Introduction

In British Columbia (BC), approximately 26 percent of children aged two to 17 are overweight or obese.1

There is a growing body of evidence pointing to the benefits of family-based intervention programs for children who are departing from the healthy weight trajectory2.

A family-based intervention, MEND, was offered in BC across two phases (see Figure 1).

MEND is an efficacious, age-specific, family and community-based healthy weights intervention developed in the United Kingdom and offered in BC between 2013 and 2017.

MEND helps overweight children and their families adopt and maintain a healthy lifestyle and is one component of BC’s province-wide intervention programming for children above a healthy weight.

Background

Our aim was to evaluate the scale up and implementation of MEND 2013-2016 over two phases

Objective

There is consistent evidence of the program’s effectiveness – in terms of both positive physical and mental health outcomes – while children participated in programs. MEND 7-13 reached a broad demographic. Participant retention and satisfaction was high. Recruitment was an ongoing challenge.

Methods

The evaluation used multiple lines of evidence and both process and outcome evaluation practices. RE-AIM framed the evaluation; reach, effectiveness, adoption, implementation and maintenance were assessed. Qualitative and quantitative sources included physical measures, participant surveys, reports, MEND’s Operations Management and Monitoring System (OMMS) database, and stakeholder interviews.

Results

Our aim was to evaluate the scale up and implementation of MEND 2013-2016 over two phases

Conclusions

During the scale up period July 2014 to June 2016, MEND 7-13 broadened the reach and sustained the positive healthy lifestyle impacts observed during the Demonstration Project. There is consistent evidence of the program’s effectiveness – in terms of both positive physical and mental health outcomes – while children participated in programs. MEND 7-13 reached a broad demographic. Participant retention and satisfaction was high. Recruitment was an ongoing challenge.

Contact:
Joy Weismiller, MPA, PQDipCSc
joy@juniperconsulting.ca

References:
1. University of Victoria, Canada; 2. Childhood Obesity Foundation, Canada.