

# Collaborating to Evaluate Community Based Public Health Initiatives – *Perspectives and Insights from Funders and Evaluators*

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## Overview

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- Background
  - BCHLA and the Initiatives
  - Evaluation of the BCHLA-funded Initiatives
- BCHLA and SRDC Dialogue:
  - Panel Questions and Discussion
- Concluding Remarks
- Your Questions



## Community Initiatives take time

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“Programs need to take place in a community space at a community pace” — the Initiatives need to “follow local leads and to develop at a pace that suits the local context.”



## Evaluation Framework

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- Approved by the BCHLA Coordinating Committee.
- Describes the context and direction for a process to provide arms' length evaluation of the work of BCHLA
- Two components contracted to MSFHR:
  - **Project-Level** outcome evaluation of specific programs to address the four risk factors
  - **Cluster** evaluation across initiatives with common themes (strategies) to seek evidence of collective impact
- BCHLA entered into an agreement with MSFHR to facilitate and manage the evaluation
- Coordinate an evaluation strategy guided by central principles and independent advice of an External Expert Advisory Panel.
- Proponents' meeting to shape RFP



## The Evaluation – Phase 1 and 2

- Phase 1 of the evaluation process was for an Evaluability Assessment of all 15 initiatives – deliverables were project evaluation plans, timelines and budgets
- Phase 2 carried out:
  - An outcomes study for six Initiatives
  - A case study of one Initiative
  - Technical Assistance and a Summary Report of all 15 Initiatives



## 15 Funded Initiatives – 7 are being evaluated by SRDC

Tobacco Strategy	Physical Activity Strategy	Healthy Eating Strategy
5 Initiatives: <ul style="list-style-type: none"> <li>▪ Post Secondary Institutions</li> <li>▪ <b>Tobacco Free Workplace Initiative</b></li> <li>▪ Smoke-Free Housing (Multi-Unit Dwellings)</li> <li>▪ <b>Community Detailing</b></li> <li>▪ Targeted Education</li> </ul>	4 Initiatives: <ul style="list-style-type: none"> <li>▪ <b>Provincial Walking</b></li> <li>▪ Low Income Opportunity Access</li> <li>▪ Community-based Awareness</li> <li>▪ Built Environment and Active Transportation</li> </ul>	5 Initiatives: <ul style="list-style-type: none"> <li>▪ <b>Farm to School Salad Bar</b></li> <li>▪ Food Skills for Families</li> <li>▪ Support for Guidelines for Food and Beverage Sales in Schools</li> <li>▪ <b>Sugar Sweetened Beverages</b></li> <li>▪ <b>Healthy Food and Beverage Sales in Local Recreation and Government Buildings</b></li> </ul>
<b>Community Capacity Building Strategy – case study</b>		

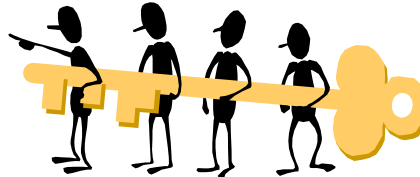


## Panel Questions and Dialogue

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1. Effective partnerships between funders, service providers, stakeholders and evaluators:

- Why do we need them?
- How do we build them?



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## Panel Questions and Dialogue

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2. Programs progress at different rates and inevitably some do better within a given timeframe than others:

- What are the challenges and opportunities for managing and evaluating projects at different stages within the strategy?



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## Panel Questions and Dialogue

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3. Integrating programs can be very challenging especially when they are innovative and bring together health and social policies to improve health. Added to this is the diversity of the programs and the settings in which they are implemented.
  - **How do you deal with integrating programs in this situation?**



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## Panel Questions and Dialogue

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4. Within many new programs, progress is usually measured. It happens slowly in the form of small learnings. These small steps are often important because getting these right may make a significant difference to subsequent developments.
  - **How do you deal with the challenge of transferring the many small learnings to show value and worth at a more global level?**



Long-term Outcomes

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## Concluding Remarks – biggest lessons?

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We are almost finished with the evaluation.  
We like to share a few lessons:



1. Don't be overly ambitious in your evaluation design – keep it simple.
2. Know what you are evaluating – Beware of False Positives
3. Team Spirit



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**Questions?**

