

DETS Final Evaluation Report

EB Reference Number: 10-1002 NIDDK

Introduction

This final evaluation report summarizes DETS evaluation activity through October 2010. The DETS Project is part of a national effort to decrease the incidence and improve the care of type 2 diabetes among American Indian and Alaska Natives (AI/AN). The DETS Project is a K - 12 Curriculum that was developed using a multidisciplinary approach. The DETS Curriculum consists of units that incorporate National Science Education Standards, Inquiry-Learning (5E model), and AI/AN cultural and community knowledge.

The three goals of DETS relate to: 1) increasing American Indian and Alaska Native students understanding of health, diabetes, and maintaining life in balance; 2) increasing their understanding and application of scientific and community knowledge; and 3) increasing interest in science and health professions among American Indian and Alaska Native youth.

After the November 2008 national launch of DETS, a study was set up to evaluate the success of recruiting teachers to the DETS curriculum as well as the success of the distribution of the DETS curriculum materials. Using databases, DETS recruitment and distribution activity was tracked using zip codes of recruitment sites and shipping locations. This report summarizes these evaluation activities through October 2010.

Activity

For this November 2010 report four main areas are examined: 1) DETS recruitment activity; 2) Indian Health Service (IHS) order trend data; 3) geographic distribution of IHS orders and 4) correlation between recruitment effort and curriculum order activity. Data for this report came from two databases. The first database captured recruitment activity from each of the Tribal Colleges and Universities (TCUs) and Sister Sites (SSs). The second database came from IHS and tracked orders by city, state and zip code.

Table 1
Types of Recruitment Efforts

Individual Efforts	Group Efforts	Mass Efforts
Individual efforts would be one-on-one contacts with individuals. <ul style="list-style-type: none">• Phone call(s)• Email(s)• Letters(s)	Group efforts would be events where you reach many individuals and are able to collect contact information. <ul style="list-style-type: none">• School visit(s)• PD workshop• Small presentation	Mass efforts would be those efforts which have the potential for reaching a very large number of individuals, but without access to individual contact information. <ul style="list-style-type: none">• Media effort• Large presentation• Print ad

Figure 1 below illustrates the geographic correlation through October 2010 between IHS orders (blue pins) and recruitment efforts by the TCUs (red pins).

Figure 1
Recruitment Effort (blue) Correlated with IHS Orders (green) through October 2010

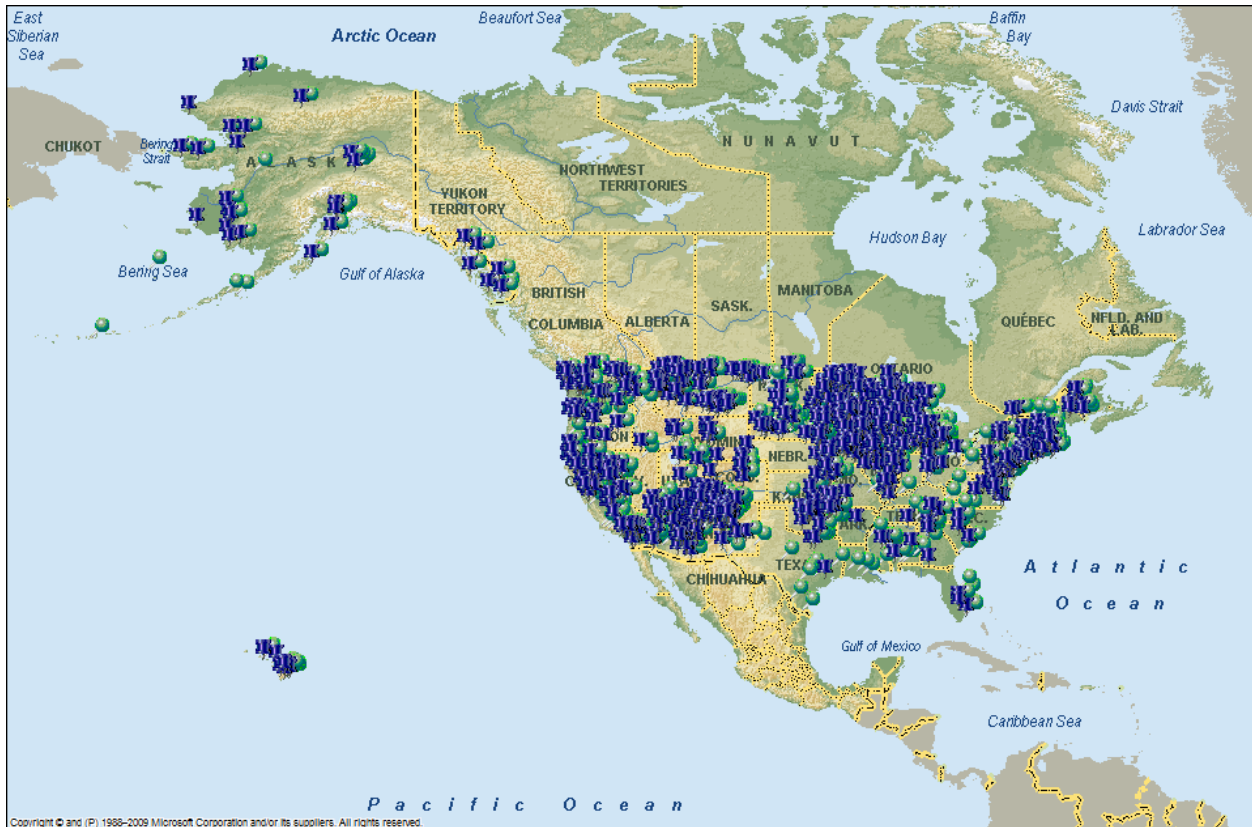
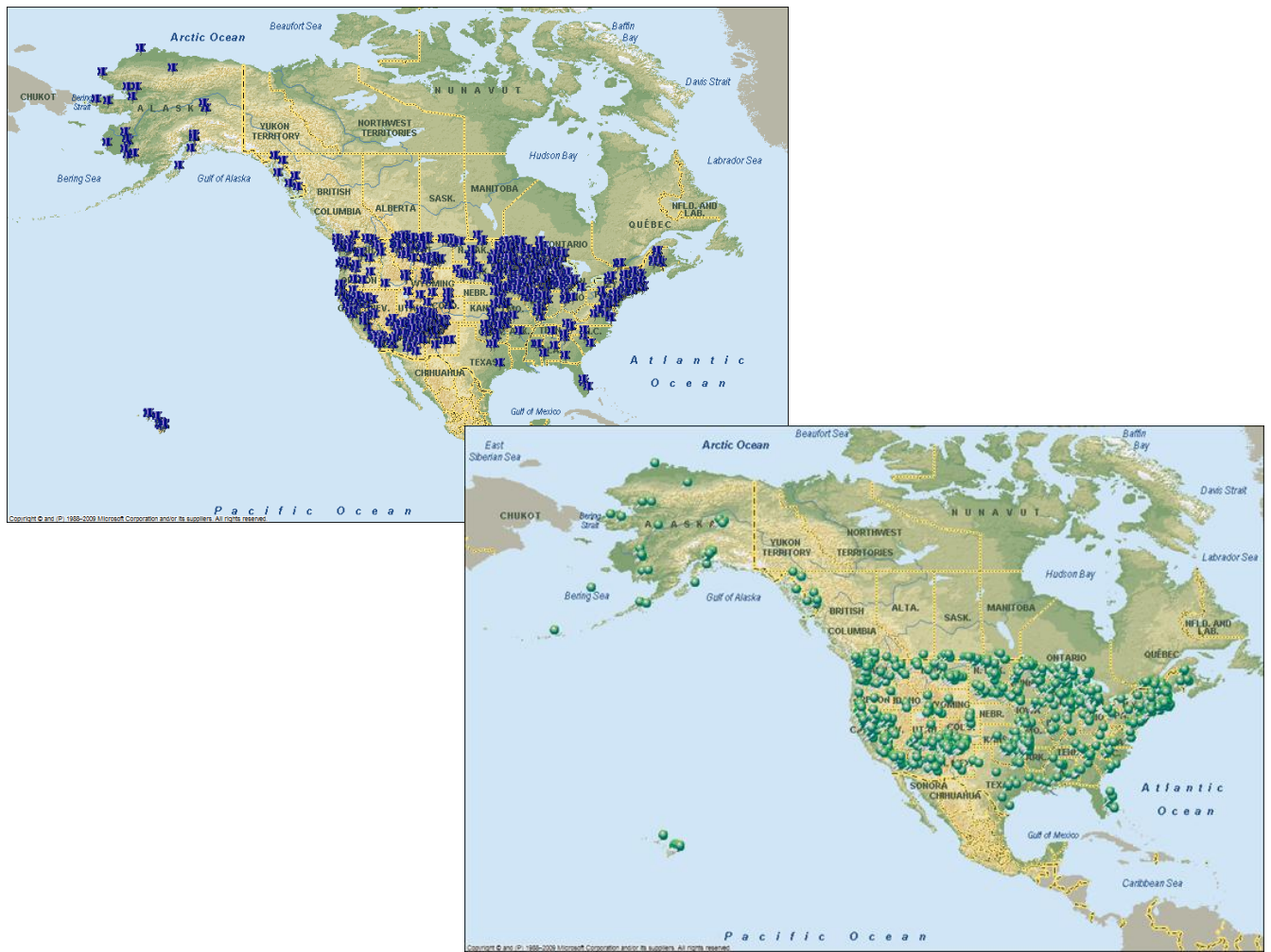


Figure 2 on the next page disaggregates the data in Figure 1 to more clearly illustrate the strong relationship between recruitment effort and orders.

Figure 2
 Disaggregated Recruitment Effort (blue) Correlated with IHS Orders (green) through October 2010



There are five main findings:

1. TCUs/SSs covered their assigned recruitment territories;
2. Some TCUs/SSs (i.e., CDF, KBOCC and SIPI) had national recruitment efforts;
3. If extent of recruiting is a measure of success, then these recruitment activities show promise: “small presentations”, “PD workshops”, and under “other”: “in person/conference”, “attending conferences and setting up exhibit tables at large festivals”;
4. 29% of the DETS print materials have been distributed;
5. There is a strong geographic correlation between recruitment effort and orders.

The second activity has been the continuous tracking of three types of data through the end of October 2010:

1. DETS recruitment data
2. IHS data
3. Teacher web survey data

Table 2 below provides a summary of this data.

Table 2
Summary of DETS Data Received in 2010

		Recruitment Data	IHS Data	Teacher Web Survey Data
Jan (1/15/10)	new	86	33	5
	totals	283	633	14
Feb (2/15/10)	new	7	57	0
	totals	290	690	14
Mar (3/15/10)	new	20	73	3
	totals	310	763	17
Apr (4/11/10)	new	14	46	5
	totals	324	809	22
May (5/20/10)	new	35	209	11
	totals	359	1018	33
June (6/4/10)	new	16	0	11
	totals	375	1018	44
July (7/9/10)	new	21	88	0
	totals	396	1106	44
Aug (8/13/10)	new	10	40	1
	totals	406	1146	45
Sept (9/9/10)	new	4	65	1
	totals	410	1211	46
Oct (10/12/10)	new	15	57	0
	totals	425	1268	46

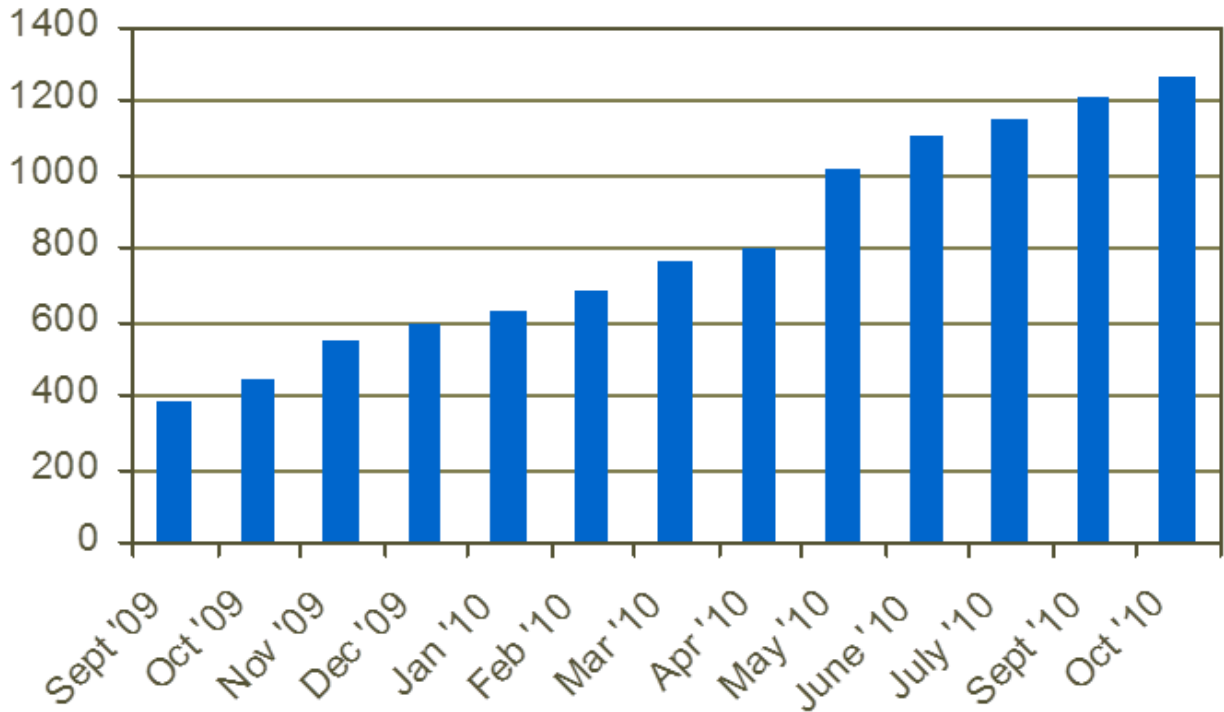
As can be seen in Table 2, there has been a consistent recruitment effort. In addition, each month new orders have been placed with IHS, and teachers have been occasionally active in completing the volunteer web survey at KBOCC. Table 3 on the next page provides a more detailed look at IHS orders broken out by seven grade bands.

Table 3
IHS Orders by Seven Grade Bands

	K-2	3-4	5-6 SS	7-8 SCI	7-8 SS	9-12 H	9-12 Sci
Feb '10	2,381	2,256	2,319	1,729	2,194	1,709	1,968
Mar '10	2,502	2,363	2,426	1,826	2,289	1,804	2,060
Apr '10	2,561	2,428	2,481	1,880	2,343	1,852	2,108
May '10	2,894	2,719	2,762	2,153	2,608	2,129	2,384
June '10	3,094	2,862	2,921	2,277	2,732	2,246	2,509
July '10	3,165	2,914	2,968	2,314	2,770	2,284	2,544
Aug '10	3,305	3,030	3,073	2,393	2,841	2,409	2,651
Oct '10	3,351	3,072	3,120	2,442	2,884	2,510	2,701

Recent IHS order trends are positive (see Figure 3 below).

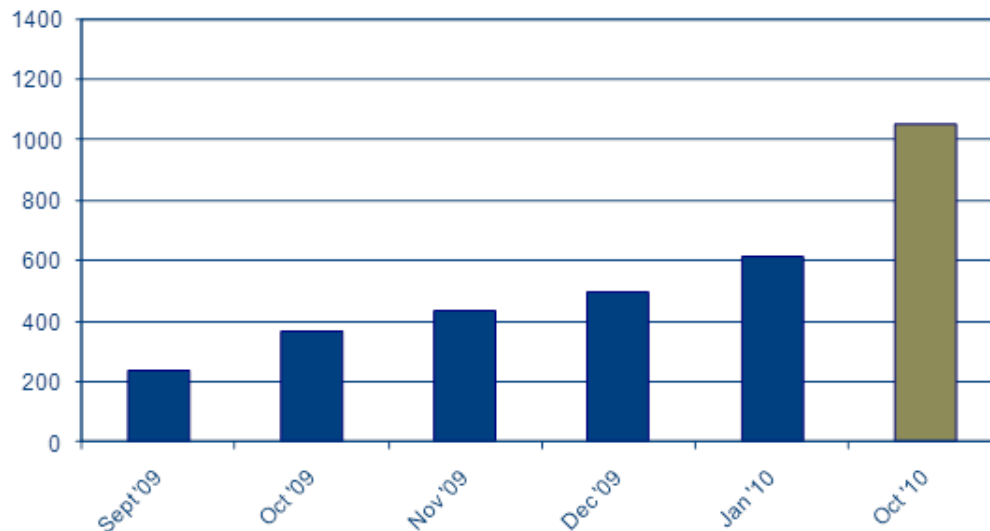
Figure 3



Finally the recruitment effort trends are positive (see Figure 4 below)

Figure 4

Recruitment Activity Based On Zip Codes Contacted (cumulative)



Conclusions

The evaluation of program activity since the national launch of DETS show a strong and sustained effort to recruit teachers and distribute the curriculum materials. Furthermore, as can be seen in Figures 1 and 2, the distribution of DETS has been national. The close correlation of recruitment effort and shipped orders for DETS indicates that the recruitment effort was working. That is, locations where teachers were recruited to use DETS, DETS materials were shipped to those locations. In addition throughout this period efforts to recruit teachers was sustained, showing monthly increases. Finally, recruitment efforts that showed the most promise were: “small presentations”, “PD workshops”, “in person/conference”, “attending conferences and setting up exhibit tables at large festivals”. These methods may be characterized as having more person-to-person contact than other reported methods such as emails or phone calls.