

Member Survey for Raising Well

PURPOSE OF THE STUDY

This study will inform why members enroll, disenroll, or stay in the Raising Well pediatric obesity program. The initial research will determine the most efficient and effective methods for engaging members in this program.

SIGNIFICANCE

The Raising Well pediatric obesity program was initiated in 2015 and uses expert coaches via phone contact to deliver an educational intervention promoting lifestyle change (five fruits and vegetables per day, two hours screen time, one hour physical activity, zero sugar-sweetened beverages) to parents of overweight or obese children. In an effort to continually review and improve programs, the study aims to identify factors that improve implementation. The Raising Well program survey will help determine whether the Raising Well program is acceptable, feasible and sustainable by members of the health plans; if this a valuable approach; how engaged the participants are with the program (e.g., coaching); and if they are satisfied. The findings will be used to make modifications to the Raising Well program and help inform further interventions around childhood obesity. Enhanced implementation will help the program reach a greater number of families, leading to better health, and nutrition outcomes.

STUDY DESCRIPTION

Approximately 75 individuals will participate in an in-depth, one-on-one telephonic interview (approx. 18 or more members from 4 different health plans: NH Healthy Families, Home State Health, Louisiana Healthcare Connections, and Sunshine Health). Interviews are expected to last 20 minutes to allow for obtaining informed consent, answering questions, and collecting qualitative data. The staff will mail recruitment flyers to members who are 18 years and older that have a child 2-17 that is considered overweight or obese and who:

- ▶ Declined or did not participate in the Raising Well program
- ▶ Dropped out of the Raising Well program
- ▶ Are active in the program

Project staff will contact members by phone one week later to describe the purpose of the study, invite participation, and schedule a time for the interview if the member is unavailable at that time. Participants are given a \$25 gift card incentive for their time.

PRINCIPAL INVESTIGATOR AND SUPPORT STAFF

The study team includes Debra Haire-Joshu, Rachel Tabak, Cindy Schwarz, Kim Casey and Nishita Dsouza from Washington University in St. Louis; and Karyn Quinn, Pat Kristen, Angela Simmons and Blair Spector from Centene.

STUDY METRICS AND EXPECTED OUTCOMES

Qualitative, semi-structured interview data will be analyzed. The interviews and discussions will be recorded and the results transcribed. Two independent researchers will code the data using inductive and deductive coding. We will begin with a set of hypothesized themes and add themes as they emerge from the data. We expect to learn from this analysis what is working well in the program to engage members and what could be done to improve engagement. Hypothesized and emerging themes will inform the development or modifications to lifestyle intervention. A summary of the study results will be shared with participating health plans and other stakeholders at the conclusion of the study.