

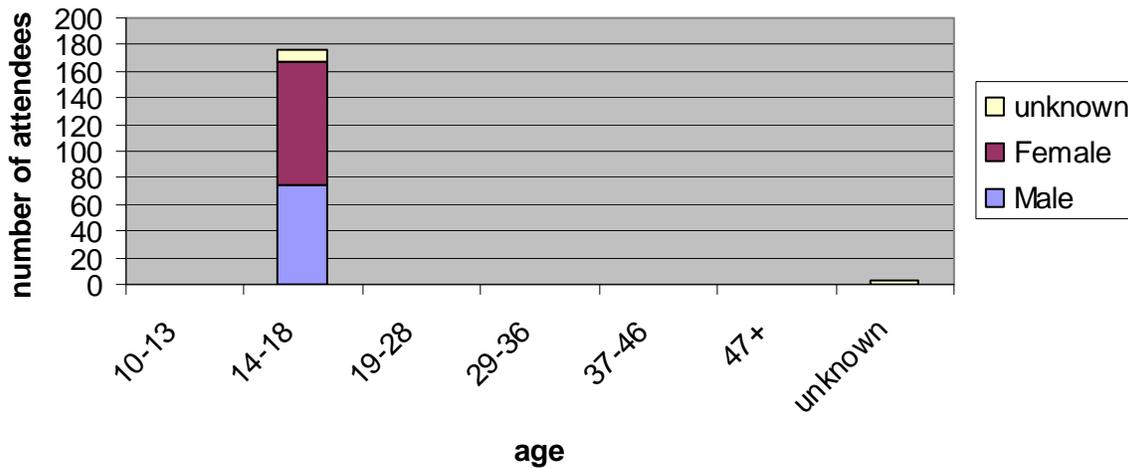
Wauwatosa School District NORMAL IN SCHOOLS EVALUATION RESULTS

The following data and feedback were ascertained from self-administered audience surveys completed directly following the NORMAL in Schools productions held at Wauwatosa East High School on February 25, 2008. Included in this report is information culled following the matinee performance, which a subset of Wauwatosa East and Wauwatosa West High School students were required to attend, as well as the evening performance, which was open to the public.

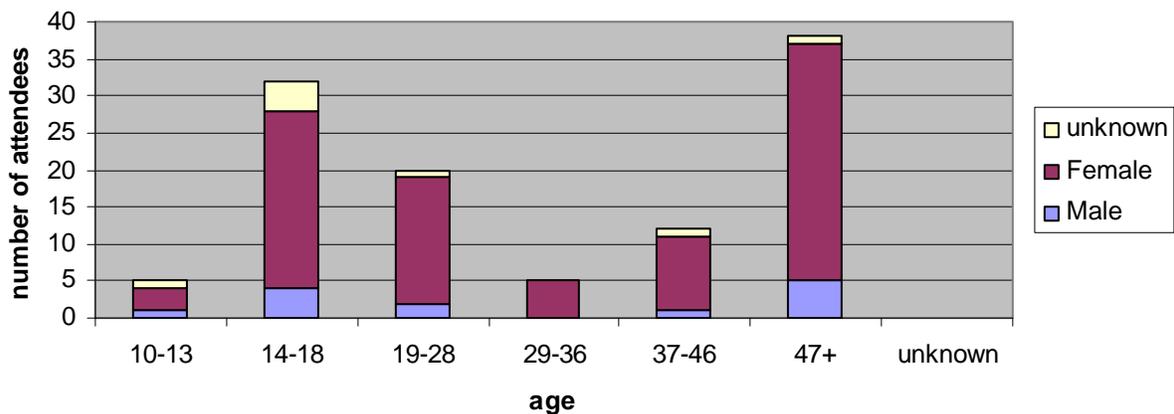
AUDIENCE DEMOGRAPHICS

Total Attendees: 291 **Matinee:** 179 (61.5%) **Evening:** 112 (38.5%)

Matinee Attendees, by age and gender



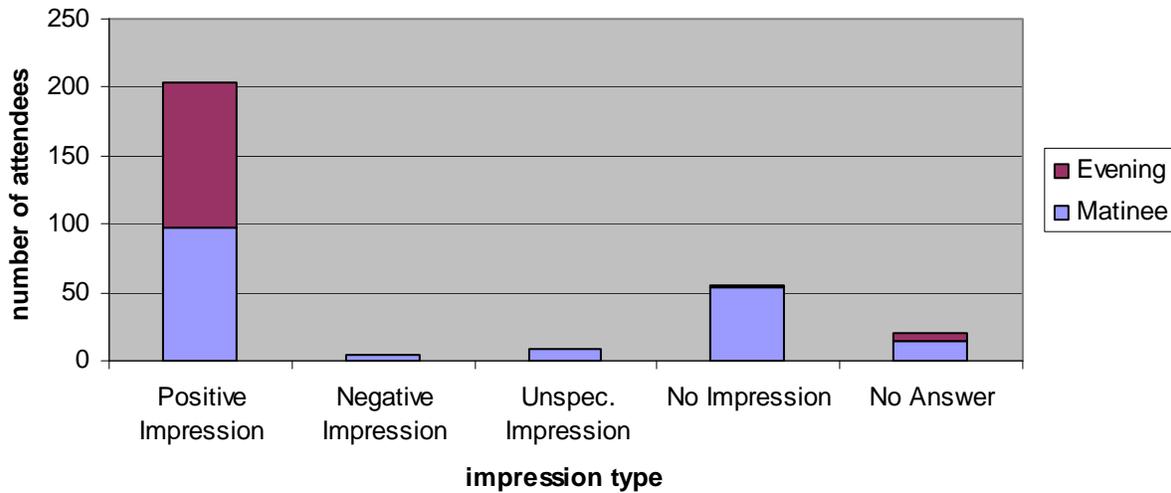
Evening Attendees, by age and gender



PROGRAM IMPACT

Did NORMAL make an impression on you?

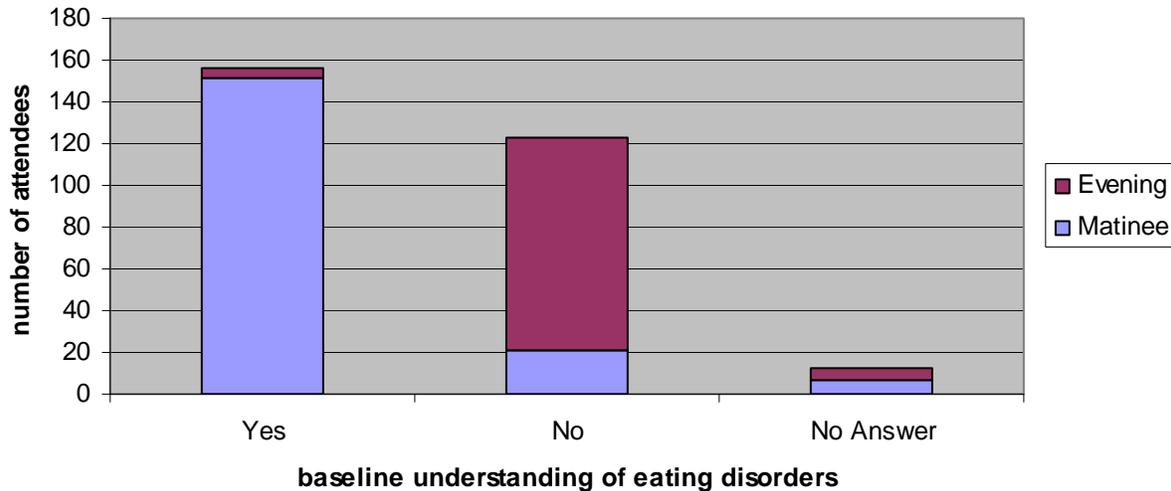
The NORMAL Program had a positive impression on the majority of attendees (69.8%). This outcome varied by audience, with over 30% of matinee attendees (compared to less than 1% of evening attendees) indicating that the program did not leave an impression and over 2% of matinee attendees (compared to 0% of evening attendees) indicating that the program had a negative impression.



PROGRAM IMPACT, cont.

Did you have an understanding or a belief about eating disorders before you saw NORMAL?

Just over half (53.6%) of program attendees indicated that they had a baseline understanding about eating disorders prior to seeing NORMAL. This outcome varied by audience, with a far greater percentage of matinee attendees (84.3%) reporting pre-existing knowledge than evening attendees (4.5%).



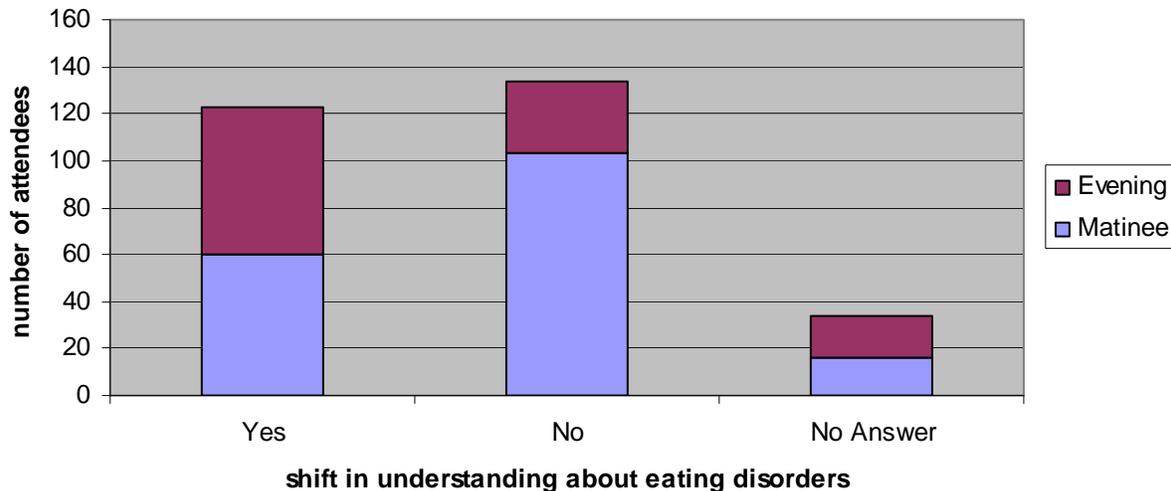
When asked to describe their pre-existing understanding or belief about eating disorders:

- 56 individuals indicated that they had a basic awareness of eating disorders prior to seeing NORMAL.
- 44 individuals indicated that they had an understanding of the severity of eating disorders prior to seeing NORMAL.
- 48 individuals indicated that their pre-existing knowledge about eating disorders resulted from having completed a health class at their school.
- 53 individuals indicated that their pre-existing knowledge about eating disorders resulted from personal experience with their own eating disorder and/or eating disorders experienced by family members or friends.
- 8 individuals indicated that their pre-existing knowledge about eating disorders resulted from professional training/experience.

PROGRAM IMPACT, cont.

Has your understanding about eating disorders shifted after watching NORMAL?

Under half (42.3%) of program attendees indicated that watching NORMAL had altered their understanding of eating disorders. This outcome varied by audience, with 56.2% of evening attendees reporting a shift in understanding, as compared to 33.5% of matinee attendees.



When asked to describe how their understanding of eating disorders had shifted after watching NORMAL:

- 48 individuals indicated that NORMAL had increased their knowledge regarding the severity of eating disorders.
- 39 individuals indicated that NORMAL had increased their understanding of the impact that eating disorders have on the entire family.
- 5 individuals indicated that NORMAL provided them with insight into the experience of having an eating disorder.
- 5 individuals indicated that NORMAL had increased their awareness and basic understanding of eating disorders.
- 4 individuals indicated that NORMAL provided them with knowledge regarding the root causes of eating disorders.

PROGRAM IMPACT, cont.

Can you list 3 “morals” or “lessons” you took away from the show and/or talkback?

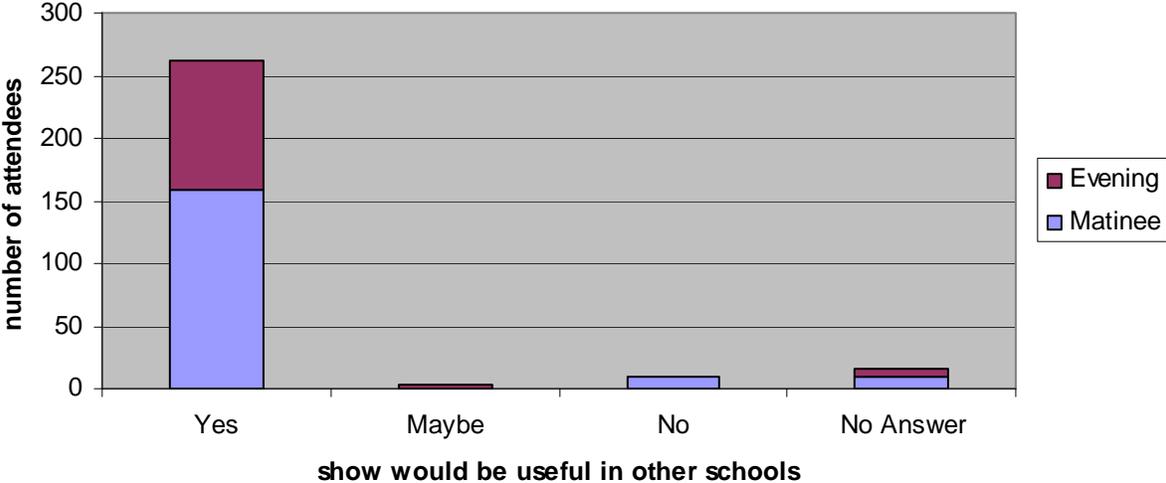
Common response themes included:

- Importance of talking and letting friends or family know if you are suffering (n=69)
- Importance of seeking professional help (n=68)
- Importance of offering help and support to family and friends who are suffering (n=57)
- Dangers of dieting/importance of eating healthy (n=48)
- Eating disorders have a profound effect on the family and friends of those who are suffering (n=40)
- Eating disorders are severe disorders that may have serious health consequences (n=37)
- Importance of self-esteem and positive body image (n=26)
- Importance of not placing blame on self or others (n=25)
- There are a variety of social and psychological factors involved in eating disorders (n=21)
- Strong social and familial support systems play a key role (n=19)
- Dangers of overexercise (n=15)
- Eating disorders are often shrouded by secretiveness (n=11)
- Eating disorders are common (n=9)
- Eating disorders are associated with a loss of control and feelings of shame about one's food- and/or exercise-related behaviors (n=9)
- One's health is more important than being skinny or popular (n=8)
- Treatment for eating disorders is a long process (n=7)
- Lessons regarding the signs and symptoms of eating disorders (n=6)
- Eating disorders are prevalent in males (n=5)
- Never take anything for granted (n=5)
- Never give up (n=4)
- There are many types of eating disorders (n=4)
- Eating disorders are all-encompassing (n=3)
- If you are worried about a friend, tell an adult (n=2)
- Importance of education and awareness (n=2)

PROGRAM IMPACT, cont.

Do you feel this show/program would be useful in high schools, middle schools, and colleges around the country?

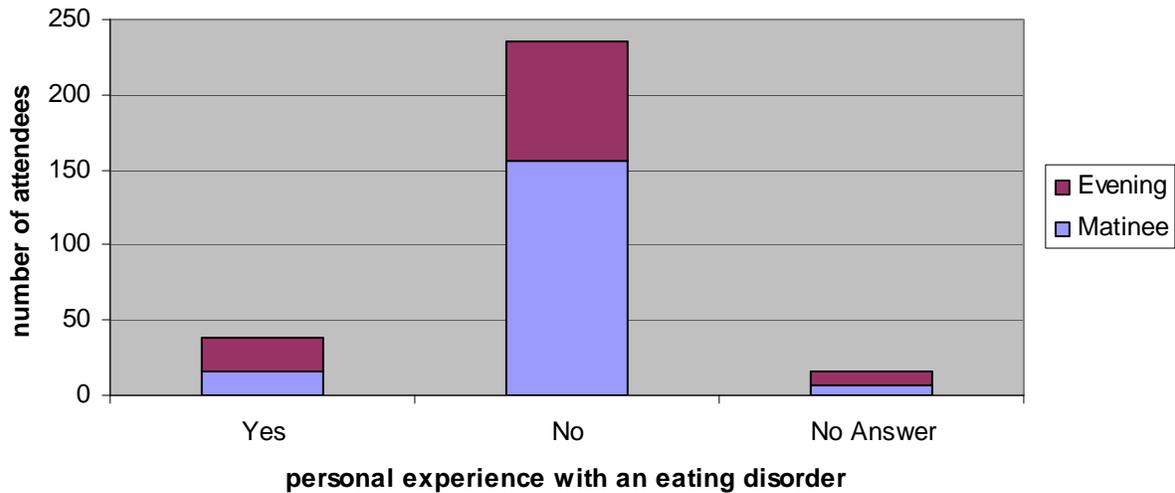
The vast majority (90%) of program attendees felt that the NORMAL program would definitely be useful in middle schools, high schools, and colleges around the country. This outcome varied slightly by audience, with 5.6% of matinee attendees (as opposed to 0% of evening attendees) indicating that the program would not be useful in other locations.



PROGRAM IMPACT, cont.

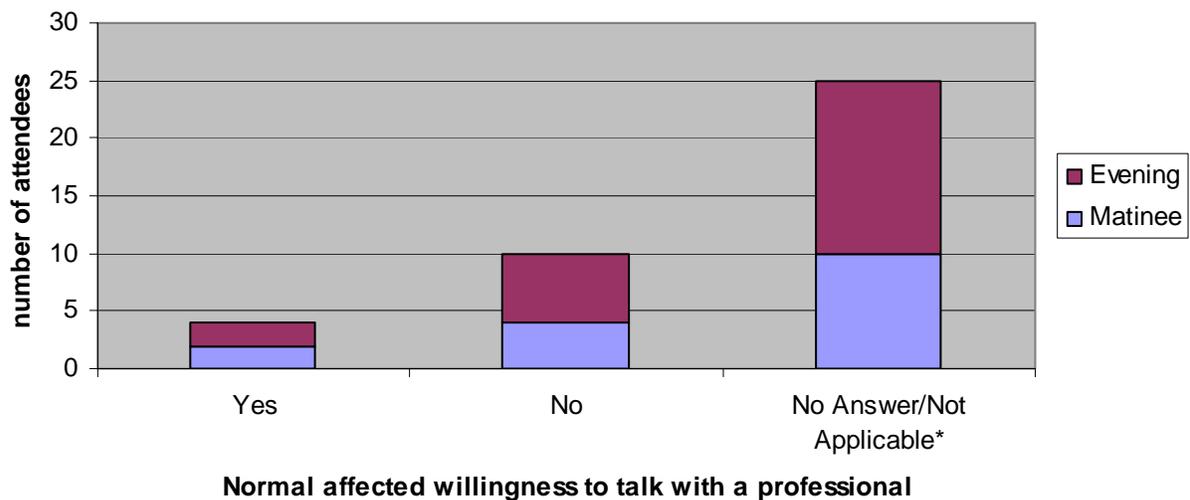
Have you ever struggled with an eating disorder?

Just over 13% of program attendees had struggled with an eating disorder (8.9% of matinee attendees and 20.5% of evening attendees).



If so, did watching NORMAL affect your willingness to talk about these issues with a professional?

Only 10.3% of individuals who reported struggling with an eating disorder indicated that watching NORMAL had an impact on their willingness to speak with a professional about these issues.

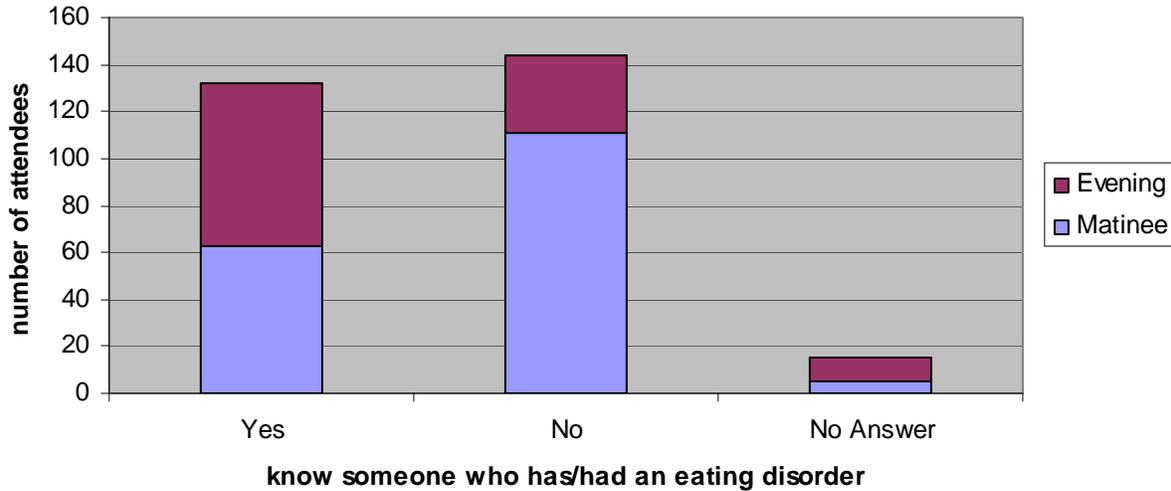


* Includes responses indicating that treatment has already been received/individual no longer feels that they need to seek professional help

PROGRAM IMPACT, cont.

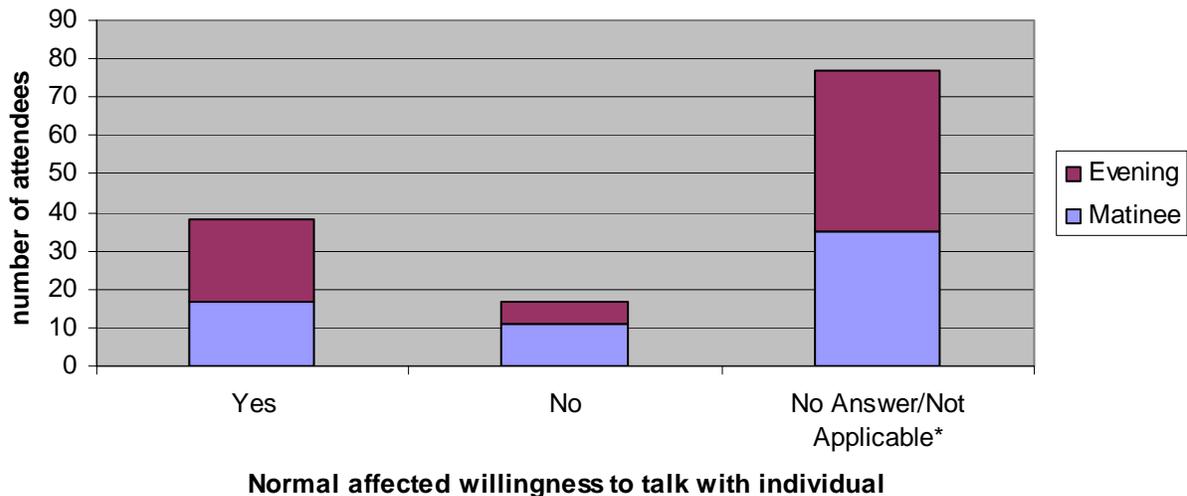
Do you know someone who is or has struggled with an eating disorder?

Over 45% of program attendees reported that they know someone who has, or has had, an eating disorder (35.2% of matinee attendees and 61.6% of evening attendees).



If so, did watching NORMAL affect your willingness to talk to them about seeking professional help?

29% of individuals who reported knowing someone who struggled with an eating disorder indicated that watching NORMAL had an impact on their willingness to speak with these acquaintances about seeking professional help.



* Includes responses indicating that treatment has already been received/individual no longer feels that the person in question needs to seek professional help

RECOMMENDATIONS

Based on the information gathered from these assessments, the following recommendations for strategies to further address eating disorders and related issues within the Wauwatosa School District have been formulated:

- The general audience (evening program attendees) displayed greater shifts in knowledge and were more likely to report having had a positive impression of the NORMAL performance than the student audience (morning program attendees). With this in mind, it should be noted that the initial need for information was greater amongst the general audience, as a larger percentage of the student audience indicated that they had a baseline knowledge of eating disorders prior to viewing NORMAL (most often citing their school's health class as the source of this pre-existing knowledge). Nevertheless, NORMAL does not appear to have further increased student knowledge beyond this baseline point for most matinee attendees. As such, **if the NORMAL program is repeated in Wauwatosa, it should likely be with the focused intent of educating the general community, while alternative strategies should be utilized to increase knowledge and awareness beyond baseline among the student population.**
- Attendees reported learning lessons from NORMAL regarding the importance of offering support to/seeking support from family and friends, the need to seek professional help, and the severe mental, physical, and social effects that eating disorders have on both the sufferer and their family. However, attendees did not indicate that they left the program with an increased knowledge of intervention skills and techniques – i.e. how to approach a friend or family member with concerns. Nor did they indicate an increased awareness regarding available resources. Moreover, viewing NORMAL did not increase the willingness of most eating disorder sufferers in the audience to seek professional help. Nor did it impact the majority of individuals who know someone struggling with an eating disorder in terms of their willingness to speak with these acquaintances about seeking professional help. **Additional educational programming should be conducted within both the general and student populations to provide intervention strategies and skills training (i.e. how to help a friend or loved one), and information should be distributed to students and community members regarding local resources for eating disorder treatment and assistance.**
- In their additional comments, many audience members expressed appreciation for bringing this topic to the table. **NORMAL has created a timely opportunity and enthusiasm for dialogue about issues related to eating disorders, and it seems likely that further opportunity for dialogue and discussion would be valued by both the student and general populations.**