What we’ll cover

- Evaluation Overview
- Strategy Level Evaluation
- Roles, timeline
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
Most strategies focus on environment & policy change.

- Programs: 30%
- Environment: 19%
- Policy change: 32%
- Capacity building: 19%
CAP strategies - examples

Healthcare
- BMI as a vital sign
- Breastfeeding promotion
- Hospital cafeteria

Neighborhoods
- Parks, trails and other active public spaces
- General Plan amendments
- Corner store conversion
- Farmers markets and community gardens

Schools
- Cafeteria reforms
- PE standards, after-school programs
- Joint use agreements
- Safe routes to school

Worksites
- Stairwell prompts
- Lactation support
- Worksite wellness programs
HEAL Zone evaluation overview
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 was 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

Strategy evaluations
Photovoice
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Surveys
### Survey logistics

- 5<sup>th</sup>, 7<sup>th</sup>, 9<sup>th</sup> grade - all students in each grade
- 20-30 minutes to complete
- Paper and pencil, scanable forms

### Survey content

- Food, physical activity behaviors
- School, neighborhood environment
- Validated questions where possible
### Survey logistics

- Random sample of all households in the HEAL Zone
- Based on USPS address lists
- 2 mailings plus 1 postcard reminder, $2 incentive
- Phone follow-up for non-responders with phone

### Survey content

- Food, physical activity behaviors
- Questions from Behavioral Risk Factor Surveillance Survey
- Additional norms/attitudes, community specific questions
Strategy level evaluations
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
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?
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Example: Retail food outlets
Which strategies will be evaluated?

- 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
## School-based strategies

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Total:
- School wellness policy: 8
- Meal/snack options: 6
- Safe routes to school: 6
- Additional PA/PE time: 5
- Built environment improvements: 6
- PA programs: 6
- Corner store conversion: 4
**Strategy Level Methods**

**DOCC**
- On-going progress documentation

**School Assessment**
- Assess policies & practices
  - Baseline + end

**Teacher/Staff survey**
- Changes in knowledge, attitude & behavior
  - Baseline + annually

**Coalition survey**
- Role of the coalition in supporting HEAL Changes
  - Baseline + annually

**Menu comparisons**
- Observation

**Changes in food environment**
- Baseline + annually

**Perception of the program**
- Staff, students, community residents
  - As needed

**Manager interviews**
- Focus Group
- Staff debrief

**Changes in environment & Practices**
- Baseline + end

**Annual Reflection**
- Assess perception of sales
  - End
High ‘dose’ strategies
Strategy mix

Strength

High
Medium
Low

Reach

Low Medium High

1 0 2
9 7 7
6 9 11
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

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<td>Design and produce instruments</td>
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<td>Pay the data collectors</td>
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<td>Clean, enter and analyze results</td>
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<td>Prepare results for dissemination</td>
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* With your input
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### Next steps

#### October - December 2012
- Check-in meetings (DOCC)
- Discuss strategy level evaluations with Afsaneh
- Do Photovoice (by December)
- Recruit schools for student survey
- Tailor adult survey questions (by Oct)

#### January - March 2013
- Assist with school logistics for student survey (for Spring 2013)
- Assist with strategy level evaluation data collection
Evaluation Team

Based locally

• Ama Atiedu, primary evaluation contact

Based in Seattle

• Allen Cheadle, evaluation director
• Afsaneh Rahimian, lead–strategy-specific evaluations
• Elena Kuo, evaluation coordinator

Kaiser Permanente

• Mehrnaz Davoudi, SCAL evaluation lead
• Pamela Schwartz, National evaluation lead
Primary evaluation contact:
Ama Atiedu
atiedu.a@ghc.org
(213) 346-3279

Center for Community Health and Evaluation
Part of Group Health Research Institute

www.cche.org
Thank You

Questions?

Comments!