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

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Presentation Overview

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

<table>
<thead>
<tr>
<th>Strategies</th>
<th>Number of Grantees</th>
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</thead>
<tbody>
<tr>
<td>Advocacy &amp; Policy Change</td>
<td>35</td>
</tr>
<tr>
<td>PA Program</td>
<td>32</td>
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<tr>
<td>Nutrition Program</td>
<td>28</td>
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<tr>
<td>PA Environment Change</td>
<td>24</td>
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<tr>
<td>Nutrition Environment Change</td>
<td>18</td>
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# H&AC Core Data Set: Mixed Methods

<table>
<thead>
<tr>
<th>Data Source</th>
<th>Indicators</th>
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</thead>
<tbody>
<tr>
<td><strong>Quantitative</strong></td>
<td>• Program reach</td>
</tr>
<tr>
<td>Web-based data</td>
<td>• Settings</td>
</tr>
<tr>
<td>collection system</td>
<td>• Geographical areas</td>
</tr>
<tr>
<td></td>
<td>• Populations affected</td>
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<tr>
<td></td>
<td>• <strong>Program partnerships</strong> <em>(partner type, contributions)</em></td>
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<tr>
<td></td>
<td>• Organizational capacity <em>(staffing, training, funding)</em></td>
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<tr>
<td><strong>Qualitative</strong></td>
<td>• Capacity of organizations</td>
</tr>
<tr>
<td>Semi-structured interviews</td>
<td>• <strong>Extent of partnerships</strong></td>
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<tr>
<td></td>
<td>• Essential skills needed to implement program</td>
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<td></td>
<td>• Sustainability</td>
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<td>• Lessons learned</td>
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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&A 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?

Types of Partners

Number of Partners

- Schools, Childcare
- Community Residents
- Design Practitioners
- Faith-based Organizations
- Healthcare Providers
- Local Governments
- State & Federal Governments
- Community/Neighborhood Organization
- Local Businesses
- Foundation
- College/University

Funding Streams: Who are the Partners?

Number of Partners

- MPB
- PS/IF
Environmental Change: Who are the Partners?

![Bar chart showing the number of partners by type, with a focus on College/University and Local Government under Environmental Changes.](chart.png)
Policy Change: Who are the Partners?

- **Not Engaged in Policy**
- **Engaged in Policy**
Funding Streams: What did the Partners Contribute?

Partner Contributions

Number of Partners

<table>
<thead>
<tr>
<th>Partner Contributions</th>
<th>MPB</th>
<th>PS/IF</th>
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<tbody>
<tr>
<td>Content</td>
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<tr>
<td>Technology</td>
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<td>People's Time</td>
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<td>Space</td>
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<td>Materials</td>
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<td>Other Contributions</td>
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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
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Grantees in Action
QUESTIONS?

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