



Healthy Weight Partnership

Development of an Evaluation Plan

July 19, 2011

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Michigan Public Health Institute



Objectives

- Goals for the evaluation
- Proposed approach
- Initial evaluation questions and methods
- Feedback and discussion

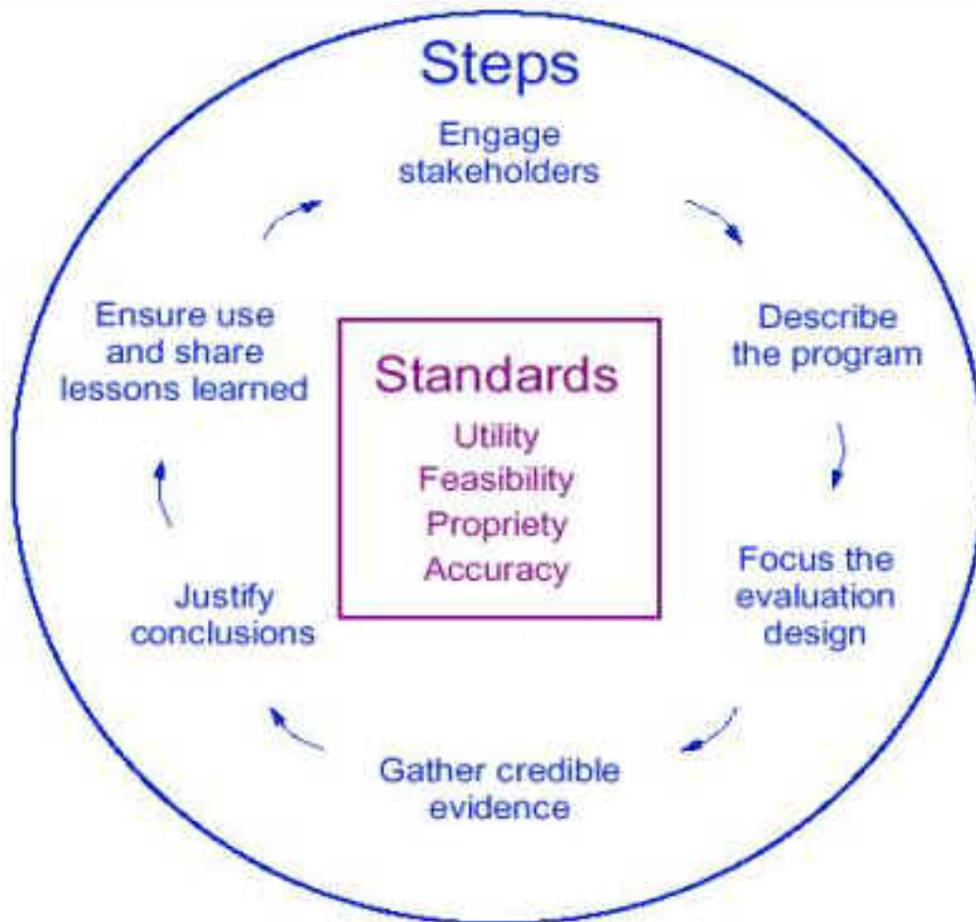


What to Evaluate?

- Utilization focus
- Formative vs. Summative
- Outcomes
- Process



CDC Evaluation Framework





Who will use the evaluation?

- Stakeholders may include:
 - Program staff
 - Partner agencies
 - Local, state, and national leadership
 - Funders
 - Community members





Why engage stakeholders in evaluation?

- Produce a more complete picture
- Promote cooperation and ownership



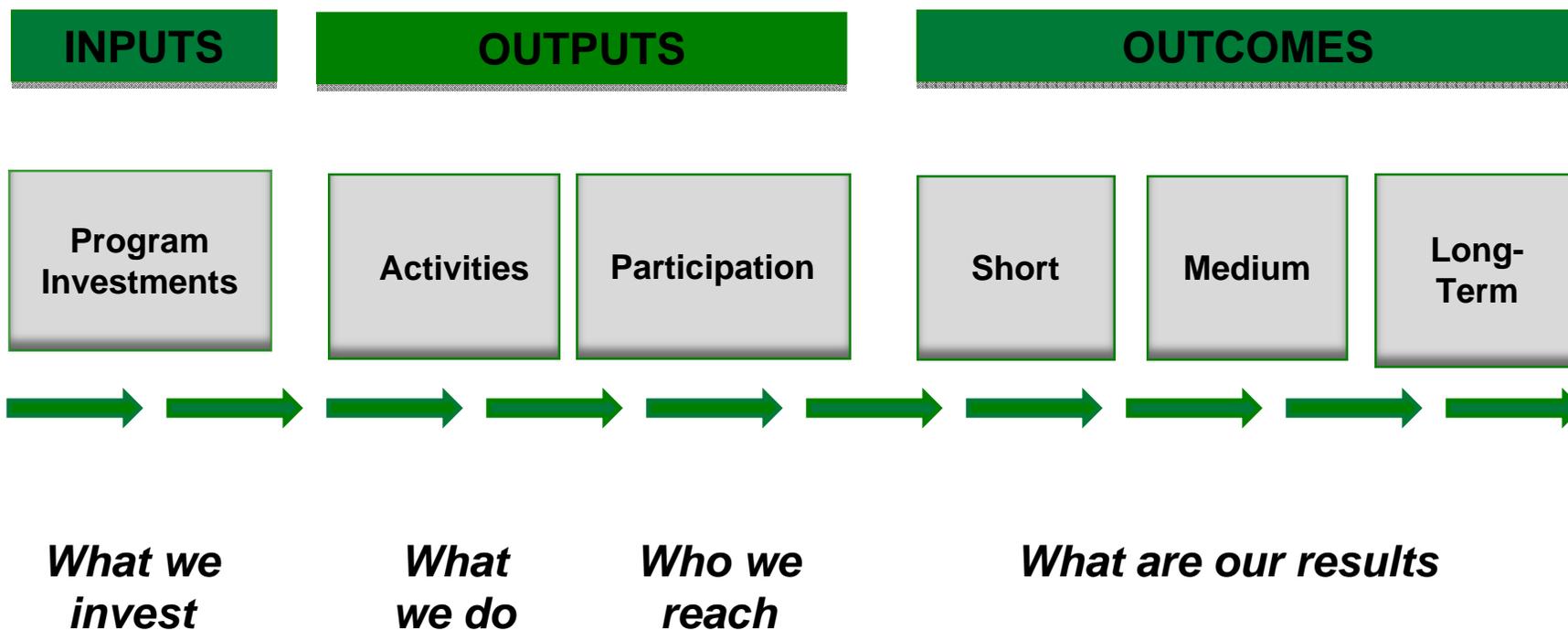


Proposed Approach

- Participatory
- Scope
 - CDC guidance documents
 - Based on existing partnership logic model
 - Multi-method
 - Multi-level



Logical chain of Connections





Evaluation Scope

- Process
- Content
- Dissemination and Awareness
- Initial Outcomes
- Intermediate and Long-Term Outcomes



Process

- How does the development and dissemination of the Strategic Plan contribute to:
 - *A thriving and effective statewide partnership*
 - *Leadership and governance capacity*





Content

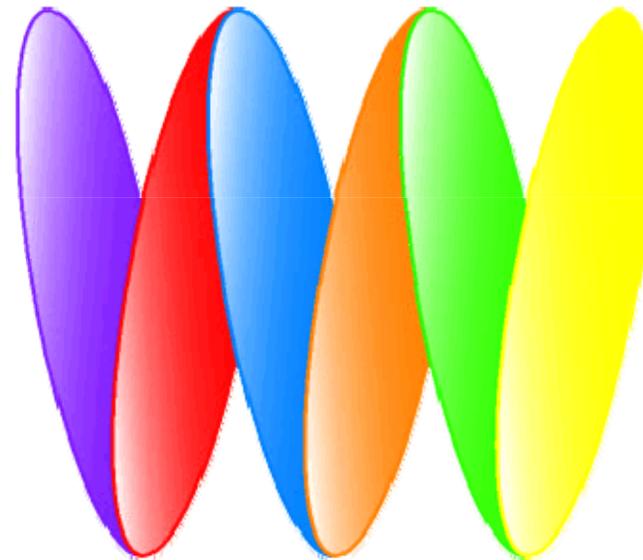
- Are the elements of the Strategic Plan likely to contribute to success:
 - Does it represent the needs of stakeholders?
 - Is it reflective of best practice?
 - Does it provide leverage points?





Content *(continued)*

- What are the proposed goals and activities?
 - Do they promote achievement of short and long term outcomes?





Content *(continued)*

- Is the plan designed to utilize evaluation and surveillance data in the development of successive implementation plans?
 - How does the plan track progress along the way?





Dissemination & Awareness

- What is the reach of dissemination activities related to the Strategic Plan?
 - What is being done?
 - Who is participating?





Dissemination & Awareness

(continued)

- Do outreach and education activities conducted to disseminate the Strategic Plan promote:
 - Knowledge of effective solutions?
 - Local Capacity to implement solutions?





Initial Outcomes

- Are proposed implementation activities completed?
- Are there an increased number of local entities?
 - Assessing policies and environments?
 - Creating action plans for change?
 - Achieving local policy change?



Intermediate & Long-Term Outcomes

- Increased knowledge
- Improved behavior
 - Physical activity
 - Healthy eating
 - Breastfeeding





Process Evaluation Methods

- Assess partner involvement with regard to diversity goals
 - Review of Partnership documents such as:
 - Membership lists
 - Meeting minutes and attendance
 - Strategic Plan & successive Implementation Plans
 - Solicit Partner feedback
 - Survey
 - Interviews



Process Evaluation Methods

(continued)

- Activity tracking
 - Program reports
 - Dissemination documents (letters, press releases, public statements)
 - Media stories that may result from dissemination



Outcome Evaluation

- Ongoing Surveillance
 - Collaborate with the surveillance and evaluation subcommittees
 - Utilize existing data sources





Discussion

- Please provide feedback:
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Michigan Healthy Weight Partnership Teleconference July 19, 2011, 2pm-3pm

Teleconference Summary

MEETING HIGHLIGHTS

- State Strategic Plan Updates: PAST and PRESENT
- Evaluation Plan
- FUTURE: State Strategic Plan Implementation
- State Leadership Focus

WELCOME AND OVERVIEW

Gwen Imes, the Program Manager of Michigan's Nutrition, Physical Activity and Obesity Program (MiNPAO), welcomed everyone to the meeting and reviewed the agenda.

Lonias Gilmore, teleconference host, is the Nutrition, Physical Activity and Obesity Program Training Coordinator and the liaison for the Healthy Weight Partnership (HWP).

STATE STRATEGIC PLAN UPDATE: PAST

Henry Miller, the MiNPAO Evaluator, gave a brief review of the 2005 *Michigan Healthy Eating and Physical Activity Plan- A Five-Year Plan to Address the Epidemic of Obesity*. Settings were incorporated into the Plan to mirror then Michigan Surgeon General Dr. Kimberlydawn Wisdom's 2003 message "Prescription for a Healthier Michigan": Communities, Schools, Businesses, Faith-based Organizations and Healthcare. While many successes have been achieved (most notably policy and environmental changes, community coalition building, health care improvements, infrastructure and capacity building), adult obesity prevalence, ethnic disparities and economic burdens have not been reduced. Michigan, however, is not alone in this trend. A review of prevalence data in CDC-funded states from 2005-2009 suggests that rates went up nationally. Other reports indicate that adult obesity prevalence increased in 48 out of 50 states.

By 2010, objectives were 100% complete in four of the five settings (the school setting had slightly less attainable goals but initiatives are progressing well all the same). Policy and environmental changes were the most influential investments during this period. Henry noted the previous strategic plan moved Michigan forward and left a better base for further improvements. A copy of the evaluation report is available through MiNPAO.

(Henry Miller, MiNPAO Program Evaluator: millerhenry@michigan.gov)



STATE STRATEGIC PLAN UPDATE: PRESENT

Gwen Imes presented a status report of the current state strategic plan: *Michigan Healthy Eating and Physical Activity Strategic Plan: 2010-2020*. She expressed appreciation to the HWP for its efforts to draft and complete this Plan. The HWP can be credited especially with outlining the vision, mission and goals of this Plan. The Plan has been reviewed on the state and national level – it has been distributed locally on the MiNPAO website and via the CDC DNPAO list serve. The CDC gave very positive feedback, saying that Michigan's plan was one of the better ones they have seen in years. This time around, the Plan is organized by population-based strategies in three target areas:

- Nutrition (increasing fruits and vegetables, decreasing energy dense foods and sugar-sweetened beverages)
- Physical Activity (increase physical activity and limit screen time)
- Breastfeeding (increase initiation, duration and exclusivity).

This is a “living document” and additional objectives may be added if need be. Progress will be tracked along the way. A brief summary of the evaluation plan is included in this document, but a separate evaluation plan is being developed, with the help of a team of evaluators from the Michigan Public Health Institute (MPHI). Work has begun to develop a sustainability plan. The CDC has provided trainings regarding creation of sustainability plans.

SURVEILLANCE UPDATE

Prashanti Boinapally, MiNPAO Program Epidemiologist, presented the newly released 2011 Surveillance Report, an update to the 2009 Michigan Overweight and Obesity Surveillance Report. This report references trends nationally and in Michigan and highlights overweight and obesity data among Michigan adults and youth; fruit and vegetable consumption among Michigan adults; physical activity among Michigan adults; and breastfeeding initiation, duration and exclusivity. The report links epidemiology and public health, incorporating programming information with data. Surveillance updates will be released annually.

A Data Advisory Group was formed in April 2010. Ten MDCH epidemiologists meet quarterly to discuss how their individual programs are impacting obesity reduction. The Group has met four times to date and the fact sheets, which are presented in the 2011 Surveillance Report Update, were reviewed by members of the group.

(Prashanti Boinapally, MiNPAO Program Epidemiologist: boinapallyp@michigan.gov)

EVALUATION PLAN

Claire Tanner, Program Director for the Center for Data Management & Translational Research at MPHI and MiNPAO Evaluation Team leader, presented the goals, proposed approach and initial evaluation questions and methods for evaluation of the *Michigan Healthy Eating and Physical Activity Strategic Plan: 2010-2020*. The proposed approach is to focus on utilization and perform both formative evaluation (using qualitative and quantitative surveillance data) and summative evaluation (what does it all mean?). The



goals of evaluation include measuring outcomes (Dissemination + Reach) and to answer the question: What is the contribution of the strategic plan toward meeting the goals of reduction of obesity and improvement of healthy behaviors in Michigan? A draft of *Evaluation Questions and Methods: Process, Content, and Dissemination* has been distributed to the HWP. Partner input is still needed on this document to ensure that the evaluation of the strategic plan will be meaningful and able to inform future actions. Ms. Tanner emphasized that this process is ongoing and encourages partners to contribute and continue to promote the state strategic plan, helping to move Michigan toward a unified goal.

FUTURE

Gwen Imes discussed plans for state strategic plan implementation. Governor Rick Snyder's administration has made obesity reduction and prevention a priority area in the Governor's Dashboard (go to www.michigan.gov/midashboard and click on "Health and Education" for more information). As a result, MiNPAO seeks to support statewide efforts in obesity reduction as we work to implement the objectives in the new Ten-Year Strategic Plan. MDCH Director Olga Dazzo, in conjunction with the MDCH Cardiovascular Health, Nutrition and Physical Activity Section and other stakeholders, is convening an Obesity Summit scheduled for September 21, 2011 at the Lansing Center. About 300 participants are expected to attend. Among other things, Summit participants will hear about efforts being undertaken by MiNPAO and about strategies already being implemented statewide through this program and others.

The Summit will serve as the face-to-face opportunity for partners to network and plan for this year. Gwen emphasized that the Summit should not be seen as an effort to replace the new Ten-Year Strategic Plan but rather should be seen as an opportunity to garner more state-wide support. One of the expected outcomes will be brainstorming strategies to be included in the Year One Implementation Plan. Partners are encouraged to help distribute the *Michigan Healthy Eating and Physical Activity Strategic Plan: 2010-2020* through their organization websites and any other way that is appropriate in an effort to involve more stakeholders in obesity prevention across the state.