



Helping every child thrive™

Pilot Measurement Program – Parent & Teacher Key Findings Summary

June 23, 2008.

Research Background

- ◆ *AstraZeneca along with CAHPERD is a champion sponsor of At My Best™.*
- ◆ *The program is for school age children, and will be delivered through the schools. It is designed to support children's optimal physical and emotional growth by inspiring and motivating them to make healthier choices today, and develop lifelong healthy habits. The ultimate goal of the program is to help every child thrive – physically, nutritionally and emotionally.*

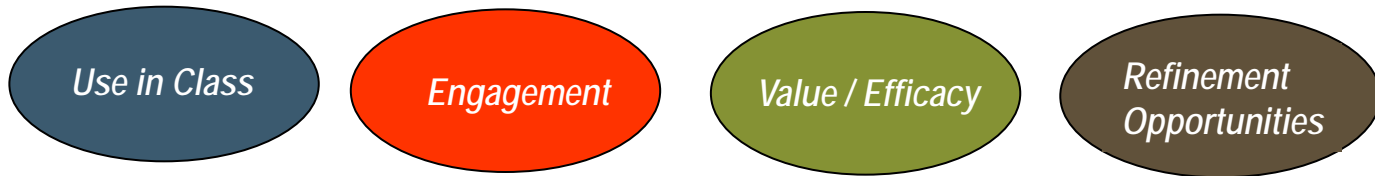


Research Background

- ◆ *At My Best*TM Pilot Measurement program launched in early 2008.



- ◆ Key stakeholders recognized the value of conducting a research program to gauge reaction and receptivity to *At My Best*TM with:
 - ◆ Teachers responsible for implementing the program
 - ◆ Parents of participating students (with students being the ultimate beneficiaries).
- ◆ Research prior to national roll-out serves to measure:



- ◆ **39 schools participated** in pilot program with anywhere from one to three teachers per school directly involved.
- ◆ Involved **5 distinct research modules** including both qualitative and quantitative disciplines – each designed to provide feedback at various stages of pilot program implementation.
- ◆ This document presents the **summary of key findings** from three modules.

Research Objectives

The overarching objectives to provide AstraZeneca with feedback on reaction and receptivity to *At My Best™* - successes, challenges, impact on program champions and direction for enhancement.

More specific research objectives:

- ✦ **Module 2: Ongoing Feedback Study - Teacher Telephone Study x 4 months**
 - ✦ Provide real time feedback on usage and implementation of activities
 - ✦ Ease of use
 - ✦ Student reaction and receptivity
 - ✦ Degree to which objectives achieved
 - ✦ Successes, Challenges and Suggestions for enhancement

- ✦ **Module 3: Teacher & Parent Post Pilot Online Survey**
 - ✦ Insight into & understanding of student engagement
 - ✦ Perceived overall value to students
 - ✦ Impact on student attitudes & behaviour
 - ✦ Impression of AZ and CAHPERD

- ✦ **Module 4: Post Qualitative Debrief with Parents and Teachers**
 - ✦ In depth examination / assessment of experience with program
 - ✦ Overall appeal
 - ✦ Perceived value
 - ✦ Strengths & Weaknesses
 - ✦ Best practices
 - ✦ Impact on student attitudes & behaviour
 - ✦ Preliminary investigation of advertising concepts
 - ✦ Impression of AZ and CAHPERD

Research Methodology

◆ Design

- ◆ Module 2: 4 month Teacher telephone tracking – conducted over duration of program implementation
 - ◆ Designed to have teachers complete total of 2 waves: 1) after implementation and 2) end of implementation
- ◆ Module 3: Teacher and Parent Online surveys at / towards conclusion of implementation
- ◆ Module 4: Parent and Teacher Focus Groups

◆ Sample

- ◆ Teachers from participating Peel public and Catholic school boards
- ◆ Estimated approximately 100 -150 teachers would participate. Final response rate was significantly lower.
 - ◆ 35 of 78 Teachers completed 1 or 2 waves of Telephone survey (some “natural” attrition due to Mat leaves, change of schools, etc.)
 - ◆ 16 Teachers and 22 parents completed online survey
 - ◆ 3 Parent Focus Groups and 2 Teacher groups – met quotas
- ◆ Given small sample quantitative survey sample sizes, findings are directional in nature

◆ Field Dates

- ◆ January 25 – May 29, 2008.



Key Findings



From The Teachers' Perspective

- ◆ The *At My Best*[™] program has been **very well received by both teachers and students; proving to be engaging for students and effectively meeting the objectives for which it was designed.**
- ◆ By survey end, teachers implemented an average of **5-6 lessons**, with lessons 1 through 3 being implemented by nearly all teachers and most having implemented lessons 1 through 5
- ◆ Key reasons for not having completed all 10 lessons center around **lack of time** to complete all lessons and teachers **taking time to implement the program.**
- ◆ **Most** teachers awarding it an **"excellent"** rating. Moreover, the majority of teachers report their students demonstrated a high degree of enthusiasm for the program.
 - ◆ *"Binder was well written and easy to follow / find materials"*
 - ◆ *"Bright, colourful and neat package / all in one / concise"*
- ◆ The program has proven **effective at engaging students** and many teachers believe the program provides **valuable lessons** to students.
 - ◆ Feedback from parents supported teachers perceptions
 - ◆ Findings from Parent survey also support this finding
 - ◆ *"I had a parent thank me for doing the program, they said their kids learned a lot, they interacted with parents / family..."*

From The Teachers' Perspective

- ✦ While teachers found most toolkit components useful, the **physical education equipment, task cards and other resources as well as the lesson binder proved to offer the greatest utility.**
 - ✦ The Rae star puppet, lesson tracking poster and take-home materials proved less useful.
- ✦ Overall, while the *At My Best*[™] program is rated highly on all attributes, the **toolkit material is a stand out**, followed by the program's ability to **balance fun and education.**
- ✦ Toolkit weaknesses center around **age appropriateness and difficulty translating written material into French.**

From The Teachers' Perspective

- ◆ Moreover, the program is considered a **valuable teaching tool**.

"Some of this we're already doing. But it's so well organized, all the materials are here, I didn't have to go to the school and make copies ..."

- ◆ The **Links to Home** component is also perceived to be **valuable** because it serves to *reinforce the lessons taught in class, encourages parent and child interaction and engages the family*.
- ◆ Teachers feel the program was **successful at meeting its objectives** and in particular, helping students see the *connections between physical activity, healthy eating and emotional well-being*.
- ◆ The **At My Best™** program **exceeded expectations for 2 of 3 teachers**, with the remainder noting the program has at minimum, met their expectations. The program is credited for its *organization and thorough content* and the *emphasis on exercise / physical activity*.
- ◆ There is a desire for building in an **assessment component** to the program in order to be able to gauge student learning.

From The Teachers' Perspective

- ◆ Arguably, the most important finding is that teachers believe the program **has had observable impact on their students** – they report students demonstrating the target behaviours including more conscious understanding and choice of healthy and unhealthy foods, as well as emotional and physical improvements.

“The kids are actually helping each other more – and this week one of the kids came up to me and asked is this a healthy choice ... they never would asked before. They’re all excited, coming in holding their apples...”

“We had some conflict resolution issues, so I always talked about being at my best ... they were like hey great, so for them there definitely was that connection...how we’re dealing with life and everything.”

- ◆ That said, there is a desire to see more emphasis on the emotional aspect.
- ◆ Overall, most teachers believe the program is “ready to launch” but there are those who feel it would benefit from some tweaks:
 - ◆ Making the program *more age appropriate*
 - ◆ Add lyrics to CD
 - ◆ More current / modern music – older kids relate better
 - ◆ Modifying story to accommodate / reflect the shorter attention span of kindergarten students
 - ◆ Provide more books / take home material – not all children had the opportunity

From The Teachers' Perspective

- ✦ Qualitatively, teachers acknowledge AZ is doing a “good thing” and recognize the funding within the educational system isn't there.
- ✦ It also appears to make sense for AZ to do this given their focus on health – particularly given this is a “preventative” initiative.
 - “I think it's great they're taking an interest.”*
 - “I think it gives more clout ...this is one of the biggest supporters, is a large pharmaceutical company, I think it would make them <parents> take it more seriously. It gives it more substance to say this is how serious we are about this, that a pharmaceutical company is putting out this whole program.”*
- ✦ Teachers **overall image of CAHPERD is positive** - they generally agree the organization has a good reputation, is an organization they can feel good about, an organization they trust, admire & respect .

From The Parents' Perspective

- ◆ Parents have **only limited familiarity** with the *At My Best*[™] program. Most learned of it through an introductory letter sent home from the school, when children brought home “assignments” and / or an *At My Best*[™] brochure.
 - ◆ About 1 in 4 parents heard about it directly from their child(ren) participating in the program – *“Mine came home and told me about it, talked to me about what they did with At My Best.”*
- ◆ However some parents did not know about the program. They saw things come home but didn't realize this was a unique program / separate from the curriculum.
- ◆ That said more than one half of parents **recall their children bringing home the “take-home” bag** and specifically recall the story book, food-related information and activities, the Rae Star puppet (younger grades) and activities to be shared / completed with the family.
- ◆ Encouragingly, almost all **parents report their children were highly enthused** about the program and equally importantly, parents **believe the program provided real value** to their children.
 - ◆ *“Kat came home and told me about healthy foods. She eats better now and has breakfast. I say to her good choice. Her brother is now doing it too.”*

From The Parents' Perspective

- Specifically, **parents credit the program with encouraging their kids to make a focused effort to eat healthy, motivating their children to share their learning / take pride in sharing what they learned, as well as increasing their knowledge / understanding of the connection between physical activity, healthy eating and emotional health.**

"My daughter was chubby. She got made fun of and didn't have confidence. Now she's working out and she feels much more confident... accepts she's doing her best. It teaches kids to be proud to be at their best – not what someone else thinks."

- Notably, the program also served to have **positive impact on their children's emotional state.**
- One criticism centered on why the program wasn't available to children in the older grades – a definite sign of buy-in and support for *At My Best*[™].
- A number of parents believed their **children embraced what they learned** through the *At My Best*[™] program – seeing their children adopt positive attitudes and behaviours vis a vis diet, exercise and respect for self and others.

"It's heartwarming to hear them talk about these things"

"It wasn't just about food – I saw changes in my kid, her self respect and confidence."

"My daughter now doesn't refer to that black person, or he's Chinese ... it's he looks like Alan. It's about recognizing we're the same. "

From The Parents' Perspective

- ✦ Not surprisingly then, parents award high marks to the *At My Best*[™] program, with about half **rating it 8-10** on the 10 point scale. Overall parents credit the program with **being fun, educational and representing a new / unique approach** to helping children learn.
 - ✦ A constant theme through the parent focus groups was that the take-home activities were not perceived by the children to be "homework", and as such, the children were excited about / happy to complete the work. It was more about fun but the lessons unquestionably imprinted.
- ✦ Few parents had any suggestions to improve the program moving forward. If anything, the **greatest criticism focused on not being provided with more information** on *At My Best*[™].
 - "I would have liked to known more. I could have gotten more involved. It's a good program ..."*
- ✦ And it became apparent that the success of the program was in large part predicated on the enthusiasm of the teacher. If the teacher supports the program and is engaged then the children and parents are engaged.

From The Parents' Perspective

- ◆ **Impressions of both organizations are positive** among those feeling knowledgeable enough about either to offer a perspective.
- ◆ Parents generally support the idea of AZ being a champion of the program and it does serve to enhance their impression of the company. They acknowledge the financial contribution and also **appreciate the focus on youth and health and giving back to the community.**
 - “They’re helping our children. They’re giving back to the community.”*
 - “They promote health and they are doing something to help children through this, funding it. I think it’s great.”*
- ◆ Notably, **parents liked the idea of a not for profit organization and a corporation working together on this initiative.**



Conclusions & Implications



Summary and Conclusions

- ◆ ***At My Best*[™]** appears to have been **well received by parents and teachers**. Importantly, it meets the objectives for which it's been designed.
- ◆ **Impact on children was observable** particularly with regard to nutrition. The link between proper overall health / well being and proper nutrition / diet was effectively conveyed and imprinted on students.
- ◆ Program credited with being equally fun and educational – it provided valuable learning and **planted the seeds for healthy futures**.
- ◆ Desire for more emphasis on the emotional and physical health aspects is noted – building more lessons around these two elements would prove beneficial. That said, **the impact of *At My Best*[™] on these two health areas was evident**.
- ◆ Most common criticisms centered around not having enough materials to send home with children (parents and teachers), degree of age appropriateness (teachers), and not being available to all grades / higher grades (parents).
 - ◆ Storybook too long for younger children
 - ◆ Puppet / Storybook / Music too juvenile for older kids – some are “more street savvy”

Summary and Conclusions

- ◆ There is expressed interest in seeing the scope of lessons expanded. There are teachers who feel the program should address other social /health related issues such as drug use, alcohol use, etc.
- ◆ Parents in particular support more “noise” about the program – even suggesting an advertising campaign. This would allow them to provide support at home.
- ◆ Respondents do feel the program makes sense for AstraZeneca to champion given they are in the business of healthcare. The company is given kudos for supporting a youth targeted program and one that is “preventative” in nature and credited with giving back to the community.



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