

# Enhance evaluation practice by adding simple interactivity to PDFs:

Examples at different stages of evaluation

Nikole Lobb Dougherty

AEA conference: Denver, CO

October 18, 2014



GEORGE WARREN BROWN  
SCHOOL OF SOCIAL WORK



# The challenge

# The challenge

## What we did and examples

The challenge

What we did and examples

Why it matters

# The challenge

# What readers want

## Case Examples: Introduction

- The project can demonstrate that it has processes and procedures in place to measure project effectiveness
- The degree to which the project's effectiveness is demonstrated by its own internal evaluation results

### Sustainability

The project is sustainable to the extent structures and processes exist that allow the project to leverage resources to implement policies and activities effectively over time. In this category, projects are not more or less sustainable than other projects. Rather, the tool identifies strengths and areas for improvement within each project across several sustainability domains. Sustainable projects will have evidence of:

- **Funding Stability** – the ability to make long-term plans based on a stable funding environment
- **Political Support** – the internal and external political environments which influence program funding, initiatives, and acceptance
- **Community Partnerships** – the engagement of external partners to facilitate the connection between the program and community
- **Organizational Capacity** – the resources to effectively manage the program and its activities
- **Project Improvement** – the ability to adapt and enhance the program to ensure its effectiveness
- **Surveillance and Evaluation** – the monitoring and evaluation of process and outcome data associated with program activities
- **Communications** – the strategic dissemination of program outcomes and activities with stakeholders, decision-makers, and the public
- **Public Health Impacts** – the effect of the program on health knowledge, attitudes, and behaviors
- **Strategic Planning** – the process to define program directions, goals, and strategies

The stronger the evidence for each of these components, the more likely the program represents a good investment that is suitable for replication across Missouri.

### Selection Criteria

To assess innovation and effectiveness, funded projects were ranked on a 5-point scale by multiple raters (MFH program officers, external evaluation team, and dissemination team) that were familiar with the MPB projects.

To assess sustainability, a Program Sustainability Assessment Tool was administered to grantees measuring a project's current practices and processes that increase the likelihood of sustaining project components.<sup>4</sup>

- This self-assessment tool was designed to help identify the strengths and weaknesses of a program's sustainability efforts and included all of the criteria identified above for the sustainability component.
- Activities in each sustainability domain were ranked on a scale of 1 "little to no extent" to 7 "to a great extent", the degree to which respondents felt their organization did each activity or practice.

### Selected Case Examples

A total of five MPB grantees, two from the 2007 cohort and three from the 2008 cohort, were selected as Model Practices based on their evidence of innovation, effectiveness, and sustainability. Below is a description of the key components of these five MPB projects.

#### The Obesity Prevention Project in Polk County

The Polk County Health Center worked in 18 communities across five Missouri counties to promote healthy lifestyles by improving environments and policies and implementing programs. The *Obesity Prevention Project* targeted children and their families in local schools and the community.

The *Obesity Prevention Project* is a Model Practice because of its strong evidence of innovation (e.g., implementation of an environmental or policy approach), effectiveness (e.g., linked to existing evidence that environmental and policy approaches positively impact physical activity and healthy eating),<sup>5,6</sup> and sustainability (e.g., environmental and policy changes will be sustained with little funding).

#### The Walking School Bus in Columbia, Missouri

The Columbia/Boone County Department of Public Health & Human Services (DPHHS) partnered with a variety of community agencies to support healthy eating and physical activity in Columbia, Missouri. This case example will highlight the highly successful

1

Model Practice Building Case Examples

The remainder of this report highlights five case

Model Practice Building Case Examples

Model Practice Building Case Examples

## Overview

## Outcomes & Achievements

## Sustainability

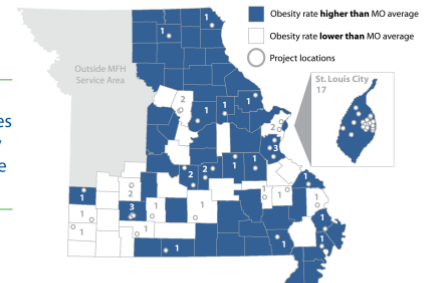
## Unique Experiences

## Conclusions

## Appendices

### Characteristics of H&AC projects

Below is a map of the location of 54 projects that have been implemented since 2007. Also indicated in this map is total number of projects located within each county, and whether each county's adult obesity rate was higher or lower than the Missouri state average in 2007.<sup>7</sup> Typically, there were one to two projects in any given county, however, St. Louis City had the largest number with 17 projects.

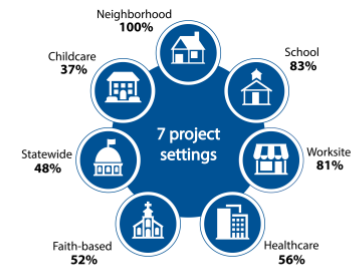


74% of H&AC projects were situated in counties where the adult obesity rate was higher than the Missouri average.

H&AC projects took place in diverse community and organizational settings to carry out physical activity and healthy eating activities, focused primarily on local communities (e.g., neighborhoods, cities). On average, each project implemented projects in five settings.

All H&AC projects implemented activities in neighborhood settings

The majority of projects were situated in urban settings



59% Urban\*

41% Rural\*

\* Rural vs. Urban classifications were determined using RUCA.<sup>8</sup>

# *Visual Information Seeking Mantra*

Overview first,



Overview first,  
**zoom and filter,**

Overview first,  
zoom and filter,  
**then details-on-demand**

-Ben Shneiderman

Reset Open graph menu

GLOBAL TRENDS  
**Wealth & Health of Nations**

This graph shows how long people live and how much money they earn. Click the play button to see how countries have developed since 1800.

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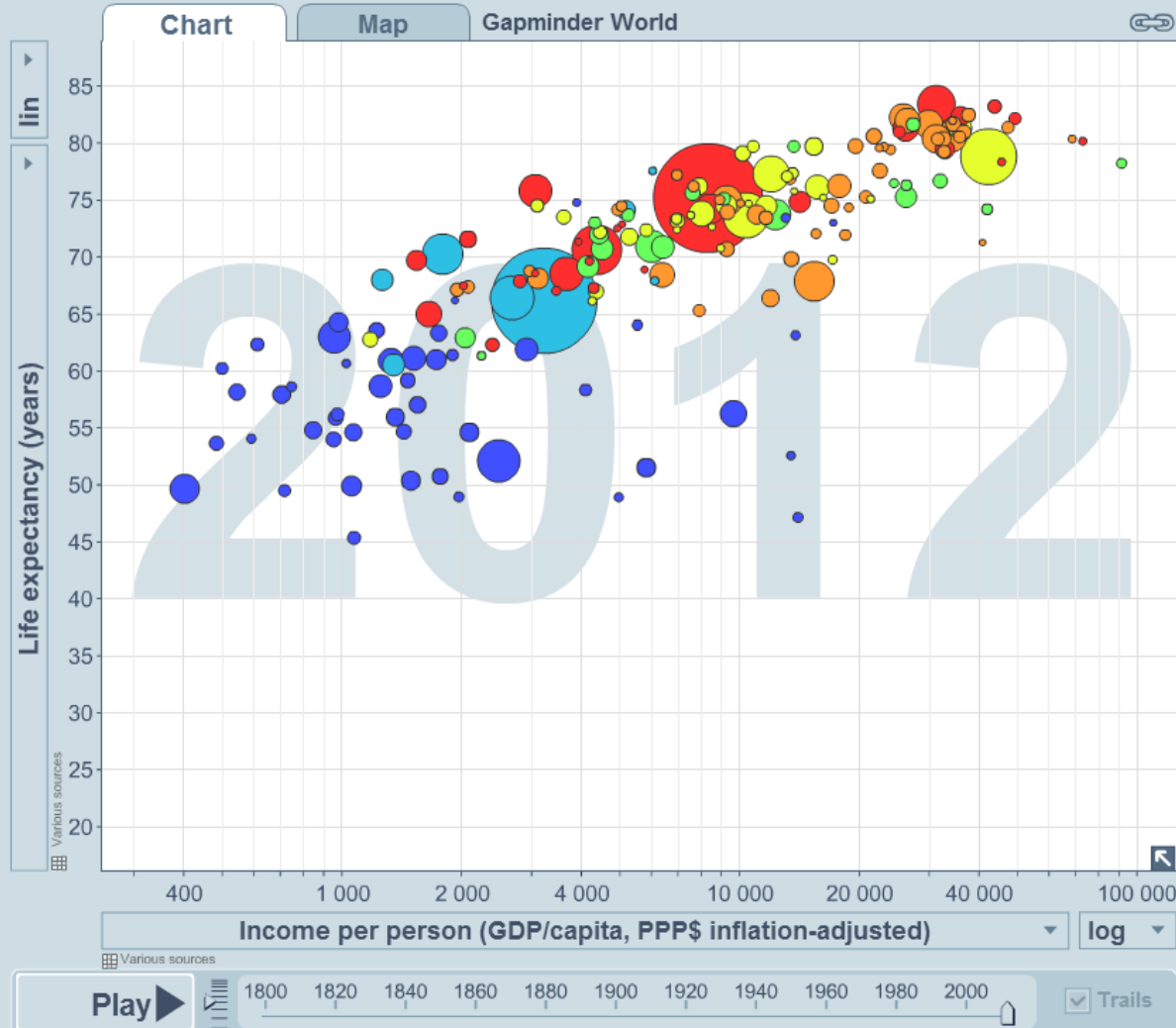
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Color Gapminder Geogra...

Geographic regions



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- ☐ Armenia
- ☐ Aruba
- ☐ Australia
- ☐ Austria
- ☐ Azerbaijan
- ☐ Bahamas
- ☐ Bahrain

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Size Various sources

Population, total



Terms of use

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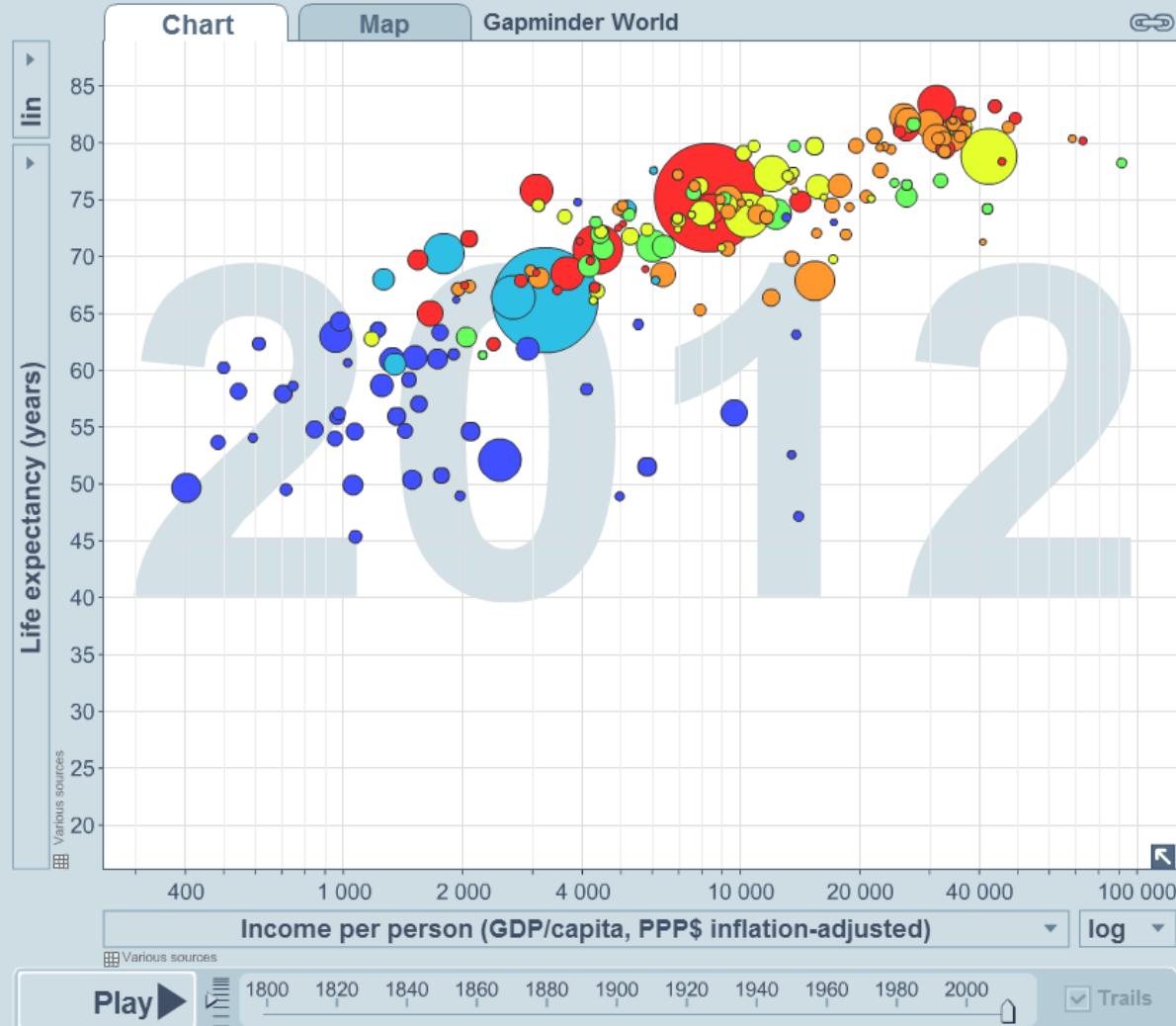
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- ☐ Azerbaijan
- ☐ Bahamas
- ☐ Bahrain

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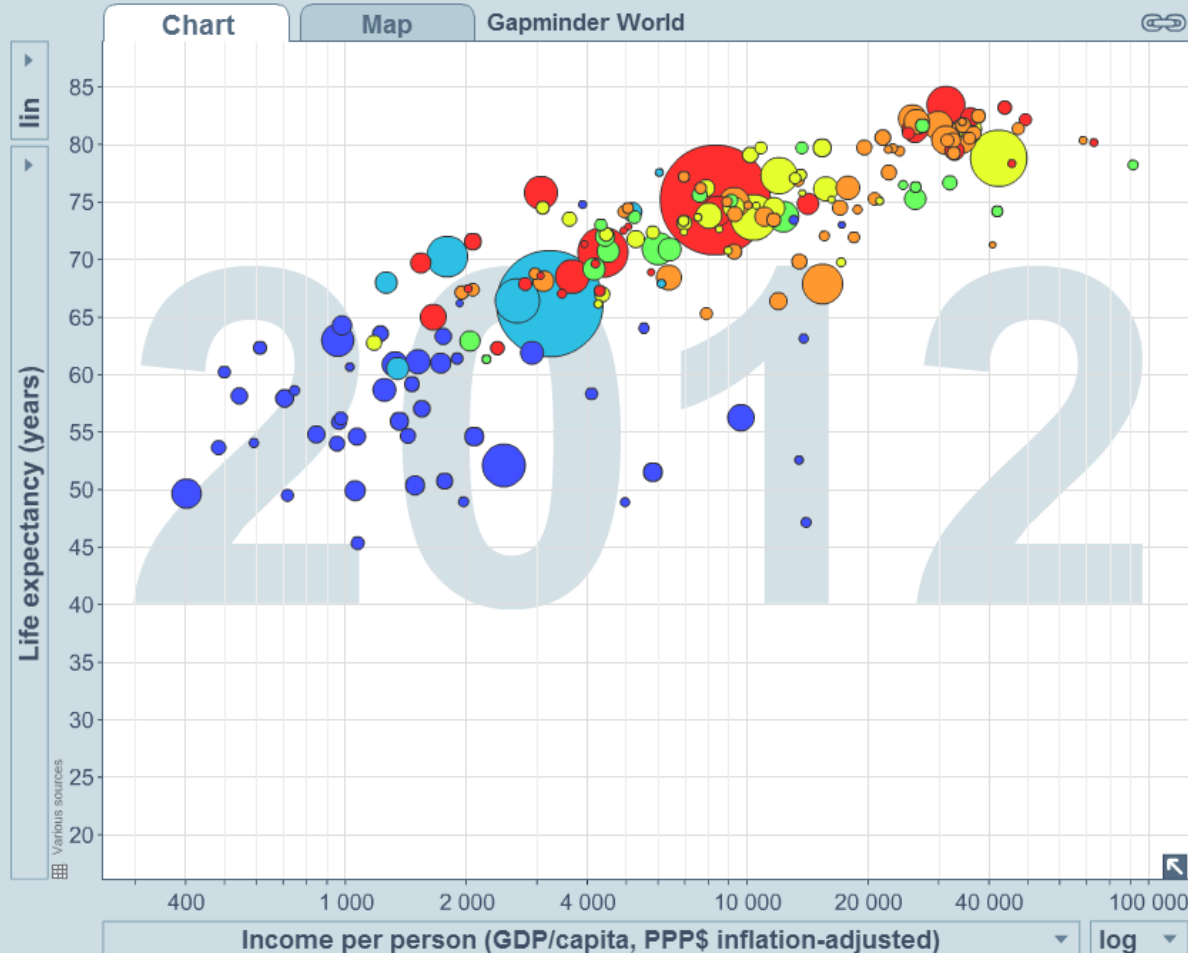
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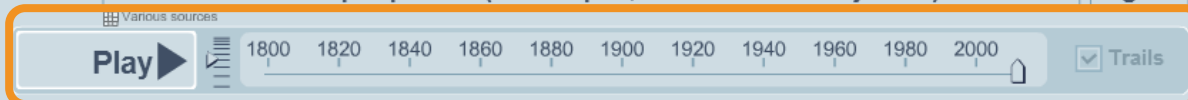
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- ☐ Azerbaijan
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- ☐ Bahrain

☐ Deselect all

Size Various sources

Population, total



Terms or use



# Healthy & Active Communities 2013 Evaluation Report

.....

KEY FINDINGS TO DATE



# Healthy & Active Communities 2013

KEY FINDINGS

## Progress Towards Meeting Objectives: June 2014

	Objective(s) fully met	Objective(s) not yet fully met		
		Likely to meet	Unsure if likely to meet	Unlikely to meet
2011 PS				
City of Sikeston	●	●		
City of StL Dept. of Health		●	●	●
Clark Co. Health Dept.	●			● ●
Madison Co. Health Dept.		● ●		
Ozark Regional YMCA	● ●			●
Pulaski Co. Sheltered Workshop			●	●
Saint Louis University	●		● ●	

● objective fully met    ◐ some progress demonstrated    ○ no progress demonstrated



# Healthy & Active Communities 2013

KEY FINDINGS

## Progress Towards Meeting Objectives: June 2014

### 2011 PS

City of Sikeston

City of StL Dept. of Health

Clark Co. Health Dept.

Madison Co. Health Dept.

Ozark Regional YMCA

Pulaski Co. Sheltered Workshop

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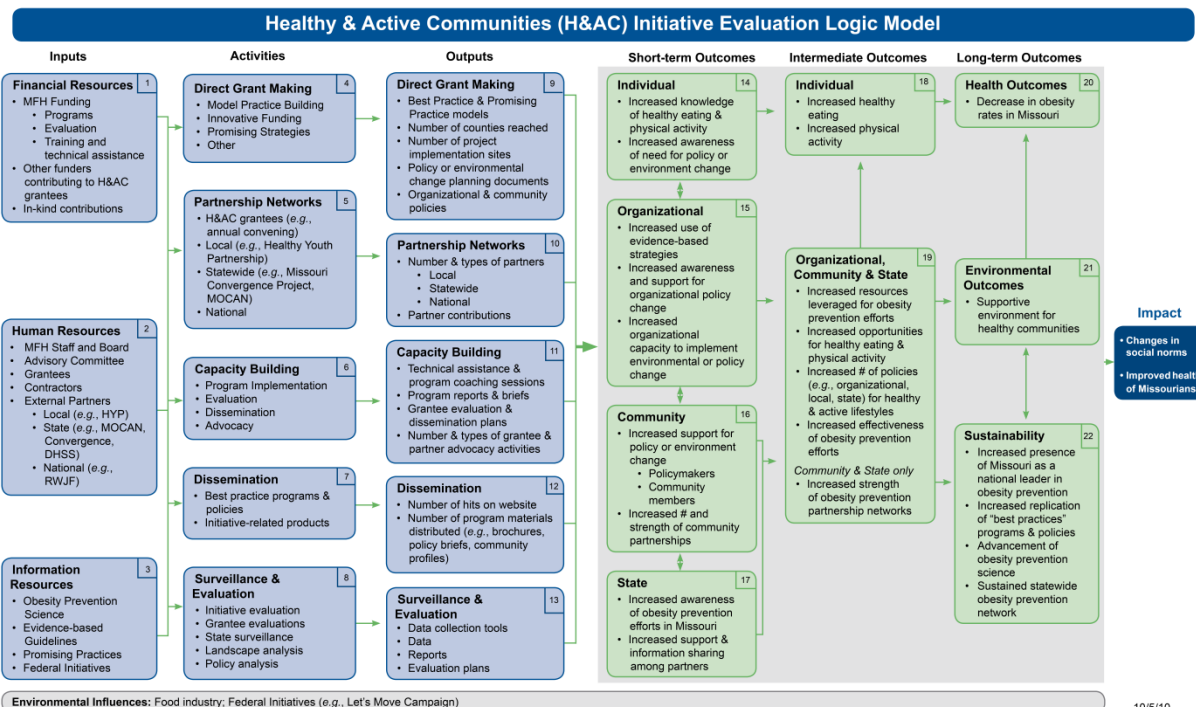
Objective(s)  
fully met

Objective(s) not yet fully met

Likely to meet

Unsure if likely to meet

Unlikely to meet





# Can we enhance PDFs?



The challenge

What we did and examples

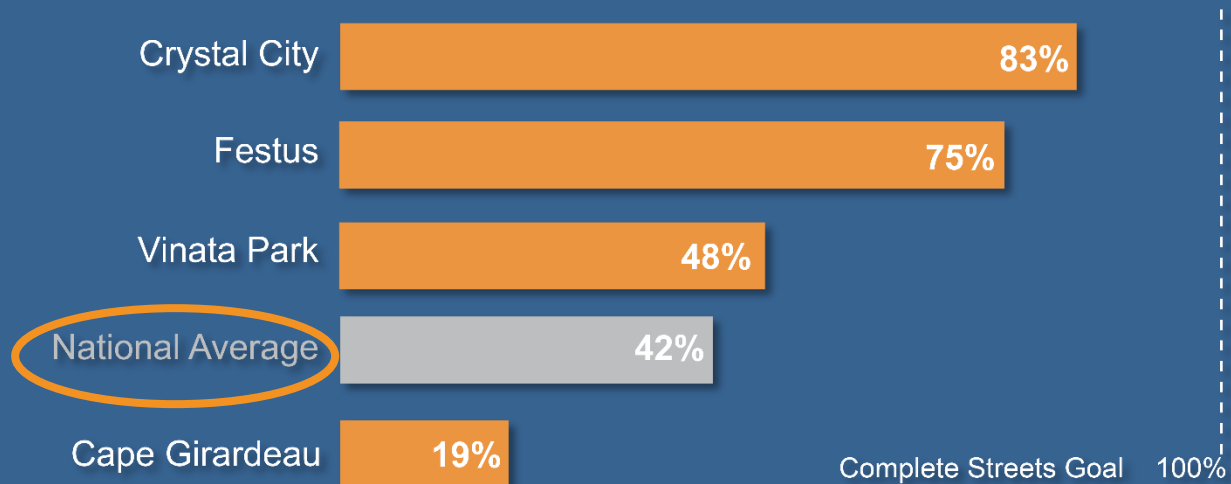
# What we did



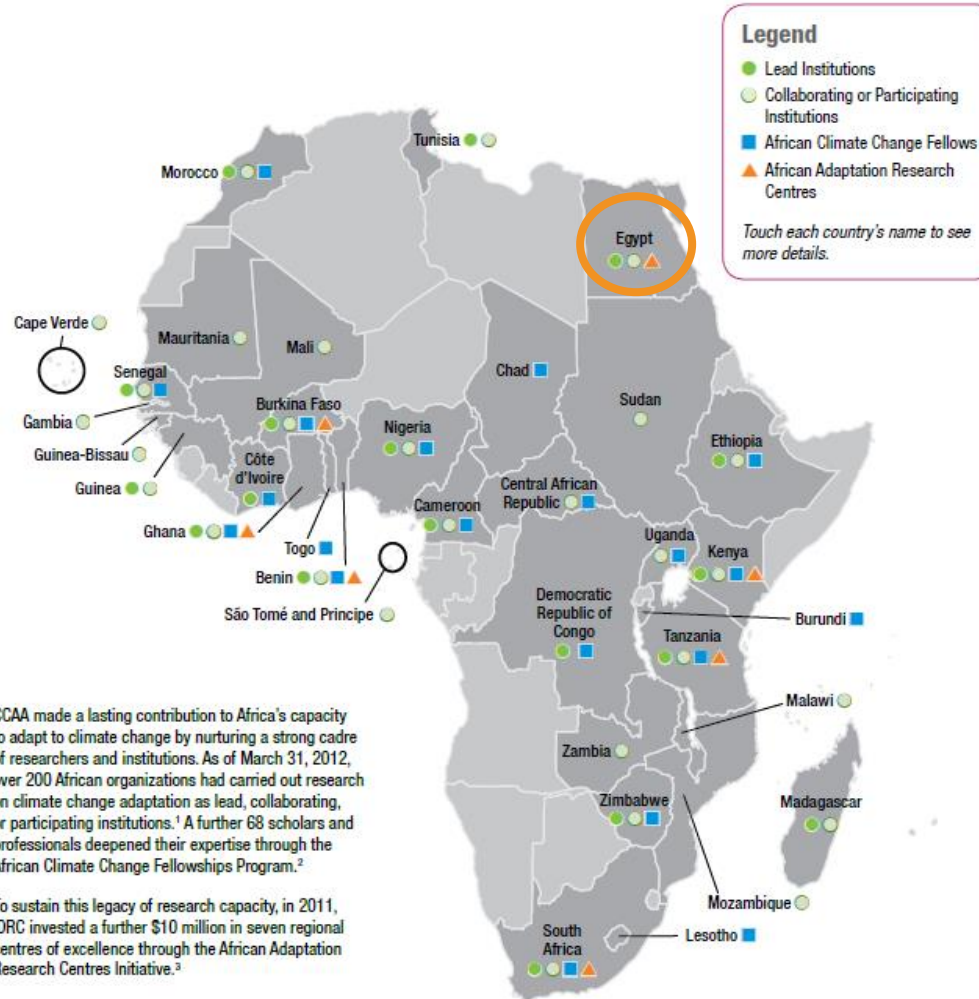
Adobe InDesign

# Add buttons

Three-quarters of adopted Complete Streets Policies were higher quality than national average



# Add buttons



<sup>1</sup> Lead and collaborating institutions propose research to IDRC and receive funds directly from the Centre. Participating institutions take part in conducting research, but do not receive funds directly from the Centre.

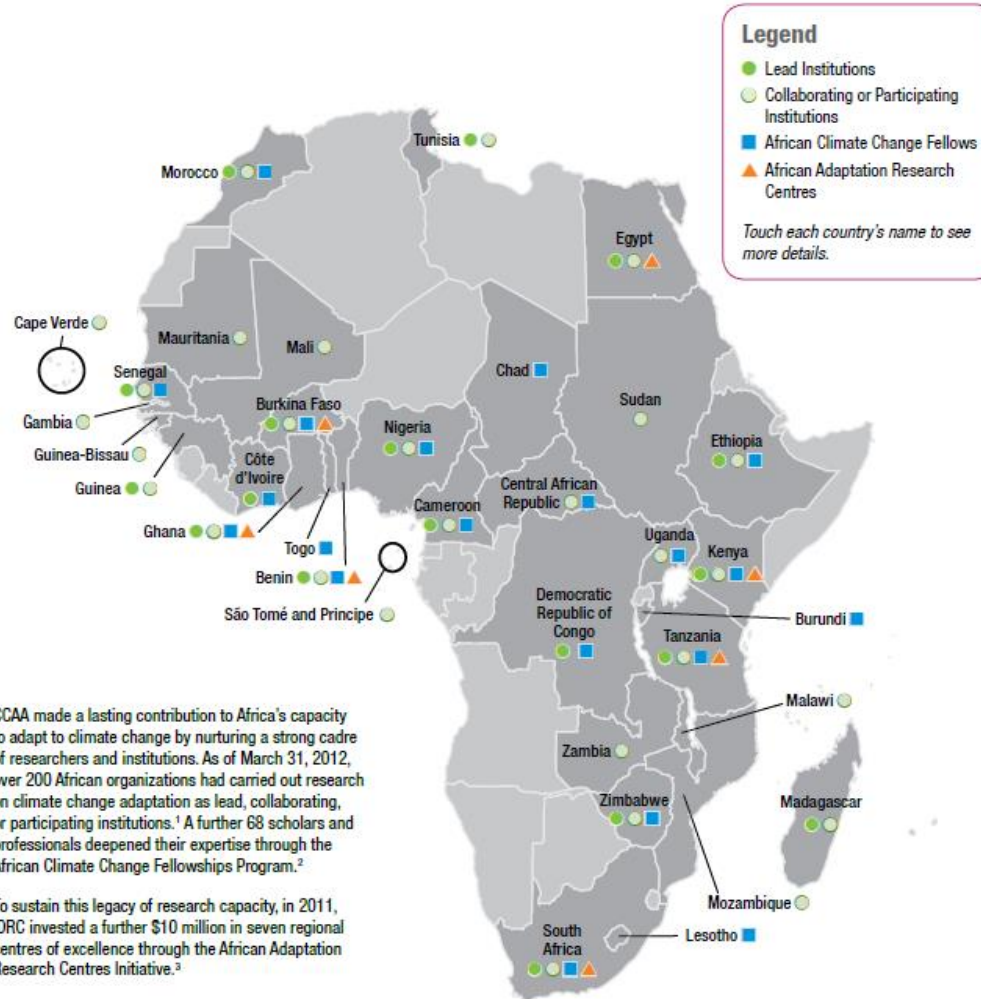
<sup>2</sup> African Climate Change Fellows are mapped according to the country from which they applied.

<sup>3</sup> Funding for the African Adaptation Research Centres was made possible through the Government of Canada's fast-start climate financing.

# Add buttons



Outcomes of the Climate Change Adaptation in Africa  
research and capacity building program 2006-2012



<sup>1</sup> Lead and collaborating institutions propose research to IDRC and receive funds directly from the Centre. Participating institutions take part in conducting research, but do not receive funds directly from the Centre.

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3

types of interactivity



1

# Pop-up boxes





1

Pop-up boxes



2

Navigation



1

Pop-up boxes



2

Navigation



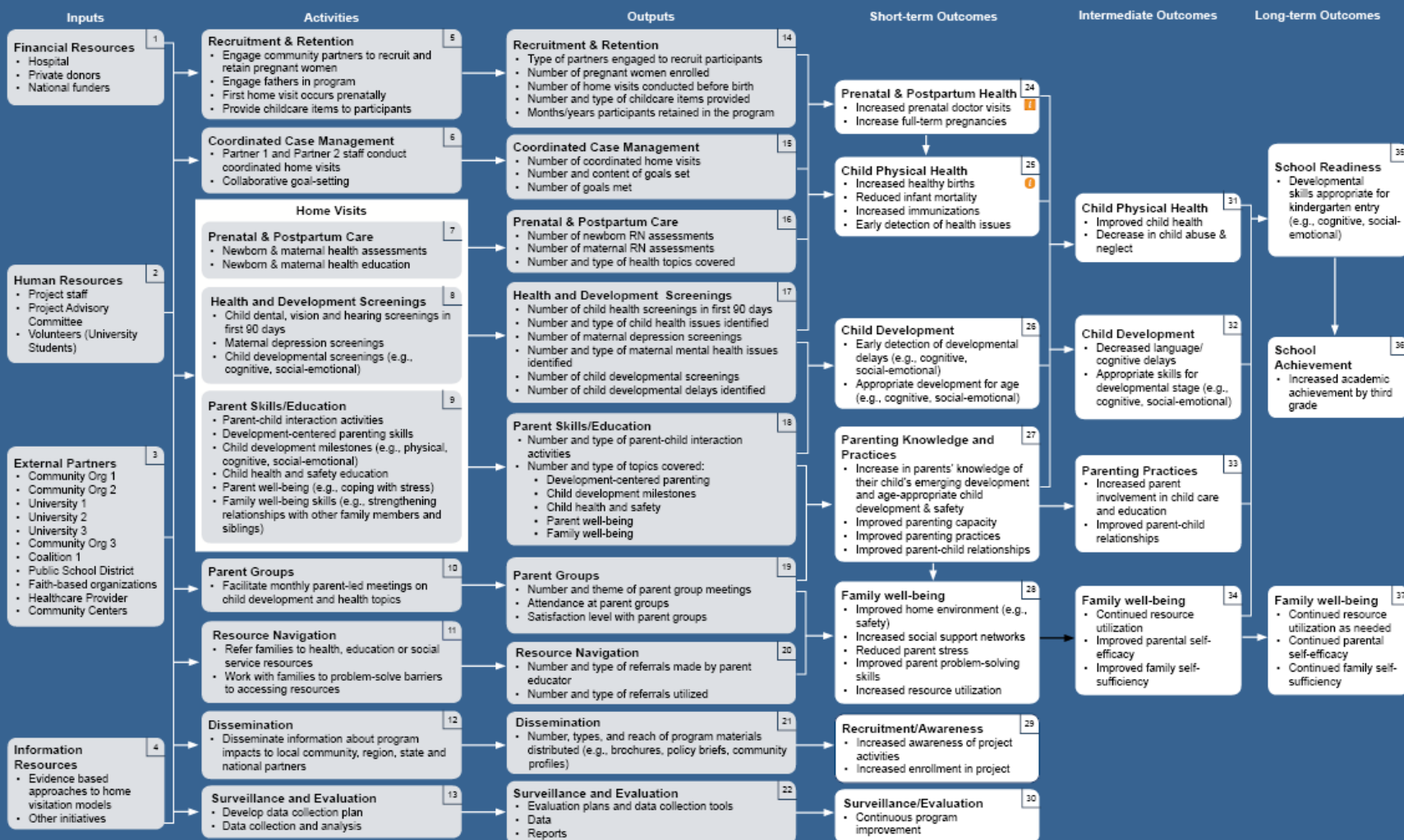
3

Show/Hide

# 1

# Pop-up boxes

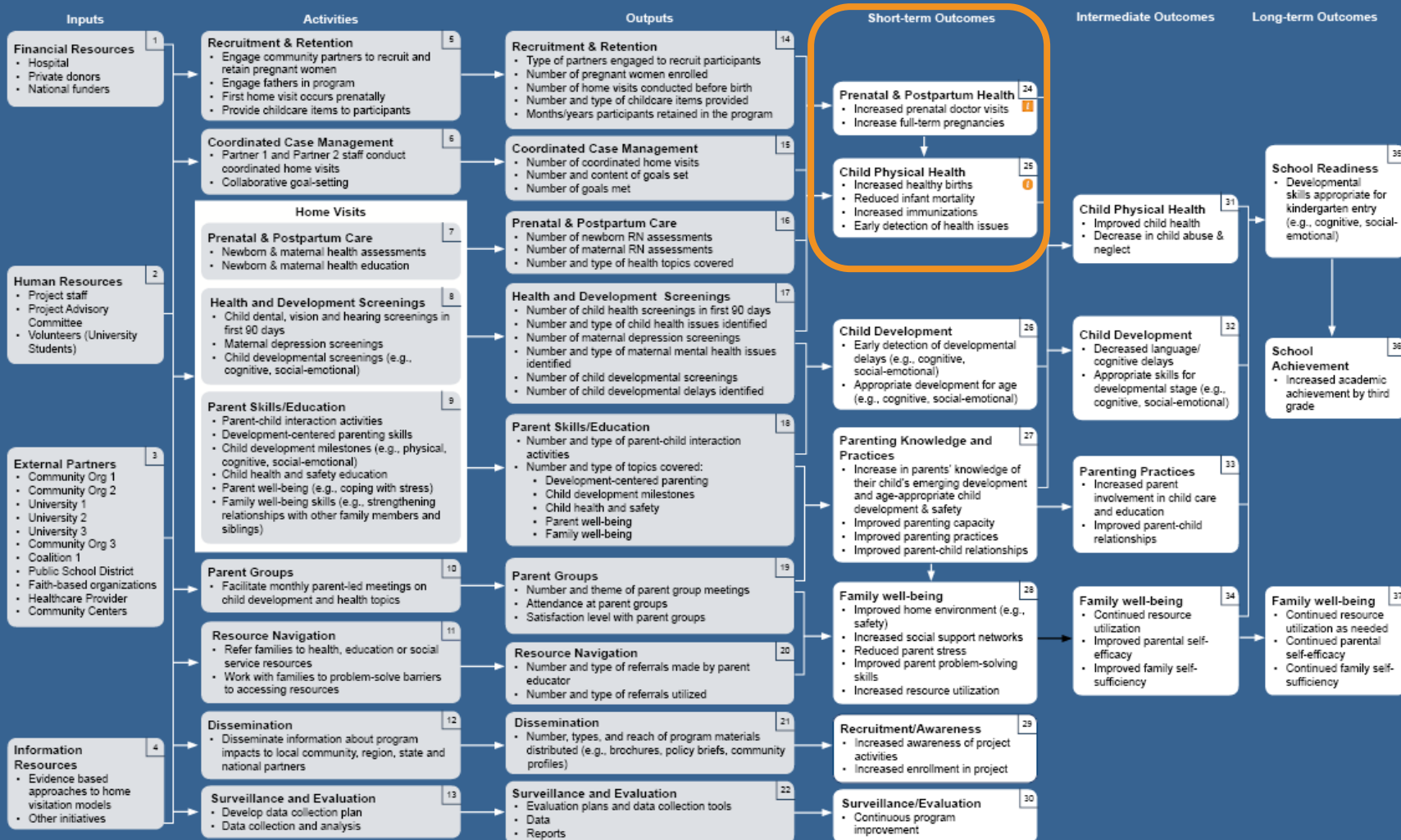
## Program Logic Model



## 1

## Pop-up boxes

## Program Logic Model



# 1

## Pop-up boxes

### Short-term Outcomes

#### Outcome area 1

24

- Increased a
- Increased b



#### Outcome area 2

25

- Increased c
- Reduced d
- Increased e
- Early detection in f



# 1

## Pop-up boxes

### Short-term Outcomes

#### Outcome area 1

- Increased a
- Increased b

24



#### Outcome area 2

- Increased c
- Reduced d
- Increased e
- Early detection in f

25



### Annual Goals:

- Goal 1
- Goal 2

# 1

## Pop-up boxes

### Short-term Outcomes

#### Outcome area 1

- Increased a
- Increased b

24



#### Outcome area 2

- Increased c
- Reduced d
- Increased e
- Early detection in f

25



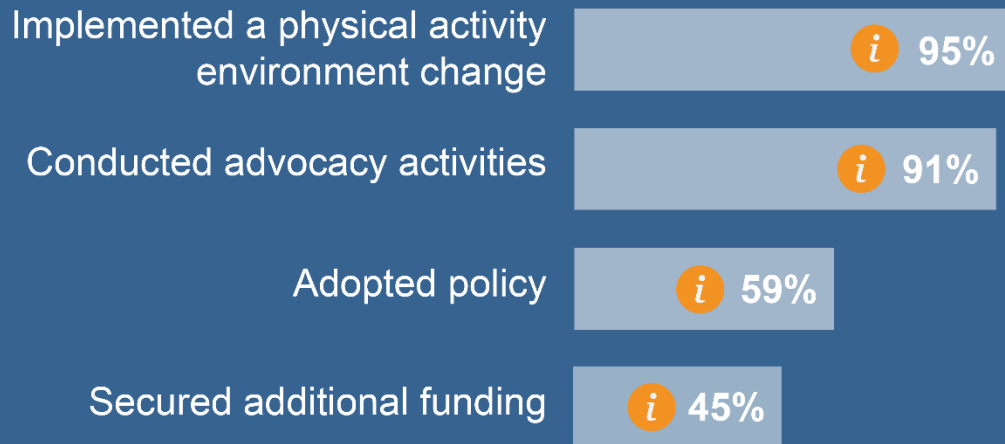
### Assessment Methods/Tools:

- Option 1
- Option 2
- Option 3



# Pop-up boxes

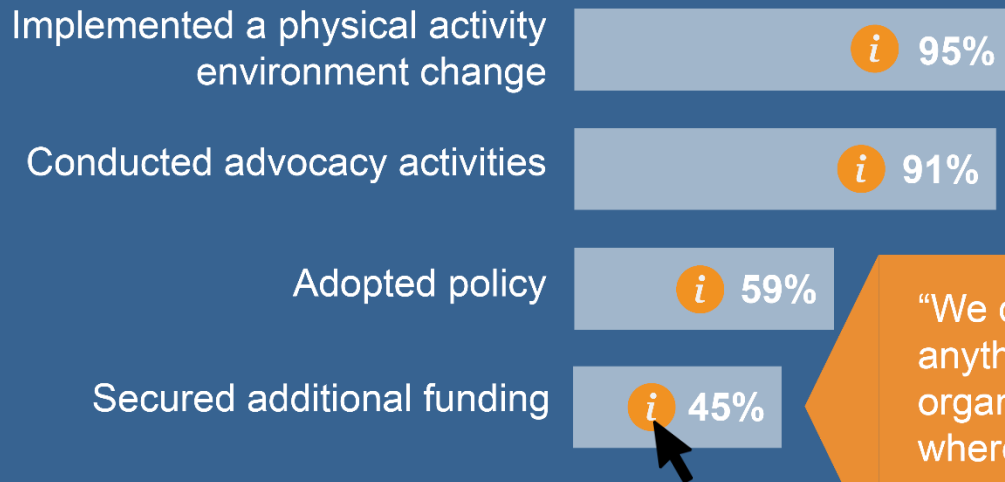
**Less than half of rural projects secured additional funds**





# 1 Pop-up boxes

## Less than half of rural projects secured additional funds



“We don’t have a grant writing or anything like that. We are a small organization. We really don’t even know where to start, or where the money is.”  
-staff member



1

Pop-up boxes



2

Navigation

# 2

# Navigation

Overview

Outcomes & Achievements

Sustainability

Unique Experiences

Conclusions

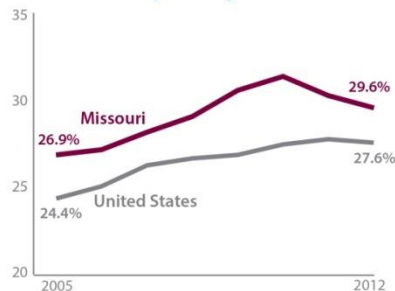
Appendices

## Overview

### Missouri Obesity Environment

In the last few decades, the United States has seen a steady increase in the prevalence of obesity. Obesity has been linked to decreased lifespan and leads to significant economic costs to individuals and to states.<sup>1</sup> Several national, regional, and local funding efforts have launched in response to the rising obesity rates. According to the most recent data, **Missouri is the 17th most obese state in the nation.**<sup>2</sup> Although adult obesity rates are starting to level off, they are still high, signaling a need for a continued focus on obesity prevention in the state.<sup>3</sup>

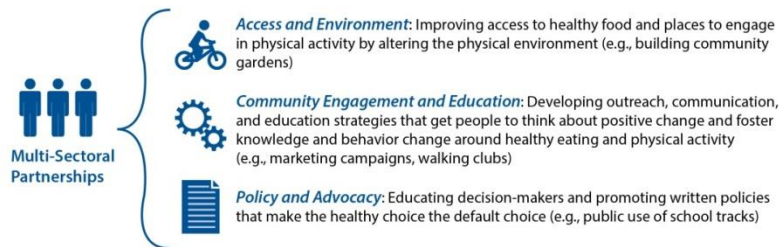
Rate of adult obesity is still high in Missouri\*  <sup>4</sup>



After decades of continued increases in adult obesity rates, Missouri rates have started to level off.

### The H&AC Initiative

Missouri Foundation for Health (MFH) established the **Healthy & Active Communities (H&AC)** initiative in 2005 and has invested over \$20 million to support H&AC projects. The initiative-level evaluation began in 2007, therefore data in this report draws on projects implemented from 2007-2013. Since the initiative's inception, MFH has funded projects across Missouri that combat obesity using innovative methods. Projects cultivated multi-sectoral partnerships to help implement and sustain their work across three primary activity categories:



\* CDC changed the methodology for measuring obesity rates in states in 2010. [Read more.](#)

# 2

# Navigation

Overview

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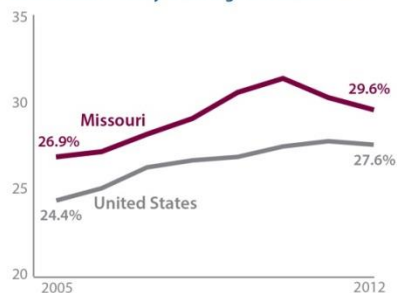
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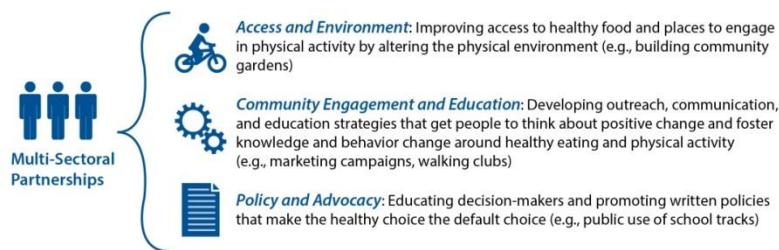
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# 2

# Navigation

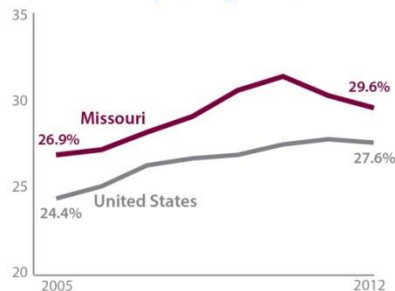
Overview Outcomes & Achievements Sustainability **Unique Experiences** Conclusions Appendices

## Overview

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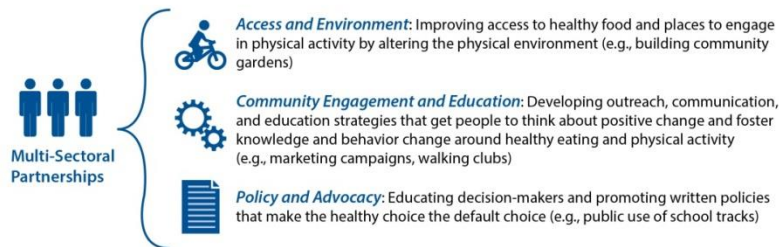
Rate of adult obesity is still high in Missouri\* ⓘ 4



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\* CDC changed the methodology for measuring obesity rates in states in 2010. [Read more.](#)

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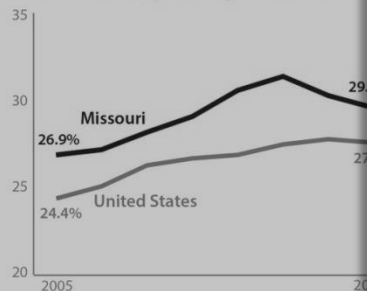
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## Overview

### Missouri Obesity Environment

In the last few decades, the United States has seen a steady decline in life expectancy, linked to decreased lifespan and leads to significant economic burden. Regional, state, and local funding efforts have launched in response to this data, **Missouri is the 17th most obese state in the nation**, signaling a need for a continued focus on obesity prevention.

Rate of adult obesity is still high in Missouri\*



### The H&AC Initiative

Missouri Foundation for Health (MFH) established the H&AC Initiative. The MFH has invested over \$20 million to support H&AC projects across Missouri that combat obesity using innovative methods to implement and sustain their work across three primary areas:



\* CDC changed the methodology for measuring obesity rates in states in 2006

## Overview

## Outcomes & Achievements

## Sustainability

## Unique Experiences

## Conclusions

## Appendices

## Unique Experiences

### Projects Situated in Rural Versus Urban Settings

Projects situated in rural (n=22) and urban (n=32) contexts had somewhat unique experiences implementing H&AC projects. **Nearly all rural projects implemented physical activity environment changes and advocacy activities.** Additionally, a larger proportion of rural projects also adopted at least one policy, compared to the proportion of urban projects. **Urban projects, however were more successful at securing additional funds** to support H&AC activities. The context of a project should be considered when identifying the types of support, technical assistance, or capacity-building a project may need.

### Rural Projects

### Urban Projects

95%

Implemented a Physical Activity Environment Change

56%

When changing the environment for physical activity, both rural and urban projects most often improved access to physical activity equipment. The other most common change was:

- Developed/improved trails

- Designed streets for active transportation

91%

Implemented advocacy activities

69%

Both rural and urban projects communicated with policymakers as their primary advocacy strategy. However, they differed in other types of advocacy activities employed most often:

- Developing an advocacy plan
- Drafting a policy

- Conducting grassroots activities
- Providing community education

59%

Adopted policy

38%

Rural projects passed the majority of policies (104 of 126 policies). Rural and urban projects also adopted different types of policies most often:



# 2

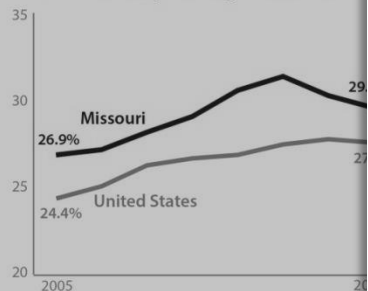
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## Overview

### Missouri Obesity Environment

In the last few decades, the United States has seen a steady decline in life expectancy, linked to decreased lifespan and leads to significant economic burden. Regional, state, and local funding efforts have launched in response, but obesity rates remain high. **Missouri is the 17th most obese state in the nation**, signaling a need for a continued focus on obesity prevention.

Rate of adult obesity is still high in Missouri\*



### The H&AC Initiative

Missouri Foundation for Health (MFH) established the H&AC Initiative in 2007. The MFH has invested over \$20 million to support H&AC projects across Missouri that combat obesity using innovative strategies. This report draws on projects implemented from 2007-2014 across Missouri that combat obesity using innovative strategies to implement and sustain their work across three primary areas:



\* CDC changed the methodology for measuring obesity rates in states in 2012.

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## Outcomes & Achievements

## Sustainability

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## Unique Experiences

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A light gray circle containing the number 1.

Pop-up boxes

A light gray circle containing the number 2.

Navigation

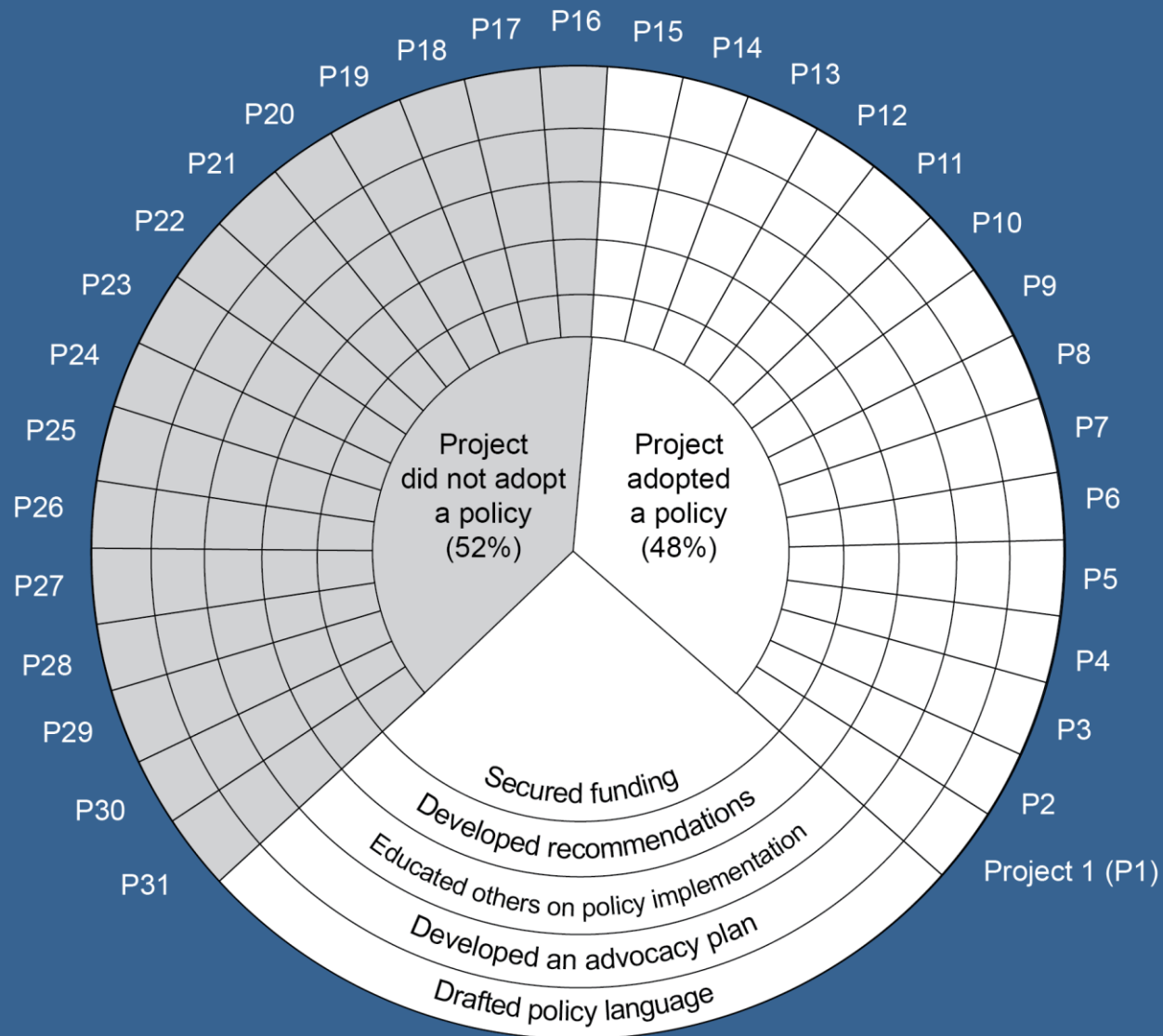
An orange circle containing the number 3.

Show/Hide



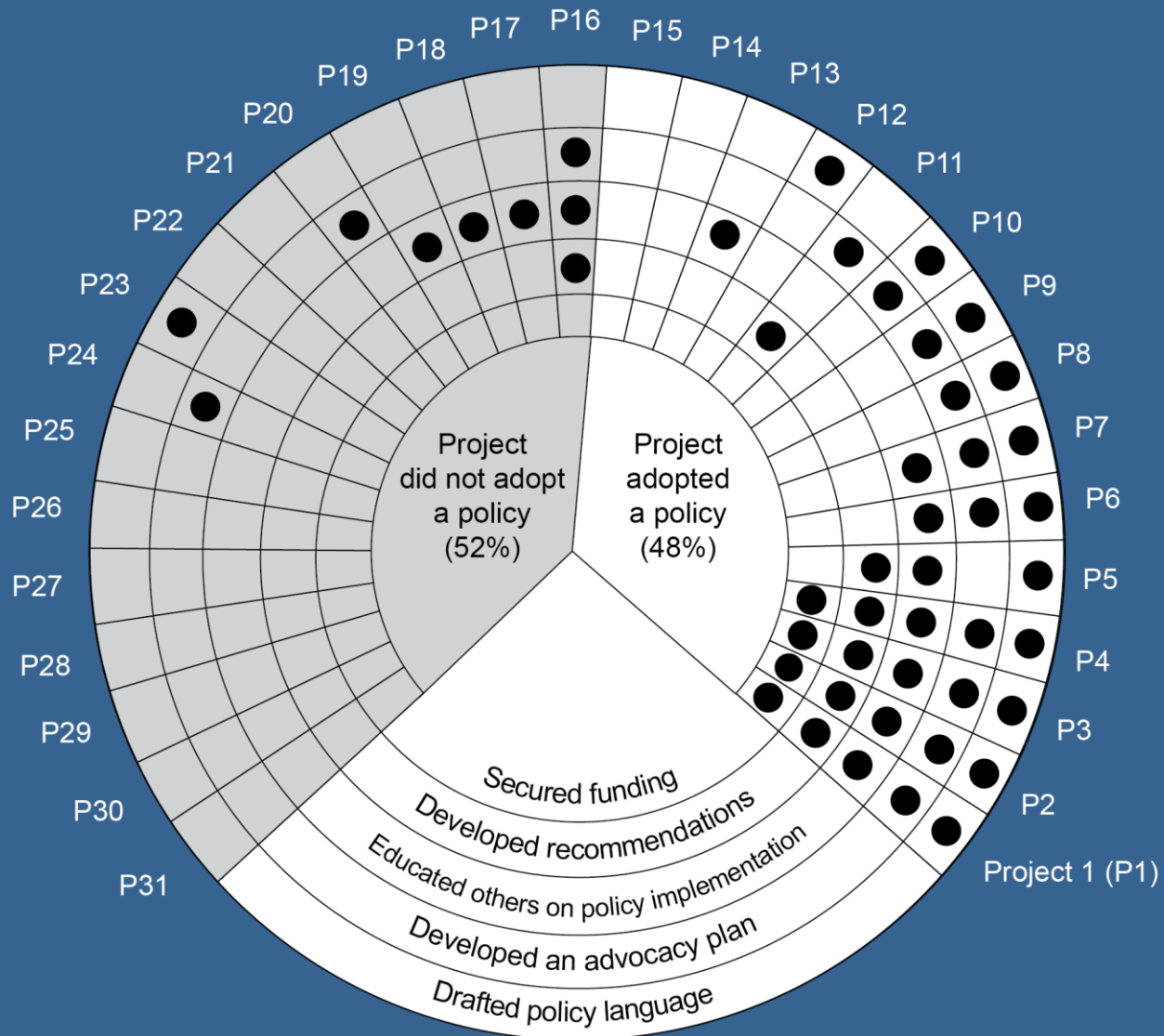
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## Show/Hide



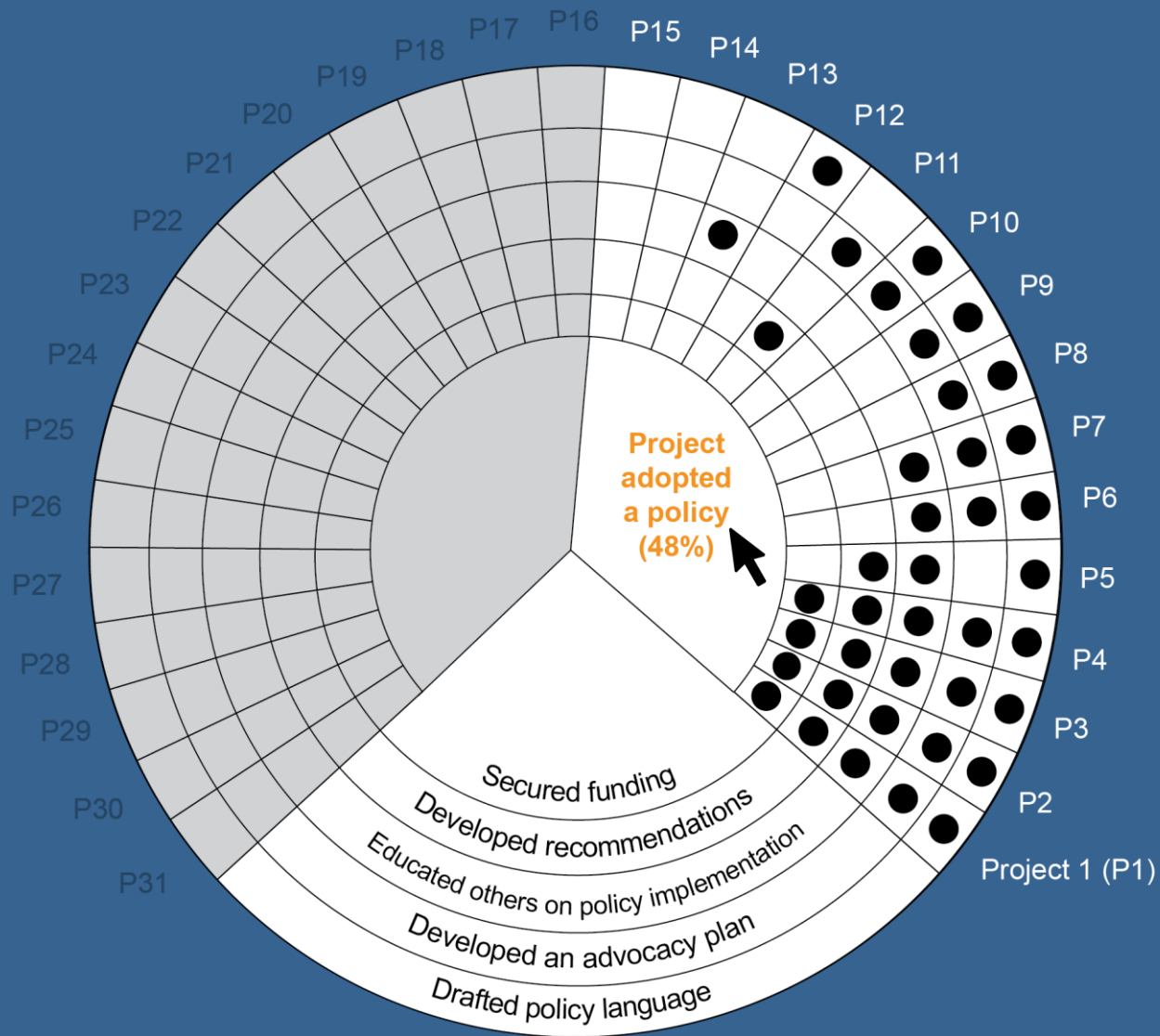
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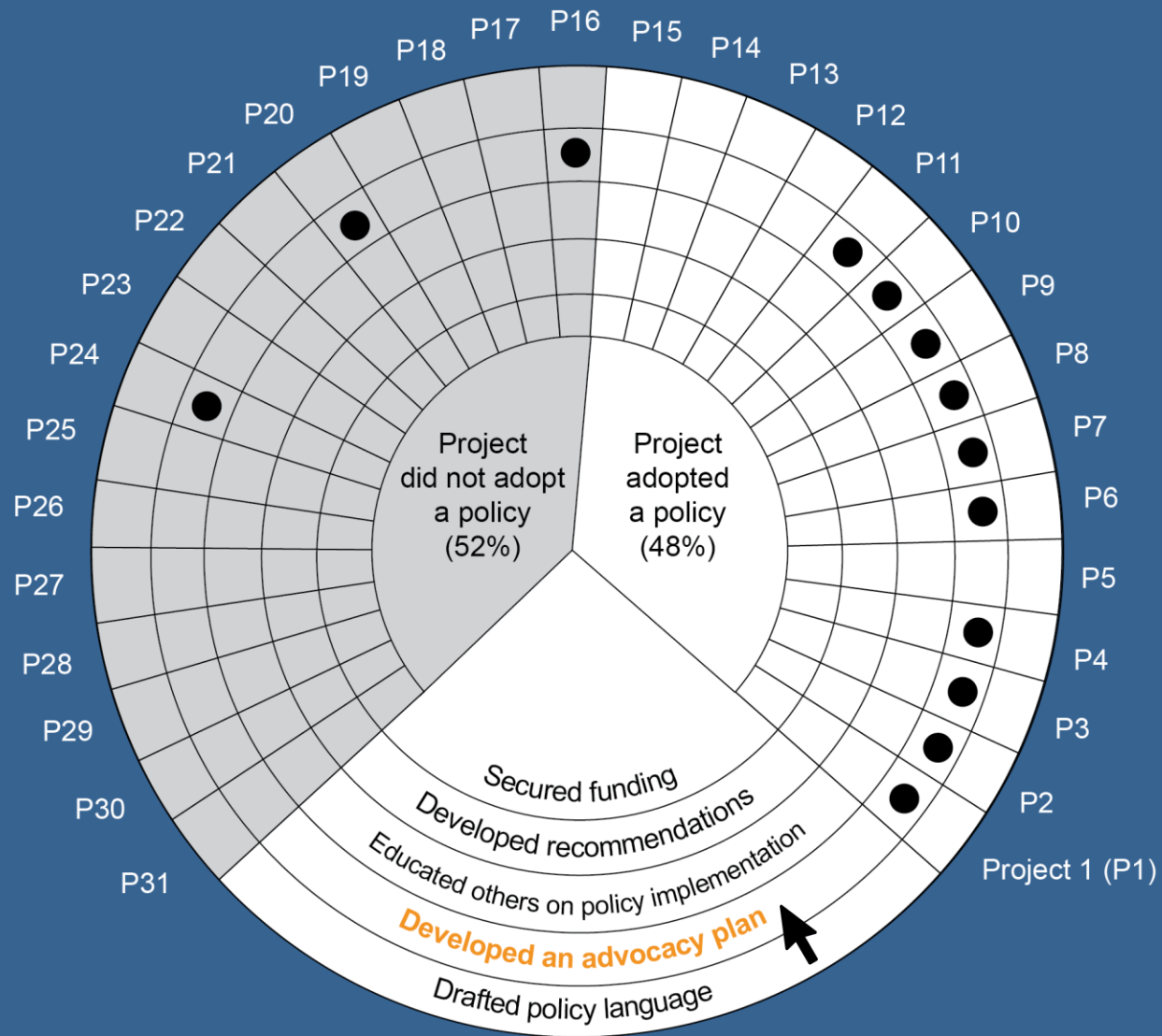
3

## Show/Hide



# 3

## Show/Hide



The challenge

What we did/examples

Why it matters

# Why PDFs?



# Why PDFs?



Low cost

# Why PDFs?



Low cost



Quick turnaround



# Why PDFs?



Low cost



Quick turnaround



Widely accessible

# Why interactivity?

Examine details and  
the big picture



# Why interactivity?



Examine details and  
the big picture

Engage stakeholders

# Why interactivity?



Examine details and  
the big picture

Engage stakeholders

Increase transparency

# Why interactivity?



Examine details and  
the big picture

Engage stakeholders

Increase transparency

Support data analysis



# Versatility

Nikole Lobb Dougherty

Washington University in St. Louis

Center for Public Health Systems Science

nlobbdougherty@wustl.edu



<http://cphss.wustl.edu/>



@cphsswustl

*Special thanks to co-authors:*

Stephanie Andersen

Rachel Barth



Center for Public Health  
Systems Science

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SCHOOL OF SOCIAL WORK



Washington  
University in St. Louis