

1

MOVE*VETS

Marlyn Allicock, PhD, MPH



MOVE*VETS

2

- **VETS** = ***V**olunteer **E**ducation and **T**ailored **S**elf-management and support*
- A collaborative research study between the Veterans Health Administration and the University of North Carolina at Chapel Hill



The Partnership

3

UNC Team

- Marci Campbell, PHD (PI)
- Marlyn Allicock, PhD, MPH
- Bryan Weiner, PhD
- Cathy Melvin, PhD
- Carol Carr, MA
- Herbert Thibodeaux
- Jessica Kibe

VA Team

- Linda Kinsinger, MD, MPH
- Leila Kahwati, MD
- Melinda Orr, MEd
- Tony Rogers



MOVE

4

- is a national weight management program designed by the [VHA National Center for Health Promotion and Disease Prevention \(NCP\)](#), a part of the Office of Patient Care Services, to help veterans lose weight, keep it off and improve their health.
 - Health screenings, education, group support, bariatric surgery (in some cases)
- Who's eligible:
 - Vets with BMI of 25 or more



Background

5

- UNC-CH and the VA originally partnered in 2005 on a pilot at 2 VAMC in New York State
- Enhanced program (tailored newsletters + Motivational Interviewing counseling calls) was more effective
- **Lessoned learned:** Staff time was limited for maintaining contact with participants

This pilot led to the current MOVE*VETS study

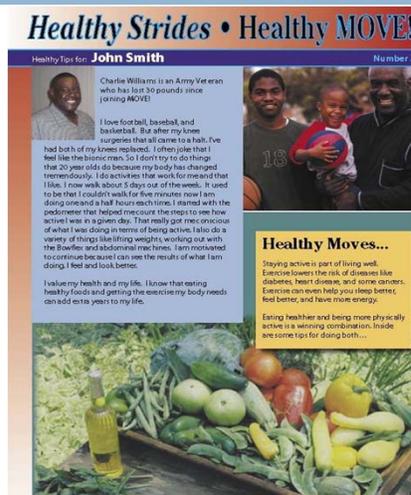
Allcock, M., Ko, L., van der Sterren E., Valle, C.G., Campbell, M.K., Carr, C. (2010). Pilot weight control intervention among US veterans to promote diets high in fruits and vegetables, *Preventive Medicine*, 51:279-281.



Changes in design from pilot

6

- Delivery of surveys and newsletters online
- A veteran volunteer program to support participants



Changes in design from pilot: Newsletters

- Optimize the attributes of print and web
- Web for data collection and dissemination
- Print for education/cognitive processing
 - Behavior change
- Dynamic creation of tailored pdf that preserves the lay-out and quality of print tailoring; user can
 - ▣ Read
 - ▣ Save
 - ▣ Print
 - ▣ Forward to others/Share

Changes in design from pilot: Counseling

8



- Veterans who successfully completed the MOVE program
- Trained using DVD-based program
- Iterative process: Technical Assistance to site coordinators

Study Design

9

- 10 sites nationally: 5 control, 5 intervention
- 100 participants per site who qualify for *MOVE!*; 479 veterans currently recruited
- *MOVE23!* and *MOVE-PLUS** surveys to be completed online at baseline and at end of intervention at 6 months
- **MOVE-PLUS* gathers more information needed for the newsletters



MOVE*VETS

10

Control

- Standard *MOVE!* program
 - Printed materials
 - Staff calls
 - Groups, if available at site
 - Counseling, e.g., nutritional

Intervention

- Standard *MOVE!*

PLUS

 - 4 Online personalized newsletters
 - Up to 4 calls from volunteer vets (Buddy)



Benefit to Intervention Sites

11

- Some financial support for *MOVE!* site staff from UNC

- Enhanced program

- Establishment of a volunteer group to relieve staff time pressure



IF the Intervention is effective

12

Adoption by the VA as a whole:

- Online *MOVE!* with personalized newsletters
- Volunteer Peer Counselor corps



Organizational Assessment

13

UNC researchers will also be:

- Interviewing some *MOVE!* staff about how *MOVE!* was adopted at their site, ways adoption worked well, ways it could be improved
- Holistic case study design w/VHA as unit of analysis
- 68 individual interviews btw 2007-2010; analysis and manuscript in process



Process Evaluation

14

- Interviews with Peer Counselors (Buddies) and Coordinators about the Peer Counseling program: how it was adopted, what worked, what could be improved
- Observations of training completed
- Survey data from participants
- To date
 - Buddies trained: 52
 - Participants enrolled 479
 - Staff: 68



Final Steps

15

- If these components are found to be effective the materials will be revised as needed
- Training will be provided on a national level in adopting the Peer Counseling component

