

E-evaluation: Creating Value Frameworks for Active Living Strategies

Melissa Swank, MPH
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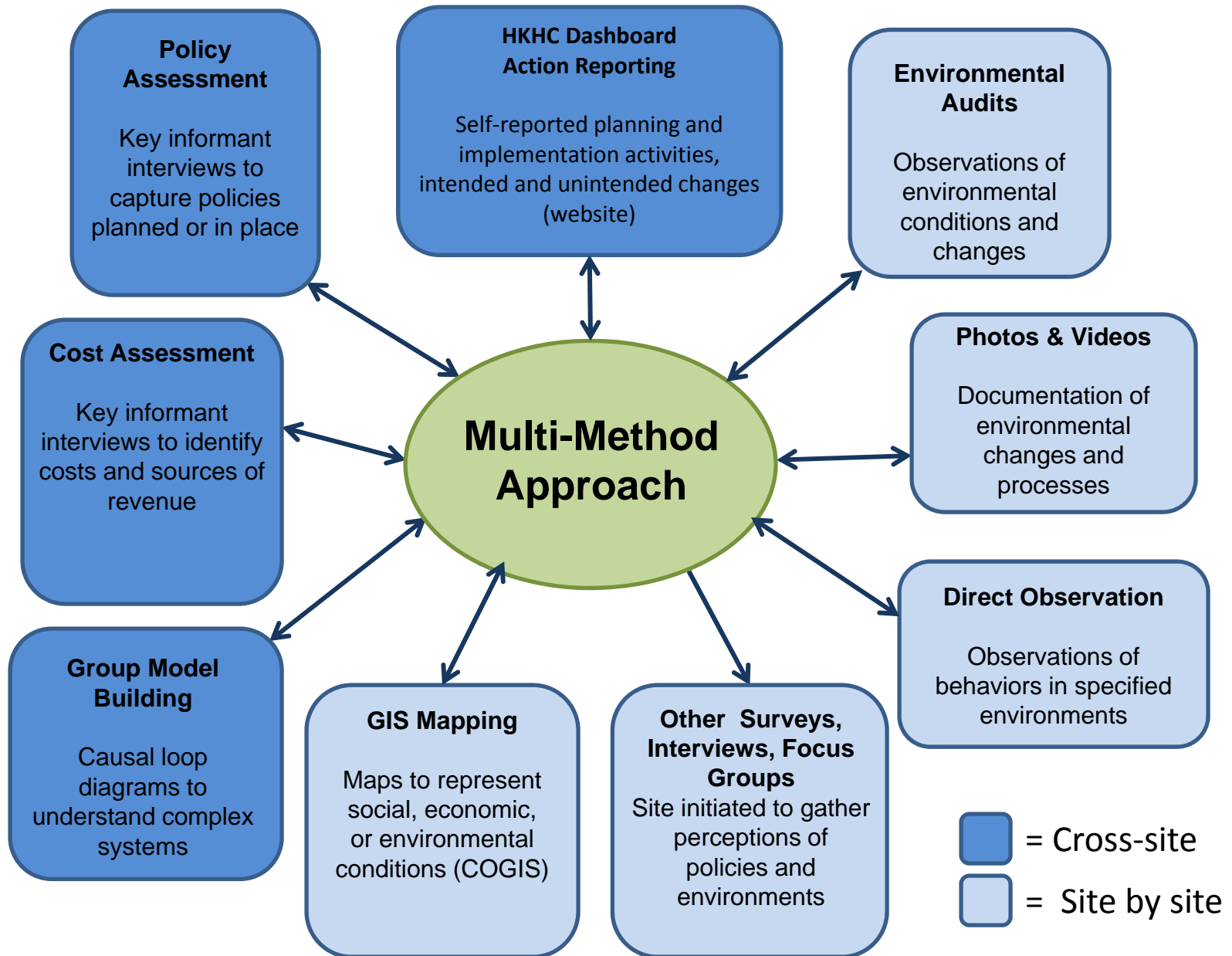
rustria

translate evidence
transfer skills
transform health

Healthy Kids, Healthy Communities (49 Grantees)



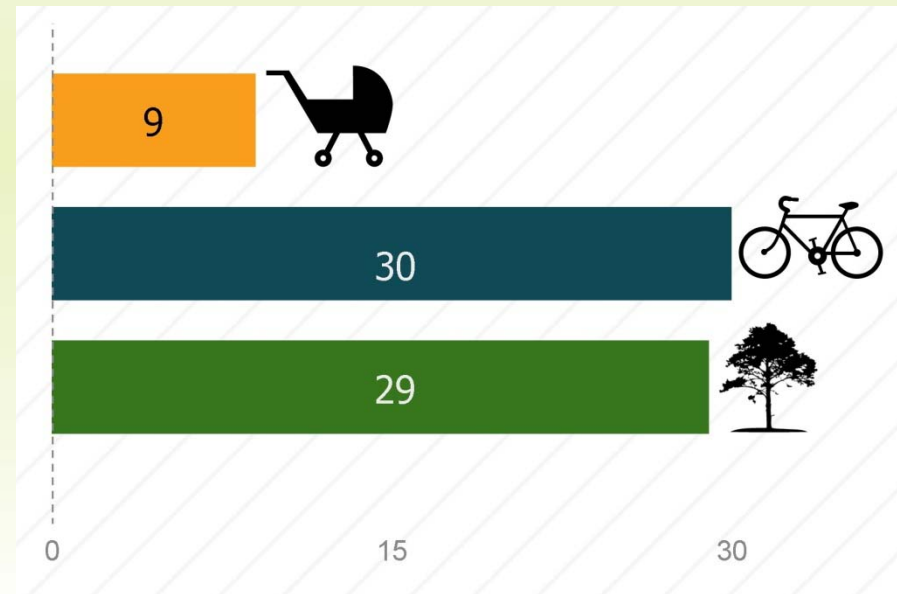
Evaluation Methods



- Child Care Physical Activity Standards
- Active Transportation
- Parks and Play Spaces

Selection based on:

- ✓ Feasibility
- ✓ Evidence
- ✓ Impact
- ✓ Innovation
- ✓ Prevalence*
- ✓ Tools and measures



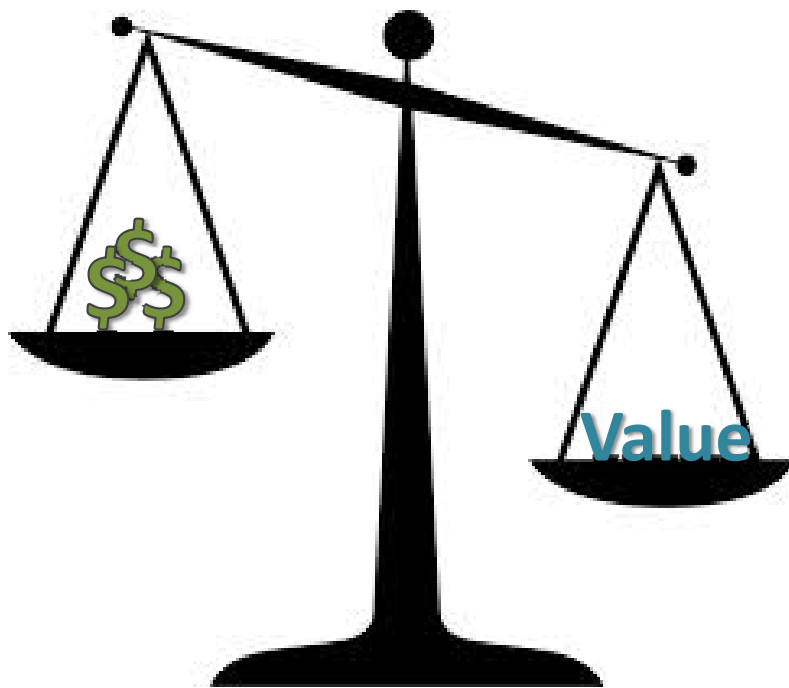


E **VALU** ATION

**“Price is what you pay.
Value is what you get.”**

-Warren Buffet

How do we assess value?



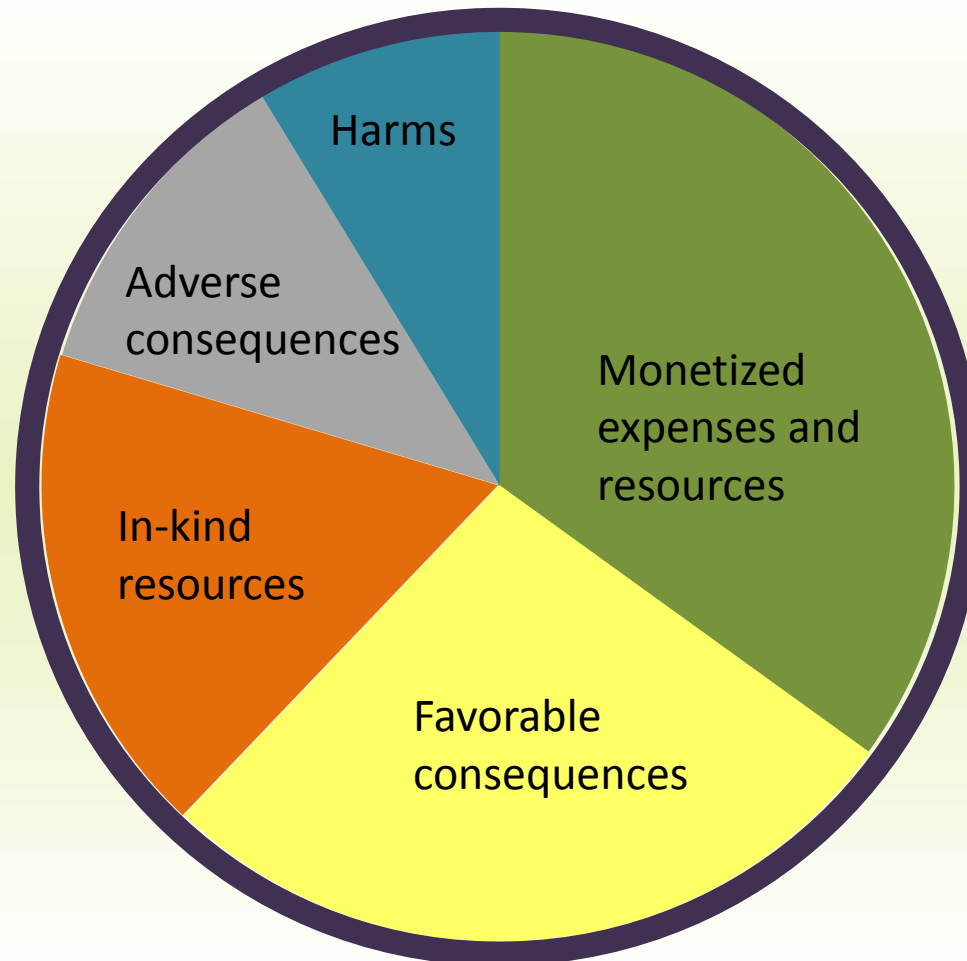
Economic and Health Care Value*

- Benefit-Cost Analysis
- Cost-Effectiveness Analysis

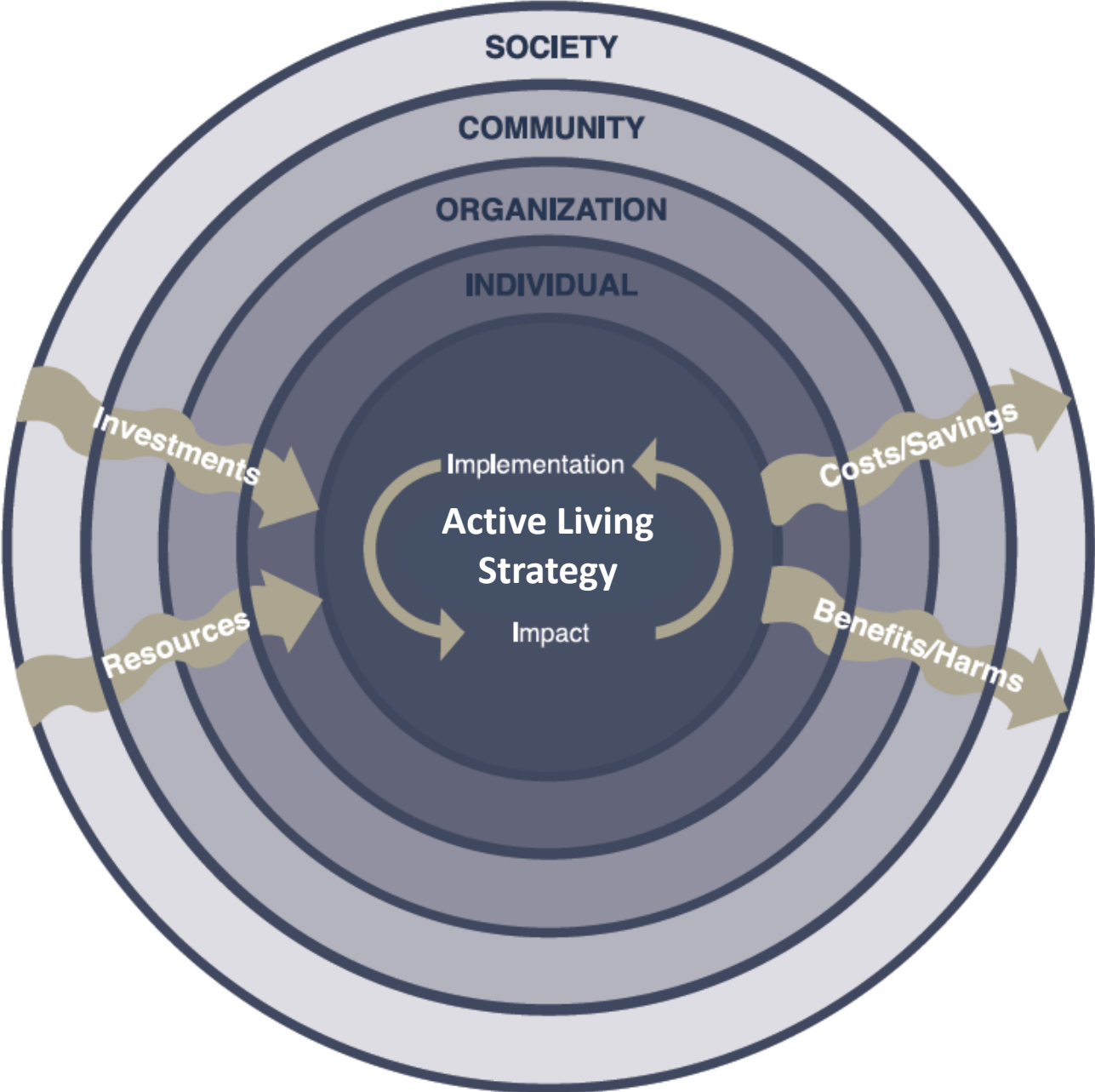
Social, Educational, and Environmental Value

*Committee on Valuing Community-based Non-Clinical Prevention Policies and Wellness Strategies, Institute of Medicine of the National Academies. The National Academies Press; 2012.

Inputs and impacts associated with value



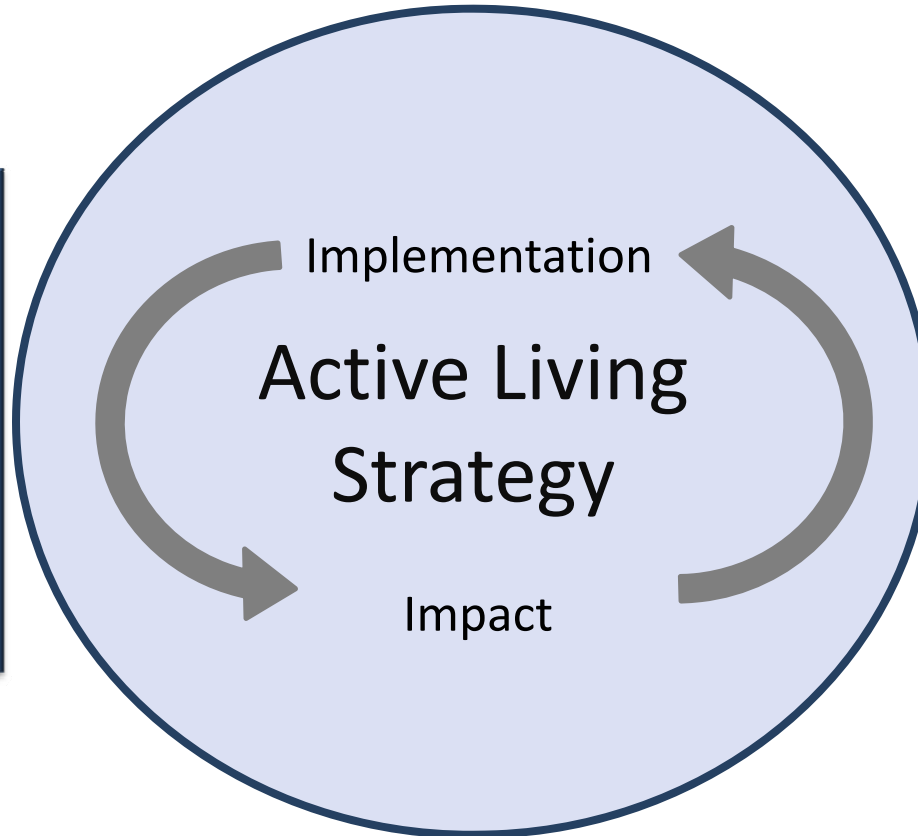
Active Living Strategy Value Framework



Implementation and Impact Cycle

Implementation

- Advocacy and Organizing
- Policy Development
- Policy Implementation and Enforcement



Impact

- Policies or Practices
- Environments and Services
- Populations

Value Framework Development

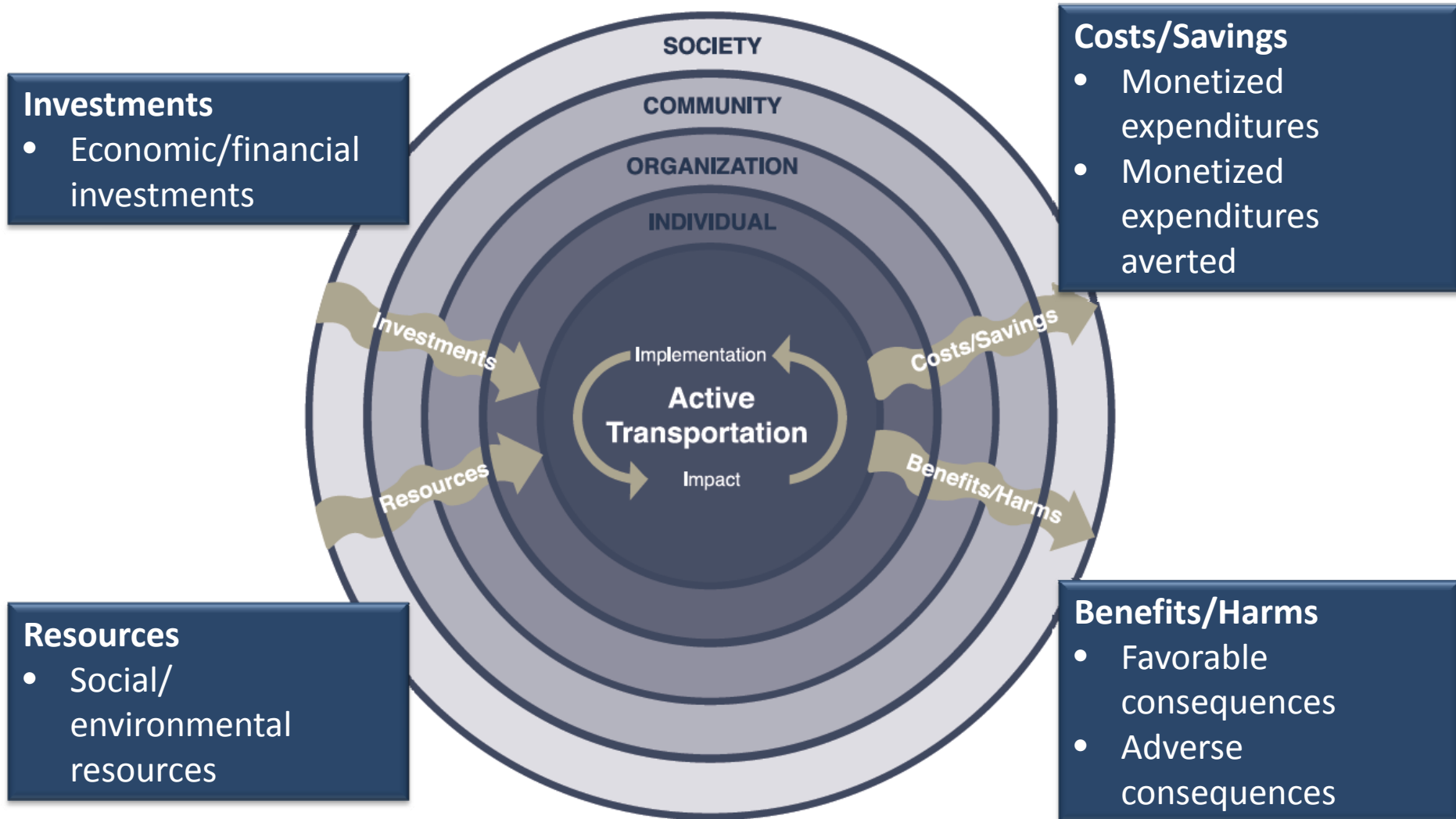
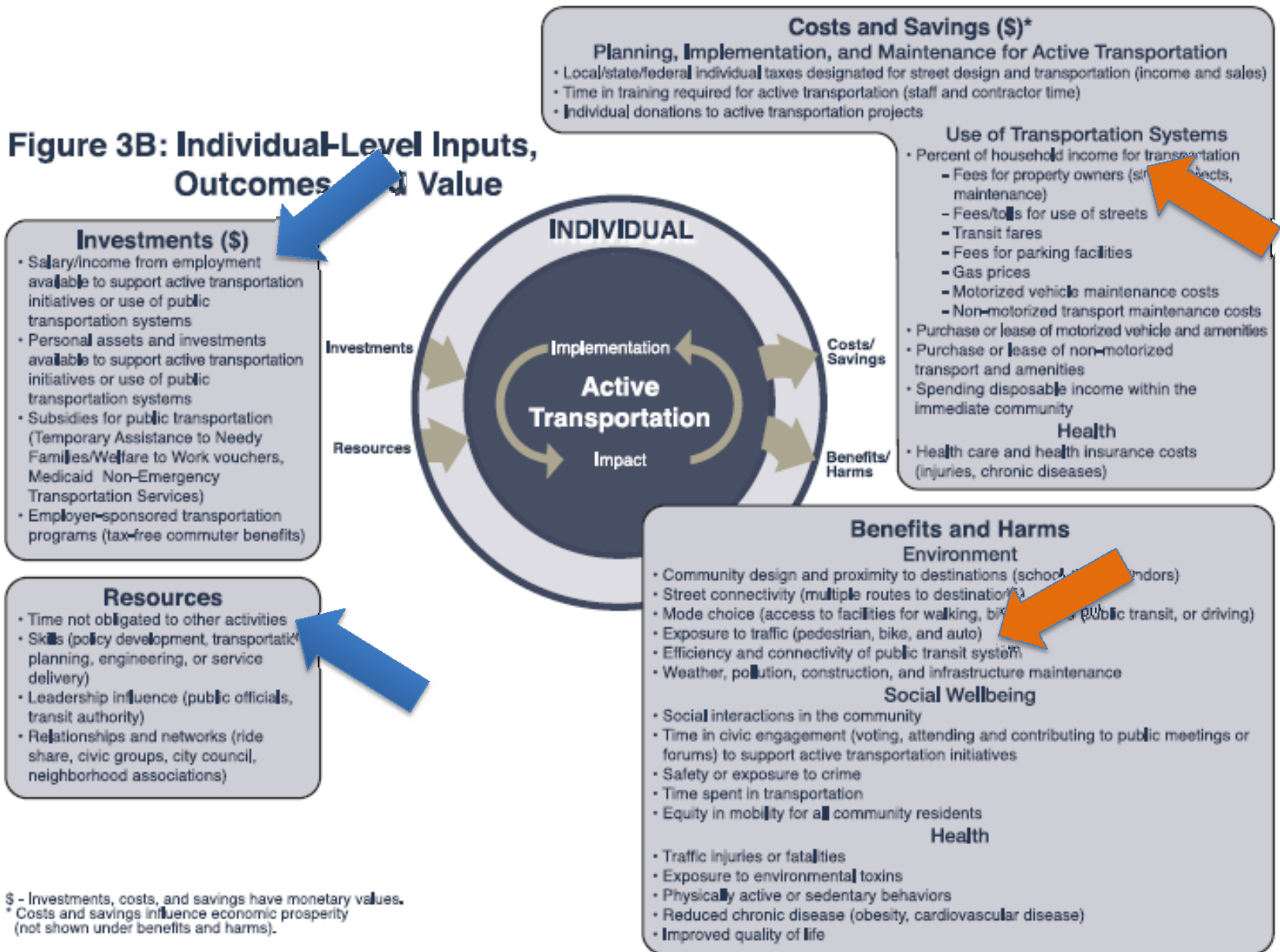
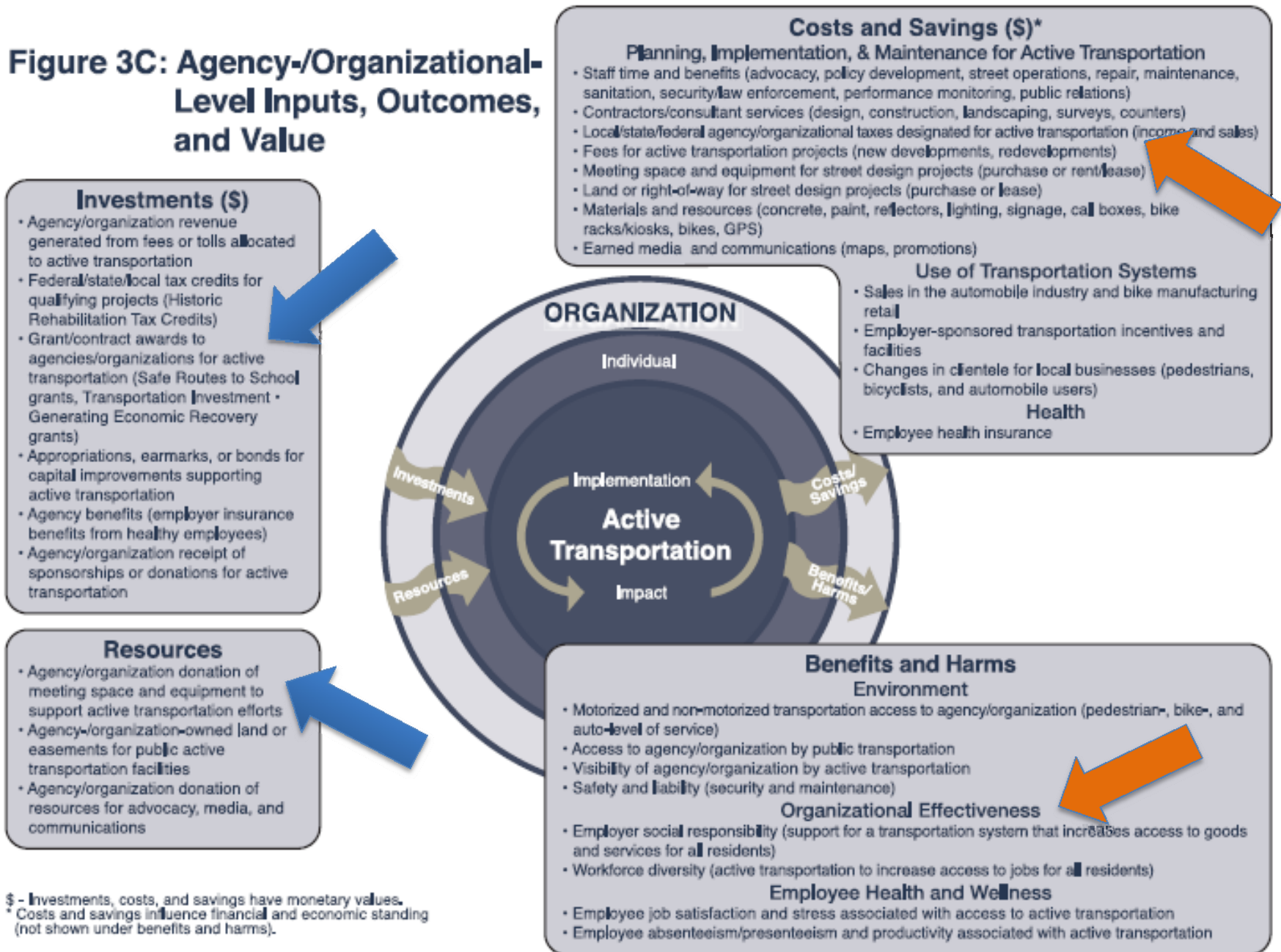


Figure 3B: Individual-Level Inputs, Outcomes, and Value



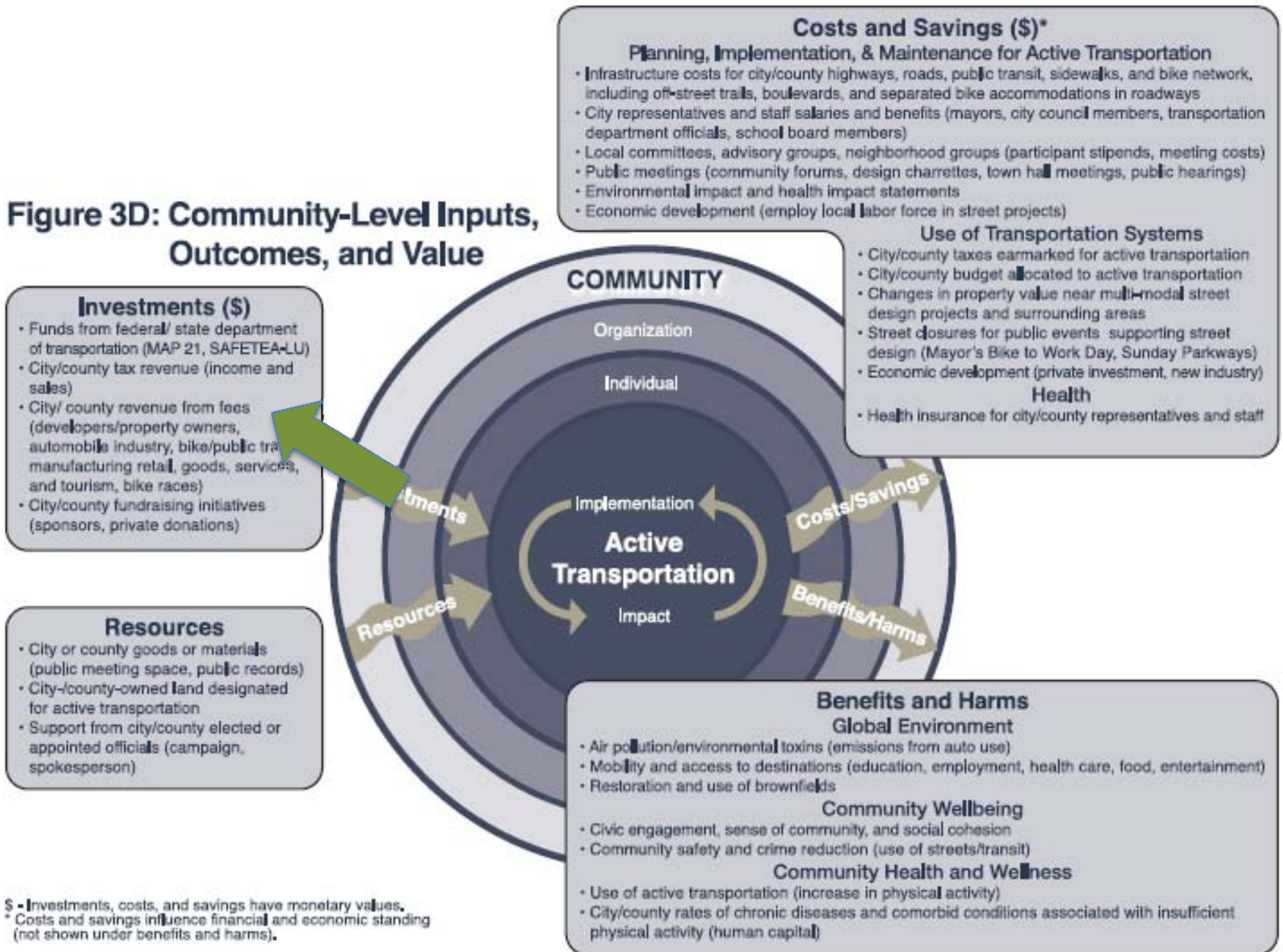
\$ - Investments, costs, and savings have monetary values.
 * Costs and savings influence economic prosperity (not shown under benefits and harms).

Figure 3C: Agency-/Organizational-Level Inputs, Outcomes, and Value



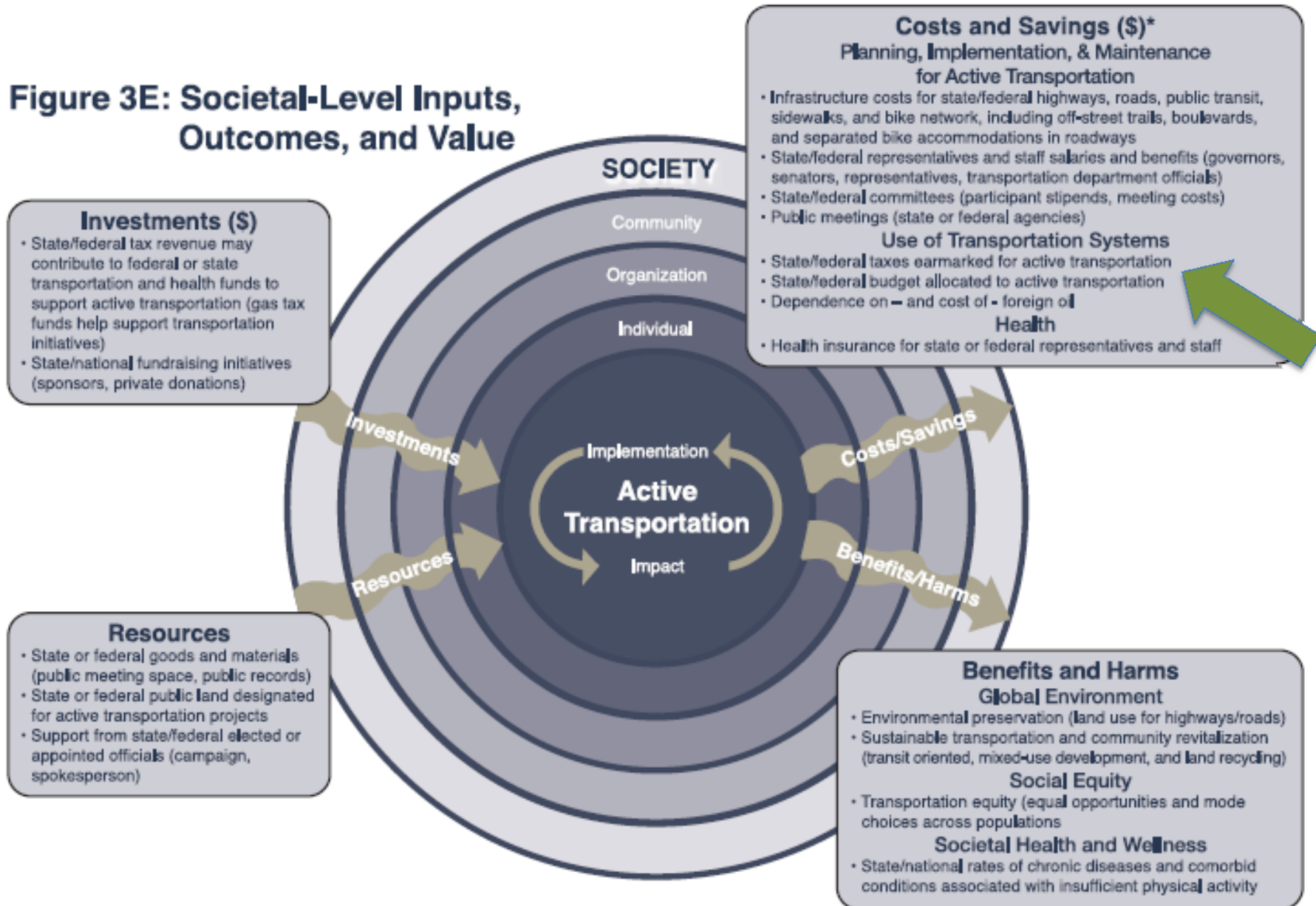
\$ - Investments, costs, and savings have monetary values.
 * Costs and savings influence financial and economic standing (not shown under benefits and harms).

Figure 3D: Community-Level Inputs, Outcomes, and Value



\$ = Investments, costs, and savings have monetary values.
 * Costs and savings influence financial and economic standing (not shown under benefits and harms).

Figure 3E: Societal-Level Inputs, Outcomes, and Value



\$ - Investments, costs, and savings have monetary values.
 * Costs and savings influence financial and economic standing (not shown under benefits and harms).

- Advocacy and policy development
- Policy adoption and implementation
- Policy enforcement and sustainability



It can mean the difference between



THIS

&



THIS

- Include community input to ensure buy-in
- Understand impacts at each ecological level
- Plan for enforcement, policy longevity, and maintenance

- Longer-term visions for community
- Synergism among strategic efforts
- Introduction of social determinants of health



Questions? Thank you!

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The logo for Transtria features a stylized green arrow pointing right, composed of several overlapping geometric shapes. The word "transtria" is written in a purple, lowercase, cursive font, positioned to the right of the arrow.

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transform health

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