

Relevance, Relationships, and Responsibilities in Conducting Evaluations: Approaches and Lessons Learned from a Sodium Reduction in Communities Initiative

AEA Annual Conference

October 27, 2012

Panel Speakers:

Jan Losby PhD, CDC

Heather Kane PhD, RTI

Michelle Wood MPP,

Los Angeles County Department of Public Health

National Center for Chronic Disease Prevention and Health Promotion

Division for Heart Disease and Stroke Prevention



Panel Overview

Presentation 1 Jan Losby: Sodium reduction as a **relevant** topic for evaluation and building practice-based evidence through evaluation

Presentation 2 Heather Kane: **Relationships** with communities in implementing and evaluating procurement policies and practices

Presentation 3 Michelle Wood: **Responsibility** as a public health department for implementing and evaluating their sodium reduction initiative

Relevance of the Role of Evaluation in Building Practice-Based Sodium Reduction Evidence in Food Procurement Initiatives

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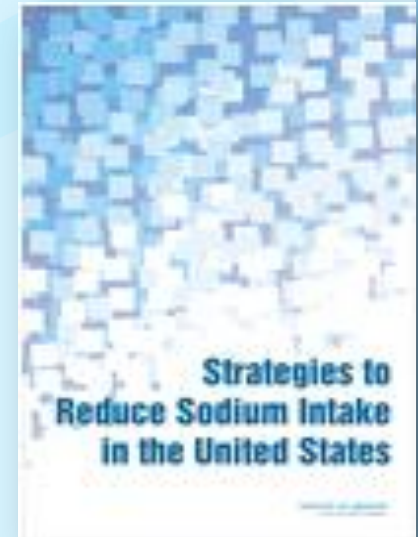
**Jan Losby, PhD
Rashon Lane, MA
Kristy Mugavero, RN, MSN, MPH**

Presentation Overview

- 1. Making the case for sodium reduction**
- 2. CDC's Sodium Reduction in Communities Program**
- 3. Importance of food procurement**
- 4. CDC's evaluation approach**

Institute of Medicine Report, 2010

- ❑ **“The current level of sodium added to the food supply—by food manufacturers, foodservice operators, and restaurants—is simply too high to be ‘safe’ for consumers.”**
- ❑ **Labeling and education efforts in isolation have not significantly reduced sodium consumption in the United States**



Source: Institute of Medicine. *Strategies to reduce sodium intake in the United States*. Washington, DC: The National Academies Press; 2010.

Why Reduce Sodium Intake?

- ❑ **Excess sodium raises blood pressure**
- ❑ **About 1 in 3 US adults have high blood pressure and fewer than half have their blood pressure controlled**
- ❑ **Reducing sodium intake reduces blood pressure**
- ❑ **Reducing average population sodium intake to 2,300 mg/day may:**
 - Reduce cases of hypertension by 11 million
 - Save \$18 billion health care dollars



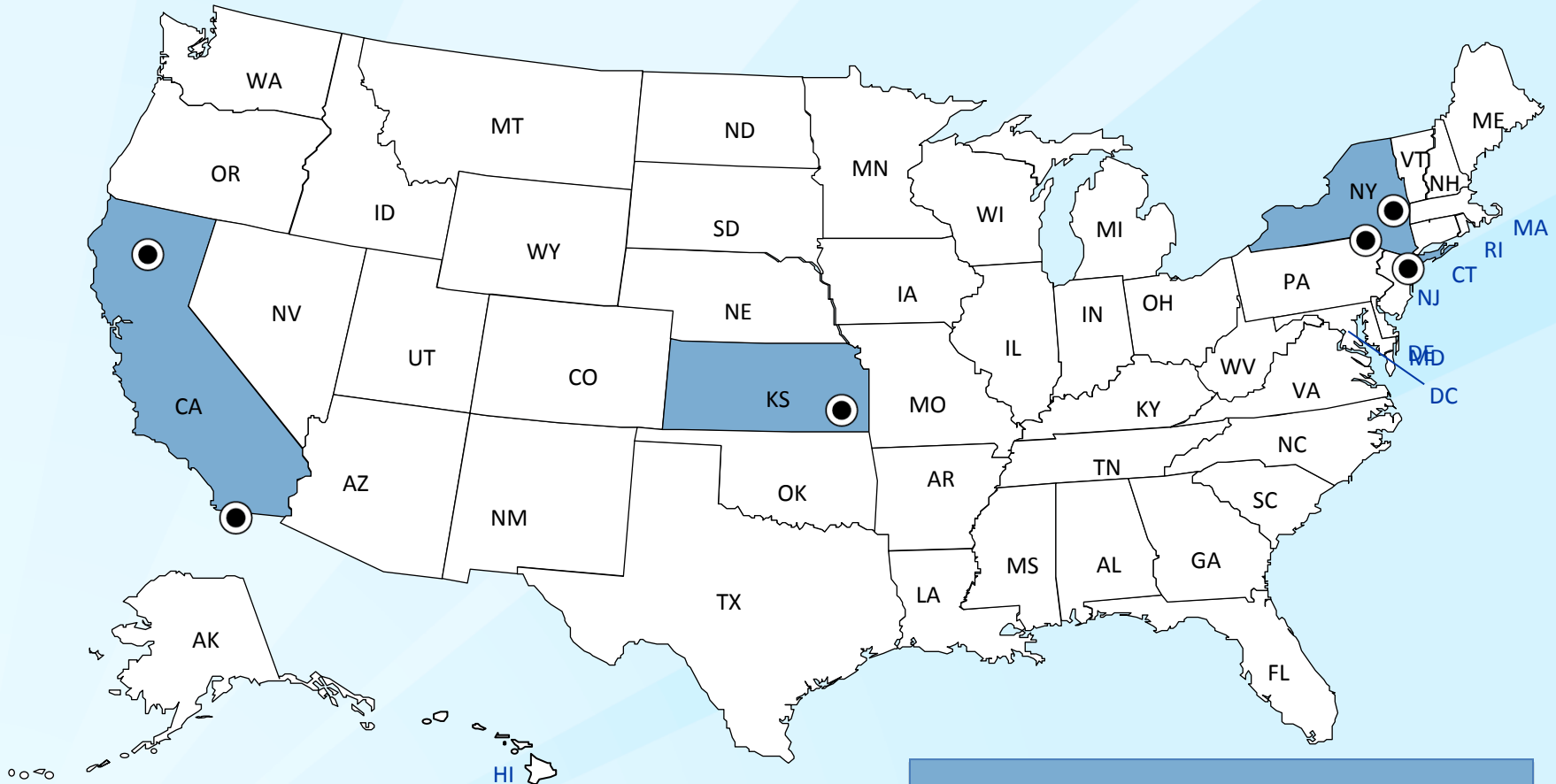
Institute of Medicine. *Dietary Reference Intakes for Water, Potassium, Sodium, Chloride, and Sulfate*. Washington, DC: The National Academies Press, 2005. Sacks FM, et al. *N Eng J Med* 2001;344:3–10; Stamler R. *Hypertension* 1991;17(suppl1):I16–I20; Palar K, et al. *Am J Health Promot* 2009;24(1):49–57



- ❑ **Started in 2010 with 6 communities (competitive award process) for 3-year project period**
- ❑ **Total of \$1.9 million annually for 6 sites**
- ❑ **Build upon existing efforts & coalitions**
- ❑ **Media component**
- ❑ **Evaluation**

Goal = Reduce sodium intake across population through sustainable strategies that increase access to and availability of lower sodium foods

Sodium Reduction in Communities Program, Funded Communities



● Sodium Reduction Communities

California: Working with Shasta County
Los Angeles County
Kansas: Working with Shawnee County
New York City
New York State: Working with Broome and Schenectady counties

Sodium Reduction in Communities: Overview by Venue

Venue	CA Shasta County	KS Shawnee County	Los Angeles County	NY City	NY State	
					Schen- ectady County	Broome County
Restaurants	•			•	•	
Grocery stores, convenience stores		•				•
Hospitals			•	•		
Schools	•		•			•
Government agencies	•	•	•			
Private businesses		•				
Senior centers, congregate meal sites, home delivered meals					•	•

What is Food Procurement?

- ❑ “Food procurement policy” is a policy adopted by a state or local government/agency requiring that food it purchases, provides, or makes available contains key nutrients at levels that do not exceed standards established by public health authorities.
- ❑ Note about “big P” Policy and “little p” policy

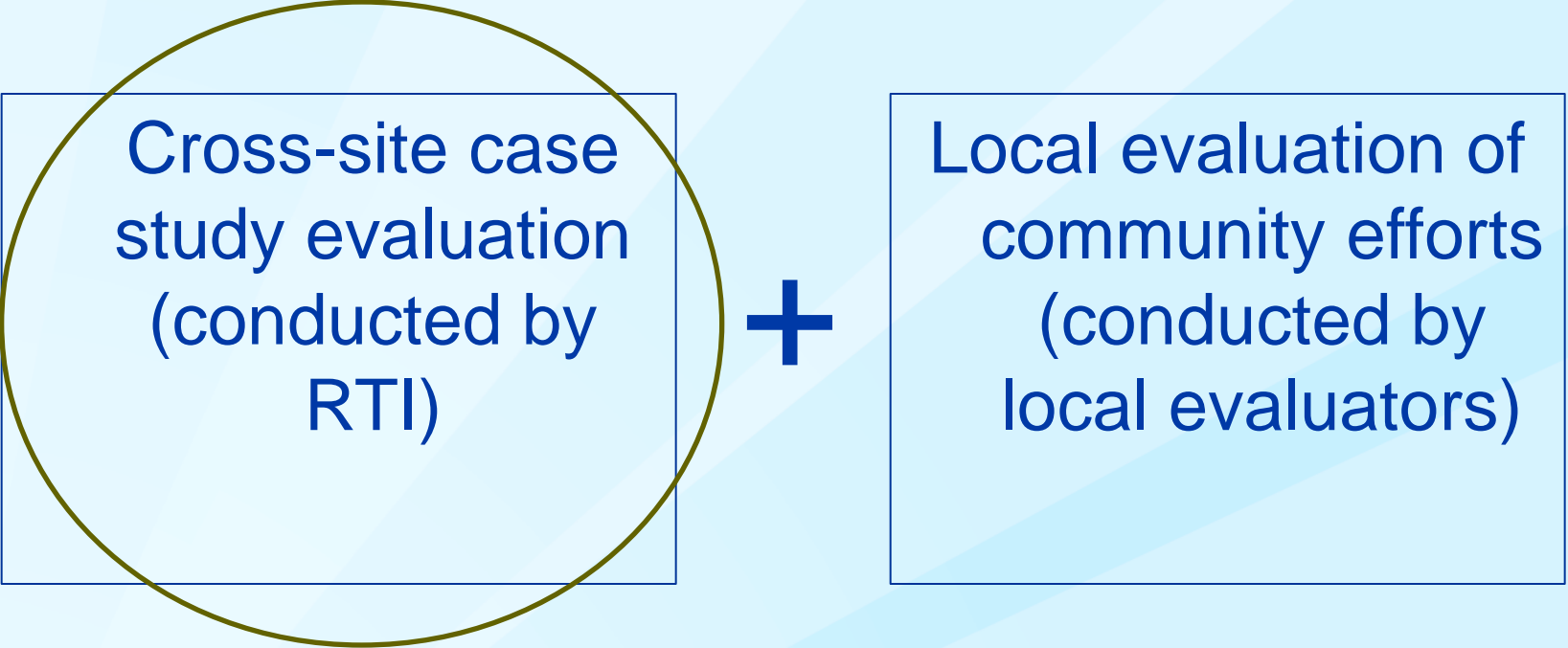
Source: Centers for Disease Control and Prevention. *Improving the Food Environment Through Nutrition Standards: A Guide for Government Procurement*. U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Division for Heart Disease and Stroke Prevention. February 2011.

Why Focus on Procurement?

- ❑ State and local government/agencies can be critical players
- ❑ Opportunity to have broad-based impact (employers, employees, program recipients, visitors, etc.)
- ❑ Purchasing power of the government
- ❑ Institutionalizes change
- ❑ Create and model healthier food environments



Evaluation Approach of SRCP



Cross-site case
study evaluation
(conducted by
RTI)

The diagram illustrates the evaluation approach of SRCP. It consists of two main components connected by a plus sign. The first component, 'Cross-site case study evaluation (conducted by RTI)', is enclosed in a blue rectangular box and is also highlighted by a large yellow circle. The second component, 'Local evaluation of community efforts (conducted by local evaluators)', is enclosed in a blue rectangular box. The entire diagram is set against a light blue background with diagonal stripes.

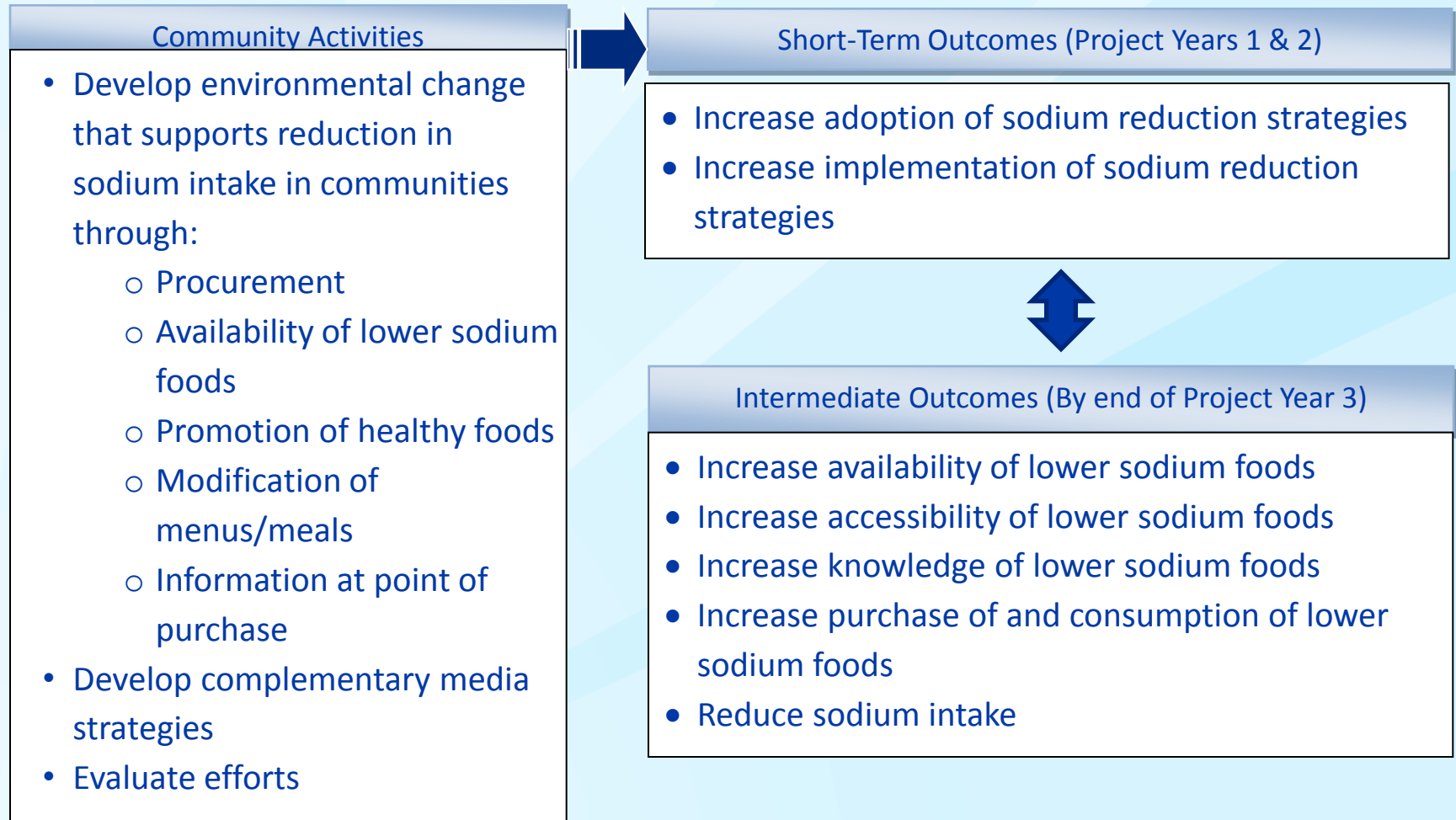
+

Local evaluation of
community efforts
(conducted by
local evaluators)

Cross-Site: Overarching Evaluation Questions


1. What activities and processes have contributed to the adoption of sodium reduction strategies?
2. To what extent have strategies related to sodium reduction been implemented?
3. How and to what extent has the food environment changed since the adoption of sodium reduction strategies?

SRCP Logic Model (*Just a portion*)



Cross-Site Evaluation Design

*Now
through
March 2014*



Implementation
Case Study
(all 6 communities)



Outcome
Case Study
(all 6 communities)

Evaluation Approach of SRCP

Cross-site case
study evaluation
(conducted by
RTI)

+

Local evaluation of
community efforts
(conducted by
local evaluators)

Examples of Data Collection Approaches Used by Local Communities

Procurement

- Policy scans
- Contract review
- Interviews with key informants
- On-site observation/assessment
- Food production orders & records analysis
- Sales records
- Consumer feedback

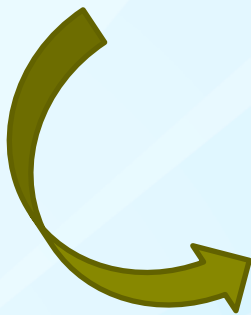
Building Evidence in Emerging Public Health Field

- ❑ Program + evaluation moving together in real time
- ❑ Case study design captures variety of interventions, venues, & data
- ❑ Evaluation critical component:
 - ✓ Identify and share evaluation approaches & data collection strategies
 - ✓ On-going refinement of outcomes and measures
- ❑ Dissemination commitment = explicit goal of expanding evidence of community-based strategies to reduce sodium

Dissemination of Findings

External Stakeholders

- CDC Vital Signs + Town Hall call featured community
- Webinars + featured community
- Presentations at national conferences
- Manuscripts, popular media, CDC website
- Journal supplement dedicated to sodium reduction



Internal Stakeholders

- ✓ Leadership briefings
- ✓ Division and Branch presentations
- ✓ Project calls and webinars
- ✓ Sharing materials across sites

Resources at www.cdc.gov/salt

SOUNDBITES

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Indicators Spotlight

SODIUM REDUCTION	
Background for Sodium Reduction	Funded programs can play a role in reducing population-based sodium consumption by implementing policy and systems changes in communities. Policy- and systems-level interventions, such as changes to procurement policies at the state, local, and organizational levels as well as community and clinical interventions, will ultimately affect adults who have high blood pressure.
Purpose of the Indicators Spotlight	The purpose of this document is to give funded programs working on sodium reduction a list of potential indicators to explore for planning and evaluation purposes. Multiple indicators can be chosen as outcomes for logic models and measures for companion evaluation plans. This Indicators Spotlight should be used with the Expert Panel Indicator Ratings Table and Indicator Profiles found in <i>Outcome Indicators for Policy and Systems Change: Controlling High Blood Pressure</i> .
Using Indicators for Planning	<div> <div>Step 1</div> <div>Determine the setting in which you want to intervene. Many sodium reduction activities occur in the community or workplace arena. See Intervention Examples on Page 2 for ideas.</div> </div> <div> <div>Step 2</div> <div>Select a short-term policy/systems change indicator from the setting of choice. Interventions should be implemented at the highest level to impact the largest population. Sodium reduction policy and systems change approaches that successfully affect short-term outcomes will—with sufficient time and sustained effort—affect intermediate outcomes related to behavioral and physiological risk factors among individuals affected by the environmental changes.</div> </div> <div> <div>Step 3</div> <div>Map outcomes of interest over time. It is advantageous to determine the logic model pathway of one or more intermediate outcomes. Measuring short-term and intermediate outcomes along a logic model pathway allows programs to identify gaps in program implementation before completing a comprehensive evaluation that focuses on long-term outcomes related to death and disability.</div> </div> <div> <div>Step 4</div> <div>Enhance the evaluation with practice-based indicators. As the literature continues to develop and emerge around sodium reduction it is useful to consider practice-based indicators. These indicators are measures that show change from sodium reduction initiatives that have been implemented in the field but currently lack a sufficient evidence base. See Practice-Based Indicator Examples on the reverse for ideas.</div> </div>

National Center for Chronic Disease Prevention and Health Promotion
Division for Heart Disease and Stroke Prevention



Under Pressure

Strategies for Sodium Reduction in the School Environment

National Center for Chronic Disease Prevention and Health Promotion
Division for Heart Disease and Stroke Prevention



“Improving the food environment through nutrition standards: A guide for government procurement”

For More Information

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Resources available at www.cdc.gov/salt

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The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.