



Center for Public Health Systems Science

GEORGE WARREN BROWN
SCHOOL OF SOCIAL WORK



Washington University in St. Louis

Assessing the Quality of Local-Level Obesity Prevention Policies

Lessons from Measuring the Strength and Comprehensiveness of Policy Language

Nikole Lobb Dougherty



AMERICAN
EVALUATION
ASSOCIATION

EVALUATION 2013:

Evaluation Practice in the Early 21st Century

October 14-19, 2013 | Washington, DC

Policy

A policy is described
government, private
"Statement of Inter
important organiza

Quality Matters



Impact



H&AC projects

H&AC projects

H&AC projects

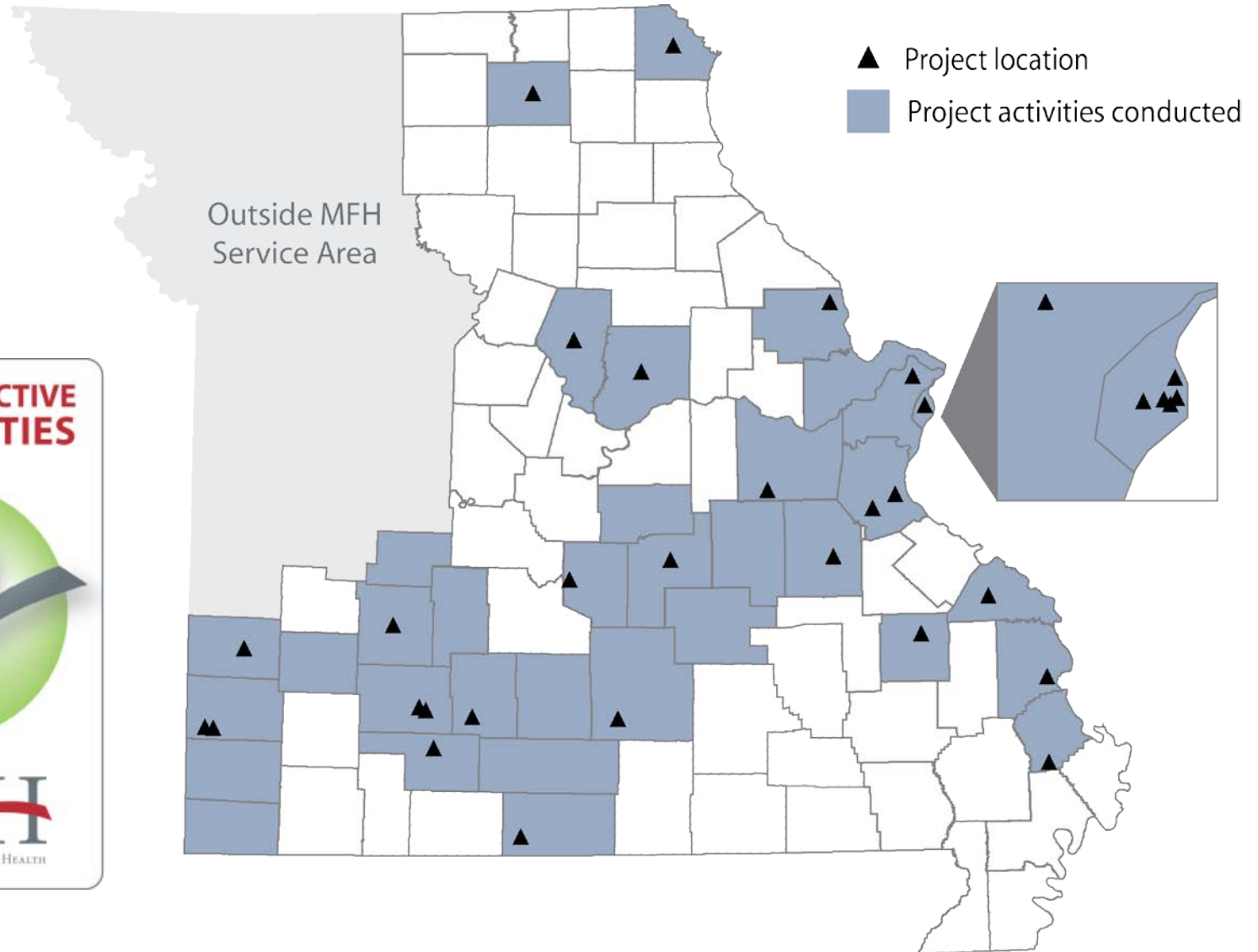
What we assessed

H&AC projects

What we assessed

What evaluators can do

H&AC projects



H&AC projects

Access/Environment

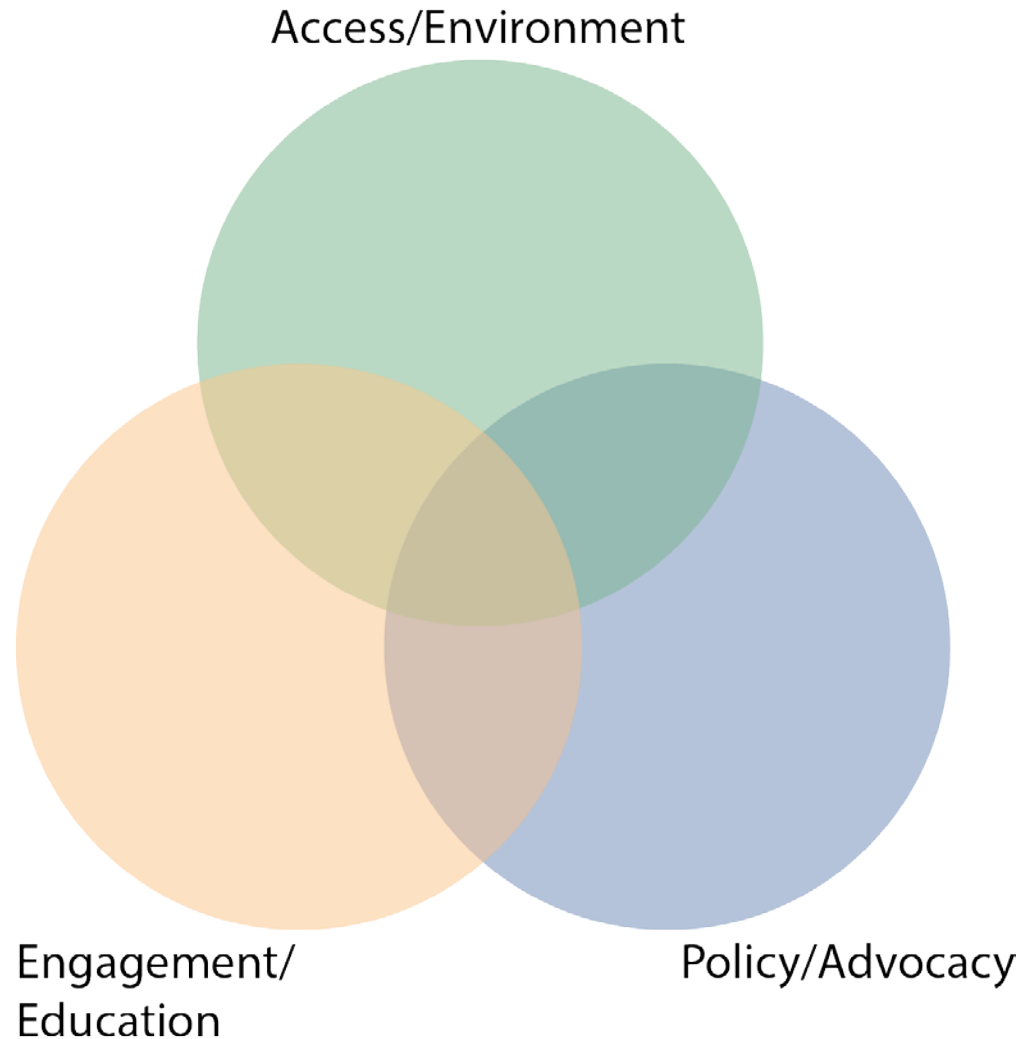
Creating a healthy physical environment

Engagement/Education

Developing outreach and communication strategies

Policy/Advocacy

Advocating for and adopting healthy eating and physical activity policies



H&AC projects

Access/Environment

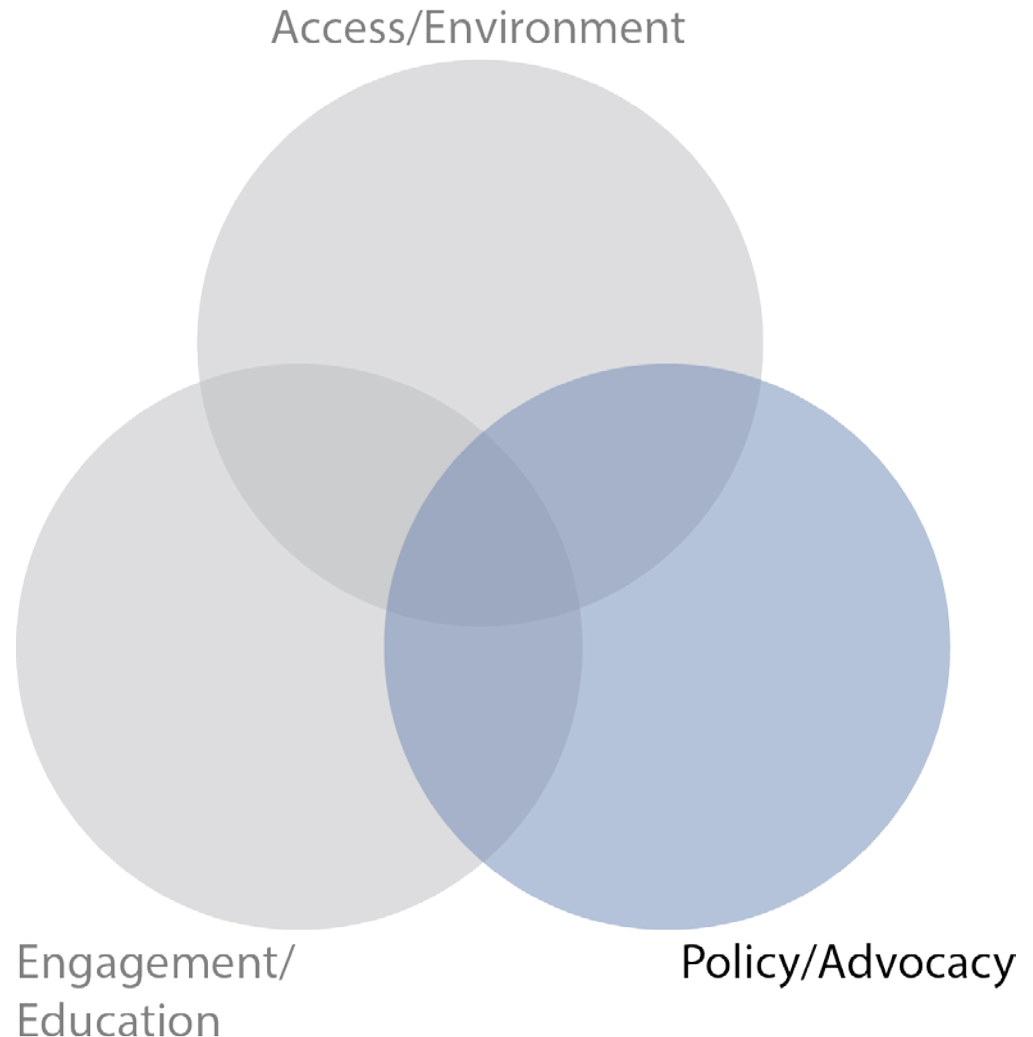
Creating a healthy physical environment

Engagement/Education

Developing outreach and communication strategies

Policy/Advocacy

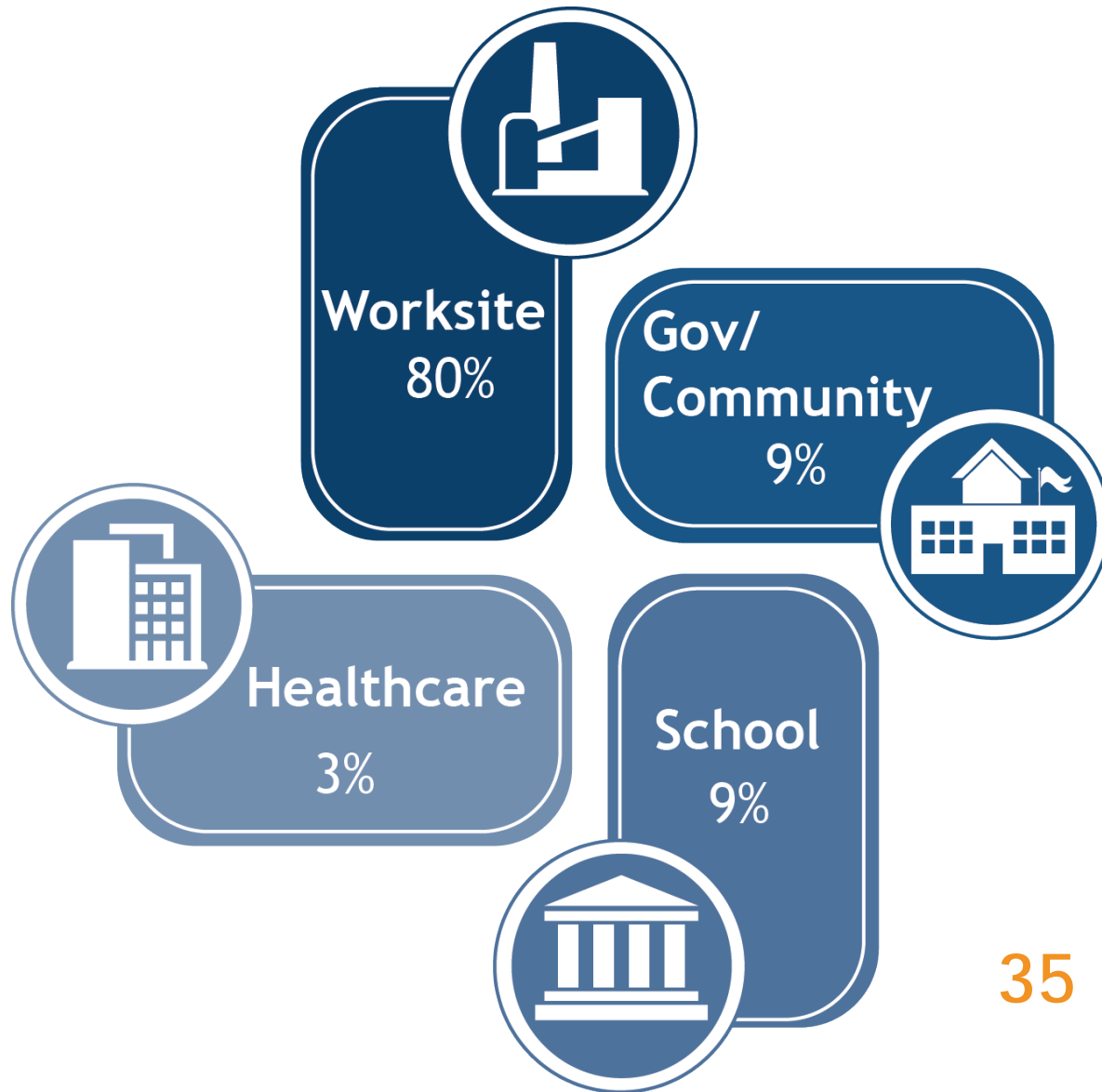
Advocating for and adopting healthy eating and physical activity policies



H&AC projects

What we assessed

H&AC policies



35 policies

[HOME](#)
[ABOUT](#)
[POLICY DEVELOPMENT](#)
[ASSESS YOUR POLICY](#)
[POLICY LIBRARY](#)

Policy Lift > MFHSurvey

ASSESSMENT TOOL

WORKSITE



Administrative
Support/General



Physical Activity
Opportunities



Physical Environment
Related to Physical
Activity



Healthy Eating
Opportunities



Physical Environment
Related to
Food/Nutrition



Health Promotion



VIEW FULL
REPORT »

PHYSICAL ACTIVITY OPPORTUNITIES

- 0 (language not mentioned in policy)
- 1 (language is mentioned but is 'weak')
- 2 (language is mentioned and is 'strong')

This policy includes language that states:

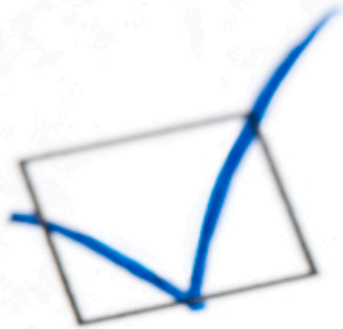
1. Allows flexible work/break time for employees to more easily engage in health promotion and physical activity during work hours:

- ☐ 0
☐ 1
☐ 2

2. Supports active meeting options promoting physical activity by participating in group active work ⓘ

- ☐ 0
☐ 1
☐ 2

Comprehensiveness



H&AC comprehensiveness

Items addressed

Not addressed

School
3 policies

52%

Worksite
28 policies

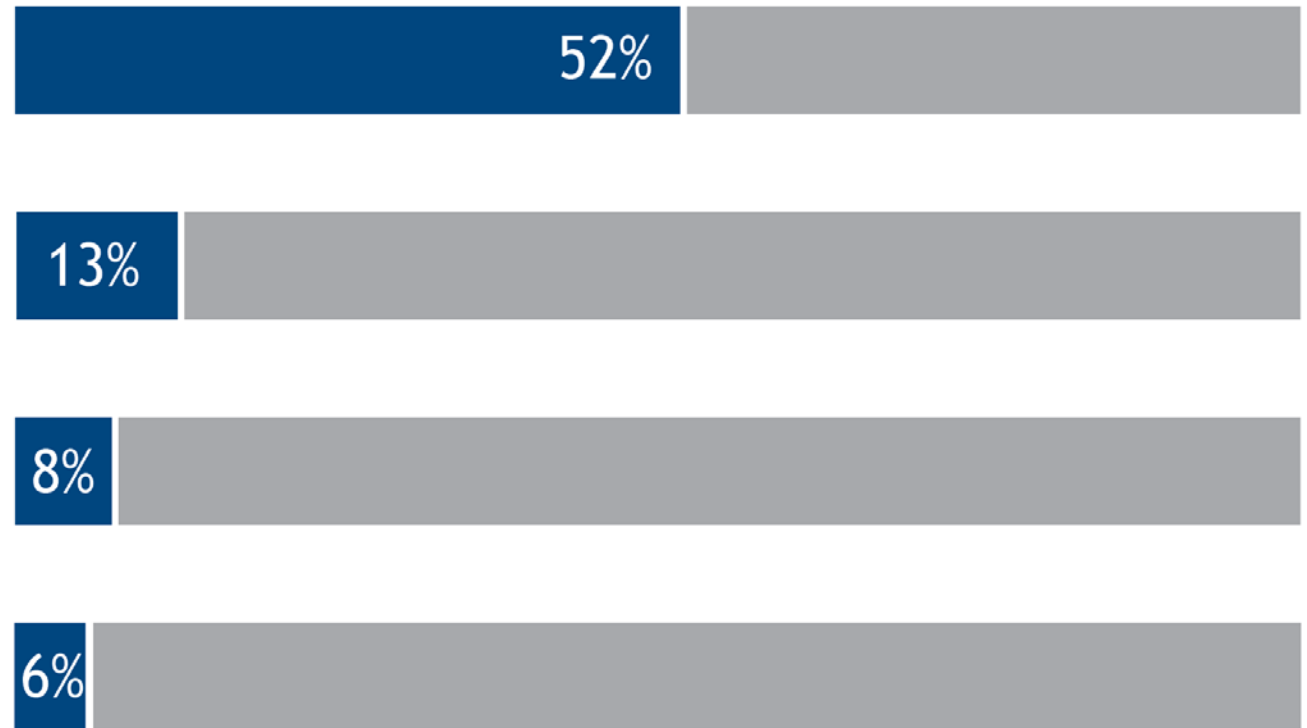
13%

Gov/Community
3 policies

8%

Healthcare
1 policy

6%



Strength



Strong language

allow must
prohibit
require
permitted

Weak language

consider
as appropriate
encourage
when possible
may

H&AC strength

Strong language

Weak language

Worksite

28 policies

51%

School

3 policies

28%

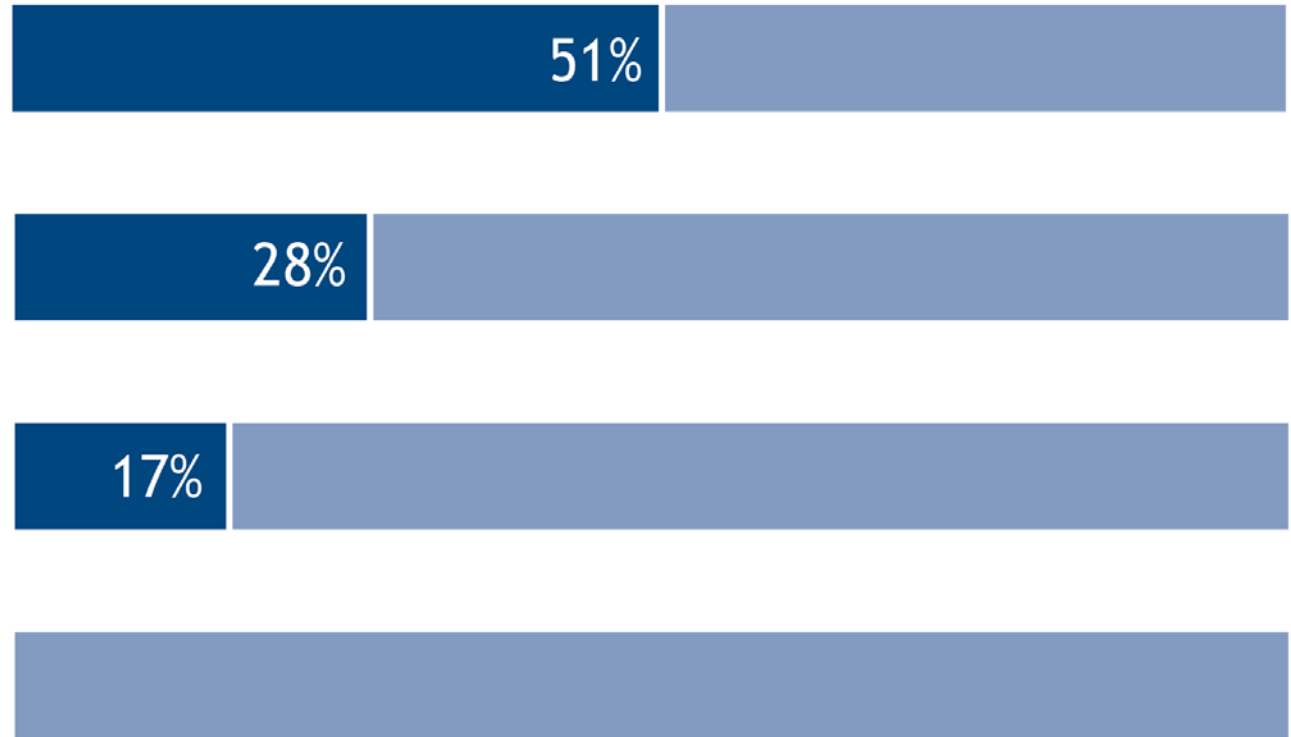
Gov/Community

3 policies

17%

Healthcare

1 policy



H&AC projects

What we assessed

What evaluators can do

What evaluators can do

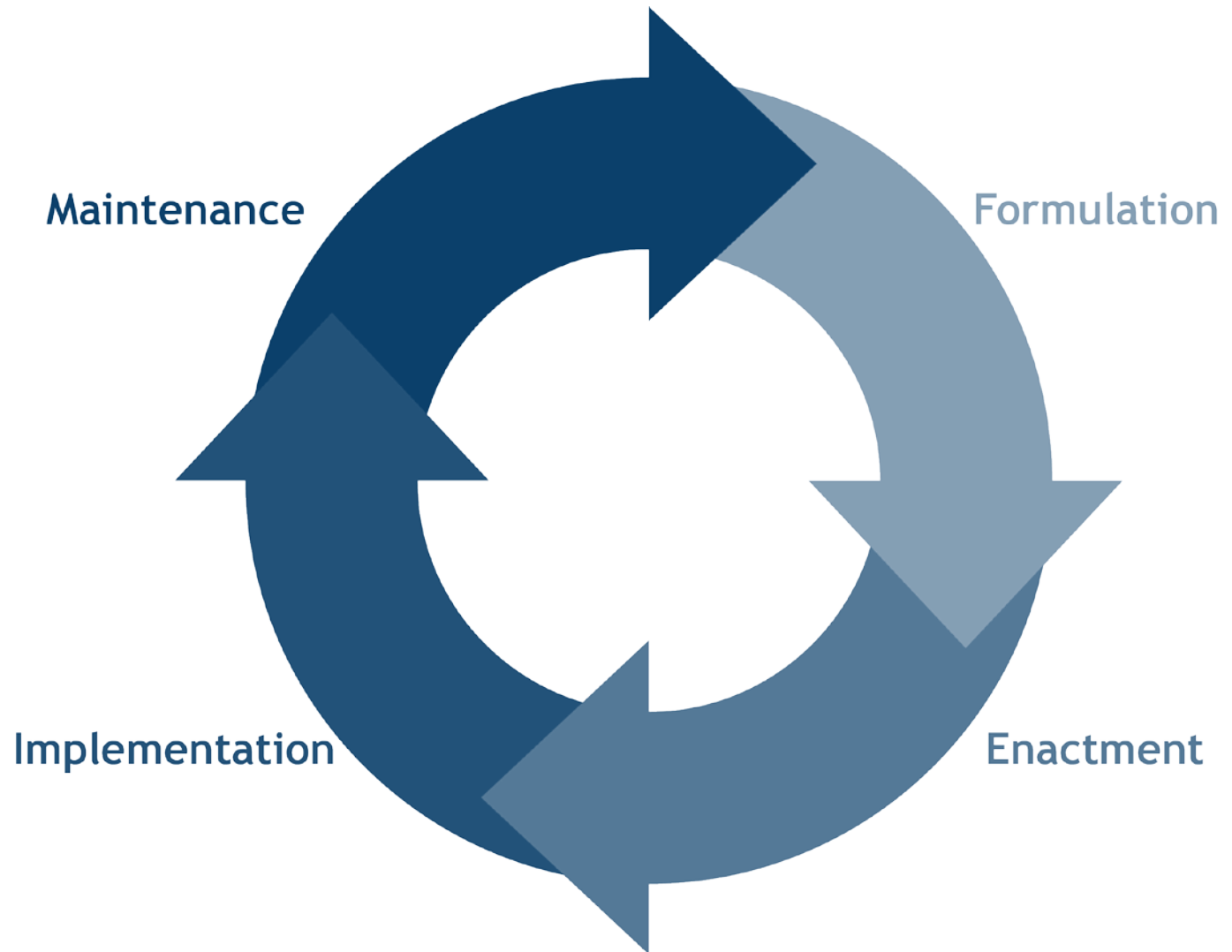


1

Examine
the entire
policy
process

1

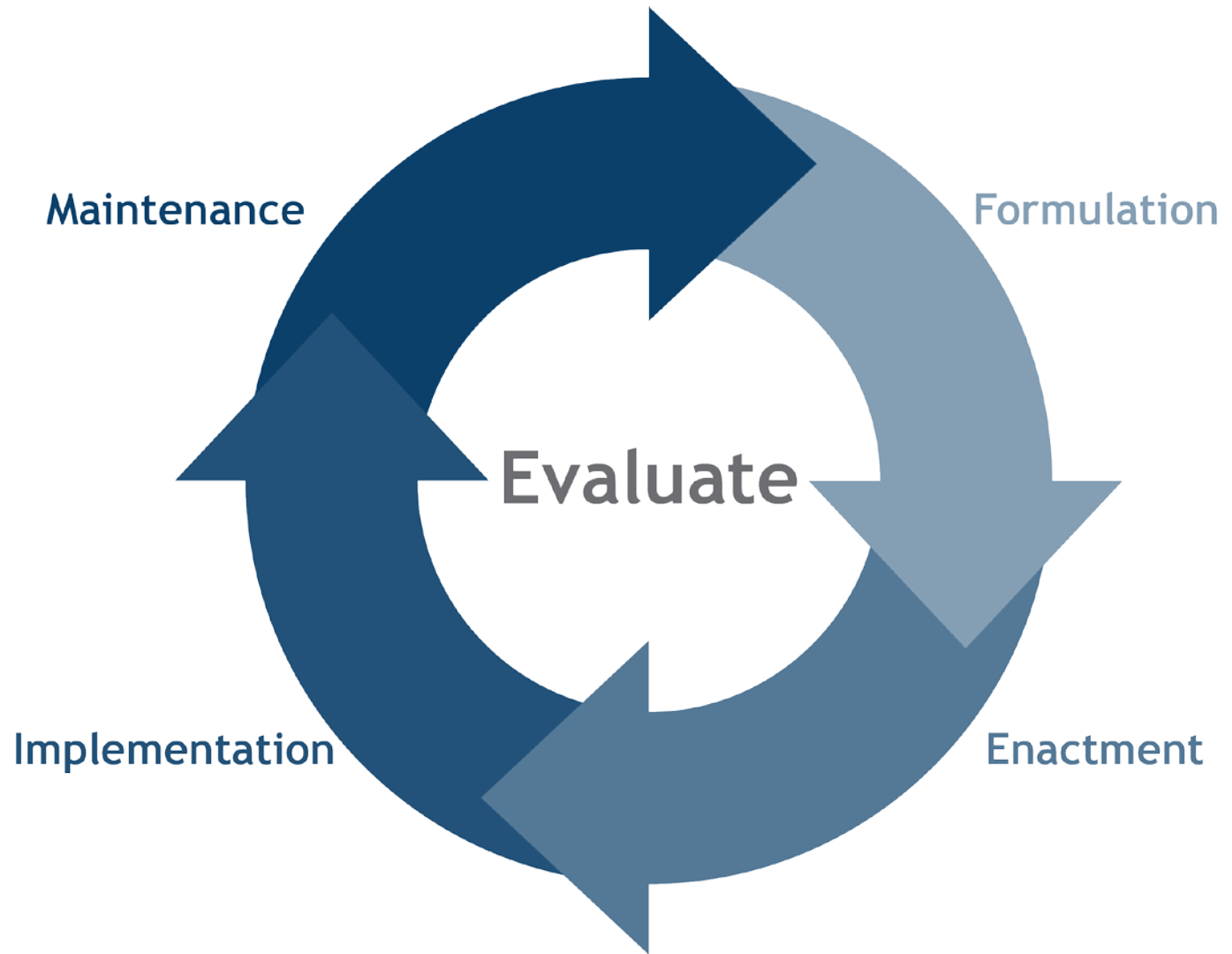
Examine the entire policy process



Leeman J, Sommers J, Vu M, Jernigan J, Payne G, Thompson D, et al. An Evaluation Framework for Obesity Prevention Policy Interventions. *Prev Chronic Dis* 2012;9:110322.

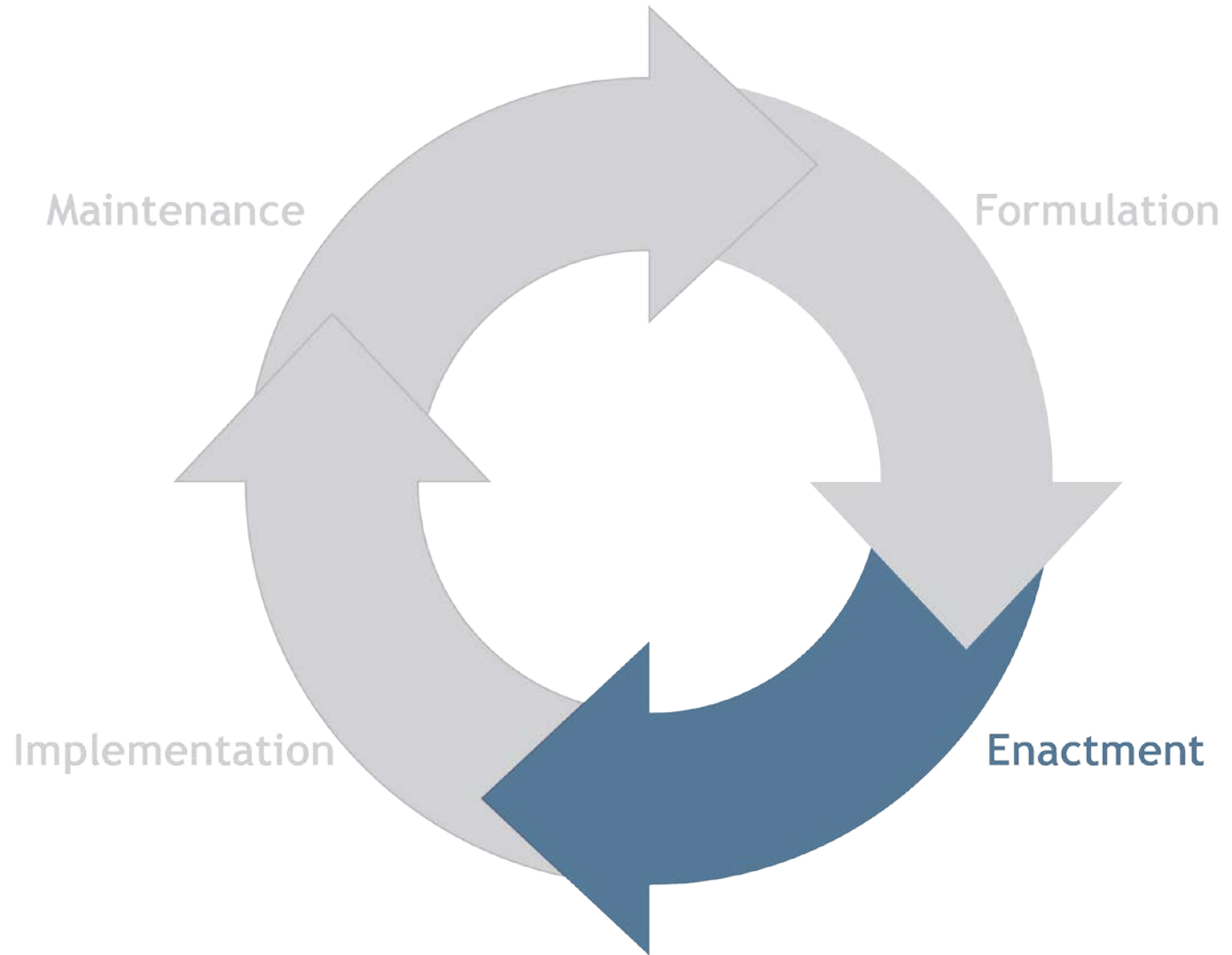
1

Examine
the entire
policy
process



1

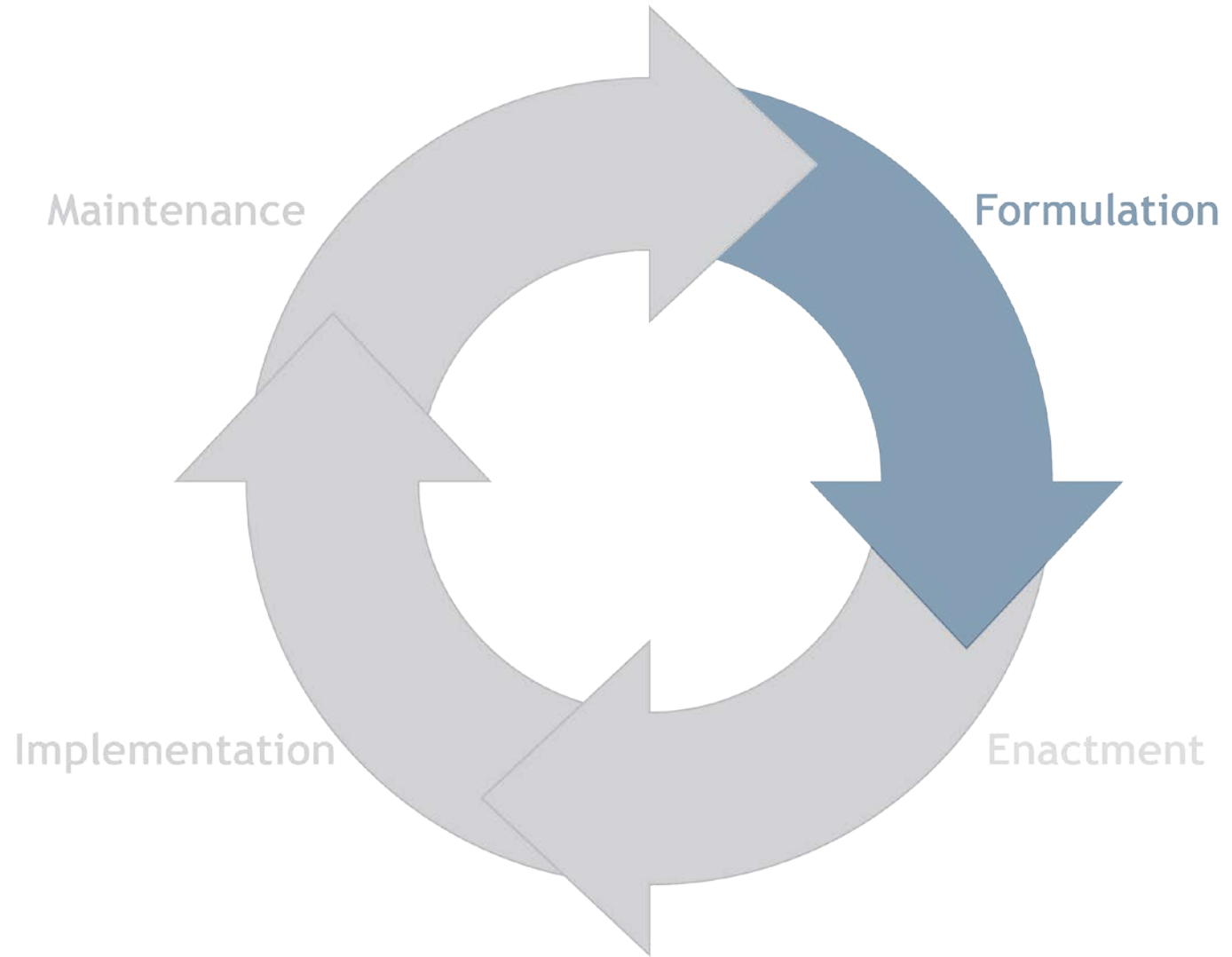
Examine
the entire
policy
process



35 policies

2

Assess
content
prior to
adoption



35 policies

2

Assess
content
prior to
adoption



3

Share
results

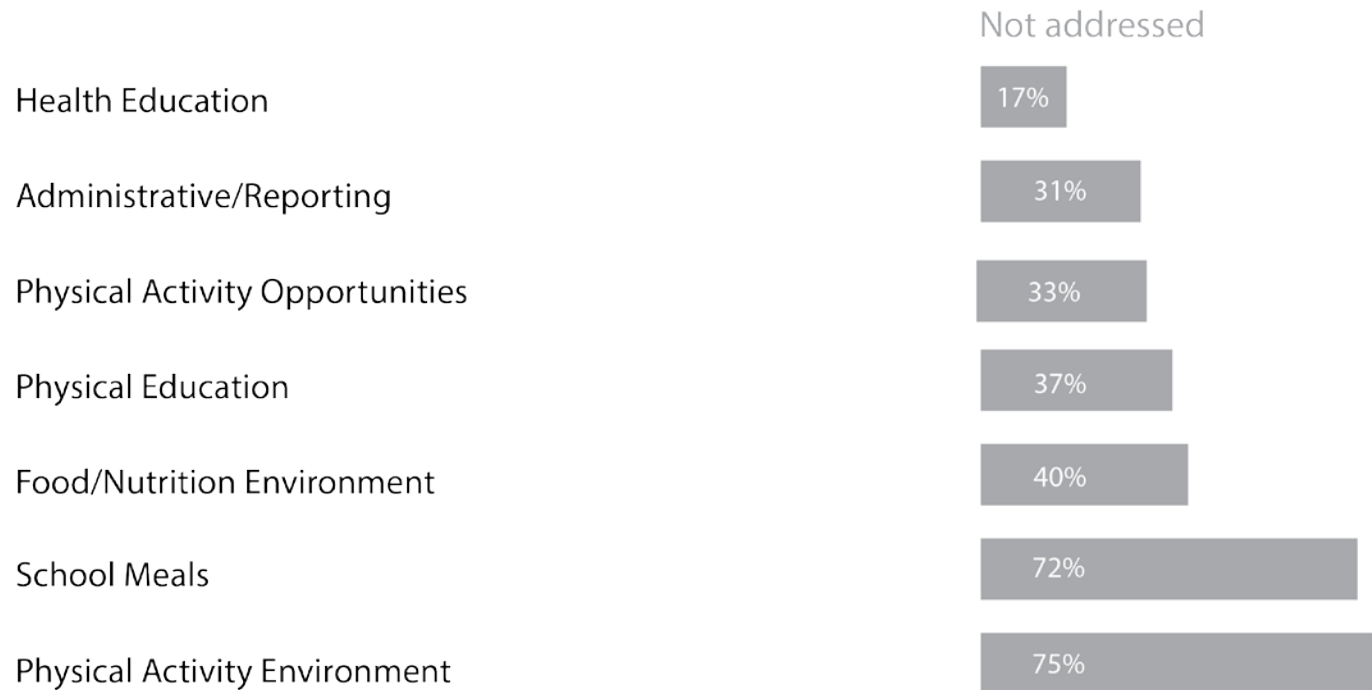


3

Share
results

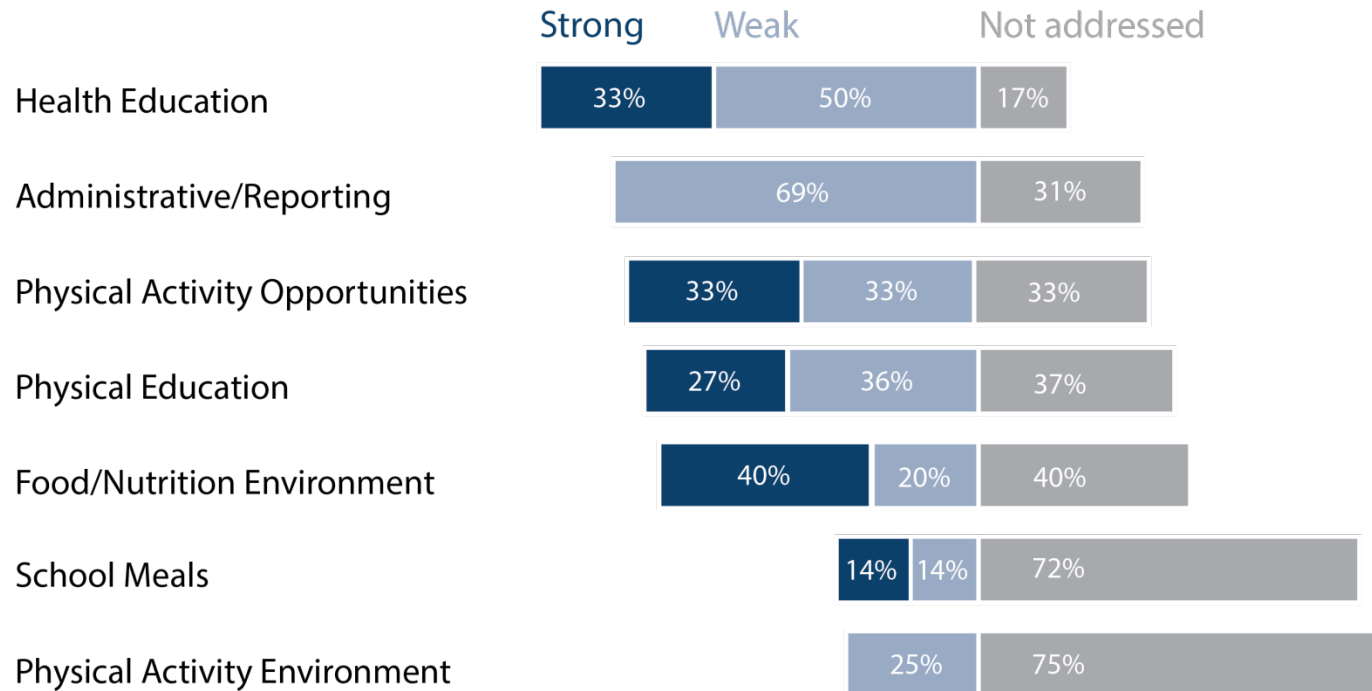
To policy developers

Sample School Wellness Policy Results



To policy developers

Sample School Wellness Policy Results

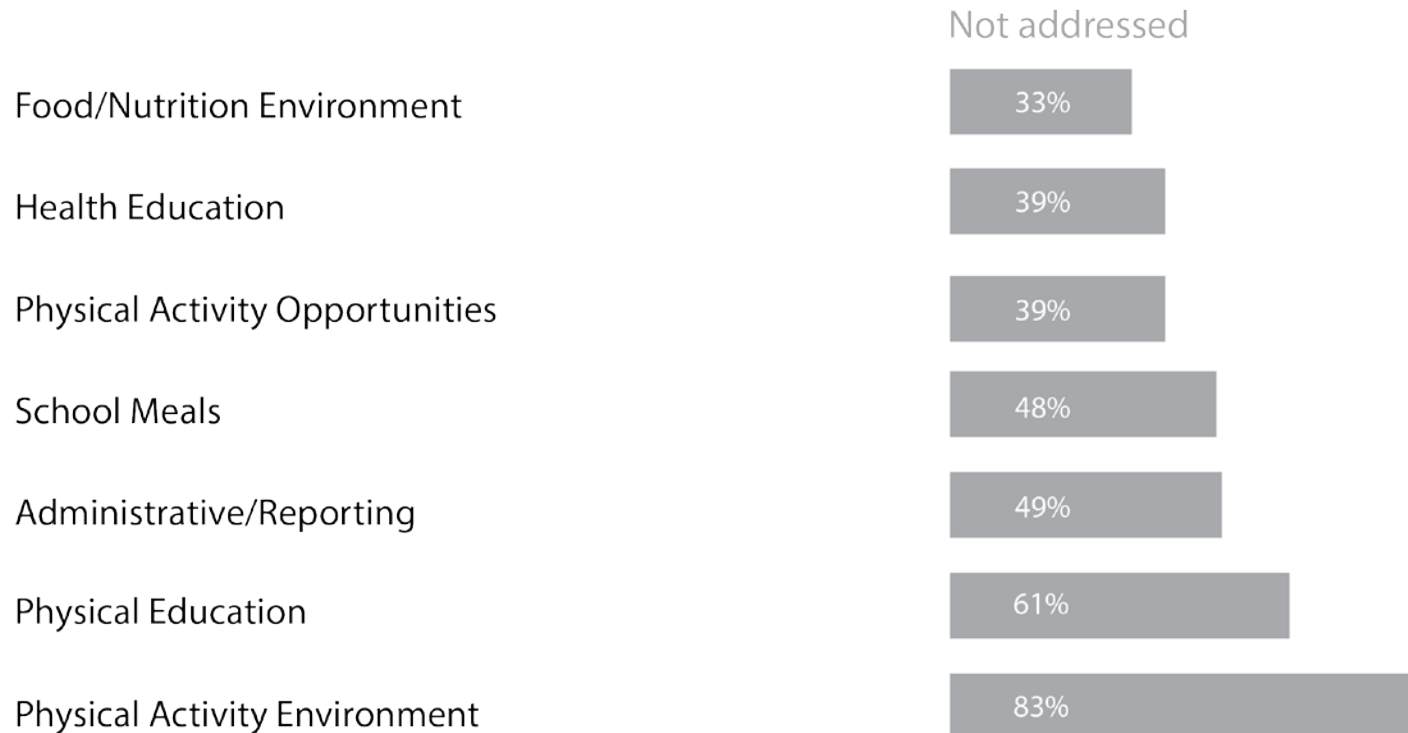


3

Share
results

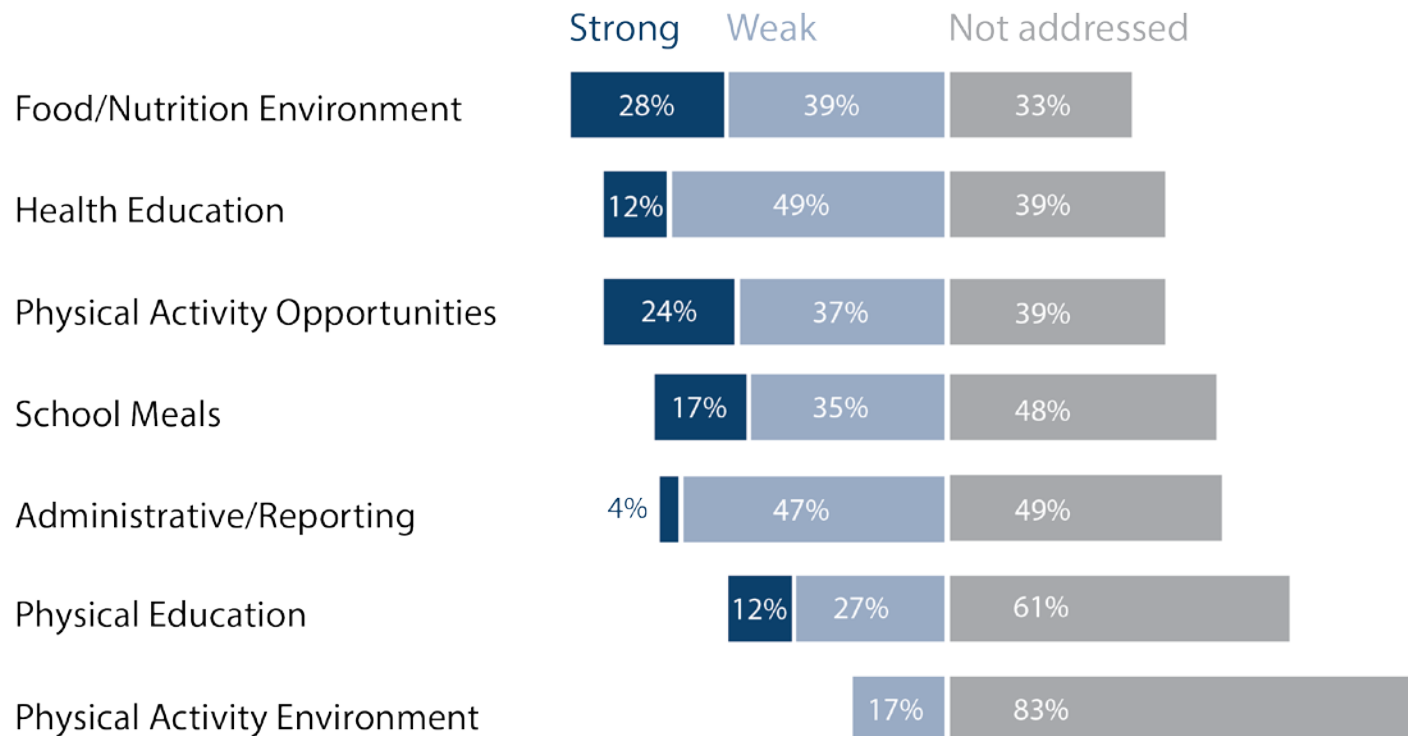
To policy supporters

All School Wellness Policies



To policy supporters

All School Wellness Policies



What evaluators can do

- 1 Examine entire policy process
- 2 Assess content prior to adoption
- 3 Share results

What evaluators can do

- 1 Examine entire policy process
- 2 Assess content prior to adoption
- 3 Share results

What evaluators can do

- 1 Examine entire policy process
- 2 Assess content prior to adoption
- 3 Share results

Impact



Special thanks to



Healthy & Active Communities grantees

Project Team:

WUSTL: Stephanie Andersen
Rachel Barth
Nikole Lobb Dougherty
Tanya Montgomery
Sarah Moreland Russell
Christopher Robichaux

UCCS: Cheryl Kelly

MFH: Amy Stringer Hessel

Funding provided by





Center for Public Health Systems Science

GEORGE WARREN BROWN
SCHOOL OF SOCIAL WORK



Washington University in St. Louis

Nikole Lobb Dougherty

Washington University in St. Louis

Center for Public Health Systems Science

nlobbdougherty@wustl.edu

