Building Public Health Practitioners' Capacity to Evaluate Policy, Systems and Environmental (PSE) Change Interventions

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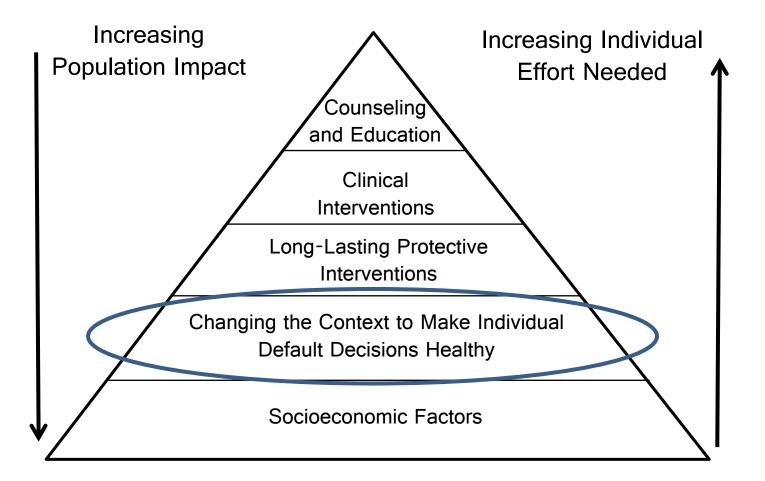
- Division of Nutrition, Physical Activity and Obesity (DNPAO)
- Prevention Research Center Program





CENTERS FOR DISEASE CONTROL AND PREVENTION

Importance of PSE Interventions: The Health Impact Pyramid



Frieden TR. A framework for public health action: The Health Impact Pyramid. AJPH 2010;100(4):590-595.

Examples of PSE Interventions www.centertrt.org





Click to see how we created a successful Farmer's Market Salad Bar Program









West Virginia Department of Education

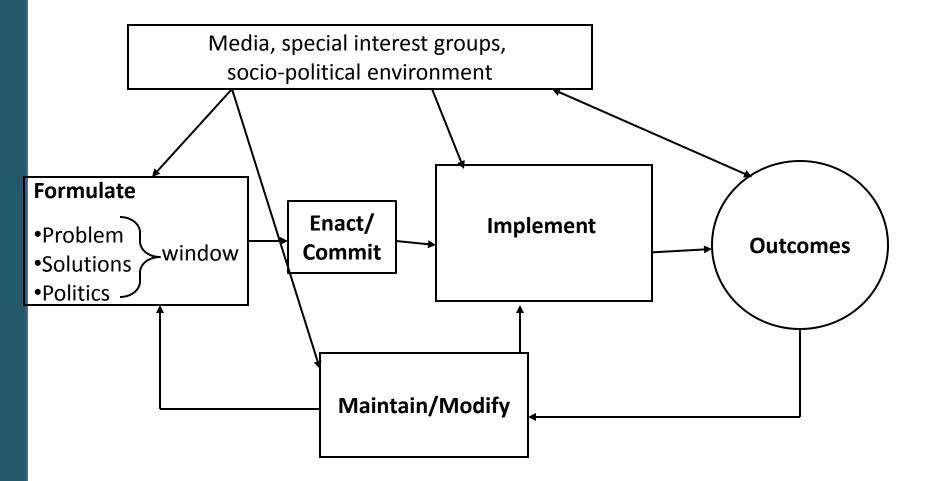






NC PREVENTION PARTNERS

The PSE Intervention Process

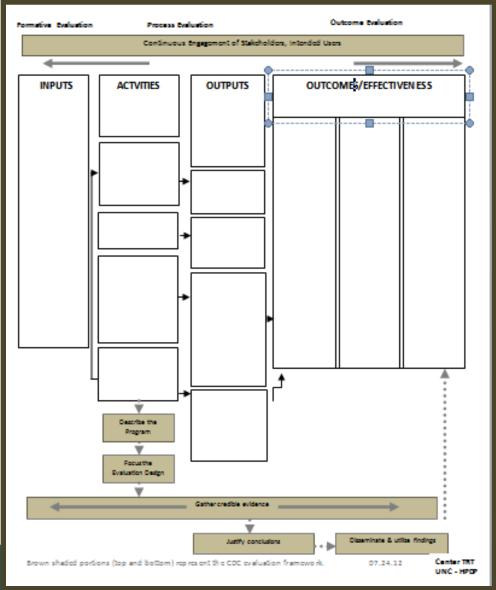


Adapted from Longest, B. (2006) and Kingdon, J. (2003)

How do we evaluate a process that is

- Uncertain
- Multilevel and multi-sectoral
- Cyclical
- Incremental and
- Influenced by many factors outside our control?

Center TRT Evaluation Framework



Center TRT's framework integrates

- CDC evaluation framework
- Kingdon's "window of opportunity" concept
- Longest's policy making framework
- Glasgow's RE-AIM framework
- Brennan's framework for policy and environment strategies for obesity prevention
- Aday's criteria for evaluating healthcare systems

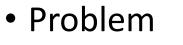
Case Study: Mandatory School Nutrition Standards

- District wide
- Apply to all foods & beverages sold, served, or distributed during school day



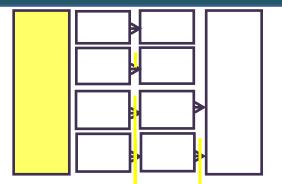
Case Study: Inputs

 Prepare for windows of opportunity

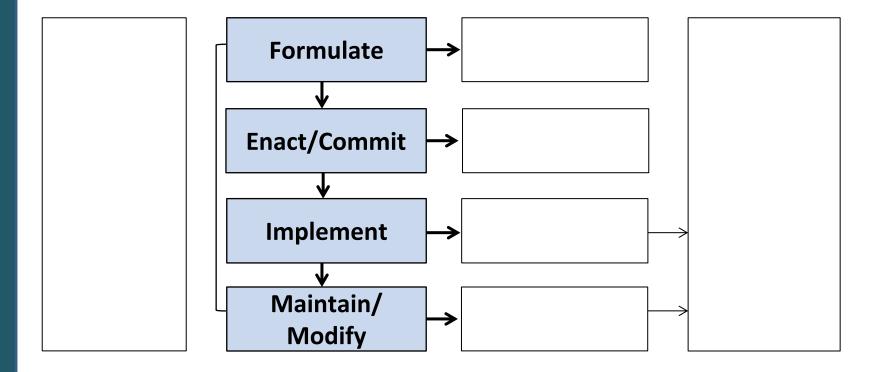


- Solutions window
- Politics
- Other

Kingdon, J. 2003. Windows of Opportunity.

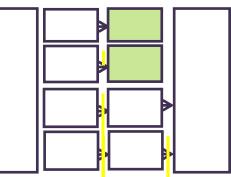


Case Study: Activities In sync with stages of PSE change



Longest (2006) Health Policy Making in the US

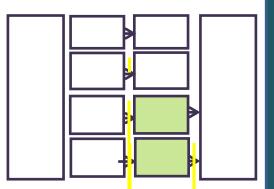
Case Study: Outputs Formulate & Enact



- Awareness important throughout
- Engagement important throughout
- Proposed and Enacted Policies
 - Employ evidence-based approaches
 - Follow model policy guidance
 - Are adequate resources allocated to implement the policy

Brownson et al. 2009

Case Study: Outputs Implement & Maintain

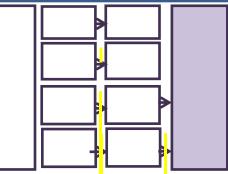


- **RE-AIM of Enacted PSEs**
- Reach to intended population, especially those at greatest risk
- Adoption by settings/sectors
- Implementation
 - as intended
 - feasibility, acceptability, affordable
- Maintenance

Glasgow et al. (2003)

Case Study: Outcomes/Effectiveness

• Short Term



- Changes to environments (physical, social, economic, communication)
- Intermediate Term
 - Changes to health behaviors
- Long Term
 - Improvements in population health
 - Decreased BMI
 - Decreases in BMI equitably distributed
 - Policy cost effective

Aday et al. (2004)

Questions?



Building practitioner evaluation capacity

1. In-person trainings

2. Webinar

3. Evaluation Materials

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Center TRT, UNICHPOP

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Logic Model.

Evaluation

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(2-3 years)

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4. Site Visits



Competencies

Before training	<u>Training:</u> Understanding policy, systems and environmental interventions	After training
2.65	Identify 2-3 internet sources that disseminate PSE interventions	4.23 (+1.58)
2.69	Describe the types of <u>activities</u> that occur during each of the 4 phases of program planning and implementation: 1) Formulating 2) Enacting 3) Implementing and 4) Maintaining/Modifying	3.96 (+1.27)
2.42	Use the RE-AIM framework to develop processes and outcome evaluation questions	3.85 (+1.43)

Consistent challenges

- Participants' varied knowledge/experience
- Complex material
- Challenging to show
 Framework visually
- Too little time

Addressing Challenges

 Separate trainings into two levels • Give more background; do more activities New slide deck with more visual cues More time for trainings

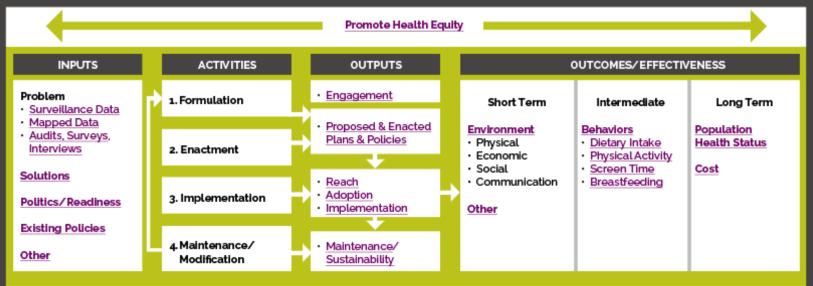
5. Web-Based Training

6. Website

CENTER TRT EVALUATION FRAMEWORK

The image below is the **Center TRT Evaluation Framework**, which was designed to support practitioners' efforts to evaluate policy and environmental change interventions to prevent obesity. As you can see, the Framework is laid out just like a traditional logic model and includes inputs, activities, outputs, and outcomes.

Click on any of the links within the Framework to learn about example indicators, data sources and other resources for evaluating that component of the Framework.



CENTER TRT EVALUATION FRAMEWORK

6. Website - continued

Evaluation Framework :: Outputs :: Engagement

ENGAGEMENT

Stakeholder engagement is an essential part of generating buy-in and ensuring acceptability of any intervention. Similarly, engagement in coalitions and other collaborating groups ensures diversity of perspectives and awareness of relevant issues. Evaluating engagement underscores the value of engagement and paves the way for ongoing improvements.

Example Indicators

- Percentage and representativeness of key stakeholders: signed onto project, attending meetings, participating in events, and participating in implementation
- Number of new partnerships
- Stakeholders' satisfaction with level of involvement
- · Stakeholders' perceptions of ownership of intervention
- Stakeholders know about and understand the problem and the proposed or enacted solutions (e.g., policy or plan)?

Methods

- Tracking logs of attendance/participation
- Interviews with partners
- Surveys of partners

Resources/Tools

<u>Robert Wood Johnson Foundation's Community Engagement Resource List</u>: This list includes case studies, tools, websites, articles, and other resources to facilitate community engagement.

Tell us what you think!

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