

# Verb Summer Scorecard: Changes Across Time in Physical Activity

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## Presentation Overview

- VSS overview
- Evaluation methods
- Sampling
- Results
- Primary Limitation

# VERB

## Summer Scorecard

## VERB Summer Scorecard

- Local level offshoot of national campaign

it's what you do.

- Obesity Prevention Coalition of Sarasota County
- Developed in Lexington, Kentucky

## Sarasota VSS Timeline

- 2003: Coalition organized
- Summer 2004: First implementation
- Summer 2005: Second implementation
- Summer 2006: Third implementation
- Summer 2007: Fourth Implementation

**Free Fun**  
Participate and get your Scorecard stamped!

**VERB Kick-Off Events**

**Beach Run** - May 31, at 5:30 pm at Siesta Beach on Siesta Key. Kids Beach Run starts at 6:30 pm. 361-9766

**Pre-Work, No School Team Events** - June 3, from 7 to 9:30 pm at Gilly Library in Sarasota. 941-553

**Fun Gym Center/Source House** - June 6, from 2 to 4:30 pm at South County YMCA. 492-7622

Boys & Girls Club of Sarasota: 366-7940

**Girls Life Basketball Team** - July 6, 8:15 to 9:00 at Lane Middle, Club in North Port

**JUNE**

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	A	B	C	D	E	F
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

**Deals**  
Do a VERB, get a stamp on your Scorecard

**Free Fun** - one free \$1.00 Army/Navy & Pharmacy. 684-7045

**Scorecard Stamps** - Bobby Jones Golf Center, Sarasota. 999-9991

**Score off books & music** - Economy Books & Dolphin Dive Center, Sar. 922-9401

**Show your Scorecard**  
to get a  
deal!

- \$10 off on soccer clinic. \$30 off on soccer camp. European Soccer Academy, Dunwoody. 889-9078
- \$10 off on golf (Friday before 3:00) - Evans King Golf & Arcade, Sarasota. 377-2399
- \$5 off on water/office tour, lesson or rental. \$30 per class for \$100.50. Adventure Day - Island Style Wind and Watersports, Sar. 954-1009
- \$10 off on massage. FunHatters, Sar. 929-9895
- Free auditing with enrollment - Lakewood Ranch Behavioral Academy, Sarasota. 727-9966

**VERB Summer Scorecard**


**Stamp for Free Fun!** - one free \$1.00 Army/Navy & Pharmacy. 684-7045

Agencies listed under "Deals" and "Free Fun" can stamp your Scorecard. Following 40 or more minutes of active fun, Parents can initial one of your squares each time you play an hour on up to 24 squares.

Fill all 24 squares and you're eligible for a prize at the VERB Grand Finale, August 13, from 9:00 to 11:00 am at Beach Lawn Park in Sarasota. See Rip side calendar for details.

Put one stamp or parent initial in each square.

1	2	3	4
5	6	7	8
9	10	11	12
13	14	15	16
17	18	19	20
21	22	23	24



### Key Program Components

- For *Tweens* (9 – 13 year olds)
- Free Events & Discounted activities
- To provide opportunities for tweens to be active & try new types of physical activity
- Community organization & vendor partnerships
- Tracking method & goal for tweens (scorecard)
- Positive Reinforcement
  - Attend an event = receive a sticker
  - Fill a scorecard = enter a prize drawing




### Local Promotional Efforts



- Scorecard distribution in public schools
- Advertising in community-based agencies
- Media:
  - Radio spots
  - PSA on School Announcements
  - Newspaper & Television Coverage
- Website
  - [www.verbsummerscorecard.com](http://www.verbsummerscorecard.com)





### Playing at Grand Finale

### Prizes for Everyone

### Clocking Speed

### Evaluation Methods

- The Youth Risk Behavior Survey (YRBS) was implemented in public middle schools in the years 2004 and 2007.
- A survey with modified YRBS questions was given in 2006. The students' physical activity levels and exposure to VSS was assessed.

### Demographics

		2004 (N=3428)	2006 (N=1976)	2007 (N=2051)
Grade	6 <sup>th</sup>	36%	49%	49%
	7 <sup>th</sup>	38%	43%	39%
	8 <sup>th</sup>	26%	9%	12%
Gender	Male	50%	49%	50%
	Female	50%	51%	50%

- ### Analysis Approach
- Cumulative logit models were employed to analyze the trend of physical activity in three groups of students: participants, refusers and the references groups.
  - The reference group are those students who have never heard of the VSS.
  - Provides odds ratios for activity levels of the participants and the refusers relative to the reference group

### Physical Activity by Year

		No	Low	Mod	High	Total
2004	N	1098	667	661	1002	3428
	%	32	19	19	29	
2006	N	331	389	594	662	1976
	%	17	20	30	34	
2007	N	333	393	479	846	2051
	%	16	19	23	41	

- ### Logit Results
- In 2006, the model suggests increases in the log odds ratios for the intervention group compared to the reference group in 2006 (p-value = .0032)
  - Participants were more likely to be active 2 days or more a week in 2006 relative to the reference group.

- ### Logit Results
- In 2007, students in the “intervention” group were consistently more likely to be active in every category compared with those in the reference group.
  - The students were 1.58 (p-value < .0001), 1.42 (p-value < .0001), and 1.36 (p-value < .0001), times as likely as those in the reference group for 2007 to exercise 2 days or more, 4 days or more, and 6-7 days, respectively.

- ### Conclusions
- VSS is a promising intervention
  - Increases physical activity over time
  - Number of students who participated even increased over time (272 – 540)
  - Has been implemented across the nation and should continue to spread (approximately 20 communities to date)



### Primary Limitation

- The analysis cannot provide insight to the causality for becoming physically active.



### Questions & Comments

