E-valu-ation: Creating Value Frameworks for Active Living Strategies

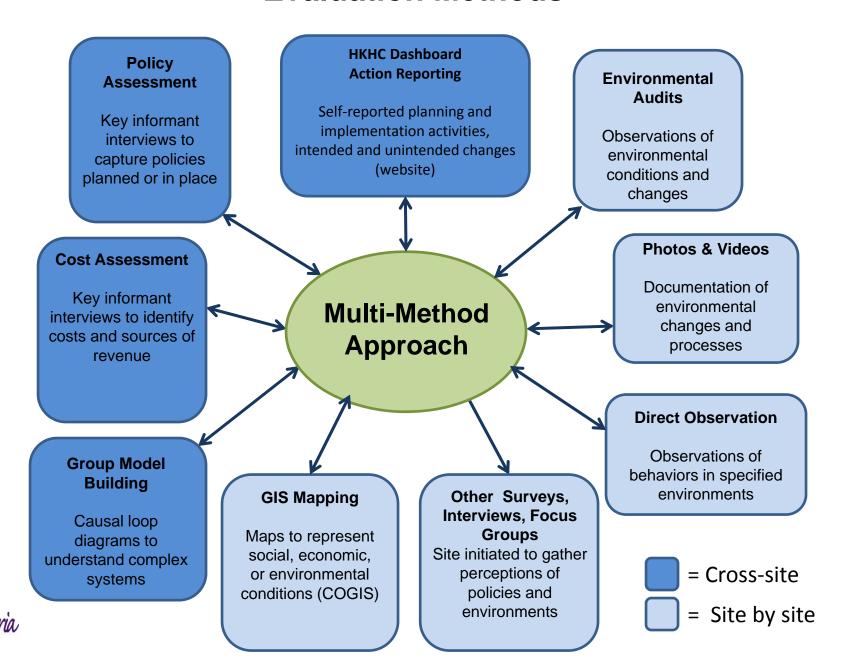


Melissa Swank, MPH March 10, 2014

Healthy Kids, Healthy Communities (49 Grantees)



Evaluation Methods





Active Living Cross-site Strategies

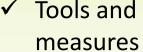
- Child Care Physical Activity Standards
- Active Transportation
- Parks and Play Spaces

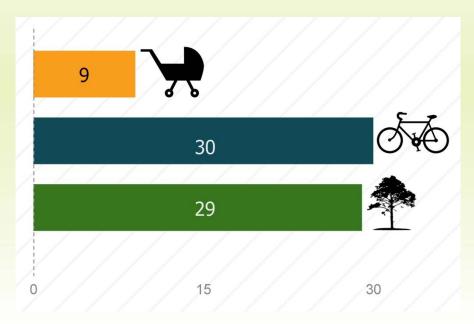
Selection based on:

- √ Feasibility
- Innovation ✓ Prevalence*
- ✓ Evidence

Impact

✓ Tools and











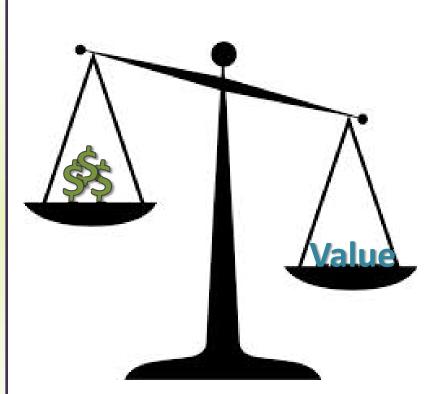
transfer skills transform health

"Price is what you pay. Value is what you get."

-Warren Buffet



How do we assess value?



Economic and Health Care Value*

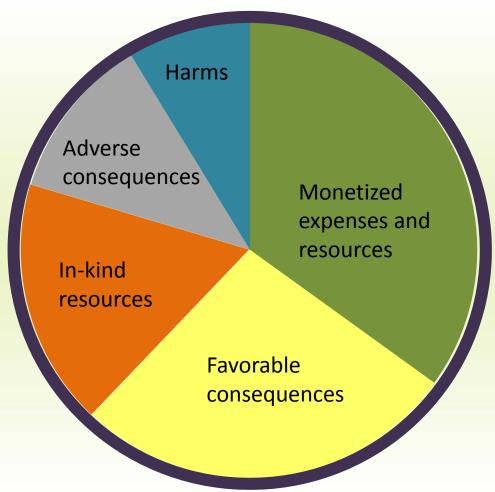
- Benefit-Cost Analysis
- Cost-Effectiveness Analysis

Social, Educational, and Environmental Value

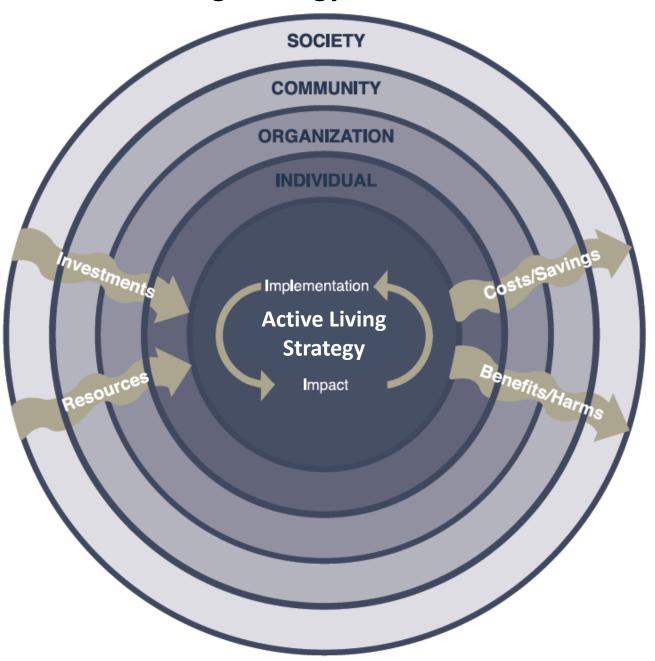
*Committee on Valuing Community-based Non-Clinical Prevention Policies and Wellness Strategies, Institute of Medicine of the National Academies. The National Academies Press; 2012.



Inputs and impacts associated with value



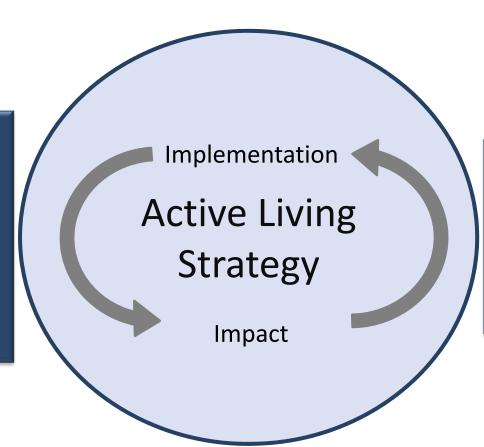
Active Living Strategy Value Framework



Implementation and Impact Cycle

Implementation

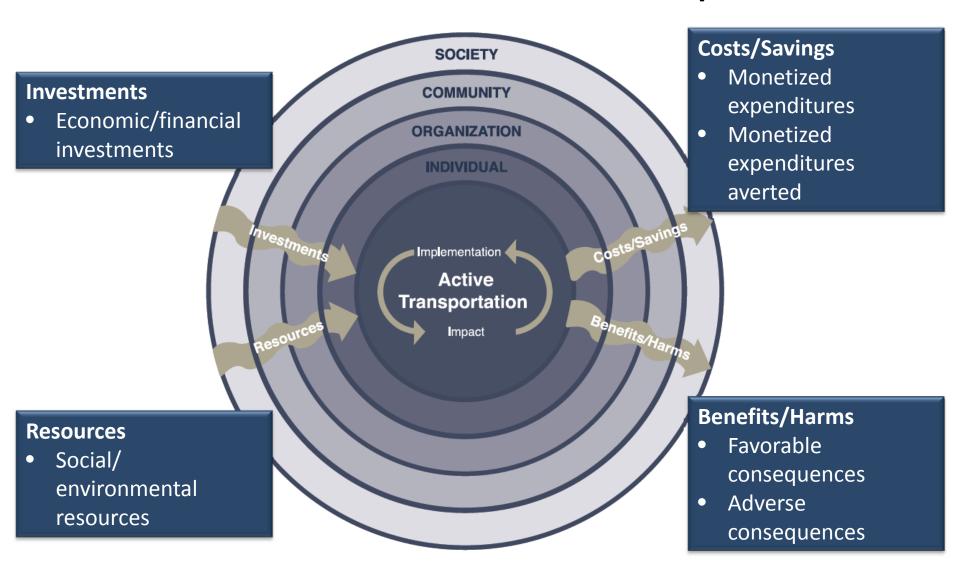
- Advocacy and Organizing
- Policy Development
- Policy Implementation and Enforcement



Impact

- Policies or Practices
- Environments and Services
- Populations

Value Framework Development



Costs and Savings (\$)*

Planning, Implementation, and Maintenance for Active Transportation

- Local/state/federal individual taxes designated for street design and transportation (income and sales)
- Time in training required for active transportation (staff and contractor time)
- Individual donations to active transportation projects

Figure 3B: Individual-Level Inputs, Outcomes Value

Investments

Resources

Investments (\$)

- Salary/income from employment available to support active transportation initiatives or use of public transportation systems
- Personal assets and investments available to support active transportation initiatives or use of public transportation systems
- Subsidies for public transportation (Temporary Assistance to Needy Families/Welfare to Work vouchers, Medicaid Non-Emergency Transportation Services)
- Employer-sponsored transportation programs (tax-free commuter benefits)

INDIVIDUAL

Implementation

Active Transportation

Impact

Use of Transportation Systems

- · Percent of household income for transpertation
 - Fees for property owners (streets, maintenance)
 - Fees/to s for use of streets
 - Transit fares
 - Fees for parking facilities
 - Gas prices
 - Motorized vehicle maintenance costs
 - Non-motorized transport maintenance costs
- · Purchase or lease of motorized vehicle and amenities
- Purchase or lease of non-motorized transport and amenities
- Spending disposable income within the immediate community

Health

 Health care and health insurance costs (injuries, chronic diseases)

Resources

- · Time not obligated to other activities
- Skills (policy development, transportation planning, engineering, or service delivery)
- Leadership influence (public officials, transit authority)
- Relationships and networks (ride share, civic groups, city council, neighborhood associations)

Benefits and Harms

Environment

- Community design and proximity to destinations (school ndors)
- Street connectivity (multiple routes to destination)

Costs/

Savings

Benefits/

- Mode choice (access to facilities for walking, bit
 White transit, or driving)
- Exposure to traffic (pedestrian, bike, and auto)
- · Efficiency and connectivity of public transit system.
- · Weather, pollution, construction, and infrastructure maintenance

Social Wellbeing

- · Social interactions in the community
- Time in civic engagement (voting, attending and contributing to public meetings or forums) to support active transportation initiatives
- Safety or exposure to crime
- · Time spent in transportation
- · Equity in mobility for all community residents

Health

- Traffic injuries or fatalities
- · Exposure to environmental toxins
- Physically active or sedentary behaviors
- · Reduced chronic disease (obesity, cardiovascular disease)
- · Improved quality of life

^{\$ -} 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 (\$)

- Agency/organization revenue generated from fees or tolls allocated to active transportation
- Federal/state/local tax credits for qualifying projects (Historic Rehabilitation Tax Credits)
- Grant/contract awards to
 agencies/organizations for active
 transportation (Safe Routes to School
 grants, Transportation Investment
 Generating Economic Recovery
 grants)
- Appropriations, earmarks, or bonds for capital improvements supporting active transportation
- Agency benefits (employer insurance benefits from healthy employees)
- Agency/organization receipt of sponsorships or donations for active transportation

Resources

- Agency/organization donation of meeting space and equipment to support active transportation efforts
- Agency-/organization-owned land or easements for public active transportation facilities
- Agency/organization donation of resources for advocacy, media, and communications

Costs and Savings (\$)*

Planning, Implementation, & Maintenance for Active Transportation

- Staff time and benefits (advocacy, policy development, street operations, repair, maintenance, sanitation, security/law enforcement, performance monitoring, public relations)
- Contractors/consultant services (design, construction, landscaping, surveys, counters)
- Local/state/federal agency/organizational taxes designated for active transportation (income and sales)
- Fees for active transportation projects (new developments, redevelopments)
- Meeting space and equipment for street design projects (purchase or rent/lease)
- · Land or right-of-way for street design projects (purchase or lease)
- Materials and resources (concrete, paint, reflectors, lighting, signage, call boxes, bike racks/kiosks, bikes, GPS)
- Earned media and communications (maps, promotions)

ORGANIZATION

Individual

Use of Transportation Systems

- Sales in the automobile industry and bike manufacturing retail
- Employer-sponsored transportation incentives and facilities
- Changes in clientele for local businesses (pedestrians, bicyclists, and automobile users)

Health

. Employee health insurance

Implementation

Active Transportation

mpact

Benefits and Harms

Environment

- Motorized and non-motorized transportation access to agency/organization (pedestrian-, bike-, and auto-level of service)
- Access to agency/organization by public transportation
- Visibility of agency/organization by active transportation
- Safety and liability (security and maintenance)

Organizational Effectiveness

- Employer social responsibility (support for a transportation system that increases access to goods and services for all residents)
- Workforce diversity (active transportation to increase access to jobs for all residents)

Employee Health and Wellness

- Employee job satisfaction and stress associated with access to active transportation
- · Employee absenteeism/presenteeism and productivity associated with active transportation



Costs and Savings (\$)*

Planning, Implementation, & Maintenance for Active Transportation

- Infrastructure costs for city/county highways, roads, public transit, sidewalks, and bike network, including off-street trails, boulevards, and separated bike accommodations in roadways
- City representatives and staff salaries and benefits (mayors, city council members, transportation) department officials, school board members)
- Local committees, advisory groups, neighborhood groups (participant stipends, meeting costs)
- Public meetings (community forums, design charrettes, town half meetings, public hearings)
- · Environmental impact and health impact statements
- Economic development (employ local labor force in street projects)

investments (\$)

Figure 3D: Community-Level Inputs,

Outcomes, and Value

- · Funds from federal/ state department of transportation (MAP 21, SAFETEA-LU)
- · City/county tax revenue (income and
- · City/ county revenue from fees (developers/property owners, automobile industry, bike/public tra manufacturing retail, goods, services, and tourism, bike races)
- City/county fundraising initiatives (sponsors, private donations)

Resources

- (public meeting space, public records)
- appointed officials (campaign, spokesperson)

COMMUNIT

Organization

Individual

Use of Transportation Systems

- · City/county taxes earmarked for active transportation
- City/county budget allocated to active transportation
- Changes in property value near multi-modal street design projects and surrounding areas
- · Street dosures for public events supporting street design (Mayor's Bike to Work Day, Sunday Parkways)
- Economic development (private investment, new industry)

Health

Health insurance for city/county representatives and staff

Implementation Active

Transportation

Impact

Benefits and Harms

Global Environment

- Air pollution/environmental toxins (emissions from auto use)
- Mobility and access to destinations (education, employment, health care, food, entertainment)
- Restoration and use of brownfields

Community Wellbeing

- · Civic engagement, sense of community, and social cohesion
- · Community safety and crime reduction (use of streets/transit)

Community Health and Wellness

- . Use of active transportation (increase in physical activity)
- City/county rates of chronic diseases and comorbid conditions associated with insufficient physical activity (human capital)

- · City or county goods or materials
- · City-/county-owned land designated for active transportation
- · Support from city/county elected or

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

Costs and Savings (\$)* Planning, Implementation, & Maintenance for Active Transportation Figure 3E: Societal-Level Inputs, · Infrastructure costs for state/federal highways, roads, public transit, sidewalks, and bike network, including off-street trails, boulevards, Outcomes, and Value and separated bike accommodations in roadways State/federal representatives and staff salaries and benefits (governors, SOCIETY senators, representatives, transportation department officials) State/lederal committees (participant stipends, meeting costs) Public meetings (state or federal agencies) Investments (\$) Community Use of Transportation Systems State/federal tax revenue may State/federal taxes earmarked for active transportation contribute to federal or state Organization · State/federal budget allocated to active transportation transportation and health funds to Dependence on – and cost of - foreign oil support active transportation (gas tax funds help support transportation Health ndividua initiatives) · Health insurance for state or federal representatives and staff · State/national fundraising initiatives (sponsors, private donations) Implementation Active Transportation mpact Resources · State or federal goods and materials Benefits and Harms (public meeting space, public records) State or federal public land designated Global Environment for active transportation projects Environmental preservation (land use for highways/roads) · Support from state/federal elected or Sustainable transportation and community revitalization appointed officials (campaign, (transit oriented, mixed-use development, and land recycling) spokesperson) Social Equity · Transportation equity (equal opportunities and mode choices across populations Societal Health and Wellness State/national rates of chronic diseases and comorbid conditions associated with insufficient physical activity

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



Using Value Frameworks

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



Advocacy and Policy Development





Policy Adoption and Implementation

It can mean the difference between





THIS

&

THIS



Policy Enforcement and Sustainability

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



Implications

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



Questions? Thank you!

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