

APPENDIX D: SHDPP MATERIALS

Table D-1.—SHDPP Three-Community Study Design

Community	1972	1973	1974	1975
Watsonville	Baseline survey	Media campaign intensive instruction for 2/3	Second survey	Media campaign intensive instruction for 2/3
Gilroy	Baseline survey	Media campaign	Second survey	Media campaign
Tracy	Baseline survey		Second survey	Third survey
				Third survey
				Maintenance (low level) media campaign
				Maintenance (low level) media campaign

SOURCE: Stanford Heart Disease Prevention Program, Stanford, Calif.

Table D-2.—Demographic Characteristics and Survey Response Rates in Each of the Three Communities

Characteristics of the community groups	Tracy	Gilroy	Watsonville
Entire town (1970 census)			
Population (total)	14,724	12,665	14,569
Population (35 to 59 years of age)	4,283	3,224	4,115
Mean age of 35-to 59-year-old group (years)	47.0	46.2	47.6
Male/female ratio of 35-to 59-year-old group	0.96	0.88	0.86
Random sample (ages 35 to 59)			
Original sample	659	69	833
Natural attrition (migration or death)	74	79	107
Potential participants for all 3 surveys	585	580	726
Percentage of original sample	88.8%	88.0%	87.1%
Refusals and dropouts over 2 years	201	183	303
Participants completing first and third survey	418	427	449
Percentage of potential participants	72%	74%	62%
Mean age at October 1972 (years)	46.9	45.8	48.4
Male/female ratio	0.84	0.78	0.75
Spanish speaking	3.170	8.370	7.8%
Bilingual	6.0%	17.970	9.5%
High school completed	68.5%	63.5%	64.7%
Annual family income of \$10,000	68.9%	65.3%	62.2%

SOURCE: Stanford Heart Disease Prevention Program, Stanford, Calif.

**Table D-3.—Risk Indicator and Knowledge Scores:
Percentage Change From Baseline at 1,2, and 3 Followup Surveys**

Measurement	Treatment			
	Watsonville: media plus face-to-face (N= 67)	Watsonville: media only (N= 37)	Gilroy: media only (N= 85)	Tracy: control (N= 90)
Risk score				
Followup 1	- 27.8a	- 11.6 ^b	- 8.1 ^b	5.7
Followup 2	- 30.1 b	-25.6 b	- 25.5 b	- 2.3
Followup 3	-29.0c	- 23.1 ^b	- 16.1	- 8.0
Knowledge score				
Followup 1	51.6a	27.4 ^b	16.6 ^b	2.2
Followup 2	53.3a	27.7 ^b	28.0 ^b	4.8
Followup 3	57.0 ^a	27.9 ^b	33.9 ^b	14.0
Dietary cholesterol (mg/day)				
Followup 1	-40.7d	- 26.1 b	-29.8b	-10.1
Followup 2	- 37.1 ^b	-22.9b	-31.8b	- 6.5
Followup 3	-42.3b	-27.2b	-38.6b	- 13.4
Dietary saturated fat (g/day)				
Followup 1	-33.4b	-20.9b	-25.8b	-11.1
Followup 2	-30.5b	- 17.0	- 30.1 b	- 5.1
Followup 3	-36.4b	-23.9b	-38.4b	- 7.0
Relative weight				
Followup 1	- 3.6a	0.0	- 0.3	- 0.7
Followup 2	- 1.5	0.0	- 0.2	- 0.4
Followup 3	- 0.4	- 0.8	0.4	- 0.8
Cigarette smokers (%)				
Followup 1	-32.5d	0.0	- 15.1	- 6.4
Followup 2	- 47.5a	0.0 ^a	- 15.1	- 10.6
Followup 3	-50.0a	0.0 ^a	- 11.3	- 14.9

NOTE: The treatment groups consist of individuals who attended baseline and all three annual followup surveys. Data are reproduced from Meyer, et al. The between-group, one-tailed t-test with each other group is significant: P < .005.

The between-group, one-tailed t-test with Tracy is significant: p < 0.05.

cThe between-group, one-tailed t-test with Tracy and Gilroy is significant: P < .005.

dThe between-group, one-tailed t test with Watsonville Control and Tracy is significant: P < 0.05.

eBetween-group difference is in the direction contrary to prediction.

SOURCE: Stanford Heart Disease Prevention Program, Stanford, Calif.

Table D-4.—SHDPP Expenses by Media Campaign

	Campaign 1	Campaign 2	Campaign 3	Total
Media costs	\$120,150	\$74,246	\$33,930	\$228,326
Personnel	87,960	57,958	69,153	215,071
Surveys and data	33,243	20,639	18,198	72,080
Total	\$241,353	\$152,843	\$121,281	\$515,477
Number of months				
Average/month	\$8,045	\$12,737	\$10,107	\$9,545

SOURCE: Stanford Heart Disease Prevention Program, Stanford, Calif.