

EVALUATING OBESITY PREVENTION EFFORTS: A PLAN FOR MEASURING PROGRESS

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Progress of Obesity Prevention
Efforts

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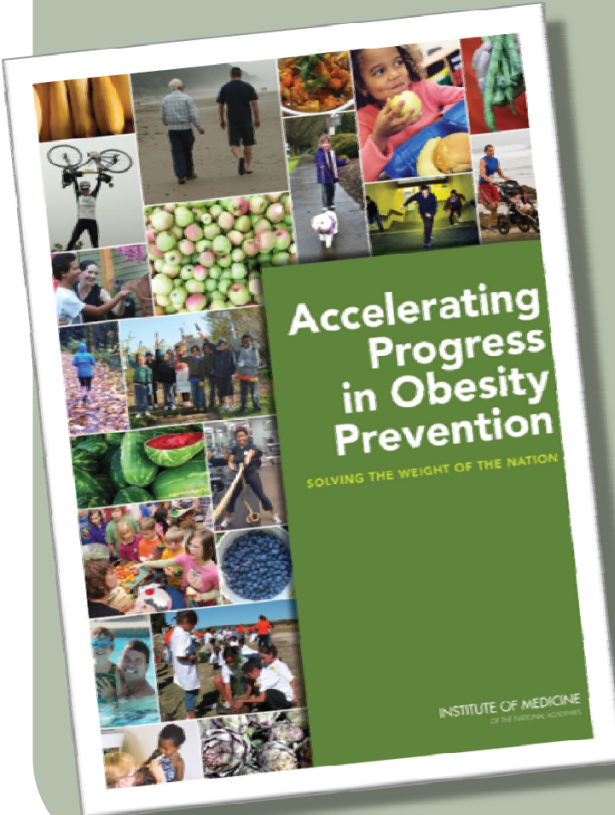


EVALUATING OBESITY PREVENTION EFFORTS

A Plan for Measuring Progress



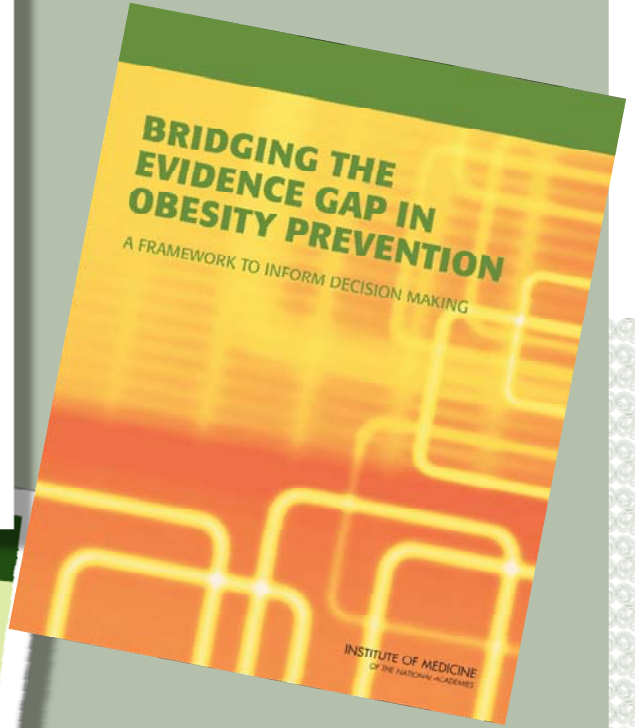
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Accelerating Progress in Obesity Prevention

SOLVING THE WEIGHT OF THE NATION

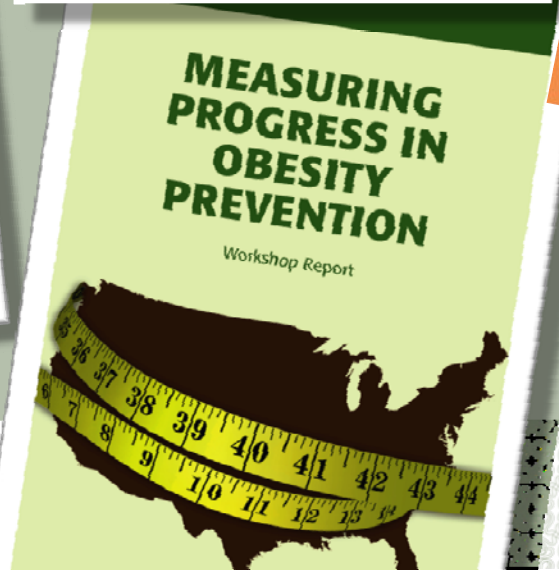
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BRIDGING THE EVIDENCE GAP IN OBESITY PREVENTION

A FRAMEWORK TO INFORM DECISION MAKING

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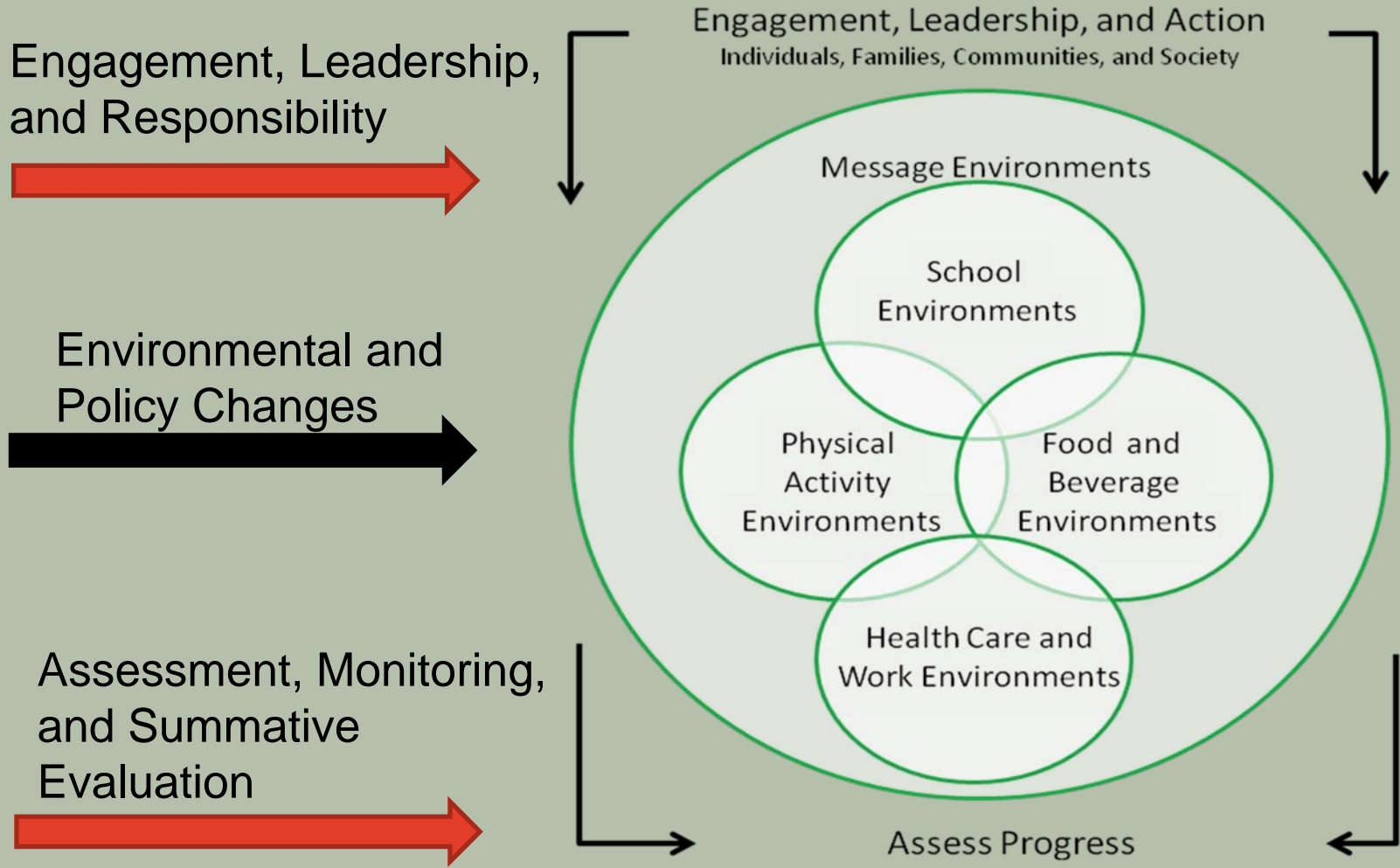
MEASURING PROGRESS IN OBESITY PREVENTION

Workshop Report

AN URGENT (and Continuous) NEED FOR EVALUATION

Monitoring the Implementation of Interventions
Adaptations of “Evidence-Based Interventions”
Especially of Environmental and Policy Reforms
Most of these will not be RCT “evidence-based”

The Call to Action



5 SOLUTIONS FOR CHANGING OUR COMMUNITIES

INTEGRATE PHYSICAL ACTIVITY EVERY DAY IN EVERY WAY.



STRENGTHEN SCHOOLS AS THE HEART OF HEALTH.



MARKET WHAT MATTERS FOR A HEALTHY LIFE.



ON THEIR OWN, ANY ONE OF THESE FIVE SOLUTIONS MIGHT HELP SPEED UP PROGRESS IN PREVENTING OBESITY, BUT TOGETHER, THEIR EFFECT WOULD BE REINFORCED, AMPLIFIED, AND MAXIMIZED.

ACTIVATE EMPLOYERS AND HEALTH CARE PROFESSIONALS.



MAKE HEALTHY FOODS AVAILABLE EVERYWHERE.



Obesity Evaluation Plans

Reviewed Current Evaluation Efforts

- Users' needs and interests
- Current monitoring & surveillance system strengths & **limitations**
- Investments in evaluation
- Systems science approach to evaluation
- National, state and local monitoring and surveillance systems
- Community evaluation

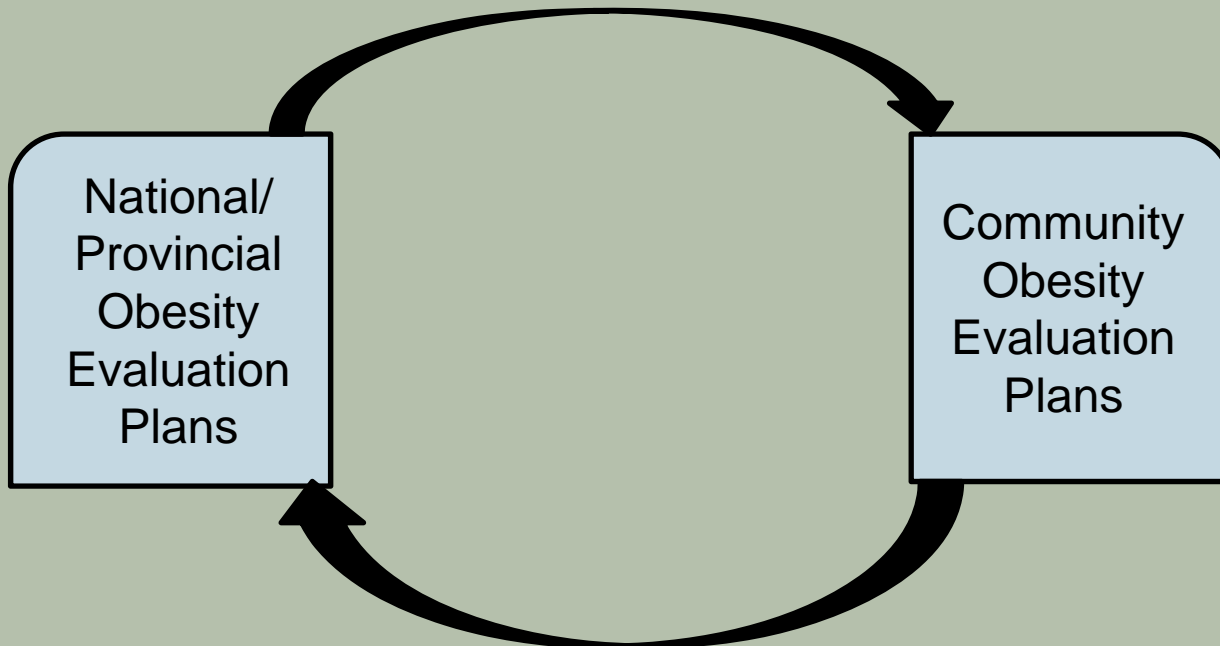
National Obesity Evaluation Plan

National Obesity Evaluation Plan Activities

- 1. Establish national leadership, infrastructure, priorities**
- 2. Identify current federal evaluation efforts & gaps**
- 3. Harmonize and expand data collection, address gaps**
- 4. Increase capacity**
- 5. Provide feedback**
- 6. Use core indicators and common measures**
- 7. Encourage new methodologies**

Interdependence of National, State and Community Obesity Evaluation Plans

Core indicators, Data sources & resources,
Surveillance systems, Methodologies



Contextual data, Feasibility, Local innovation,
especially in environmental and policy initiatives

Community Obesity Evaluation Plans

Community Obesity Assessment and Surveillance Plan Components

1. Define community boundaries.
2. Engage community members and other key stakeholders in as many of these steps as feasible.
3. Plan assessment and surveillance.
4. Collect data.
5. Analyze and make sense of the data.
6. Disseminate and develop policy and program plans from findings

Community-level Obesity Intervention Monitoring and Summative Evaluation Plan Components

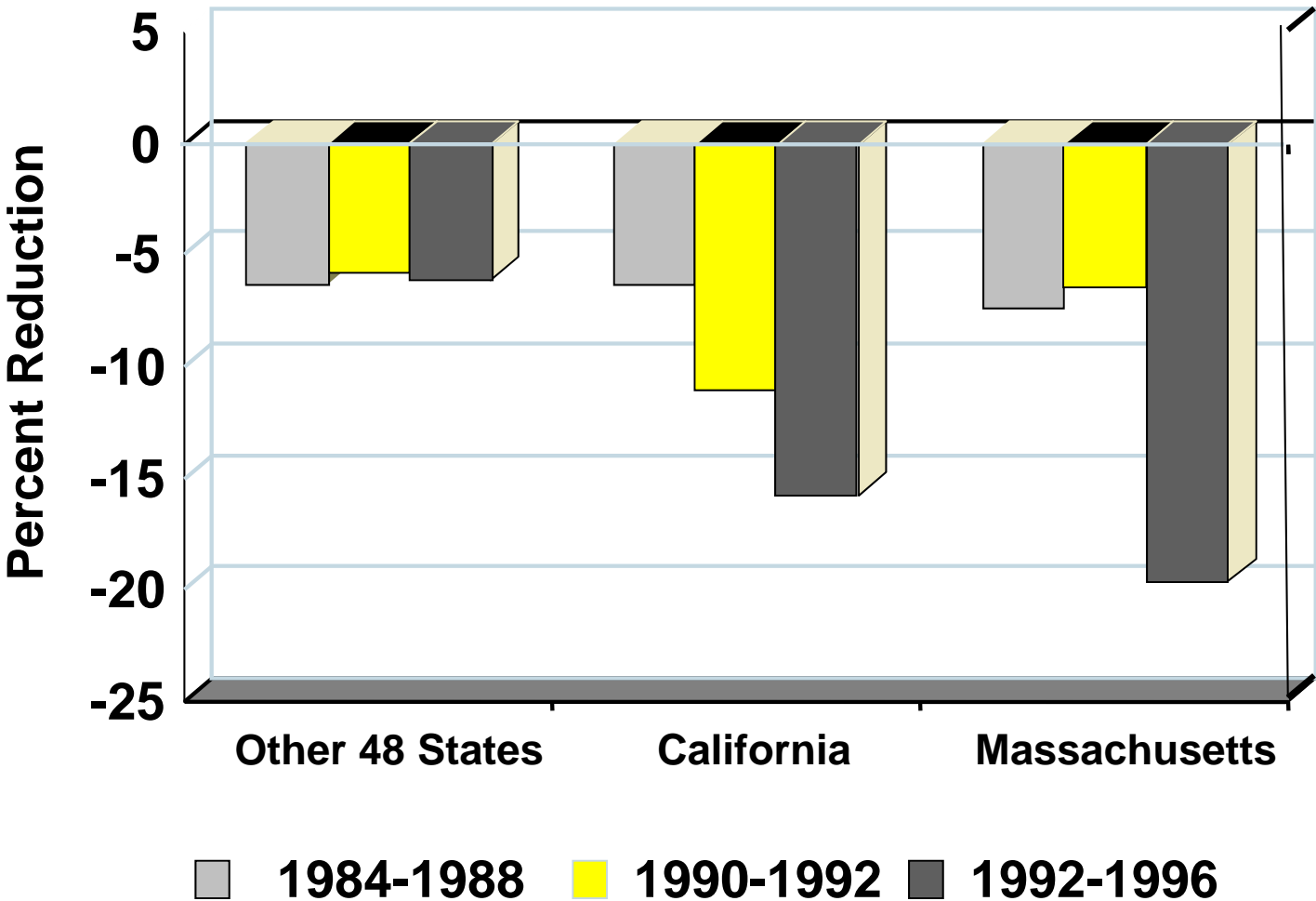
- 1. Design stakeholder involvement.**
- 2. Identify resources for the monitoring and summative evaluation.**
- 3. Describe the intervention's framework, logic model, or theory of change.**
- 4. Focus the monitoring and summative evaluation plan.**
- 5. Plan for credible methods.**
- 6. Synthesize and generalize.**

Indicators for Measuring Progress*

*See 6-page handout in your registration packet.

Change in Per Capita Cigarette Consumption

California & Massachusetts vs Other 48 States, 1984-1996



Recommendations

Rec #1: Improve Leadership and Coordination

What We Have	What We Want
Decentralized national leadership, infrastructure, resources, priorities	Centralized national leadership, infrastructure, resources, priorities, and timeline for implementing the National Obesity Evaluation Plan.

Key Roles for Leadership and Coordination

Identify and obtain the infrastructure necessary for implementing the plan and coordinate with appropriate partners.

Ensure adequate benchmarks/goals, including a schedule for updates.

Establish a process for prioritization, accountability, and adaptation of plan activities including an annual report to the agency responsible for leading the effort.

Identify priorities and create an ongoing timeline for implementing the plan , with short-term, intermediate-term, and long-term objectives.

Rec #2: Improve Data Collection

What We Have	What We Want
Data (monitoring) systems do not adequately track progress of environmental and policy-related obesity prevention actions or systems changes recommended in the APOP report.	Coordinate existing efforts for collecting data on indicators of progress and address existing evaluation gaps for measuring APOP recommended goals and strategies.

Rec #2: Improve Data Collection

Examples of Potential Actions to Coordinate Efforts and Address Gaps

Use the indicator list in the this report (i.e., the 6-page list organized around APOP recommendations), to harmonize and prioritize current data systems and measures

Expand existing surveys or develop new monitoring and surveillance systems to address gaps at the national level

Build, connect, and strengthen existing data systems and form partnerships to improve the availability and dissemination of existing data to local jurisdictions

Encourage state and local governments to develop the necessary infrastructure for creating data systems that will capture obesity prevention-related data at more local (e.g., county, city, neighborhood) levels

Rec #2: Improve Data Collection

How to Do It

Using the recommended indicators and gaps identified in this report as a guide (i.e., related to APOP strategies), all entities responsible for collecting data relevant to obesity prevention efforts should identify, coordinate, and prioritize current efforts for ongoing collection of recommended indicators for environmental and policy efforts.

Rec #3: Provide Common Guidance

How to Do It

Relevant federal agencies (e.g., in the departments of Agriculture, Commerce, Health and Human Services, Labor, Transportation) and state and local health departments, in collaboration with nonfederal partners, should standardize the collection and analysis of data, by providing common indicators, measures, methods, and outcomes used for assessment, monitoring, surveillance, and summative evaluation to assure aggregation among localities and back to the National Obesity Evaluation Plan.

Questions?