

# Measures and Methods for Evaluating Community Partnerships: The Healthy & Active Communities Evaluation

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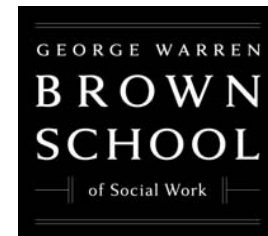
**Jessi Erickson**  
**Darcy Scharff**  
**Chris Robichaux**  
**Jessica Drennan**  
**Amy Stringer-Hessel**

# Presentation Overview

- Overview of the Healthy and Active Communities (H&AC Initiative)
- Evaluation Approach
- H&AC Partnership Findings
- Implications
- Next Steps



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 Washington University in St. Louis

# H&AC Goal Areas

- 1. Program:** Increase healthy eating, regular physical activity and positive behavioral strategies
- 2. Education:** Increase community education on the importance of good nutrition, physical activity and healthy weight
- 3. Access:** Increase community access to physical activity opportunities and healthful foods
- 4. Policy:** Implement local public policies that promote physical activity and healthy eating

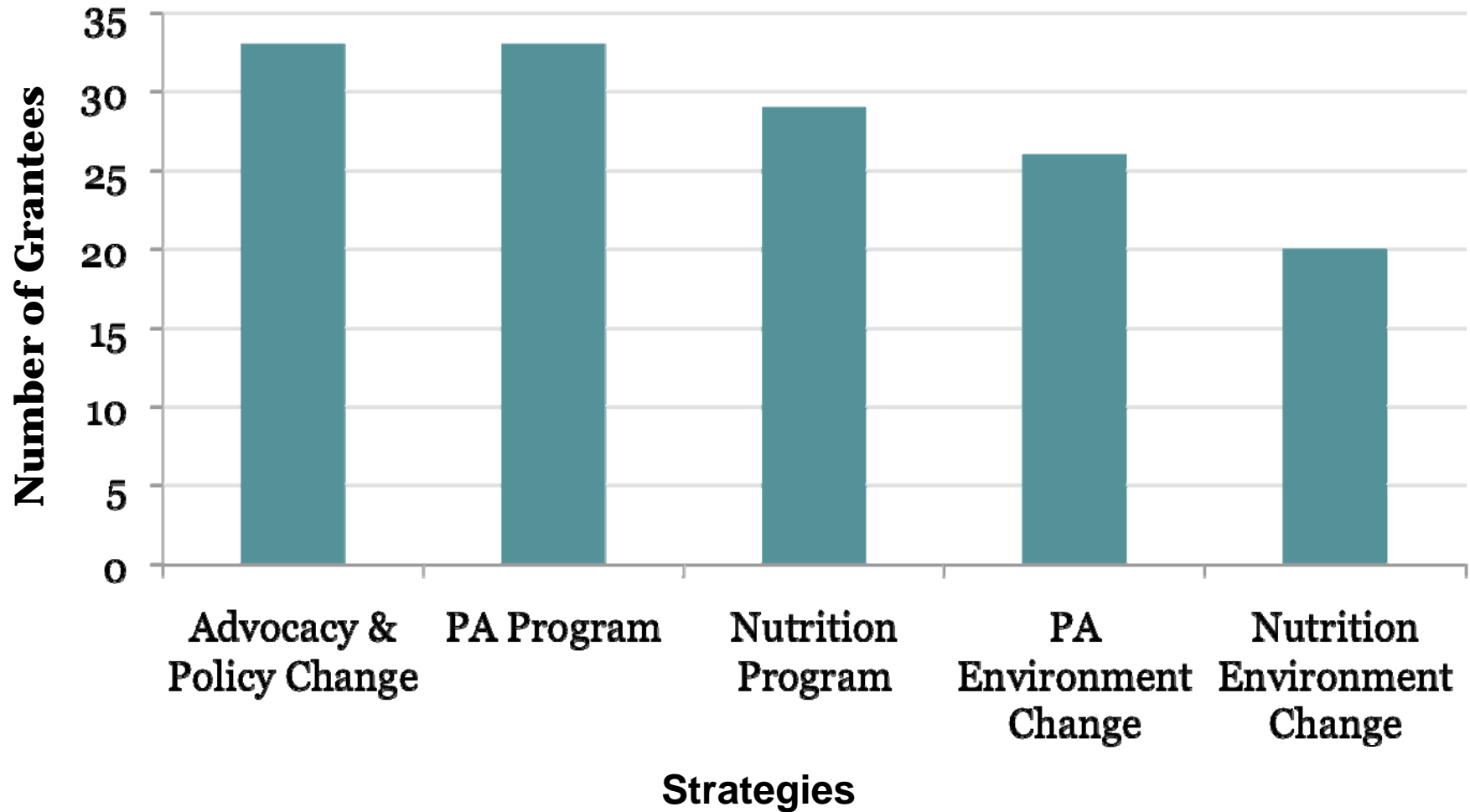
# H&AC Initiative:

## Four funding streams

1. Healthy & Active Grants\* 2005 & 2006
1. Model Practice Building (MBP) 2007 & 2008
1. Innovative Funding (IF) 2008
1. Promising Strategies (PS) 2009 – ongoing

*\*Grantees were not part of this evaluation*

# Diverse Focus of Projects



# H&AC Core Data Set: Mixed Methods

Data Source	Indicators
<b>Quantitative</b> Web-based data collection system	<ul style="list-style-type: none"><li>• Program reach<ul style="list-style-type: none"><li>• Settings</li><li>• Geographical areas</li><li>• Populations affected</li></ul></li><li>• <b>Program partnerships (partner type, contributions)</b></li><li>• Organizational capacity (staffing, training, funding)</li></ul>
<b>Qualitative</b> Semi-structured interviews	<ul style="list-style-type: none"><li>• Capacity of organizations</li><li>• <b>Extent of partnerships</b></li><li>• Essential skills needed to implement program</li><li>• Sustainability</li><li>• Lessons learned</li></ul>

# H&AC Evaluation: Partnerships

- Evaluation Questions
  - Who are key partners and what partnership qualities make them successful?
  - How did the partners vary based on type of program?
  - What did partners contribute to the implementation of healthy & active activities?

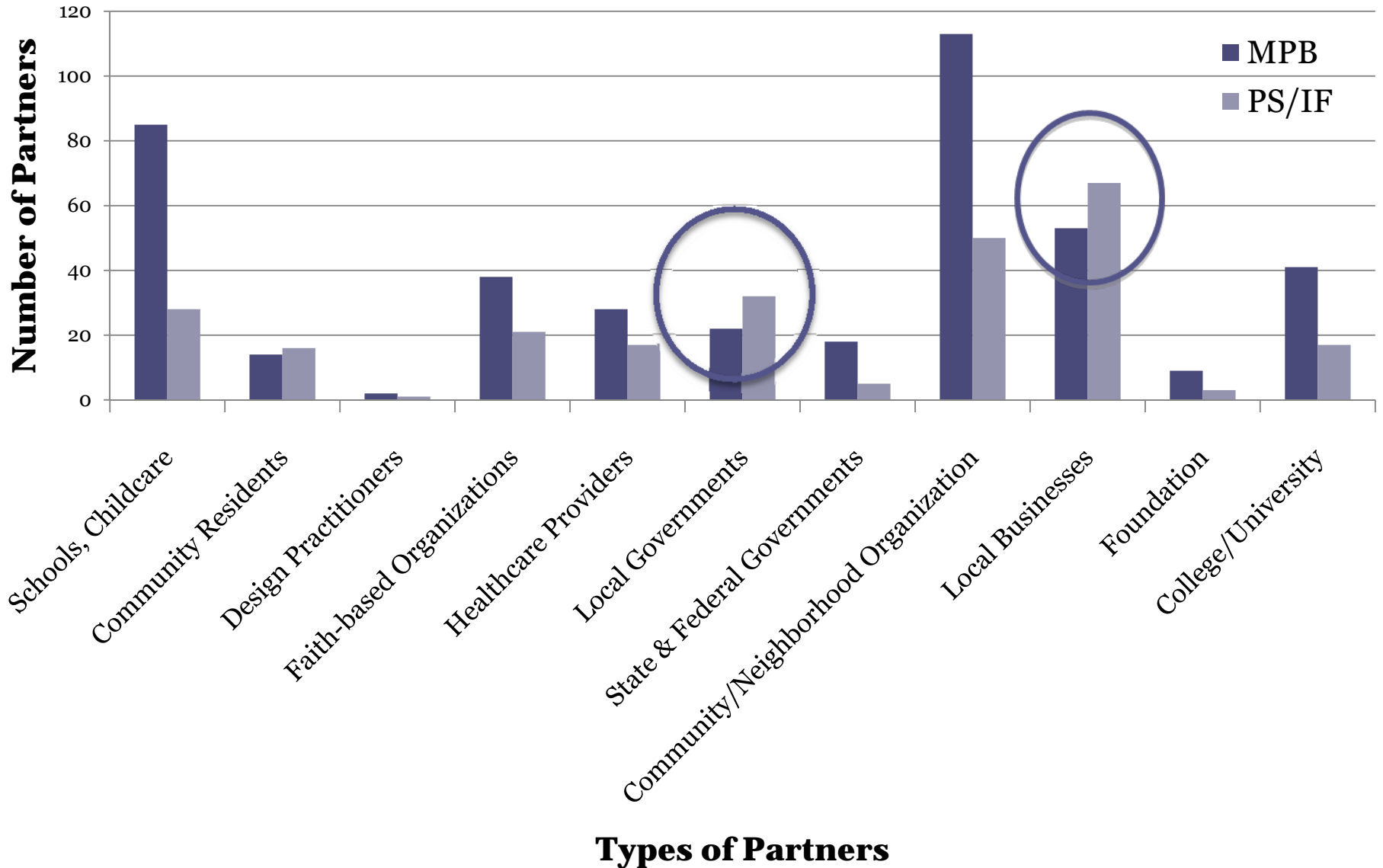
# H&AC Evaluation: Partnerships

Who are the partners?

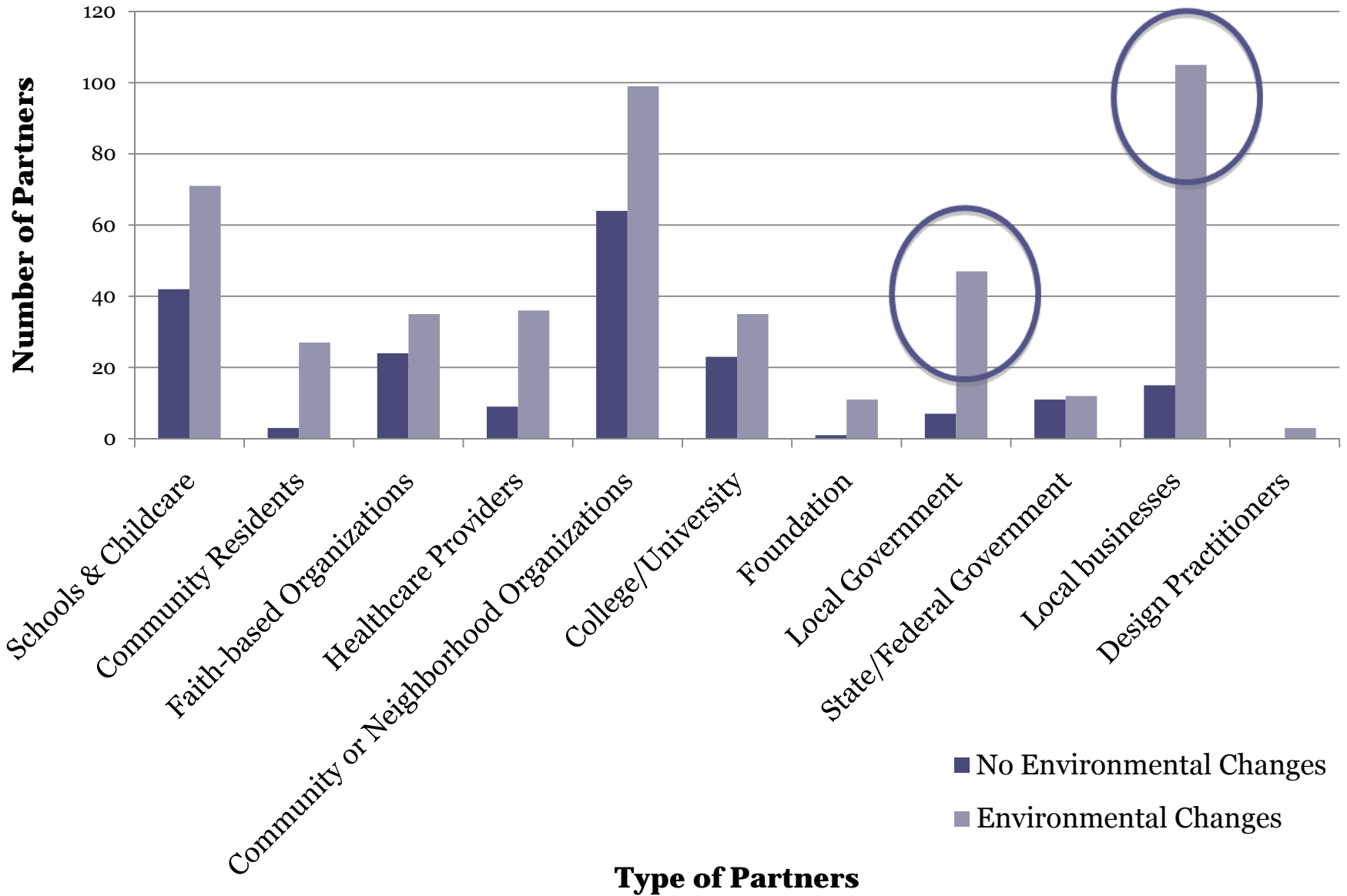
- Extensive Network:  $n = 680$ 
  - MPB grantees: 423
  - PS/IF grantees: 257
- Types of Partners:  $n = 11$



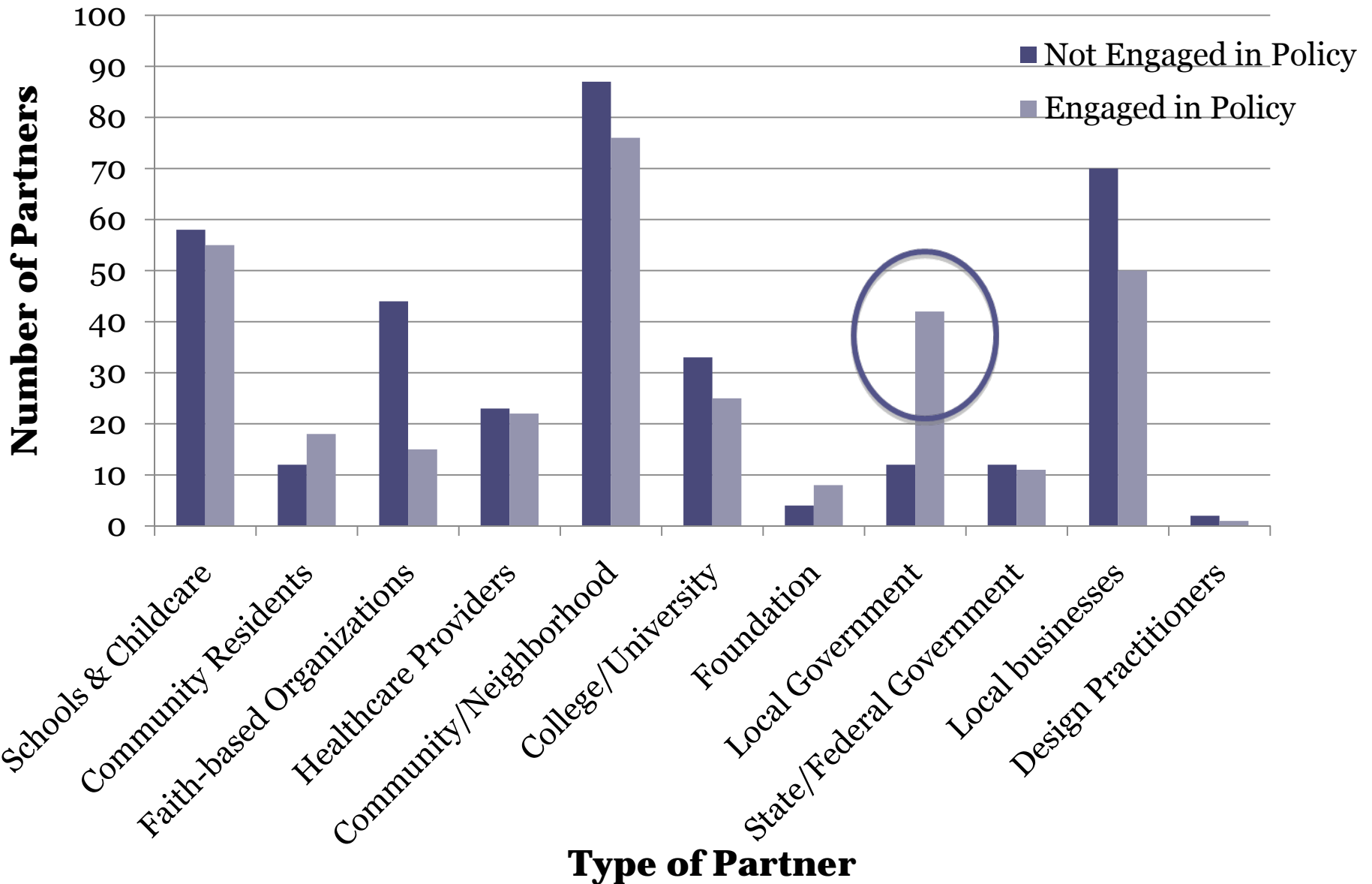
## Funding Streams: Who are the Partners?



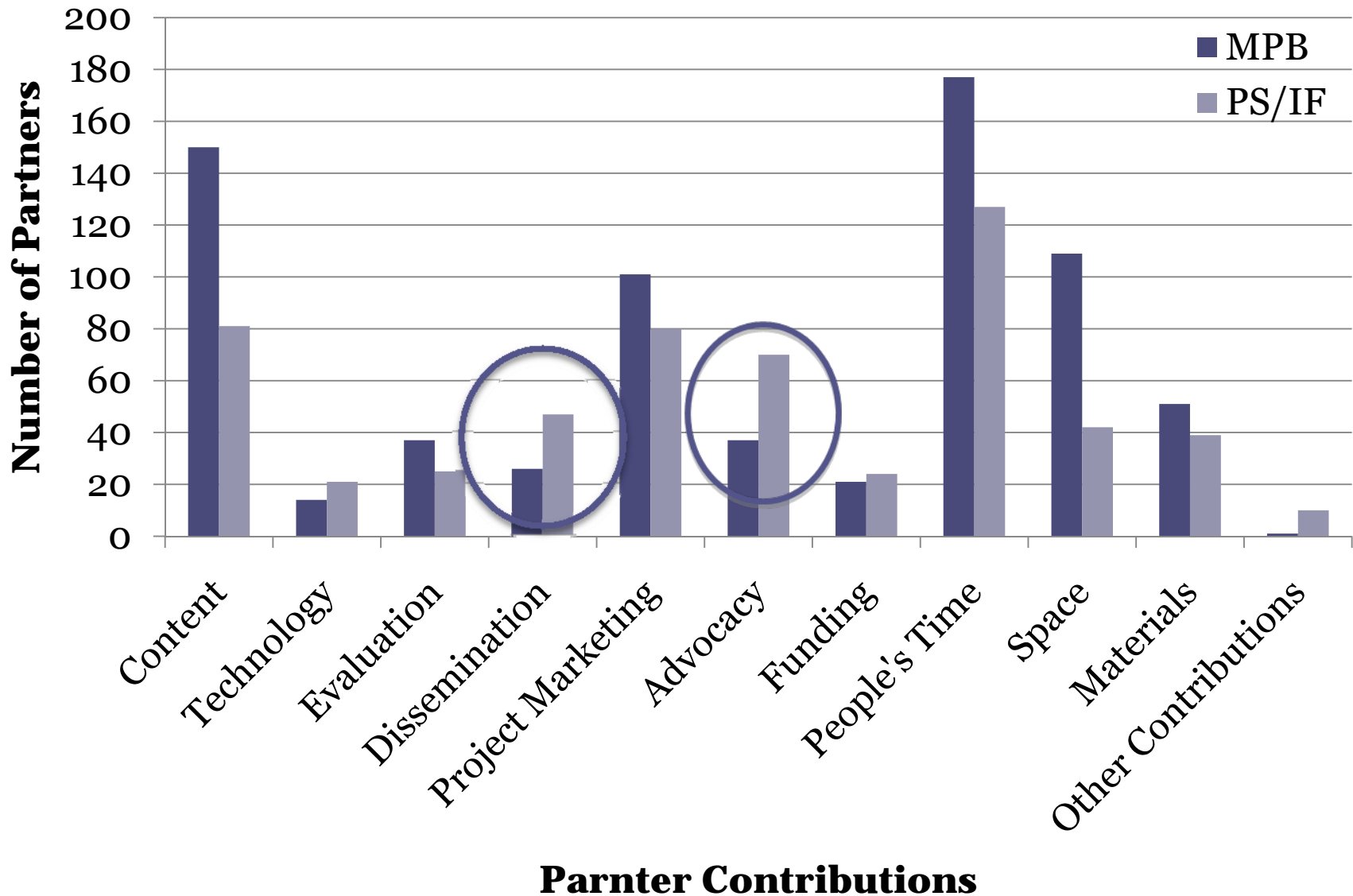
## Environmental Change: Who are the Partners?



## Policy Change: Who are the Partners?



## Funding Streams: What did the Partners Contribute?



# What were Qualities of Partners?

## **Participation & Champion**

“It’s key that they’ve bought into it and understand it, and they think it is a valuable thing for the community” – MPB grantee

“attend meetings and participate” – MPB grantee

“... the mayor has really championed the effort and just getting him to show up at our meetings... he’s really embraced all of our activities ...” – PS grantee

# What were Qualities of Partners?

## **In-Kind Resources**

“... they built our shed. They didn’t charge us to build the shed. When I need papers run off and I can’t get to the Health Department, they’ll do that for me...” – PS grantee

“...our city administrator and our mayor attends every meeting that we have and gives us the facility to meet in with the community” – PS Grantee

# What were Qualities of Partners?

## **Access to Community**

“They’ve been a huge partner in our program. They had a network of [participants] in place... that we were able to access easily at no cost” – MPB Grantee

# Implications

- For data collection:
  - Collect data regularly to assess types of partners and contributions
  - Link partner to activity
  - Conduct key informant interviews to better understand partnership contributions



# Implications

- For partnership development:
  - Encourage communities to foster partnerships from diverse sectors
  - Ensure that program needs and roles for partners are identified
  - Offer development or training activities to help communities connect and maintain partner relationships

# The H&AC Evaluation Team

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# Grantees in Action



QUESTIONS?

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