P40 (continued)

Objective: To create a culture of health by involving a wide array of community members in becoming active in making healthy lifestyle changes.

Target Audience: Existing community groups.

Theory, Prior Research, Rationale: Strength in Numbers! is based on the idea that friends and family have strong influences on health behaviors. The trans-theoretical model of behavior change was utilized.

Description: Monthly, a representative from each group attends a train the trainer meeting to receive a lesson plan. The representative also receives handouts that supplement the lesson for each group member. The handout contains information about topic of the month, room to record a personal goal, and to track progress. Additionally, it lists a health screening challenge of the month and free and low-cost nutrition and health activities in the community. An important part of the group meetings is that each person in each group sets a health goal and shares it with the group. Group members support each other in reaching goals.

Evaluation: Three hundred twenty seven people participated in the program. Pre (February, 2014) and post (January, 2015) surveys of health beliefs and habits were conducted. People who viewed their health as "excellent" or "very good" rose from 35% to 61%. People who reported living an overall healthy lifestyle increased from 45% to 63%. People who do not drink soda, sweet tea and other sugar-sweetened beverages rose from 33% to 53%. Collectively 81 health screenings were completed.

Conclusions and Implications: Results provide support that there is Strength in Numbers! The program continues.

Funding: Cerner Corporation.

P41 The Effectiveness of a Monthly Report Card as an Educational Tool for Hemo-Dialysis Patients

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Objective: To determine the effectiveness of monthly report as an educational tool for hemo-dialysis patients.

Target Audience: Hemo-dialysis patients and Health Care Professionals.

Theory, Prior Research, Rationale: Outpatient renal dietitians provide nutrition care for patients on hemo-dialysis. Based on the Academy of Nutrition and Dietetics and National Kidney Foundation 2014 Standards, professional performance is based on six domains of professionalism. Specifically, quality in practice, competence/accountability, provision of services and application of research are the domains particularly important in the management of End Stage Renal Disease (ESRD). Implementation of a monthly report card for hemo-dialysis patients is an example of how the standards of practice for quality improvement are used.

Description: Prospective Study.

Evaluation: A literature review was conducted to determine the effectiveness of a monthly report card as an educational tool for patients on hemo-dialysis.

Conclusions and Implications: To better serve patients, and health care professionals, a monthly report card is an important tool to educate, evaluate, ensure quality improvement and improve clinical outcomes among hemo dialysis patients.

Funding: None.

P42 Withdrawn

P43 Use of Word Clouds as a Novel Approach for Analysis and Presentation of Qualitative Data for Program Evaluation

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Objective: Utilization of word clouds as a research tool to analyze and present qualitative data and enhance program evaluation.

Target Audience: The data used are from process evaluation instruments taken by youth aged 9-11, their primary meal preparer (n=54 dyads), and leaders (n=15) of the iCook 4-H Program.

Theory, Prior Research, Rationale: Qualitative data provide useful information but can be difficult to present in interesting and easily interpreted ways. Word clouds have been in existence since 1992, but did not become well known and utilized until around 2006. Initially clouds were used to show website metadata for easier public understanding for what a website represented, but their potential usefulness in the research setting is a more recent occurrence.

Description: Word clouds can be used to analyze any qualitative data. They are images composed of text where the size of a word/ phrase represents its frequency. The first step to represent data as word clouds is to thematically code responses into a word/short phrase. Once coded, words are entered into a word cloud generator (e.g. wordle.net) where customizable images are created.

Evaluation: iCook 4-H developers used word clouds to visualize content in program materials and responses to process evaluation questions administered after each of 6 sessions. Participants and leaders were asked the most important aspects of sessions. Dyads described their family meals. Comparisons were made among word clouds.

Conclusions and Implications: Word clouds provide a novel and reader-friendly approach for analysis and presentation of qualitative data. They are useful for quality control to help ensure that the intent of the program is achieved.

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