TARGET AUDIENCE

This program is for adults who self-report consuming ≥ 200 calories/day from sugar-sweetened beverages.

SUMMARY

SIPsmartER, a community-based program, intends to reduce sugar-sweetened beverage consumption in adults.

EVIDENCE

A randomized controlled trial was conducted in adults living in rural southwest Virginia counties considered to be medically underserved. Participants were randomly assigned to receive the SIPsmartER program or a comparison group that received a physical activity program called MoveMore. Primary study outcomes were assessed at baseline and again at the end of the 6-month program. From baseline to 6 months, the study found a significant decrease in sugar-sweetened beverage consumption in the SIPsmartER group compared to the MoveMore group. Additionally, significant decreases in the δ13C biomarker were detected in the SIPsmartER group compared to the MoveMore group, which could reflect a reduction in consumption of added sugars and sugar-sweetened beverages. Participants in the SIPsmartER program also had a significant decrease in body mass index, weight, and total energy intake from baseline to 6 months when compared to the MoveMore group.

COMPONENTS

SIPsmartER is based on the theory of planned behavior and health literacy strategies. The program intends to reduce sugar-sweetened beverage consumption in participants through three primary components:

1. Small group, hands-on, educational classes - Participants understand sugar-sweetened beverage (SSB) recommendations, health risks associated with SSB intake, how to calculate SSB intake, and monetary costs of drinking SSB; learn strategies for developing action plans and goals for reducing SSB consumption and how to apply critical thinking when viewing SSB media advertisements; and record daily SSB intake in a diary.

2. Teach-back call from a health educator - Participants explain key concepts learned in class and the strategies used to track behaviors and calculate weekly SSB consumption. If participants provide the health educator incorrect information, the educator prompts them to provide a correct response.

3. Interactive Voice Response (IVR) calls - These calls reinforce key program messages, provide new content, and lead participants through personalized action planning. Participants begin the phone call by recording their average daily SSB consumption over the last week. Based on their consumption, they receive tailored messages regarding progress towards their goal of meeting the recommendations for daily SSB consumption. If they aren't meeting the recommendations for daily SSB consumption, the system helps them set new goals. If participants report consuming the daily recommended amount of SSB, the system encourages them to continue meeting this recommendation.

If a participant misses a class, he or she can receive materials by mail along with a telephone call guided by a semi-structured script to verbally reinforce missed material.

PREVIOUS USE

SIPsmartER was tested in 155 adults in Virginia from 2012 to 2014. The extent to which the program has been used outside of this initial randomized controlled trial is unknown.
SIPsmartER

**TRAINING**

The program is delivered by three master's-level staff members who have a background in public health, dietetics, or health education and two doctoral-level staff who have expertise in media literacy. Graduate research assistants provide additional class support and complete the teach-back calls. Facilitators receive a program implementation guide that gives them hands-on activities, communication techniques, and teach-back call strategies to use with participants. Please use details in the Contact section for more information on training.

**CONSIDERATIONS**

Considerations for implementing this program include recruiting facilitators who have a suitable background, obtaining participant buy-in, acquiring the technology or someone trained to be able to set up the IVR system for calls, and finding a community space to hold program classes.

The Clearinghouse can help address these considerations. Please call 1-877-382-9185 or email Clearinghouse@psu.edu

**IMPLEMENTATION**

If you are interested in implementing SIPsmartER, the Clearinghouse is interested in helping you!

Please call 1-877-382-9185 or email Clearinghouse@psu.edu

The program lasts 6 months. Participants attend three small-group classes that each last 90 to 120 minutes; they receive one teach-back call that takes approximately 19 minutes; they receive 11 IVR calls that each lasts approximately 7 minutes.

No information about implementation costs was located.

**EVALUATION PLAN**

To move SIPsmartER to the Promising category on the Clearinghouse Continuum of Evidence, at least one evaluation should be performed demonstrating positive effects lasting at least six months from program completion.

The Clearinghouse can help you develop an evaluation plan to ensure the program components are meeting your goals. Please call 1-877-382-9185 or email Clearinghouse@psu.edu

**CONTACT**

Contact the Clearinghouse with any questions regarding this program.

Phone: 1-877-382-9185 Email: Clearinghouse@psu.edu

You may also contact Jamie Zoellner by phone 1-540-231-3670 or email zoellner@vt.edu

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