



Evaluation Design Challenge: Capturing Impact of a Statewide Obesity & Chronic Disease Prevention Initiative

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No relationships to disclose.



Introduction & SHIP



Evaluation Framework



Questions & Discussion

- Substantial investments are being made in community-level obesity and chronic disease prevention initiatives, yet evaluating and demonstrating their impact is complex.
- Communities are making policy, system and environmental (PSE) changes intended to have lasting community health impacts.
- Evaluating the overall impact of these PSE changes is a challenge.
- Communicating and demonstrating value of these efforts to community members, local officials, and state legislators is an even larger task.

Minnesota Statewide Health Improvement Partnership

BETTER HEALTH TOGETHER

- *Across Minnesota, communities are working together to create more opportunities for active living, healthy eating and tobacco-free living.*
- *When we make healthy choices easier and available for everyone, we support better health for all.*



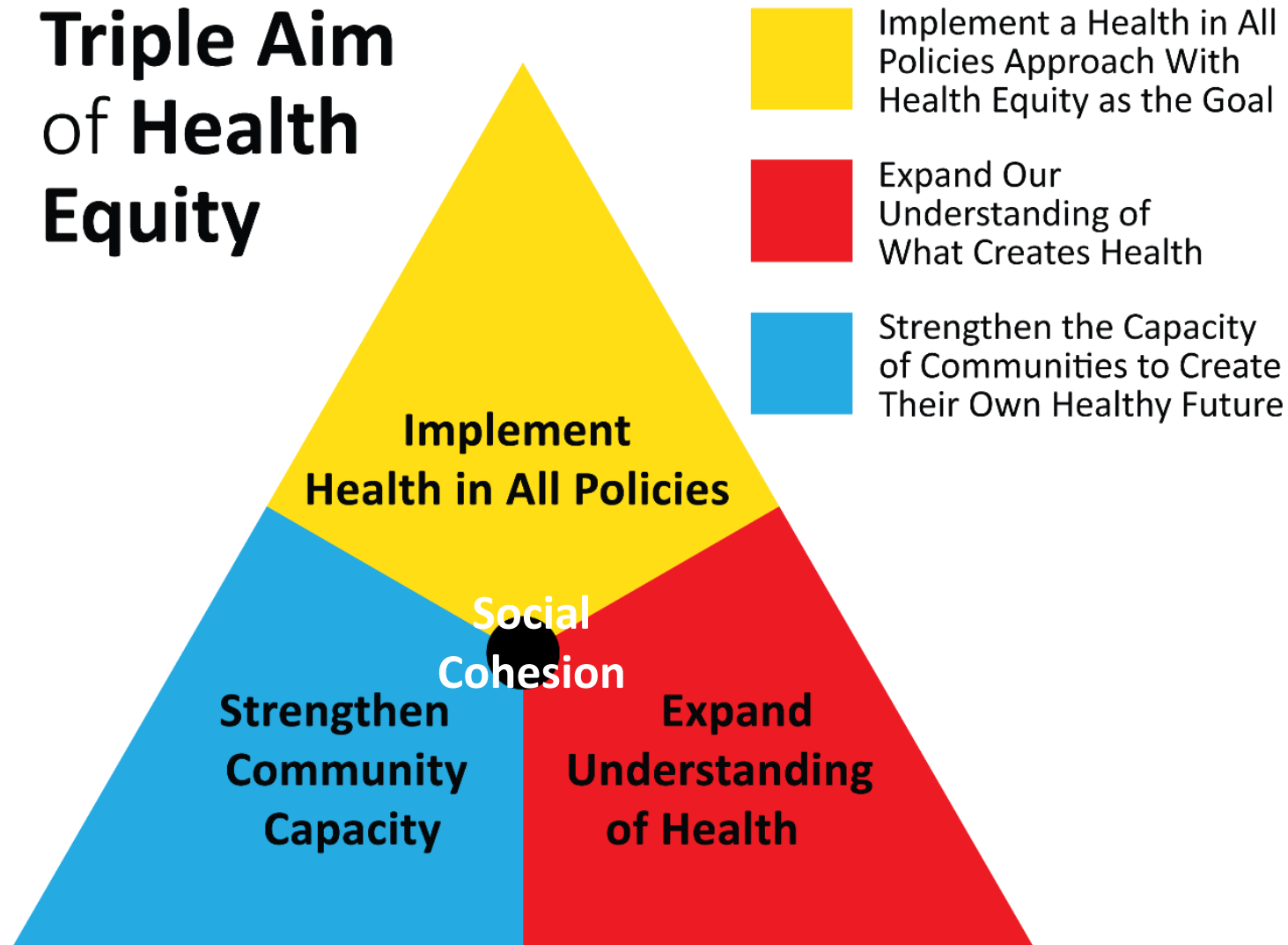
Statewide Health Improvement Partnership

- Forges partnerships among diverse local leaders
- Catalyzes broad-based community action
- Leverages local knowledge and multiplies resources
- Creates sustainable impact advancing policy, systems, & environmental (PSE) change

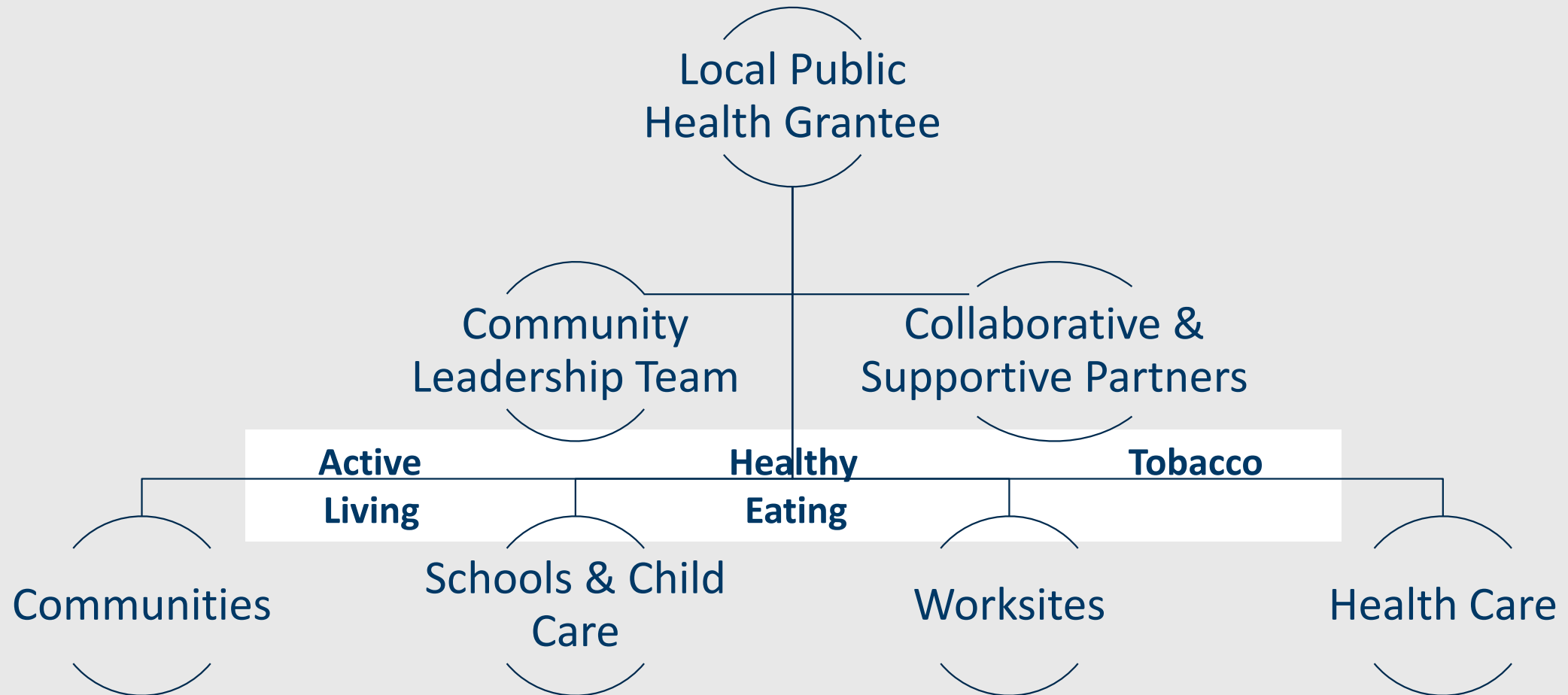


Advancing Health Equity and Optimal Health for All

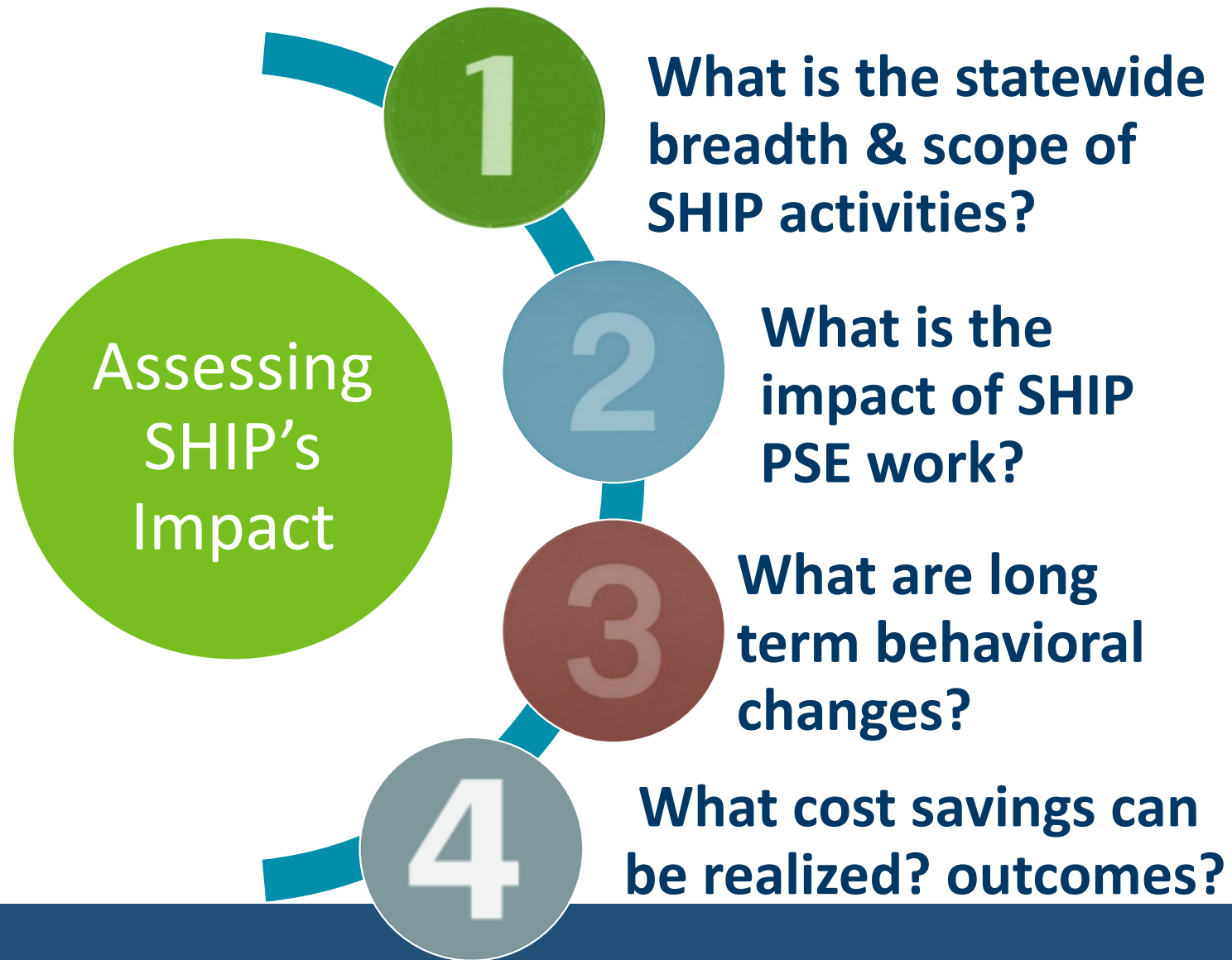
Triple Aim of Health Equity



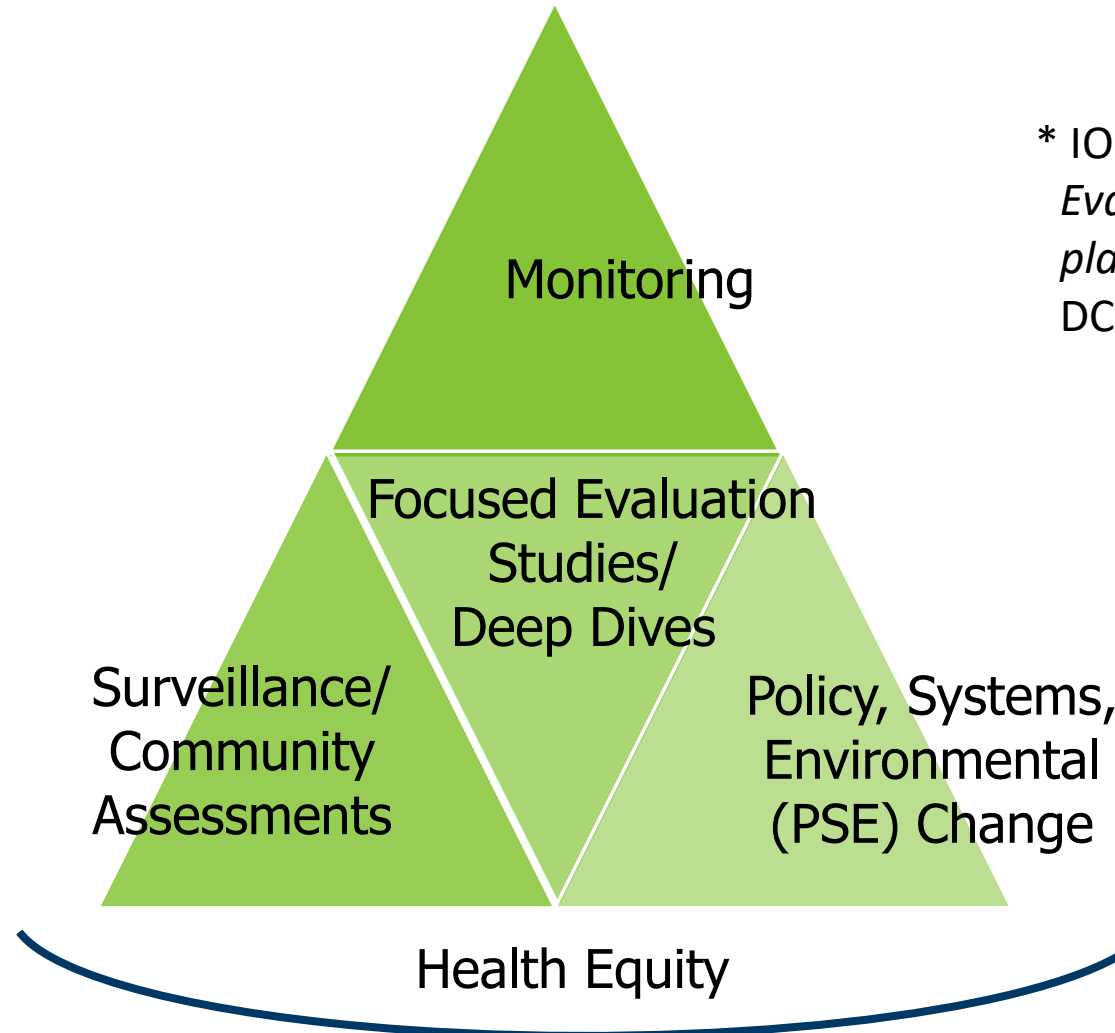
Statewide Health Improvement Partnership



Evaluation Questions



SHIP Evaluation Framework



* IOM (Institute of Medicine). 2013. *Evaluating obesity prevention efforts: A plan for measuring progress*. Washington, DC: The National Academies Press.

Challenge of the Approach



SHIP Monitoring System

- Partner Sites
- Reach Estimates

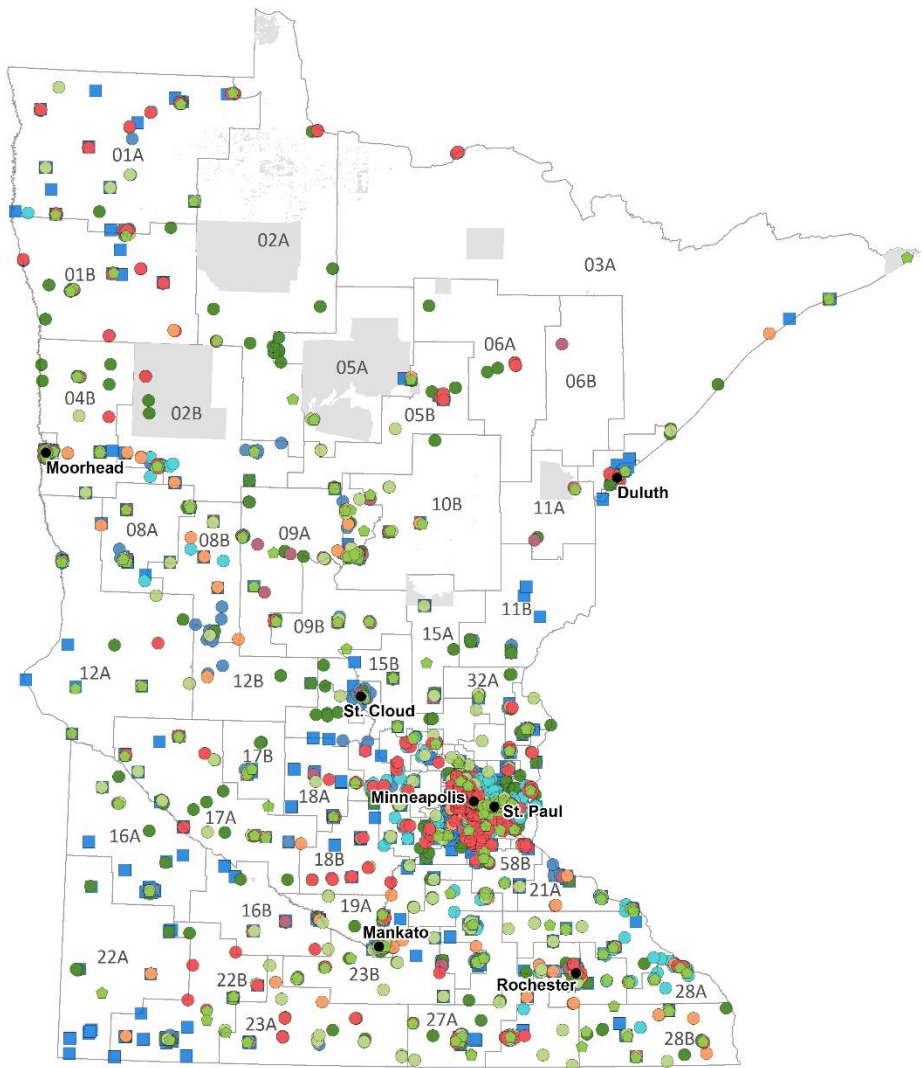
Policy, Systems, Environmental Changes

- Policy changes

Evaluation Studies

- National Evidence
- MN Evidence
- SHIP Evidence
- Local Level Evidence

Evaluation Q1: What is the statewide scope of activities?



SHIP changes policies & environments
where Minnesotans
live, work, learn & play.



Farm to School efforts at **144** schools are
serving **88,866** students

575 school partner sites are increasing physical
activity opportunities during and outside the
classroom, reaching **326,188** students



183 child care providers are increasing physical
activity for babies and toddlers

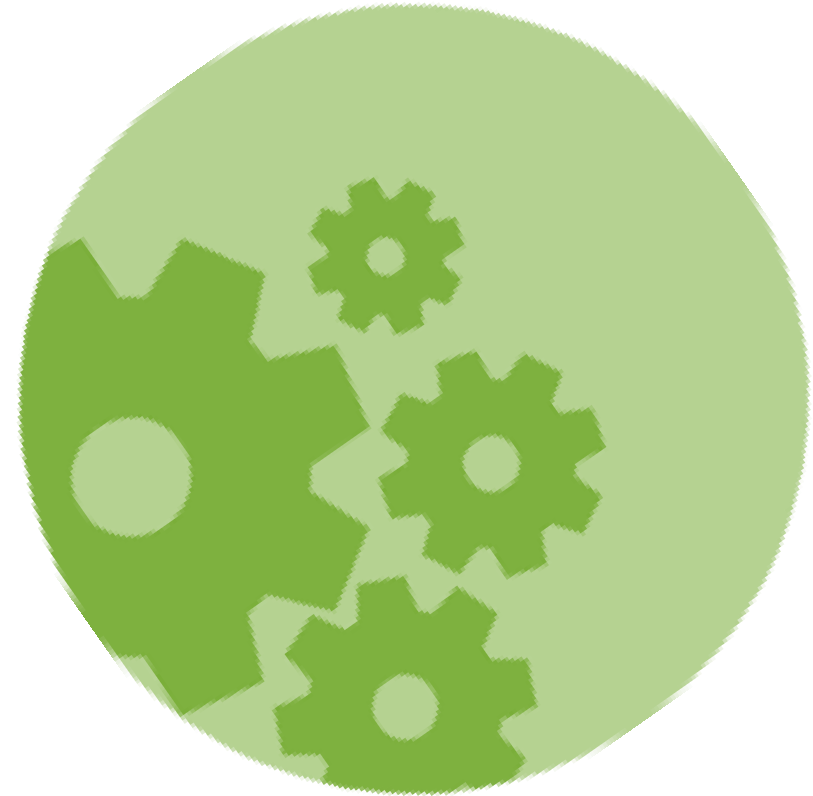
375 housing partners are going smoke free,
protecting **39,360** residents from
the dangers of tobacco smoke



Evaluation Question 2: What is the impact of SHIP's PSE work?

In the last year,

- 6 in 10 partner sites made at least one PSE change
- Estimated 4,000 distinct PSE changes achieved
- About 11 changes per day*



MN Active Living - The Ground Work

Build cross-sector alliances to make strategic, long-term plans and investments to support walking and bicycling

**83% convened local leaders
and decision-makers (grasstops)**

215
communities



Over 2
million
Minnesotans

**74% engaged community-based
organizations and community members
(grassroots)**

Active Living PSE Outcomes

42% achieved at least one PSE change

(164 distinct changes total)



30 communities
policy change
such as a
Complete Streets
ordinance



42 communities
systems change
such as
coordinating
winter trail
maintenance



24 communities
environmental
change such as
adding/enhancing
crosswalks

Focused Evaluation Studies - Impact for Minnesotans

Smoke-Free Multi-Unit Housing Study

Statistically significant changes:

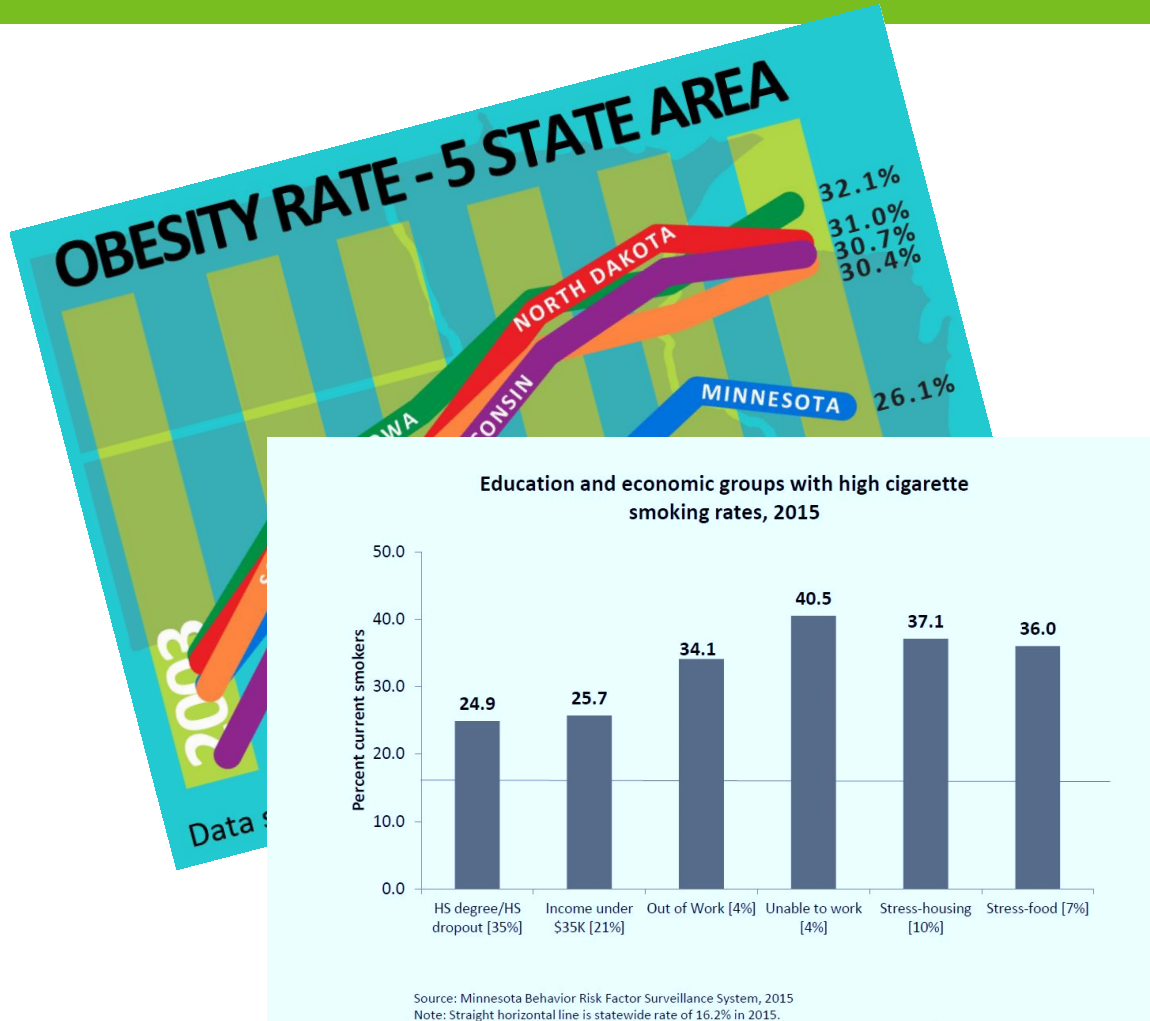
- Decrease in non-smokers' indoor exposure to secondhand smoke
- Increase in smokers reporting smoking less or quitting after policy implemented

Childcare Health Eating/Active Living Study

Statistically significant changes:

- Increase in offering vegetables to children at least twice per day
- Increase in giving toddlers at least 90 minutes of active play time
- Increase in meeting at least six recommended practices for breastmilk storage, labeling and handling

Evaluation Question 3. What are long term behavioral changes?



- Track estimates of obesity, tobacco use, health eating & active living indicators at state and local levels
- Use a health equity lens
- Provide context for how SHIP is contributing to addressing these issues
- Provides signposts that MN is moving in the right direction
- Primary use is for planning and guiding SHIP work

Evaluation Question 4: What cost savings can be realized?

**National &
State Studies**

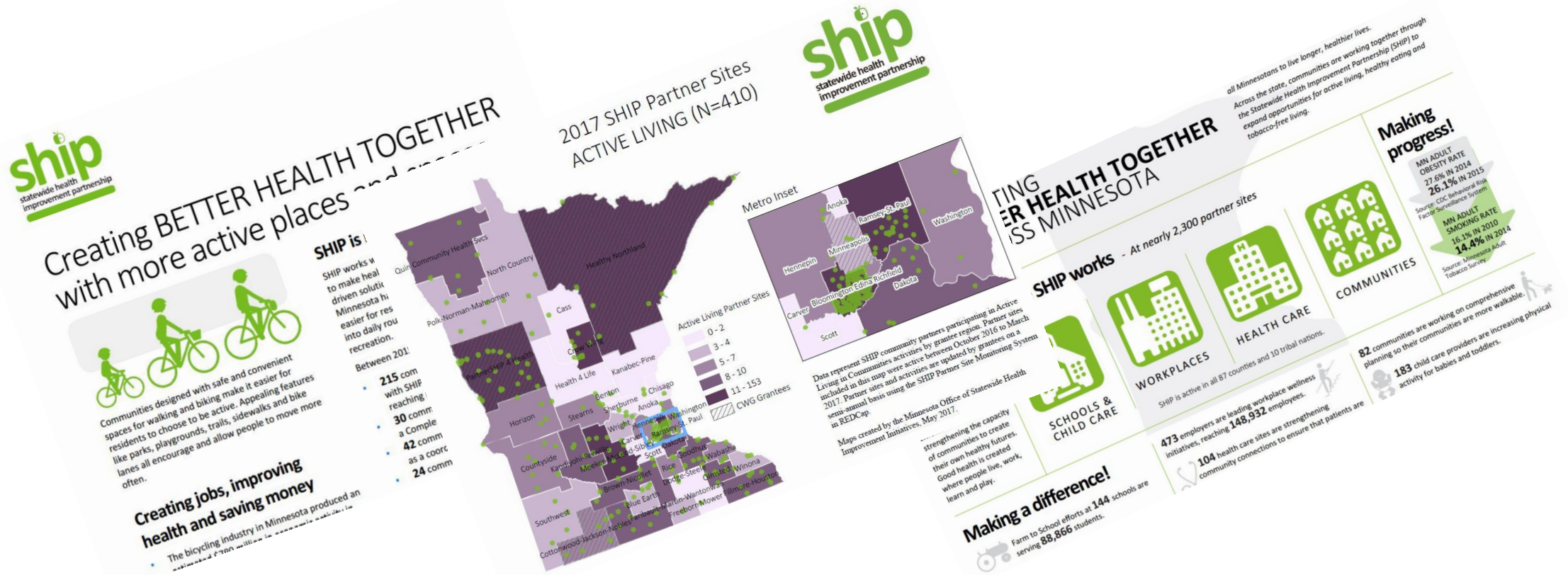


**Minnesota Specific
Studies**

Reporting

See <http://www.health.state.mn.us/ship/>

Infographics, 2 Pagers, Mapping, Press Releases, Published Articles, Stories



Demonstrating Impact: The Tensions

1. Locally Driven- Right for communities..... An uphill challenge for evaluators

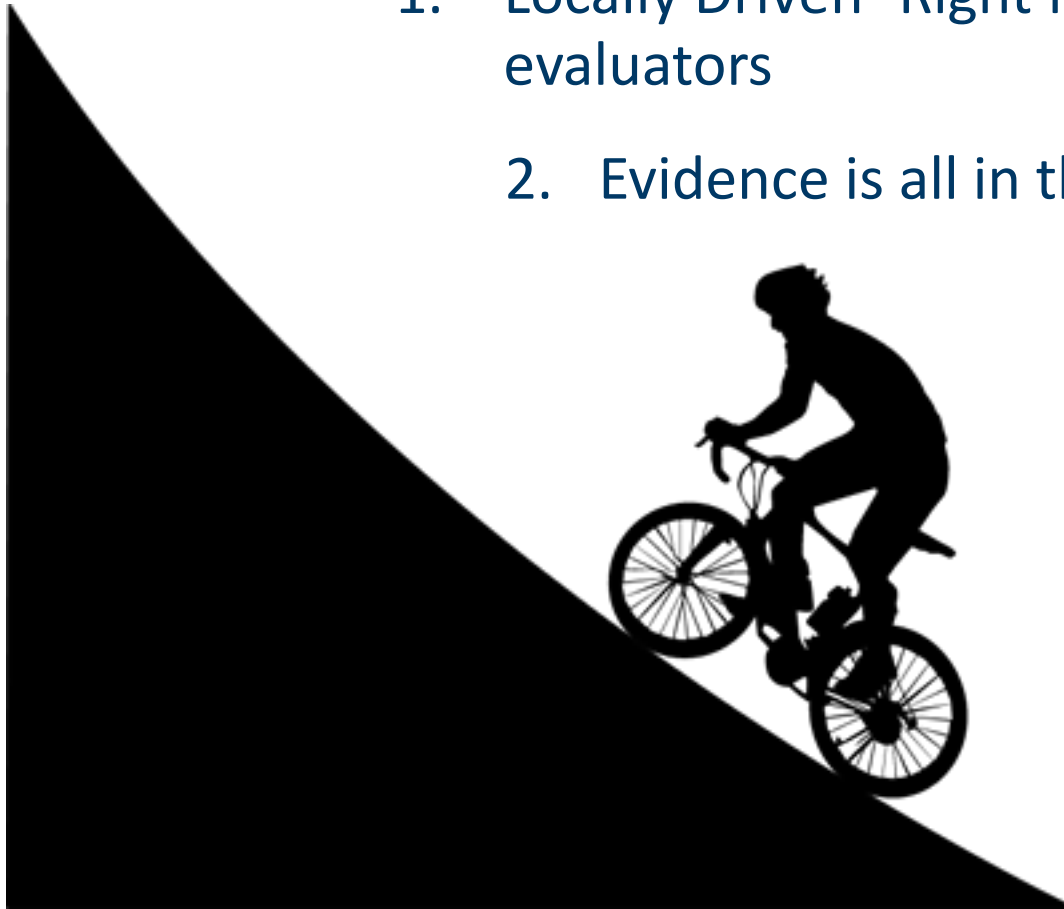
2. Evidence is all in the eye of the beholder

3. How fast can communities move... The 2 year challenge – PSE takes time

4. Success is tied to long term outcomes beyond reach of the program- How to establish realistic measures?

5. Establishing sustainable measurement systems and build local capacity

6. The tension of ROI





Questions & Discussion

Thank you!

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