Welcome!!!

Please make sure you have connected with the telephone using the number, access code and pin displayed in your AUDIO BOX on the right side of the screen. Also please mute your phone.

Webinar tutorial

- Connect by phone (mute)
- How to raise your hand
- Write questions

What we'll cover

- CHI overview
- Evaluation methods
- Dose results
- Roles, timeline
Kaiser Permanente evaluation philosophy

- Use data to improve, not just to prove
- Engage community partners as participants & stakeholders
- Develop new methods and share with the field
- Leverage KP’s unique assets

Purpose of evaluation

- Document and assess impact
  - Strategy level
  - Population level
- Support continuous improvement
- Build the field
- Inform future KP initiatives

Part of a larger effort

- Clark County, WA
- Prince Georges County, MD
- Atlanta, GA
- Portland, OR
- LiveWell Colorado sites statewide
- Community Health Initiative sites
- Joint initiatives with other funders
HEAL Zone evaluation overview

CHI Cross-Site evaluation questions

- Are community food and activity environments changing?
- Are environmental strategies supported by policies having a higher impact?
- What are we learning to inform program improvement?
- Are policy and environmental strategies being successfully implemented? Are they being implemented as planned?
- Are enough people been reached with strategies of sufficient strength (impact per person reached) to expect population-level change?
- Are there changes in health related attitudes, knowledge and behavior?
- Are we having an impact on health status?
- Did we have an impact on community capacity?
- How did the KP & HEAL Zones initiative structure contribute to changes?
- What were the value added of TA for sites?
- Are the changes made in communities sustainable?

Evaluation methods & activities

- DOCC
- Tracking funding
- Adult Survey
- Youth Survey
- Fitnessgram
- KP member
- Interviews
- Online surveys
- Photovoice
- Strategy evaluations
HEAL Zone evaluation overview

Community capacity & collaborative functioning
- Key informant interviews

Progress and strategy level evaluation
- DOCC (regional & community specific strategy evaluation)
- Photovoice and photo documentation
- School survey (some community specific questions)
- Adult survey (some community specific questions)

Population level behavior & biometric trends

<table>
<thead>
<tr>
<th></th>
<th>0-4 yrs</th>
<th>Grade K-5</th>
<th>Grade 7-8</th>
<th>Grade 9-12</th>
<th>Adults</th>
</tr>
</thead>
<tbody>
<tr>
<td>School survey</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fitness gram</td>
<td></td>
<td></td>
<td></td>
<td>x</td>
<td></td>
</tr>
<tr>
<td>Adult survey</td>
<td></td>
<td></td>
<td></td>
<td>x</td>
<td></td>
</tr>
<tr>
<td>KP member data</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
</tbody>
</table>

Who participates in what parts?

<table>
<thead>
<tr>
<th></th>
<th>HEAL Zones (6 sites)</th>
<th>HEAL Partnership Grants (2 sites)</th>
<th>Healthy School Partnership</th>
</tr>
</thead>
<tbody>
<tr>
<td>DOCC</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Strategy-level evaluation</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Photovoice</td>
<td>x</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Collaborative key informant interviews and surveys</td>
<td>x</td>
<td>x</td>
<td></td>
</tr>
<tr>
<td>School survey</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Adult mail survey</td>
<td>x</td>
<td></td>
<td></td>
</tr>
<tr>
<td>KP member data</td>
<td>x</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Asset tracking</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
</tbody>
</table>

Surveys
### Youth survey—school based

<table>
<thead>
<tr>
<th>Survey logistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>• 5th, 7th, 9th grade - all students in each grade</td>
</tr>
<tr>
<td>• 20-30 minutes to complete</td>
</tr>
<tr>
<td>• Paper and pencil, scanable forms</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Survey content</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Food, physical activity behaviors</td>
</tr>
<tr>
<td>• School, neighborhood environment</td>
</tr>
<tr>
<td>• Validated questions where possible</td>
</tr>
</tbody>
</table>

### Adult survey—mail/phone

<table>
<thead>
<tr>
<th>Survey logistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Random sample of all households in the HEAL Zone</td>
</tr>
<tr>
<td>• Based on USPS address lists</td>
</tr>
<tr>
<td>• 2 mailings plus 1 postcard reminder, $2 incentive</td>
</tr>
<tr>
<td>• Phone follow-up for non-responders with phone</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Survey content</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Food, physical activity behaviors</td>
</tr>
<tr>
<td>• Questions from Behavioral Risk Factor Surveillance Survey</td>
</tr>
<tr>
<td>• Additional norms/attitudes, community specific questions</td>
</tr>
</tbody>
</table>

### Photovoice
What is Photovoice?

- A visual record from the community of its strengths, concerns, and most effective strategies
- Photos are taken at two points in time

How is Photovoice used?

- To demonstrate impact of interventions from the community’s perspective
- To reach and influence policy makers to make changes

1. Fresh fruits, vegetables, cheese and healthy beverages once filled the shelves at this Southwest neighborhood market. Today, fruit is scarce while soda and high calorie drinks overtake the produce display and vibrant neon signage promotes beer. Why shop here?

2. As a direct result of working with the HEAL project, this small food outlet now offers fresh, prepared, packaged fruit at the checkout counter. The owner has taken the time to make sure such fresh produce is visible, accessible, and simple to eat in a neighborhood where produce seems sparse.
Not In My Community
There's nothing healthy about a liquor store as we have far too many alcoholics in our community. We'd like liquor stores banned from our community, especially ones close to elementary schools.

Through working together with a group of parents at a local school, we successfully accomplished the demolition of a liquor store from the community that had a long history of drive by shooting and drug sale. This made it very unsafe for parents to walk our kids to school. Now we would like to see a small corner park as a community garden.

West Modesto residents view the design for the upcoming Helen White Memorial Trail that will promote physical activity and a safe route for to school for children.

This entrance to the canal is difficult to get to. Neighborhood children use this path everyday to get to school. Does this look inviting and welcoming to you? Let's clean up our neighborhood and be proud of our community.

Strategy level evaluations
Strategy level evaluation

Why?
• To understand the process and impact of specific types of HEAL strategies

Our approach
• Align evaluation with what you are actually doing so we can measure your successes
• Provide opportunity for community-based participatory evaluation

To answer these questions…

What changes were made at the institutional level?
What did it take to make these changes?
How did these changes impact behavior?
Were there other impacts, such as financial?

Example: Retail food outlets

<table>
<thead>
<tr>
<th>Measure</th>
<th>Method</th>
</tr>
</thead>
<tbody>
<tr>
<td>Changes made</td>
<td>CX3</td>
</tr>
<tr>
<td>What did it take?</td>
<td>Interviews/documents: local HEAL team &amp; store managers</td>
</tr>
<tr>
<td>Behavior impact</td>
<td>Consumer intercept surveys</td>
</tr>
<tr>
<td>Financial impact</td>
<td>Store manager interview</td>
</tr>
</tbody>
</table>
Examples:

- Common cross site strategies
  - Examples: Retail food outlets, School wellness, Etc.
- Those you feel are most important—most likely to have an impact
- Within resource limitations/feasibility
- Other strategies evaluated locally—with evaluation team TA when possible

Which strategies will be evaluated?

High ‘dose’ strategies

Strategy mix
### Promising strategy areas

- **Physical activity**
- **Food standards**
- **High dose strategies in schools**

### Change: physical activity

- **Active at least 20 minutes**
  - Community 1: 48%
  - Community 2: 43%
  - Youth survey: 33%
- **Exercise after school**
  - Community 1: 54%
  - Community 2: 24%

### Evaluation roles, timeline
What evaluation team will do—
Overall evaluation

• Track status and maintain DOCC
• Summarize other funding / assets
• Collect adult & youth survey, KP member data
• Conduct two Photovoice sessions
• Collaborate with you on strategy specific evaluations
• Conduct key informant interviews, online surveys
• Provide you with process feedback and reports

Your role—
Overall evaluation

• Assign an evaluation liaison
• Provide regular updates on progress
• Collaborate on strategy specific evaluations
• Participate in developing adult & youth survey questions
• Assist with arrangements for school surveys
• Identify Photovoice participants & make arrangements
• Identify respondents for interviews, surveys

Your role—
Strategy level evaluation

• Participate in prioritizing which strategies to evaluate
• Help design strategy and instruments *
• Identify local data collectors
• Liaison with the institutions & schedule data collection
• Help interpret and apply the results *

* To the extent you want—you can be as involved as you want to be
What evaluation team will do—
Strategy-level evaluation

- Prioritize which strategies to evaluate
- Design and produce instruments
- Oversee data collection
- Pay the data collectors
- Clean, enter and analyze results
- Prepare results for dissemination

* With your input

When we'll do it

<table>
<thead>
<tr>
<th>Data</th>
<th>Timing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Track status</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Update DOCC</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Tracking funding/assets</td>
<td>Annually</td>
</tr>
</tbody>
</table>

When we'll do it

<table>
<thead>
<tr>
<th>Data</th>
<th>Baseline</th>
<th>Follow-up</th>
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</thead>
<tbody>
<tr>
<td>Youth survey</td>
<td>Fall 2012/Spring 2013</td>
<td>TBD</td>
</tr>
<tr>
<td>Adult survey</td>
<td>Fall 2012/Spring 2013</td>
<td>TBD</td>
</tr>
<tr>
<td>Photovoice</td>
<td>Summer/Fall 2012</td>
<td>Fall 2014/Spring 2015</td>
</tr>
<tr>
<td>Key informant interviews</td>
<td>Spring 2012</td>
<td>Spring 2014</td>
</tr>
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</table>
**Next steps**

<table>
<thead>
<tr>
<th>2012</th>
<th>July</th>
<th>August</th>
<th>September</th>
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<tbody>
<tr>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Finalize your CAP</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Schedule updates with Ama</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Discuss strategy level evaluations with the evaluation lead</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Do Photovoice (by December)</td>
<td></td>
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<tr>
<td></td>
<td>• Tailor youth survey questions (by Oct)</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>• Assist with school logistics for student survey (for Spring 2013)</td>
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</tbody>
</table>

**Evaluation Team**

Based locally

- Ama Atiedu, primary evaluation contact
- To be named, lead–strategy-specific evaluations

Based in Seattle

- Allen Cheadle, evaluation director
- Elena Kuo, evaluation coordinator

Kaiser Permanente

- Mehrnaz Davoudi, SCAL evaluation lead
- Pamela Schwartz, National evaluation lead

**Primary evaluation contact:**

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