

Assessing Evaluation Readiness of Active Transportation Initiatives & Joint Use Agreements

Gayle Payne, PhD

**Program Development and Evaluation Branch
Division of Nutrition, Physical Activity, and Obesity**

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Marissa Zwald

Rachel Dooley

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Diane Thompson

Gia Rutledge

Rosanne Farris

Nicola Dawkins-Lyn (ICF Project Director)



Presentation Overview

- ❑ **Background**
- ❑ **Project Goals**
- ❑ **Evaluability Assessments**
- ❑ **Findings - Evaluation Readiness**
 - Active transportation initiatives
 - Joint use agreements
- ❑ **Integrating Research, Policy and Practice**

Background

- Over last 30 years, prevalence of obesity in US has more than doubled among adults and more than tripled among children and adolescents
- Obesity-related costs place tremendous burden on US economy
- Large scale of programmatic activity related to obesity problem, coupled with limited evidence in effective interventions, presented an opportunity to identify innovative practice-based initiatives

Project Goals

- Identify innovative programs and initiatives that held promise of obesity prevention
- Select initiatives to undergo an Evaluability Assessment (EA)
- Identify initiatives determined to be highly promising and ready for rigorous evaluation

What Are Evaluability Assessments?

Origins of Evaluability Assessment

- Developed by Joseph Wholey and colleagues in late 1970s to respond to lack of use of evaluation studies
 - Many studies found null or negative results
- 2010 Annual Review of Public Health Journal
 - Provides rapid, constructive feedback about program operations
 - Assists planning and implementation
 - Translates research into practice
 - Translates practice into research



Evaluability Assessment (EA)

- A systematic process that helps identify whether an outcome-focused evaluation is justified, feasible, and likely to provide useful information
- Key issues to address:

| ACTIVITIES | OUTPUTS | OUTCOMES |
|---|---|--|
| Financial resources needed to operate the program | Units of service resulting from activities | Changed conditions of program participants |
| • Staff | • Teach students language skills and confidence | • Higher high school grad rates |
| • Funding | • Hours of instruction | • Higher enrollment |
| • Board | | • Higher ser |
| • Res | | • Lower crime rates |
| | | • Less poverty |
| | | • Less s |
| | | • on r |

adequacy of an initiative's design or model



consistency and extent of implementation



readiness and options for evaluation design

EAs Save Resources



- Where a grantor may invest \$500,000 (or more) in a rigorous outcomes-focused evaluation, a solid evaluability assessment can be conducted for about \$35,000
- EAs can benefit those programs not yet ready for a full, rigorous evaluation while conserving funds for those ready to “prove” their effectiveness for replication
- Also allows for saving TIME, and can assess multiple initiatives in a short timeframe



Systematic Screening and Assessment Method (SSA)

**Evaluability
Assessment**

+

**Expert
Review and
Judgment**

=

**Faster Pipeline
to Building
Evidence Base**

Overview of SSA Method

- Pairs EA method with expert review and judgment
- Convene a panel of experts to identify and review programs and policies with apparent promise
- Assess readiness for evaluation
- Synthesize findings and share promising practices with the field

The SSA Funnel

Narrow to Determine Topic Areas of Focus

Solicit Nominations of Initiatives

First Expert Panel Review

Conduct Evaluability Assessments,
Give Feedback to Sites

Second Expert Panel Review

Initiatives Identified
for Outcomes
Evaluation

Solicitation for Nominations

OBESITY RESOURCES

Nominations of State and Local Initiatives for DNPAO Project

Dear Colleagues,

Please consider nominating your own work or that of others, and please distribute information about this nomination process widely to your relevant networks.

We would like to let you know about an exciting project led by CDC's Division of Nutrition, Physical Activity and Obesity (DNPAO). DNPAO is seeking nominations for state and local initiatives implemented to improve nutrition and increase physical activity, specifically:

1. **Joint Use Agreements:** Joint Use Agreements (JUAs) are state-, district-, or school-level policies that allow for shared use of space or facilities among partners by formally outlining the terms and conditions of use, management, scheduling, maintenance, and liability, as well as the roles and responsibilities of partners. This type of policy can result in cost sharing, limitations on liability, and most importantly, improved access to recreational sites and opportunities for physical activity. As examples, JUAs may be reached to allow school facilities to be open at night and on the weekend; to share scheduling of school, city, and county facilities; or as partnerships to build new facilities.

We are especially interested in initiatives that address low-income populations and ethnic groups that experience higher rates of obesity. Initiatives do not have to be federally funded to be eligible to apply. Nominated initiatives must be implemented currently and for at least 6 months to be considered. Eligible initiatives must NOT already have undergone a rigorous evaluation.

Submission Deadline is Monday, May 7, 2012.

The nomination process involves completing a short on-line survey. If you do not have many details about the initiative, you can complete just the contact information referring us to someone who will know more. Answering all of the questions in the survey will take approximately 30 minutes to complete. The questions about the initiative include: general description, populations served, types of data collected, implementation practices, initiative's capacity, etc.

If selected, your initiative will be:

- Invited to participate in a site visit, during summer 2012, to learn about the initiative and its readiness for a full evaluation.
- Offered ideas by experts in the field for improvement and evaluation design.
- Featured on the CDC website and possibly considered for a comprehensive evaluation.

[Share your promising programs and policies with us today!](#)

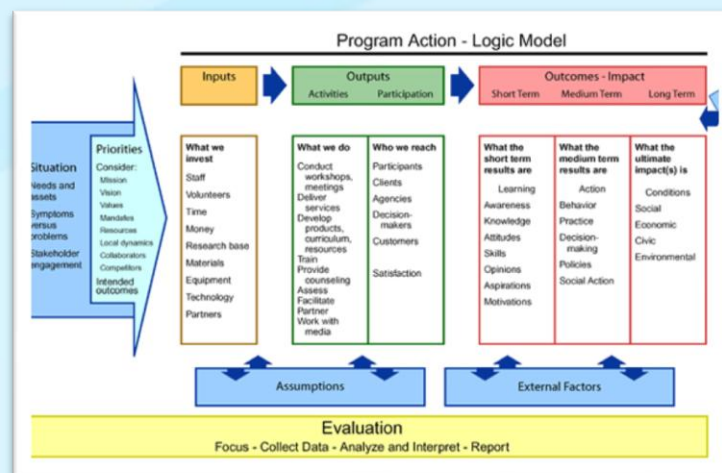
To share your notable practices with us, visit <http://www./> or complete the attached nomination form and provide it to: **Candace**, phone: 404-, fax: 404-). Please feel free to contact us with any questions.

Example Selection Criteria

- Potential impact
- Innovativeness
- Reach
- Acceptability to stakeholders
- Feasibility of implementation
- Feasibility of adoption
- Sustainability
- Generalizability/transportability
- Staff/organization capacity for evaluation

Steps of Evaluability Assessment

- ❑ Review program documents
- ❑ Conduct site visit for interviews and observation
- ❑ Develop or adapt logic model
- ❑ Develop report and give feedback to site



Findings

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for Outcomes
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2011 & 2012 Evaluability Assessments

□ 5 Active Transportation Initiatives

1. Building Healthy Communities Program in Washtenaw County, Michigan
2. Nashville Area Regional Transportation Plan
3. Missouri Livable Streets Project
4. San Francisco Sunday Streets
5. Boston Bike to Market Program

□ 5 Joint Use Agreements

1. Arkansas Statewide Joint Use Agreement Grant Program
2. Earlimart Neighborhood Joint Powers Agreement
3. Fairfax County, VA, Joint Use Initiative
4. LA, Joint Moving People to Play (J.U.M.P.P)
5. Kingsbury, NY-Joint Use Agreement for Swimming Pool

Evaluation Readiness - ATI

Highest rating –

- Washtenaw County Building Healthy Communities Program &
- Nashville MPO

- Sunday Streets as part of larger initiative

Evaluation Readiness - JUA

Highest rating -

- Arkansas Statewide Joint Use Agreement &
- Earlimart Neighborhood

- Fairfax County, VA also noted

Dissemination of Project Findings

<http://www.cdc.gov/obesity/stateprograms/resources.html#practices>

Active Transportation Lessons Learned: San Francisco Sunday Streets

What methods were used?

Evaluability Assessments (EAs), a component of the Systematic Screening and Assessment Method, can be used to better understand the current policies and initiatives being implemented in states and communities. EAs also provide preliminary evidence about which initiatives have the greatest potential for effectiveness and can inform subsequent evaluation activities. Although rigorous evaluation and research can provide similar information, EAs are not as costly or as time consuming. They also benefit the initiative by strengthening implementation and local evaluation.

The Division of Nutrition, Physical Activity, and Obesity (DNPAO) at CDC used EAs to identify the potential promise of several nutrition, physical activity, and obesity prevention initiatives and their readiness for rigorous evaluation. EAs consist of a site visit to assess implementation, data availability, intended outcomes, and staff capacity to better understand an initiative or policy.

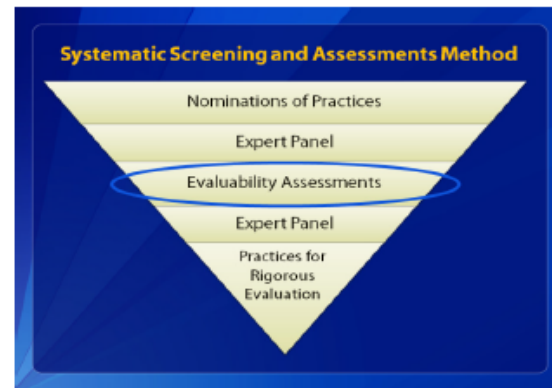
What kinds of Evaluability Assessments were conducted?

In 2011, DNPAO used the SSA method to learn of the potential promise of five state- and local level *active transportation initiatives*. *Active transportation initiatives* encourage active transport like walking and bicycling through the promotion of a supportive infrastructure for leisure or commute activities in multiple settings. They may be accomplished by expanding, subsidizing, educating, promoting, or increasing the availability and access to walking or bicycling.

Active Transportation Lessons Learned: San Francisco Sunday Streets

One of the five initiatives selected for the DNPAO Evaluability Assessments (2011) project included San Francisco, California's Sunday Streets program.

Inspired by Ciclovía in South America, during which much of the city goes completely car-free every Sunday, San Francisco's Sunday



Active Transportation Initiatives Selected (2011)

- Boston, Massachusetts Bike to Market Project
- Missouri Livable Streets Project
- Nashville, Tennessee Regional Transportation Plan
- **Sunday Streets in San Francisco, California**
- Washtenaw County, Michigan, Building Healthy Communities Initiative

Dissemination of Project Findings (cont.)

❑ Conference Presentations

- **November 2011, American Evaluation Association Annual Conference**
 - Engaging the expert panel during the SSA Method
- **April 2012, Society for Public Health Education Mid-Year Scientific Conference**
 - Pre-evaluations of food policy councils: An approach to increase access to and the availability of affordable, healthy foods.
 - Identifying promising active transportation initiatives with the SSA method
- **May 2012, Weight of the Nation Conference**
 - Using systematic assessments to plan and implement obesity prevention programs
- **October 2012, American Evaluation association Annual Conference**
 - Using the SSA Method to Identify Promising Active Transportation Initiatives and Food Policy Councils.

❑ Manuscripts in progress

❑ Collaboration with Center TRT <http://centertrt.org/>

Integrating Research, Policy, and Practice

- Jump start field of inquiry in policy and environmental change
 - Innovations present potential for practice-based evidence
 - If outcomes-focused evaluation shows them to be effective, they can offer sound models for dissemination and replication
- Assisted stakeholders with program or policy design, implementation, and readying innovations for more rigorous outcomes-focused evaluation
- Synthesis of what was learned across similar content areas

Thank you!
Gpayne@cdc.gov

For more information please contact Centers for Disease Control and Prevention

1600 Clifton Road NE, Atlanta, GA 30333

Telephone: 1-800-CDC-INFO (232-4636)/TTY: 1-888-232-6348

E-mail: cdcinfo@cdc.gov Web: <http://www.cdc.gov>

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

