

Evaluation Report Brief

National Kidney Foundation of Michigan: Project for Early Childhood Health

What is the community challenge?

Obesity is one of the most pressing health issues in our society. A recent study in Detroit found that 48 percent of children were overweight or obese and most families are not taking steps toward becoming healthy. Low-income and racial minority communities are at greatest risk.

What is the promising solution?

PEACH programs were developed out of recognition that physical activity and food choices are affected at multiple levels from societal norms to individual choices and behaviors. PEACH programs provide nutrition education messages of increased healthy food consumption and physical activity to children and families in low-income, vulnerable communities.

Program At-a-Glance

CNCS Program: Social Innovation Fund

Intervention: Project for Early Childhood Health (PEACH) Programs

Subgrantee: National Kidney Foundation of Michigan (NKFM)

Grantee: United Way for Southeastern Michigan (UWSEM)

Focus Area(s): Healthy Futures

Focus Population(s): Children Ages 3-5

Communities Served: Southeast Michigan

What was the purpose of evaluation?

The evaluation of NKFM's PEACH programs by Dr. Ken Resnicow and Dr. Nanhua Zang began in 2011 and finished reporting in 2017. The evaluation included an implementation evaluation focused on the satisfaction and fidelity of all four programs that make up PEACH: Regie's Rainbow Adventure® (RRA), Healthy Families Start with You (HFSY), Nutrition And Physical activity Self-Assessment for Child Care (NAP SACC), and the Media Toolkit (MTK). The evaluation included a pre/post matched comparison analysis of the impact of the Regie's Rainbow Adventure® (RRA) program, which provided nutrition and physical activity education to 11,227 children ages 3-5 in early education centers across Michigan. The two main research questions for the impact evaluation were: 1) will children who participate in RRA have significantly higher fruit and vegetable consumption? and, 2) will children who participate in RRA engage in more physical activity and less screen time? The impact evaluation included 4,845 children, split almost evenly between treatment and comparison groups.

What did the evaluation find?

As a subgrantee of UWSEM, NKFM engaged an independent evaluator to evaluate impact of the PEACH RRA program, specifically, and the implementation of all PEACH programs. The findings are as follows:

- The evaluation suggests that there was no overall impact of the RRA program on fruit and vegetable consumption (excluding juice), physical activity, or screen time.
- When fruit and vegetable consumption included drinking 100 percent fruit juice, results suggest the RRA intervention increased fruit consumption among children in low enrollment centers (70 or fewer children) but had little to no effect among children in high enrollment centers (71 or more children).

- The implementation evaluation suggests that the programs were implemented with fidelity. However, the implementation evaluation was negatively affected by low-response rates.

Notes on the evaluation

The final impact evaluation was an aggregate analysis of years 2-5. Though there was no overall impact of RRA on child health outcomes, point-in-time analyses revealed some promising results. For example, in year three, low range program effects were seen for the weekly total amount of physical activity. Low response rates from teachers prevented a dosage analysis.

How is NKFM using the evaluation findings to improve?

NKFM has reported continued support and partnership with the centers included in this evaluation. As a result, NKFM reported that they will continue to serve the families and communities associated with these centers through its programming, keeping a couple key points in mind:

1. NKFM reports that the unexpected outcome of differential findings based on the size of the center is an important finding to explore further.
2. The report emphasizes that research studies with Head Start populations are quite difficult given the many challenges these vulnerable families face, and careful consideration is necessary for collecting data from this population.

Evaluation At-a-Glance

Evaluation Design(s): Pre/Post matched comparison impact evaluation

Study Population: Children Ages 3-5 in Early Education Centers

(Independent) Evaluator(s): Dr. Ken Resnicow and Dr. Nanhua Zang

This Evaluation's Level of Evidence*: Preliminary

*SIF and AmeriCorps currently use different definitions of levels of evidence.

Regie's Rainbow Adventure®



The content of this brief was drawn from the full evaluation report submitted to CNCS by the grantee/subgrantee. The section of the brief that discusses evaluation use includes contribution of the grantee/subgrantee. All original content from the report is attributable to its authors.

To access the full evaluation report and learn more about CNCS, please visit <http://www.nationalservice.gov/research>.

The Social Innovation Fund (SIF), a program of the Corporation for National and Community Service (CNCS), combines public and private resources to grow the impact of innovative, community-based solutions that have compelling evidence of improving the lives of people in low-income communities throughout the U.S. The SIF invests in three priority areas: economic opportunity, healthy futures, and youth development.