



The Get Healthy Information and Coaching Service® Routine Reporting and Monitoring

SA Health

August 2016



Project Contacts: Jessica Elgood
Nathan Rath
Hannah Wood

Contact address: Level 13, 168 Walker St
NORTH SYDNEY
NSW 2060

Office phone: (02) 9900 5170

Email: nathan.rath@ipsos.com

Table of contents

1	Table of figures	4
2	Executive summary	5
3	Research context	8
4	Socio-demographic characteristics	9
5	Impact of coaching	11
6	Participant adherence to coaching	16

1 Table of figures

Table 1: Summary of caller numbers	5
Table 2: Socio-demographic characteristics of participants requesting information only or coaching	9
Table 3: Referral source of caller who requested information only or coaching support.....	10
Table 4: Changes in self-reported health characteristics from baseline to mid-point by gender	11
Table 5: Changes in self-reported health characteristics from baseline to graduation by gender	13
Table 6: Information regarding AUSDRISK score categories	14
Table 7: Changes in proportions of self-reported health behaviours.....	15
Table 8: Coaching status*	16
Table 9: Reasons for withdrawal	17
Table 10: Withdrawal from coaching by coaching call number	18
Table 11: Time taken to complete coaching by number of months.....	19

2 Executive summary

This report presents analyses of the Minimum Dataset data collected from the commencement of the Get Healthy Information and Coaching Service in South Australia (initial records dated 9 January 2014) to 30 June 2016. It includes information from participants who consented to their data being used for evaluation purposes only.

As Table 1 shows, during this time period **789** participants registered their interest in the Get Healthy Service (the Service); with 59 (7.4%) recorded as requesting an information pack only (information only participants); and 730 (92.5%) participants recorded as registering their interest in the coaching program.

96 percent (n=752) consented for their data to be included in the evaluation of the Service; of which 707 (89.6%) requested coaching support and 45 (5.7%) requested information only support.

Table 1: Summary of caller numbers

Caller type	Consent given to use data in evaluation	Total
Information pack only	45	59
Coaching program	707	730
Total callers	752	789

This report is structured in three sections:

1. Descriptive tables related to the socio-demographic characteristics and referral sources of callers to the Service according to Service level.
2. Analysis of changes in self-reported health behaviours from baseline to mid-point and baseline to graduation by gender.
3. Participant adherence to coaching, including the proportion of participants who were active in the coaching program, had completed coaching or had withdrawn from for the reporting period; and the average time taken to complete the coaching program.

Key results

Socio-economic characteristics of callers

- Around three-quarters of participants were women (77%) and one-fifth men (18%), with data not recorded for the remaining 4%.
- Most callers were between the ages of 30 and 59 (65%). The most common age group was 50-59 (26%), followed by 40-49 (22%) and 30-39 (17%).
- Two percent spoke a language other than English at home, and 3% were Aboriginal and/or Torres Strait Islander.
- Around two-thirds lived in Adelaide (66%), and 16% in an inner regional location.
- Referral sources were varied. Workplace or employer was the most common, accounting for 13% of callers (30%). Information in the mail (11%), the internet (10%), verbal referral from a GP (10%), Facebook (10%) and family and friends (9%) were the other common sources.

Impact of the GHS telephone-based coaching

- Mean weight loss between baseline and mid-point was 1.5 kg, and 3kg between baseline and graduation (among those who had a mid-point or graduation in the period of interest). BMI loss was 0.5 and 1.1 respectively.
- Waist circumference loss was 1cm for mid-point and 3.2cm for graduation.
- While figures are relatively consistent between women and men for mid-point, outcomes are superior among women for graduation.
- Walking (an additional 0.9x 30 min sessions/day between baseline and mid-point, and 1.3x between baseline and graduation) and moderate (0.6x and 0.7x) and vigorous (0.1x and 0.3x) physical activity have increased.
- Matching these figures, the proportion of those undertaking sufficient physical activity is higher at both mid-point (57%) and graduation (60%) than at baseline (39%).
- Sweetened drink (0.1x serves per week fewer for both mid-point and graduation) and takeaway consumption (0.3x for both) have decreased, while daily vegetable (an additional 0.6x and 0.9x) and fruit consumption (0.2x for both) have increased.

Participant Adherence to Coaching

- According to their status recorded at the end of June 2016, 280 participants were currently active.
- The number of withdrawals was substantially higher than graduations (580 compared with 162).
- Apart from not able to be contacted (63%), the most common reasons for withdrawal were the participant not requiring assistance (11%); not being ready to change their behaviour (8%); and not being interested in the program (8%).

- Withdrawals were most common after the first (26%), third (15%), fourth (12%) and second (28%) calls.
- More than half of graduates completed the Service in between five and seven months (59%). Nineteen percent completed it in less time than this, and 23% took longer.

3 Research context

The Get Healthy Information and Coaching Service is a free telephone service that aims to help users achieve healthier lifestyles. The service was developed and first implemented by NSW Health in 2009 and was adopted by SA Health in 2014. It operates through two levels of service, as follows:

1. A coaching program, including up to ten individually tailored coaching calls over a period of 6 months.
2. Providing users with one-off coaching sessions and printed information, including:
 - a. Healthy eating;
 - b. Physical activity; and
 - c. Achieving or maintaining a healthy weight.

Participants either register themselves online or through calling the Service, or are referred by their General Practitioner or other health professional. Get Healthy is supported by promotion direct to general practice and health services, radio and outdoor advertising as well as social media.

4 Socio-demographic characteristics

Table 2: Socio-demographic characteristics of participants requesting information only or coaching

Characteristics		Information only		Coaching		GHS Total	
		n=59		n=730		n=789	
		n=	%	n=	%	n=	%
Gender	Female	36	61%	575	79%	611	77%
	Male	9	15%	134	18%	143	18%
	Missing	14	24%	21	3%	35	4%
Age	18-29	6	10%	48	7%	54	7%
	30-39	8	14%	123	17%	131	17%
	40-49	12	20%	163	22%	175	22%
	50-59	10	17%	197	27%	207	26%
	60-69	6	10%	129	18%	135	17%
	70 and over	3	5%	49	7%	52	7%
	Missing	14	24%	21	3%	35	4%
Education	Year 10/Lower	5	8%	125	17%	130	16%
	Year 11/12	16	27%	171	23%	187	24%
	Diploma/Cert	10	17%	191	26%	201	25%
	Degree/Higher	14	24%	222	30%	236	30%
	Missing	14	24%	21	3%	35	4%
Employment	Employed	23	39%	429	59%	452	57%
	Unemployed	7	12%	71	10%	78	10%
	Retired	5	8%	96	13%	101	13%
	Home duties	8	14%	39	5%	47	6%
	Other	2	3%	74	10%	76	10%
	Missing	14	24%	21	3%	35	4%
Language spoken at home	English	44	75%	693	95%	737	93%
	Other	1	2%	16	2%	17	2%
	Missing	14	24%	21	3%	35	4%
Aboriginal and/or Torres Strait Islander	Yes	-	-	20	3%	20	3%
	No	15	25%	654	90%	669	85%
	Missing	44	75%	56	8%	100	13%
Region	Major cities	43	73%	481	66%	524	66%
	Inner regional	10	17%	119	16%	129	16%
	Outer regional	4	7%	80	11%	84	11%
	Remote/very remote	2	3%	29	4%	31	4%
	Missing	-	-	21	3%	21	3%
SEIFA	1-quintile (least disadvantaged)	10	17%	88	12%	98	12%
	2-quintile	9	15%	142	19%	151	19%
	3-quintile	9	15%	147	20%	156	20%
	4-quintile	16	27%	168	23%	184	23%
	5-quintile (most disadvantaged)	15	25%	171	23%	186	24%
	Missing	-	-	14	2%	14	2%

Table 3: Referral source of caller who requested information only or coaching support

Referral Source	Information only		Coaching		GHS Total	
	n=59		n=730		n=789	
	n=	%	n=	%	n=	%
Workplace/employer	5	8%	95	13%	100	13%
Information in the mail/mail out	3	5%	87	12%	90	11%
Web	7	12%	72	10%	79	10%
GP Verbal referral	2	3%	74	10%	76	10%
Facebook	2	3%	73	10%	75	10%
Family/friends	3	5%	65	9%	68	9%
Other health professional verbal	1	2%	46	6%	47	6%
TV	2	3%	34	5%	36	5%
GP Referral form	4	7%	27	4%	31	4%
Other health professional	3	5%	25	3%	28	4%
Press/Newspaper	1	2%	27	4%	28	4%
Radio	-	-	15	2%	15	2%
Get Healthy at Work	-	-	3	0.4%	3	0.4%
Aboriginal health service	-	-	1	0.1%	1	0.1%
Other	7	12%	82	11%	89	11%
<i>Missing data</i>	19	32%	4	1%	23	3%

5 Impact of coaching

The tables below show changes in health characteristics from baseline to mid-point and from baseline to graduation. P-values are also included. Note that any changes with an associated p-value of 0.05 or less are statistically significant, while those with a higher p-value are not. As a result of the relatively small size of the sample, a number of changes are not statistically significant (i.e. those with a p-value greater than 0.05) and there is therefore a possibility that discrepancies between figures are a result of random chance rather than genuine change.

Table 4: Changes in self-reported health characteristics from baseline to mid-point by gender

		Baseline		Mid-point				
ALL	n=	Mean	SD	Mean	SD	Diff	SD	p-value
Weight (kg)	238	91.4	20.2	89.8	19.8	-1.5	3.4	0.0000
Waist circumference (cm)	203	103.2	15.8	102.2	15.5	-1.0	7.1	0.0424
BMI (kgm ²)	231	32.8	6.5	32.2	6.5	-0.5	1.2	0.0000
Walking (30min sessions)	255	2.6	2.7	3.5	2.9	0.9	2.4	0.0000
Moderate PA (30min sessions per day)	254	1.2	1.9	1.8	2.3	0.6	1.8	0.0000
Vigorous PA (30min sessions per day)	254	0.3	1.2	0.5	1.3	0.1	1.1	0.0853
Sweetened drinks (serves per week)	254	0.3	1.0	0.2	0.8	-0.1	0.8	0.0896
Takeaway (serves per week)	254	0.9	1.6	0.6	1.2	-0.3	1.1	0.0002
Vegetable daily serves	255	2.7	1.6	3.3	1.6	0.6	1.4	0.0000
Fruit daily serves	255	1.5	1.1	1.7	1.0	0.2	1.0	0.0032
WOMEN	n=	Mean	SD	Mean	SD	Diff	SD	p-value
Weight (kg)	180	89.2	20.1	87.7	19.7	-1.5	3.0	0.0000
Waist circumference (cm)	153	101.8	15.6	100.7	15.2	-1.1	7.9	0.0902
BMI (kgm ²)	174	33.1	6.7	32.6	6.6	-0.5	1.0	0.0000
Walking (30min sessions)	196	2.5	2.6	3.4	2.8	0.9	2.4	0.0000
Moderate PA (30min sessions per day)	195	1.1	1.8	1.7	2.2	0.6	1.7	0.0000
Vigorous PA (30min sessions per day)	195	0.3	1.2	0.5	1.3	0.1	1.0	0.1408
Sweetened drinks (serves per week)	195	0.2	0.7	0.2	0.6	0.0	0.4	0.1174
Takeaway (serves per week)	195	0.9	1.6	0.6	1.2	-0.2	1.1	0.0018
Vegetable daily serves	196	2.7	1.7	3.4	1.6	0.6	1.4	0.0000
Fruit daily serves	196	1.4	1.1	1.6	1.0	0.2	1.0	0.0035
MEN	n=	Mean	SD	Mean	SD	Diff	SD	p-value
Weight (kg)	56	98.4	19.2	96.6	18.8	-1.8	4.5	0.0048
Waist circumference (cm)	48	108.1	15.6	107.0	15.6	-1.1	3.7	0.0476
BMI (kgm ²)	55	31.7	6.0	31.1	6.0	-0.6	1.6	0.0101
Walking (30min sessions)	57	2.8	3.1	3.6	2.9	0.8	2.2	0.0100
Moderate PA (30min sessions per day)	57	1.4	2.2	2.3	2.6	0.8	2.3	0.0076
Vigorous PA (30min sessions per day)	57	0.2	1.0	0.4	1.1	0.1	1.4	0.5112
Sweetened drinks (serves per week)	57	0.7	1.6	0.5	1.2	-0.2	1.4	0.2772
Takeaway (serves per week)	57	0.9	1.5	0.6	1.2	-0.3	1.0	0.0445
Vegetable daily serves	57	2.6	1.6	3.1	1.6	0.5	1.1	0.0041
Fruit daily serves	57	1.6	1.2	1.7	0.9	0.1	1.1	0.3972

Table 5: Changes in self-reported health characteristics from baseline to graduation by gender

		Baseline		Graduate				
ALL	n=	Mean	SD	Mean	SD	Diff	SD	p-value
Weight (kg)	145	91.4	19.8	88.4	18.9	-3.0	5.4	0.0000
Waist circumference (cm)	124	103.7	14.9	100.5	14.5	-3.2	8.5	0.0001
BMI (kgm ²)	141	32.9	6.4	31.8	6.1	-1.1	1.9	0.0000
Walking (30min sessions per day)	156	2.4	2.7	3.7	2.8	1.3	3.2	0.0000
Moderate PA (30min sessions per day)	156	1.1	1.9	1.7	2.2	0.7	2.3	0.0004
Vigorous PA (30min sessions per day)	156	0.3	1.0	0.6	1.5	0.3	1.5	0.0153
Sweetened drinks (serves per week)	156	0.3	1.0	0.2	0.6	-0.1	0.9	0.0425
Takeaway (serves per week)	156	0.9	1.7	0.6	1.2	-0.3	1.8	0.0240
Vegetable daily serves	156	2.5	1.6	3.4	1.6	0.9	1.5	0.0000
Fruit daily serves	156	1.4	1.1	1.6	1.0	0.2	1.1	0.0617
WOMEN	n=	Mean	SD	Mean	SD	Diff	SD	p-value
Weight (kg)	108	88.8	19.5	85.7	18.5	-3.1	5.0	0.0000
Waist circumference (cm)	94	102.1	14.4	98.4	13.7	-3.6	9.1	0.0002
BMI (kgm ²)	105	33.1	6.4	31.9	6.0	-1.2	1.9	0.0000
Walking (30min sessions per day)	117	2.3	2.6	3.4	2.9	1.1	3.0	0.0001
Moderate PA (30min sessions per day)	117	1.1	1.9	1.7	2.1	0.6	2.1	0.0019
Vigorous PA (30min sessions per day)	117	0.3	1.0	0.7	1.6	0.4	1.6	0.0064
Sweetened drinks (serves per week)	117	0.2	0.5	0.1	0.5	-0.1	0.5	0.1582
Takeaway (serves per week)	117	0.9	1.7	0.6	1.2	-0.3	1.9	0.1005
Vegetable daily serves	117	2.5	1.6	3.4	1.4	0.9	1.5	0.0000
Fruit daily serves	117	1.3	1.1	1.6	0.9	0.2	1.0	0.0142
MEN	n=	Mean	SD	Mean	SD	Diff	SD	p-value
Weight (kg)	37	99.1	18.5	96.5	17.7	-2.6	6.4	0.0194
Waist circumference (cm)	30	109.0	15.4	107.1	15.1	-1.9	6.0	0.0980
BMI (kgm ²)	36	32.2	6.4	31.5	6.3	-0.6	2.1	0.0873
Walking (30min sessions per day)	39	2.5	3.0	4.5	2.6	2.0	3.6	0.0020
Moderate PA (30min sessions per day)	39	1.0	2.1	1.0	2.1	1.8	2.5	0.0708
Vigorous PA (30min sessions per day)	39	0.2	1.1	0.2	0.8	0.0	1.4	1.0000
Sweetened drinks (serves per week)	39	0.8	1.8	0.4	0.9	-0.4	1.5	0.1294
Takeaway (serves per week)	39	0.9	1.5	0.5	0.9	-0.4	1.2	0.0475
Vegetable daily serves	39	2.5	1.6	3.3	1.9	0.8	1.6	0.0019
Fruit daily serves	39	1.7	1.2	1.7	1.0	-0.1	1.3	0.8032

Table 6: Information regarding AUSDRISK score categories

	Total	
	n=	%
Low risk (score of 5 or less)	-	-
Intermediate risk (score 6-11)	14	20%
High risk (score of 12 or more)	55	80%
Total	69	100%

The average AUSDRISK score was 15 (SD 5.2), with a range of 6 to 26 (out of possible scores of 0 to 33)

Table 7: Changes in proportions of self-reported health behaviours

	Baseline		Mid-point		Graduation	
	n=	%	n=	%	n=	%
BMI Category						
Underweight	2	0.3%	-	-	-	-
Acceptable	56	9%	30	12%	23	14%
Overweight	159	25%	67	26%	41	26%
Obese	412	66%	158	62%	96	60%
Waist circumference risk (Women)						
No risk	24	5%	14	8%	9	8%
Increased risk	47	11%	18	10%	15	13%
Greatly increased risk	369	84%	144	82%	89	79%
Waist circumference risk (Men)						
No risk	15	14%	14	26%	8	24%
Increased risk	17	15%	8	15%	6	18%
Greatly increased risk	78	71%	31	58%	20	59%
Physical Activity						
Insufficient physical activity	397	61%	109	43%	64	40%
Sufficient physical activity	259	39%	147	57%	97	60%
Vegetable consumption						
<5 serves/day	550	86%	192	75%	122	76%
≥5 serves/day	93	14%	64	25%	39	24%
Fruit consumption						
<2 serves/day	347	54%	100	39%	64	40%
≥2 serves/day	297	46%	156	61%	97	60%

6 Participant adherence to coaching

Table 8: Coaching status*

	Total	
	n=	%
Active	280	27%
Terminated	580	57%
Graduated	162	16%
Total	1,022	100%

Note: The results are indicative only as the analysis is based on the “coaching status” database (and is not comparable with the coaching graduation date listed in the “biometrics” database).

Table 9: Reasons for withdrawal

	Total	
	n=	%
Passive Terminations	362	63%
Phone number incorrect/absent	10	2%
System termination – episode end	2	0.3%
System termination – exhausted retries	350	61%
Active Terminations	212	37%
Does Not Require Assistance	61	11%
Not Ready to Change Behaviour	44	8%
Not Interested in Program	44	8%
Unavailable for Program Duration	23	4%
Too Unwell	21	4%
Program Not Meeting Needs	10	2%
Not Satisfied with Program	2	0.3%
Manual Termination - re-enrolment	2	0.3%
Privacy Concerns	2	0.3%
Duplicate Episode	1	0.2%
Ineligible conditions present	1	0.2%
Ineligible	1	0.2%
TOTAL	574	100%

Note: Missing data excluded from table (n=6)

Table 10: Withdrawal from coaching by coaching call number

Coaching call	Number of participants	Percentage	Cumulative percentage
1	149	26%	0%
2	71	12%	26%
3	88	15%	38%
4	73	13%	53%
5	59	10%	66%
6	40	7%	76%
7	32	6%	83%
8	28	5%	88%
9	13	2%	93%
10	12	2%	95%
11	7	1%	97%
12	3	1%	98.6%
13	3	1%	99.1%
14	0	0%	99.7%
15	1	0.2%	99.7%
16	0	0%	99.8%
17	0	0%	99.8%
18	0	0%	99.8%
19	0	0%	99.8%
20	1	0.2%	99.8%
TOTAL	580	100%	100%

Note: Data for this table was obtained from the coaching status data set; and includes participants classified under coaching status as having been terminated against the number of their last coaching call.

Table 11: Time taken to complete coaching by number of months

Number of months	Number of participants	Percentage	Cumulative percentage
1	1	1%	0%
2	1	1%	1%
3	7	4%	1%
4	22	13%	5%
5	41	24%	18%
6	35	20%	42%
7	26	15%	62%
8	12	7%	77%
9	18	10%	84%
10	4	2%	95%
11	3	2%	97%
12	1	1%	99%
13	0	0%	99%
14	0	0%	99%
15	1	1%	99%
16	0	0%	100%
TOTAL	172	100%	100%

The average time (mean) taken to complete coaching is 6.2 months (SD 2.0); with a range of 1.2 months to 15.0 months.

Note coaching completion date is calculated based on the date they had their “graduation” call as defined in the biometrics database (n=172).