1	0	2
		% within this Job Category	50.0%	50.0%	0%	100.0%
	Assistant Superintendent	Count	0	1	0	1
		% within this Job Category	0%	100.0%	0%	100.0%
	Food Services	Count	4	7	7	18
		% within this Job Category	22.2%	38.9%	38.9%	100.0%
	Other	Count	0	2	5	7
		% within this Job Category	0%	28.6%	71.4%	100.0%
Total		Count	5	15	16	36
		% within All Responses Combined	13.9%	41.7%	44.4%	100.0%

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Table 9 details responses to the topic “board’s role in community relations.” The majority of all respondents rated this topic extremely helpful (50%), with school board members (71.4%), and respondents in the “other” job category (85.7%), agreeing with this assessment. Food service respondents were split between rating this topic fairly helpful (23.5%), extremely helpful (35.3%) or in between (41.2%).

Table 9
Q3-D Board's Role in Community Relations
By Job Category

			Rating on Scale Ranging from Not at all Helpful (1) to Extremely Helpful (5)			Total
			Fairly Helpful - 3	4	Extremely Helpful - 5	
Job Category	School Board Member	Count	0	2	5	7
		% within this Job Category	0%	28.6%	71.4%	100.0%
	Superintendent	Count	1	1	0	2
		% within this Job Category	50.0%	50.0%	0%	100.0%
	Assistant Superintendent	Count	0	1	0	1
		% within this Job Category	0%	100.0%	0%	100.0%
	Food Services	Count	4	7	6	17
		% within this Job Category	23.5%	41.2%	35.3%	100.0%
	Other	Count	1	0	6	7
		% within this Job Category	14.3%	0%	85.7%	100.0%
Total		Count	6	11	17	34
		% within All Responses Combined	17.6%	32.4%	50.0%	100.0%

Prepared by California Department of Health Services

When evaluating the “role of advisory committee” (Table 10), there was a significant difference in the distribution of responses by job category (Chi Square=25.876, df=8, p=.001). School board members rated this topic 4 or 5 (100%), superintendents rated it 3 (100%), food service respondents reported mixed ratings with the majority rating it 4 or 5 (88.3%), and those in the “other” job category rated it 5 (100%).

Table 10
Q3-E Role of Advisory Committee
By Job Category

			Rating on Scale Ranging from Not at all Helpful (1) to Extremely Helpful (5)			Total
			Fairly Helpful - 3	4	Extremely Helpful - 5	
Job Category	School Board Member	Count	0	4	4	8
		% within this Job Category	0%	50.0%	50.0%	100.0%
	Superintendent	Count	2	0	0	2
		% within this Job Category	100.0%	0%	0%	100.0%
	Assistant Superintendent	Count	0	1	0	1
		% within this Job Category	0%	100.0%	0%	100.0%
	Food Services	Count	2	8	7	17
		% within this Job Category	11.8%	47.1%	41.2%	100.0%
	Other	Count	0	0	7	7
		% within this Job Category	0%	0%	100.0%	100.0%
Total		Count	4	13	18	35
		% within All Responses Combined	11.4%	37.1%	51.4%	100.0%

Chi Square=25.876, df=8, p=.001

Prepared by California Department of Health Services

Ratings of the helpfulness of the topic “board’s role in policy development” (Table 11) were also significantly different among respondents from the different job categories (Chi Square=26.154, df=8, p=.001).

Table 11
Q3-F Board's Role in Policy Development
By Job Category

		Rating on Scale Ranging from Not at all Helpful (1) to Extremely Helpful (5)			Total	
		Fairly Helpful - 3	4	Extremely Helpful - 5		
Job Category	School Board Member	Count	0	2	6	8
		% within this Job Category	0%	25.0%	75.0%	100.0%
	Superintendent	Count	1	1	0	2
		% within this Job Category	50.0%	50.0%	0%	100.0%
	Assistant Superintendent	Count	0	1	0	1
		% within this Job Category	0%	100.0%	0%	100.0%
	Food Services	Count	0	9	8	17
		% within this Job Category	0%	52.9%	47.1%	100.0%
	Other	Count	0	0	7	7
		% within this Job Category	0%	0%	100.0%	100.0%
Total	Count	1	13	21	35	
	% within All Responses Combined	2.9%	37.1%	60.0%	100.0%	

Chi Square=26.154, df=8, p=.001

Prepared by California Department of Health Services

Ratings on the helpfulness of “policy development process/worksheet” were highest among school board members, and the majority of food service respondents and respondents in the “other” category (Table 12).

Table 12
Q3-G Policy Development Process/Worksheet
By Job Category

		Rating on Scale Ranging from Not at all Helpful (1) to Extremely Helpful (5)			Total	
		Fairly Helpful - 3	4	Extremely Helpful - 5		
Job Category	School Board Member	Count	0	4	4	8
		% within this Job Category	0%	50.0%	50.0%	100.0%
	Superintendent	Count	0	1	0	1
		% within this Job Category	0%	100.0%	0%	100.0%
	Assistant Superintendent	Count	0	0	1	1
		% within this Job Category	0%	0%	100.0%	100.0%
	Food Services	Count	2	5	9	16
		% within this Job Category	12.5%	31.3%	56.3%	100.0%
	Other	Count	1	1	5	7
		% within this Job Category	14.3%	14.3%	71.4%	100.0%
Total	Count	3	11	19	33	
	% within All Responses Combined	9.1%	33.3%	57.6%	100.0%	

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The sample policies section of the workshop received high ratings from the majority of respondents (Table 13), with one school board member (12.5%) and one food service respondent (5.9%) rating it as “fairly helpful.”

Table 13
Q3-H Sample Policies
By Job Category

		Rating on Scale Ranging from Not at all Helpful (1) to Extremely Helpful (5)			Total	
		Fairly Helpful - 3	4	Extremely Helpful - 5		
Job Category	School Board Member	Count	1	3	4	8
		% within this Job Category	12.5%	37.5%	50.0%	100.0%
	Superintendent	Count	0	1	0	1
		% within this Job Category	0%	100.0%	0%	100.0%
	Assistant Superintendent	Count	0	0	1	1
		% within this Job Category	0%	0%	100.0%	100.0%
	Food Services	Count	1	3	13	17
		% within this Job Category	5.9%	17.6%	76.5%	100.0%
	Other	Count	0	1	6	7
		% within this Job Category	0%	14.3%	85.7%	100.0%
Total	Count	2	8	24	34	
	% within All Responses Combined	5.9%	23.5%	70.6%	100.0%	

Prepared by California Department of Health Services

The break out session received the lowest ratings of all topics covered during the workshops with 11.5 percent of respondents reporting its helpfulness as 3 or less. Still, over 57 percent of the regional workshop respondents rated this topic “extremely helpful.”

Table 14
Q3-I Break Out Session
By Job Category

			Rating on Scale Ranging from Not at all Helpful (1) to Extremely Helpful (5)				Total
			2	Fairly Helpful - 3	4	Extremely Helpful - 5	
Job Category	School Board Member	Count	1	0	2	4	7
		% within this Job Category	14.3%	0%	28.6%	57.1%	100.0%
	Superintendent	Count	0	0	1	0	1
		% within this Job Category	0%	0%	100.0%	0%	100.0%
	Food Services	Count	0	1	4	8	13
		% within this Job Category	0%	7.7%	30.8%	61.5%	100.0%
	Other	Count	0	1	1	3	5
		% within this Job Category	0%	20.0%	20.0%	60.0%	100.0%
	Total	Count	1	2	8	15	26
		% within All Responses Combined	3.8%	7.7%	30.8%	57.7%	100.0%

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Table 15 details the mean and median responses of workshop attendees when asked to rate how much they agreed with each of the listed statements on a scale from 1 (strongly disagree) to 5 (strongly agree.) Overall, respondents “strongly agreed” with each statement, rating successful case studies (3.68), slightly higher than useful tools (3.59), and information about current regulations (3.43).

Table 15
Q4 “After attending this workshop I feel I have...”
Scale Range from Strongly Disagree (1) to Strongly Agree (4)
All Regional Workshops

	Came away with successful case studies on how to offer healthier foods and beverages without having to sacrifice the bottom line	Came away with information about current federal and state regulations and how to apply them to my school	Came away with useful tools and resources for assessing my own school environment and recommending policy solutions
Mean	3.68	3.43	3.59
Median	4.00	3.00	4.00

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Tables 16, 17, and 18 show the distribution of responses to these three questions by job category.

Table 16
 Q4-A Came away with successful case studies on how to offer
 healthier foods and beverages without having to sacrifice the bottom line
 All Regional Workshops

			Scale Range from Strongly Disagree (1) to Strongly Agree (4)		Total
			Agree - 3	Strongly Agree - 4	
Job Category	School Board Member	Count	1	7	8
		% within this Job Category	12.5%	87.5%	100.0%
	Superintendent	Count	1	1	2
		% within this Job Category	50.0%	50.0%	100.0%
	Assistant Superintendent	Count	1	0	1
		% within this Job Category	100.0%	0%	100.0%
	Food Services	Count	8	10	18
		% within this Job Category	44.4%	55.6%	100.0%
	Other	Count	1	6	7
		% within this Job Category	14.3%	85.7%	100.0%
	Total	Count	12	24	36
		% within All Attendees Combined	33.3%	66.7%	100.0%

Prepared by California Department of Health Services

Table 17
 Q4-B Came away with information about current federal and state regulations
 and how to apply them to my school
 All Regional Workshops

			Scale Range from Strongly Disagree (1) to Strongly Agree (4)		Total
			Agree - 3	Strongly Agree - 4	
Job Category	School Board Member	Count	4	4	8
		% within this Job Category	50.0%	50.0%	100.0%
	Superintendent	Count	1	1	2
		% within this Job Category	50.0%	50.0%	100.0%
	Assistant Superintendent	Count	1	0	1
		% within this Job Category	100.0%	0%	100.0%
	Food Services	Count	11	7	18
% within this Job Category		61.1%	38.9%	100.0%	
Other	Count	3	4	7	
	% within this Job Category	42.9%	57.1%	100.0%	
Total		Count	20	16	36
		% within All Attendees Combined	55.6%	44.4%	100.0%

Prepared by California Department of Health Services

Table 18
 Q4-C Came away with useful tools and resources for assessing my own school
 environment and recommending policy solutions
 All Regional Workshops

			Scale Range from Strongly Disagree (1) to Strongly Agree (4)		Total
			Agree - 3	Strongly Agree - 4	
Job Category	School Board Member	Count	2	6	8
		% within this Job Category	25.0%	75.0%	100.0%
	Superintendent	Count	1	1	2
		% within this Job Category	50.0%	50.0%	100.0%
	Assistant Superintendent	Count	1	0	1
		% within this Job Category	100.0%	.0%	100.0%
	Food Services	Count	7	11	18
% within this Job Category		38.9%	61.1%	100.0%	
Other	Count	3	4	7	
	% within this Job Category	42.9%	57.1%	100.0%	
Total		Count	14	22	36
		% within All Responses Combined	38.9%	61.1%	100.0%

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The final question asked workshop attendees to report how they learned about the workshops (Table 19). The majority of respondents indicated that they learned about the workshops via the CSBA brochure (51%), with food service respondents split between the CSBA email (33%), and CSBA brochure (39%).

Table 19
Q5 “How did you learn about this workshop?”
By Job Category

		Responses			Total	
		CSBA email	CSBA brochure	Other		
Job Category	School Board Member	Count	0	8	0	8
		% within this Job Category	0%	100.0%	0%	100.0%
	Superintendent	Count	2	0	0	2
		% within this Job Category	100.0%	0%	0%	100.0%
	Assistant Superintendent	Count	0	1	0	1
		% within this Job Category	0%	100.0%	0%	100.0%
	Food Services	Count	6	7	5	18
		% within this Job Category	33.3%	38.9%	27.8%	100.0%
	Other	Count	1	2	3	6
		% within this Job Category	16.7%	33.3%	50.0%	100.0%
	Total	Count	9	18	8	35
		% within All Responses Combined	25.7%	51.4%	22.9%	100.0%

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Of those who indicated that they learned about the workshop in some other way the responses were:

- Both the website and electronic newsletter (1)
- California Project LEAN (1)
- Email from 5-a-Day Jackie (1)
- From Assistant Superintendent’s office (1)
- Superintendent (2)
- Network grant and district administrator (1)
- Personal contact (1)
- Via letter (1)

CSBA Annual Conference

This one hour presentation was attended by 30 people, of which five school board members completed an evaluation form, a 16.6 percent response rate. The following topics were presented:

- The Link Among Nutrition, Physical Activity, and Learning
- The Obesity Epidemic
- Policy Development Process/Worksheet
- Making Policies Work
- Sample Policies
- Break Out Session

All five respondents indicated that they “plan to bring up the issue of nutrition for discussion at school board meetings.” Four of the five (80%), indicated that they “plan to assess their school environment and recommend changes.” Two of the five (40%), “plan to suggest that a fellow school board member attend a training.”

When asked to rate the helpfulness of the workshop topics and activities, all topics received a high mean rating. The highest rated topic was “policy development process/worksheet” (4.75), followed by the “link among nutrition, physical activity, and learning” (4.67), and “sample policies” (4.67).

Table 20
Mean Rating of Helpfulness of Workshop Topics/Activities
Mean Responses on Scale from Extremely Helpful (5) to Not at all Helpful (1)
All Responses Combined

Topic/Activity	Mean Response
The Link Among Nutrition, Physical Activity, and Learning	4.67
The Obesity Epidemic	4.25
Policy Development Process/Worksheet	4.75
Making Policies Work	4.25
Sample Policies	4.67
Break Out Session	4.00

Prepared by California Department of Health Services

All respondents reported strong agreement with the following statements (Table 21), with “useful tools and resources for assessing” the school environment receiving the highest mean rating (3.80).

Table 21
 “After attending this workshop I feel I have come away with...”
 Mean Responses on Scale from Strongly Agree (4) to Strongly Disagree (1)
 All Responses Combined

Item	Mean Response
Successful case studies on how to offer healthier foods and beverages	3.50
Information about current federal and state regulations and how to apply them to my school	3.60
Useful tools and resources for assessing my own school environment and recommending policy solutions	3.80

Prepared by California Department of Health Services

CSBA convention respondents indicated that they learned about the workshop in the following ways.

- CSBA Convention program (1)
- Flyer promoting workshop (1)
- Promoted at another CSBA conference workshop (1)
- Checked convention program, flyer and other due to interest in the subject matter (1)
- Campaigned on the issue of healthy foods (1)

DISCUSSION

The number of evaluation responses reflects the assessments of 40 percent of those who attended the three regional workshops and 16.6 percent of those who attended the workshop at the CSBA Annual Conference. These response rates should be kept in mind when discussing the results and trying to generalize the findings to the larger audience. Additionally, only three responses were received from superintendents and assistance superintendents combined, therefore results for these job categories have not been addressed in any detail.

Overall, respondents from both the regional workshops and the CSBA Annual Conference reported positive assessments of their workshop experience. While all the workshops were geared to school board members, respondents from food service and the “other” job category generally agreed with school board members’ positive assessments of the usefulness of the workshop topics.

People in the food service job category were not specifically targeted for workshop participation, yet made up 36 percent of all regional workshop attendees. The participation of food service staff in these workshops should be viewed as positive since their evaluations were just as favorable as those of school board members. Food service respondents indicated that they are actively looking for success stories from other school districts, as well as taking part in organizing a district advisory board. Since they have not been the direct target of this intervention it is not surprising that food service respondents rated some topics as more helpful than did school board members.

One difference is their rating of the topic covering the link between nutrition, physical activity, and learning, where 28.6 percent of school board members and 64.7 percent of food service respondents rated the topic “extremely helpful.” One possible explanation for this difference is that the campaign message has been directed at school board members, including scientific research about health, nutrition, physical activity and learning, therefore they didn’t find the topic as useful since they already knew about it, compared to food service respondents to whom the campaign messages have not be targeted.

Another difference between these two groups can be seen from their ratings on whether they came away with successful case studies on how to offer healthier foods and beverages without having to sacrifice the bottom line, with 87.5 percent of school board members and 55.6 percent of food service respondents “strongly agreeing” with this statement. One interpretation of this difference is that food service respondents feel they already know how to run operations since this is their main job, or it could indicate that they didn’t feel that the case studies presented were good examples of ways to not lose money selling healthy foods. Another possible interpretation is that food service respondents don’t feel that any of the case studies will work for them, which has been expressed anecdotally throughout the campaign.

A chi square analysis was run on the distribution of responses by job category for all questions. A significant difference was found on the topics “role of the advisory committee” and “boards role in policy development.” The range of differences in these responses is from a 3, fairly helpful, to a 5, extremely helpful; so, while this distribution is statistically different, all responses were nonetheless positive. In both cases the main difference in responses appears to be between school board member and food service respondents.

The “role of the advisory committee” was rated a 4 or 5 by 100 percent of school board respondents and 88.3 percent of food service respondents. This same topic was rated a 3 by 11.8 percent of food service respondents. Perhaps this is due to food service respondents not seeing themselves as having a role in advisory committees or not seeing this role as important. For the “board’s role in policy development” it is more difficult to try and discuss the significance of the distribution of responses as both school board members and food service respondents rated the topic either a 4 or 5.

Evaluation responses from the one hour workshop at the CSBA Annual Conference are too small to draw many conclusions other than the five respondents rated all aspects of the workshop positively. The only responses that stand out from the others is only 2 of

the 5 respondents (40%) plan to suggest that a fellow school board member attend a training.

To further determine the effect of workshop attendance on nutrition policies being addressed at school board meetings, follow-up interviews will be conducted with a selection of workshops attendees. During these interviews workshops attendees will be asked whether they have made progress toward bringing the issue forward or establishing policies and why or why not they have been successful.