



# California's Obesity Prevention Project

Building and connecting community assets to reduce obesity among low-income Californians

## Background

The California Department of Health Care Services and Institute for Population Health Improvement at the University of California Davis Health System are partnering to conduct an obesity prevention project to reduce the risk and prevalence of obesity and reduce projected health care costs among Medi-Cal members who are eligible for the Supplemental Nutrition Assistance Program-Education (SNAP-Ed). This project is funded by the United States Department of Agriculture SNAP-Ed, in partnership with the California Department of Social Services.

## Project

The project will include formative research, program planning and development, and a formal impact evaluation. The project commenced in October 2015.

### Year 1 - Formative Research

- Identify effective, evidence-based interventions that can be implemented widely with Medi-Cal members. This will include a comprehensive review of the literature.
- Conduct a minimum of 25 key informant interviews with thought leaders to identify effective obesity prevention approaches.
- Conduct 8 focus groups and 14 video ethnographies with SNAP-Ed eligible Medi-Cal members, as well as community leaders in northern, central, and southern California to identify obesity prevention approaches that would best meet the needs of their communities.
- Begin identifying potential pilot communities by assessing community capacity; programmatic, policy, systems, and environmental change readiness and practice; leadership; types of, and collaboration with, public, nonprofit and private partners; nutrition and physical activity profiles; and prevalence of obesity and overweight.

### Year 2 - Program Development

- Develop a logic model, program evaluation, and intervention plans.
- Develop and assemble pilot program and evaluation components.
- Develop draft evaluation instruments and methods to secure health data.

### Year 3 - Program Implementation

- Finalize study instruments, methodology, and all study logistics.
- Collect baseline data.
- Commence a quasi-experimental study with intervention and comparison communities; interventions will be conducted for 12 months.

### Years 4 & 5 - Program Evaluation, Analysis, and Recommendations

- Collect data at 6, 12, and 18 months.
- Analyze the data and produce a report of the findings.
- Provide recommendations for action.

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