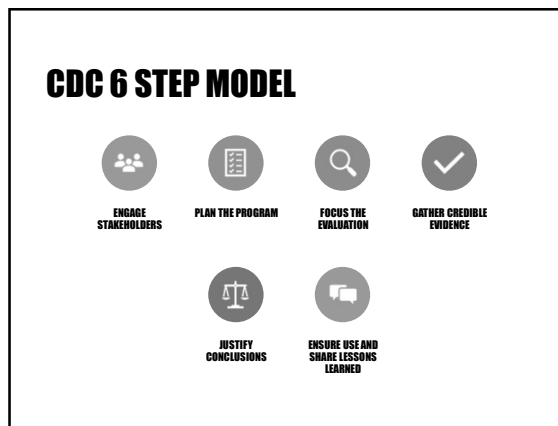
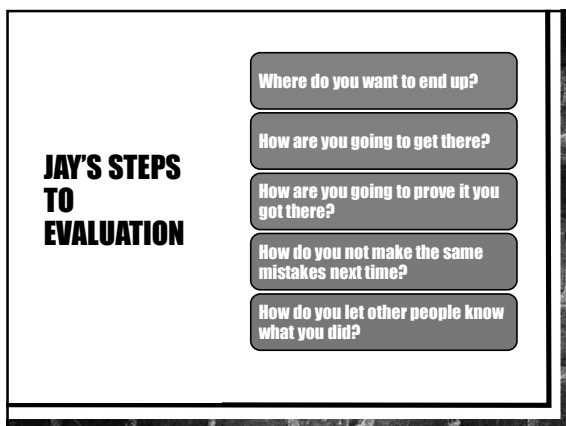


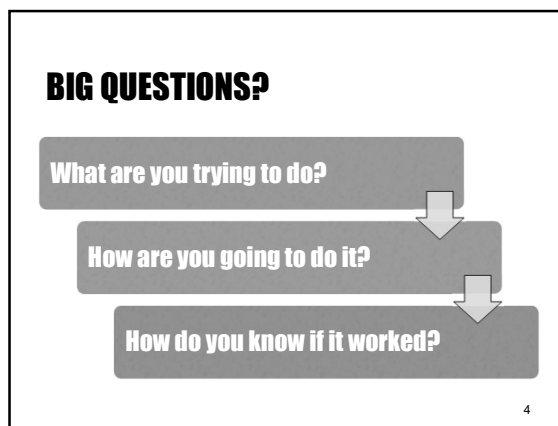
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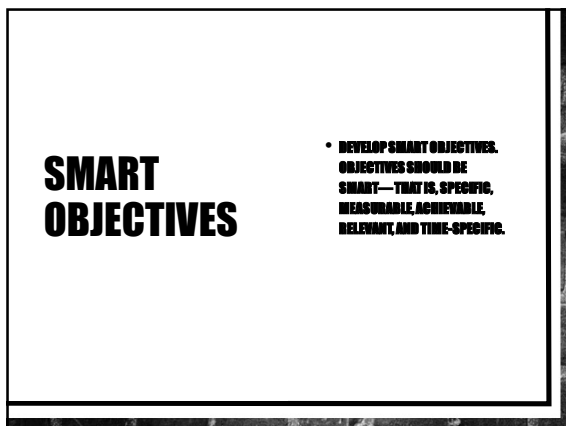
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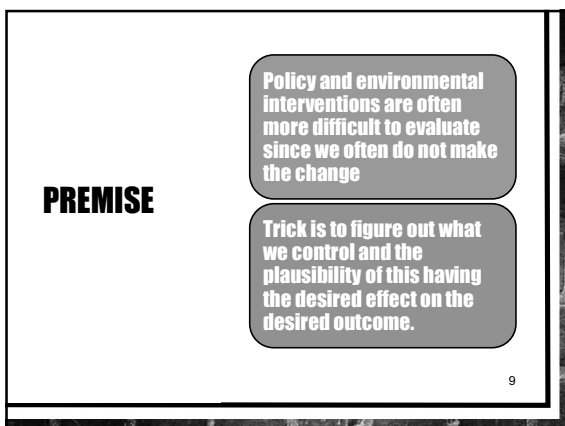
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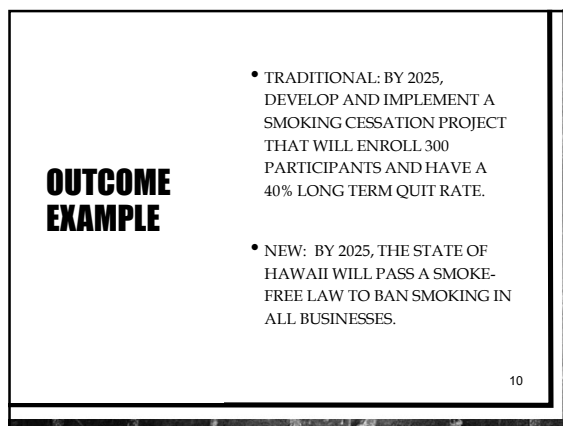
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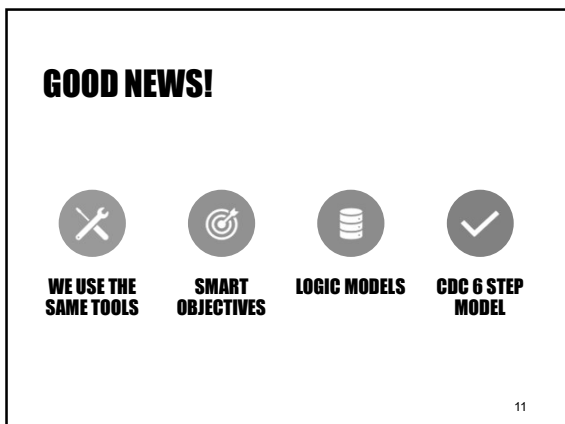
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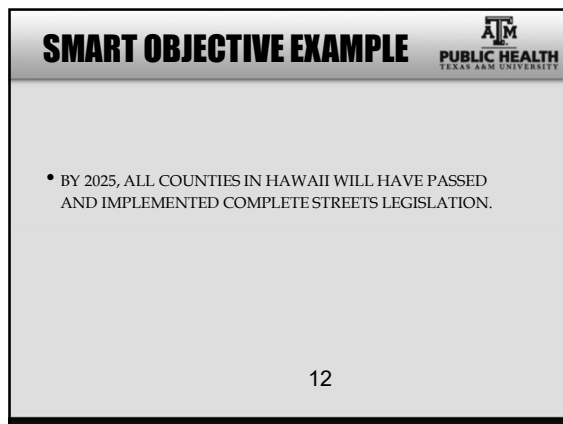
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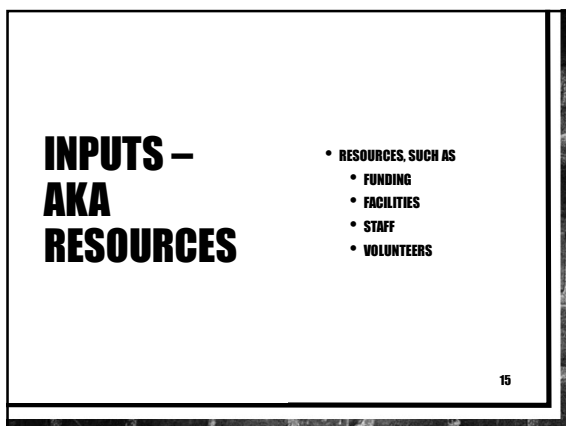


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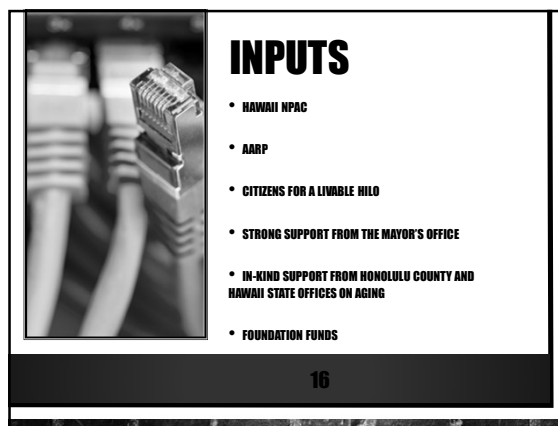
Logic Model Complete Streets Legislation 

Inputs	Activities	Outputs	Outcomes	Impact
Hawaii NPAC coalition AARP Citizens for a livable Hilo Strong support from the mayor's office In-kind support from Honolulu County and Hawaii State offices on aging Foundation funds	Hire staff Advocacy training Train volunteer organizers (10) Get baseline data on county council members support. Have mayor introduce bill Implement calling campaign to council members office Produce PSA Coordinate testimony	Coordinator hired # trained # trained % strongly supporting Bill introduced # of calls per member # of times shown # of testimony submitted	Hawaii County Council passes complete streets legislation. Hawaii County Department of Transportation implements complete streets in all new roadway projects.	All new roads in Hawaii County are built to accommodate pedestrians, cyclists and motor vehicles in that order.

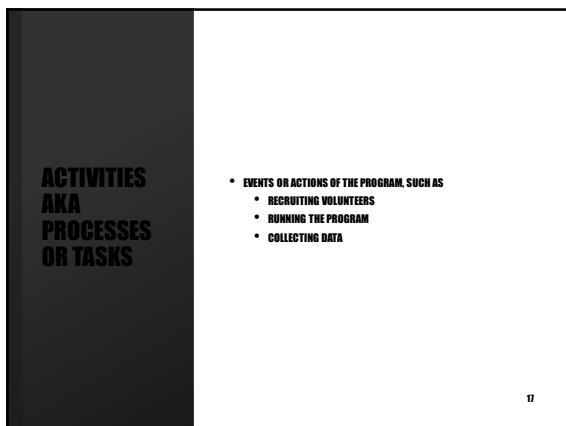
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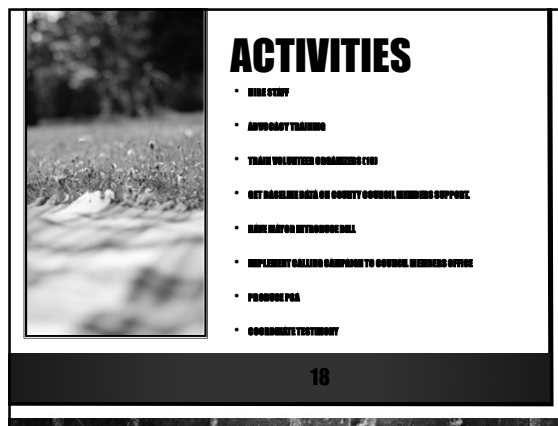
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
OUTPUTS AKA PROCESS OBJECTIVES

- DIRECT PRODUCTS OF THE PROGRAM, SUCH AS
 - NUMBER OF VOLUNTEERS TRAINED
 - NUMBER OF CALLS MADE

19

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Outputs 

Activities	Outputs
Implement calling campaign to the council members' offices 	Number of calls made
	20

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OUTCOMES AKA OUTCOME OBJECTIVES

- DESIRED EFFECTS OF THE PROGRAM, SUCH AS
 - POLICY PASSES
 - POLICY IMPLEMENTED OR ENFORCED

21


21

IMPACT AKA GOAL(S)


- MISSION OR PURPOSE OF THE PROGRAM
- SUCH AS
 - WHAT DOES THE LEGISLATION ACTUALLY DO.
- ALL NEW ROADS IN HAWAII COUNTY ARE BUILT TO ACCOMMODATE PEDESTRIANS, CYCLISTS AND MOTOR VEHICLES IN THAT ORDER.

22

22

EVALUATORS 

- CONGRATULATIONS! YOU HAVE ALL BEEN HIRED AS EVALUATORS.
- YOUR JOB IS TO HELP THE HEALTH DIRECTOR OF CAINTWALK, SC ASSESS IF HIS WALKABLE COMMUNITIES INITIATIVES ARE WORKING.



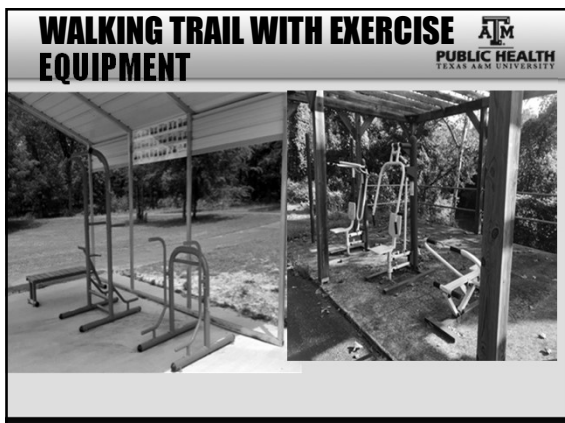
Mark Fonton, Director, Caintwalk, SC

23

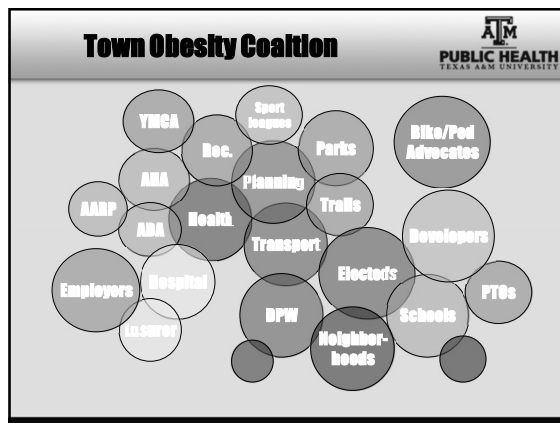
ANSWER THESE QUESTIONS FOR EACH PROGRAM

- Where do you want to end up?
- How are you going to get there?
- How are you going to prove it you got there?
- How do you not make the same mistakes next time?
- How do you let other people know what you did?

24



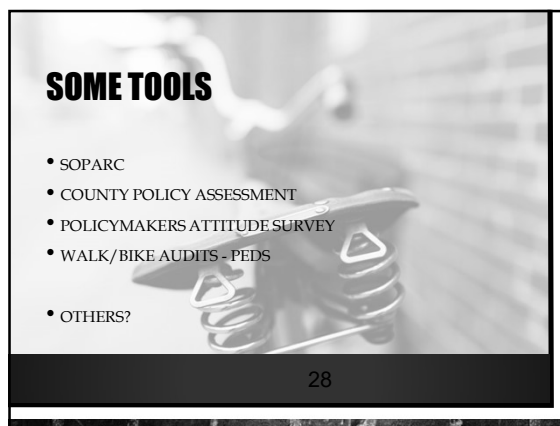
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28

ATM PUBLIC HEALTH TEXAS A&M UNIVERSITY

SOPARC/SOPLAY/SOFIT

- SYSTEMATIC, OBSERVATIONAL MEASUREMENT IN A PREDEFINED SETTING.
- ALL INDIVIDUALS IN THE SETTING ARE OBSERVED AND RECORDED AT A POINT IN TIME.
- GIVES A REPRESENTATIVE SLICE OF BEHAVIOR AT A SPECIFIC TIME ALONG WITH RELATED ENVIRONMENTAL CHARACTERISTICS.

29

29

Observational Tool: Modified "System for Observing Play and Leisure Activity among Youth" (SOPLAY)

A diagram showing a scene with children playing. Three categories are defined: Walking (Moderate), Very Active, and Sedentary. Below each category is a box with a count and a percentage: 4 or 40%, 3 or 30%, and 3 or 30% respectively. To the right, a box lists 'Additional codes: -Gender -Age'. At the bottom, it states 'Cohen's kappa range: .79 -- .97'.

30

ASSESSING ACTIVE COMMUNITY ENVIRONMENTS


- SURVEYS ASSESSING POLICIES IN SIX DOMAINS (SIDEWALKS, BIKE LANES, GREENWAYS, RECREATIONAL FACILITIES, COMMERCIAL BUILDINGS AND SHARED-USE PATHS) AT THE COUNTY LEVEL.
- LIBRETT JJ, YORE MM, SCHMID TL. LOCAL ORDINANCES THAT PROMOTE PHYSICAL ACTIVITY: A SURVEY OF MUNICIPAL POLICIES. *AM J PUBLIC HEALTH* 2003 SEP;93(9):1399-403.

31

31

A SURVEY OF POLICIES AND LOCAL ORDINANCES SUPPORTING PHYSICAL ACTIVITY IN HAWAII COUNTIES

PUBLIC HEALTH
TEXAS A&M UNIVERSITY



- **STUDY 1**
Heinrich KM, Johnson CB, Jokura Y, Nett B, Maddock JE. A survey of policies and local ordinances supporting physical activity in Hawaii counties. *Preventing Chronic Disease* 2008;5(1). http://www.cdc.gov/pcd/issues/2008/jan/06_0153.htm


32

32

Background

PUBLIC HEALTH
TEXAS A&M UNIVERSITY

- **Active Community Environments (ACEs) are environments with characteristics that promote physical activity, such as:**
 - Public access to facilities
 - Streets with sidewalks
 - Increased housing density.



33

33

PROBLEM AND PURPOSE

- **PURPOSE: TO PROVIDE A BASELINE ASSESSMENT OF THE EXISTING POLICIES AND ORDINANCES RELATED TO ACEs AND PHYSICAL ACTIVITY IN THE STATE OF HAWAII**
- **HYPOTHESIS: MORE POLICIES WILL EXIST FOR HONOLULU THAN KAUAI, MAUI, OR HAWAII**

34

34

METHOD INSTRUMENTS

- **15-QUESTION ACEs SURVEY ASSESSED COUNTIES' POLICIES/ORDINANCES RELATED TO SIX DOMAINS:**
 - SIDEWALKS (NEW, REDEVELOPED, MIXED-USE)
 - BIKE LANES (NEW, REDEVELOPED, MIXED-USE)
 - GREENWAYS (NEW, REDEVELOPED, MIXED-USE)

35

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Method Instruments


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- **15-question ACEs survey assessed counties' policies/ordinances related to six domains:**
 - 4. Recreational facilities (new, redeveloped, mixed-use)**
 - 5. Commercial buildings (site plans)**
 - 6. Shared-use paths (dedicated for pedestrians; in master plan)**

36

36

Procedure




- **Spring 2006**
- **Cover letter and survey were mailed to planning & permitting, parks & recreation, and public works departments in Kauai, Honolulu, Maui, and Hawaii counties.**
- **100% response rate**
- **Verification of written policies**

37

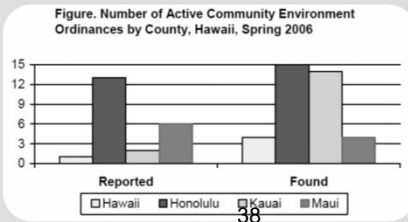
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Consequences



- **ACEs policies and ordinances varied greatly among counties (15 possible)**

Figure. Number of Active Community Environment Ordinances by County, Hawaii, Spring 2006



38

38




Table 1. Reported and Written Active Community Environment Policies for New, Redeveloped, and Mixed-Use Communities, Four Hawaii Counties, Spring 2006

County	Population That Walks to Work, % ^a (n)	Sidewalks			Bike Lanes			Greenways			Recreational Facilities			
		N	R	M	N	R	M	N	R	M	N	R	M	
Hawaii	3.0 (1,873)											XY*	Y	Y
Honolulu	5.6 (23,022)	XY	XY	XY	XY	XY	XY	XY	XY	XY	XY	XY	XY	XY
Kauai	1.9 (600)	XY	XY	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Maui	2.6 (1,739)	X	X	X								XY	Y	XY

N indicates new communities, R, redeveloped communities, M, mixed-use communities. Blank cells indicate that the policy did not exist for that category.
^a Percentages calculated from total number of people who reported working.
 * Y = Policy was reported to exist by survey respondent.
 * X = Policy wording was found in analysis of existing policies.

Table 2. Reported and Written Active Community Environment Policies for Commercial Buildings and Shared-Use Paths, Four Hawaii Counties, Spring 2006


County	Commercial Buildings	Shared-Use Paths for Pedestrians	Shared-Use Paths in Master Plan
Hawaii			Y*
Honolulu	XY*		Y
Kauai	Y		Y
Maui	X		Y

Blank cells indicate that the policy did not exist for that category.
 * Y = Policy wording was found in analysis of existing policies.
 * X = Policy was reported to exist by survey respondent.

39

39

Interpretation




- **Existence of ACEs policies varied widely.**
- **Survey responses underrepresented existence of ACEs policies.**


40

40

Priority of Activity-Friendly Community Issues among Key Decision Makers in Hawaii



- **Study 2**



Maddock JE, Reger-Nash B, Heinrich K, Leyden KM, Bias TK. Priority of activity-friendly community issues among key decision makers in Hawaii. *Journal of Physical Activity & Health*, 2009;4(3):386-390.

41

41

Background




- **Needs for population-level changes in PA:**
 - **Policy changes at all government levels**
 - **Land-use regulations and enforcement changes**



42

42




Rationale

- Elected and appointed officials are essential for health and promoting AFCs
- Little research has assessed AFCs
- Unclear what issues are priorities for policymakers
- Purpose: to assess the priority of AFC policies among decision makers in Hawaii

43

43




Methods

- Cover letter and survey mailed to 185 appointed/elected officials in Feb. 2007
 - 25 state senators
 - 51 state representatives
 - 2 executive branch members
 - 34 county council members
 - 4 mayors
 - 69 appointed state-level officials (directors and deputy directors of state departments)

44

44




Survey

- Asked to list the three most important problems that needed to be addressed in Hawaii (open-ended)
- Asked to rate the severity of 23 problems in Hawaii
 - 1 – not a problem to 5 – problem of extreme importance

45

45




Survey

- 6 AFC items on list
 1. Poorly planned development and sprawl
 2. Increasing traffic
 3. Lack of pedestrian walkways, crosswalks and sidewalks
 4. Pedestrian safety
 5. Lack of recreational activities
 6. Obesity
- Asked what Hawaii needs most to solve these problems

46

46




Results

- 70.4% response rate (n=126)
- Most important problems
 - Affordable housing (n=44)
 - Environmental/sustainability issues (n=42)
 - Sprawl/traffic/population growth (n=33)
 - Healthcare issues (n=33)
 - Economy (n=28)
 - Obesity (n=1)

47

47




Results

- Problem Importance
 1. Affordable housing (68% extreme importance)
 2. Drug abuse (54.5%)
 4. Increasing traffic (43.9%)
 8. Poorly planned development and sprawl (36.6%)
 12. Pedestrian safety (24.4%)
 17. Lack of pedestrian walkways, crosswalks and sidewalks (10.6%)
 18. Obesity (9.7%)

48

48




Results

- **What Hawaii needs to solve these problems:**
 - 46.3% more active participation for citizens
 - 24% more funding
 - 6.6% more expert, legal or scientific assistance

49

49




Discussion

- **Only 2 of the 6 AFC policy areas (traffic & poorly planned development and sprawl) in top 50% of priority items**
- **Lack of AFC priority compared to other public health and social welfare issues**

50

50




Discussion

- **Education is needed of directors/deputy directors**
- **Overall need for public health education of elected and appointed officials**

51

51




ENVIRONMENTAL ASSESSMENTS

- WALKABILITY/BIKABILITY
- PARK INVENTORIES
- SIDEWALK MILES
- EXISTING GIS DATABASES
- [HTTP://ACTIVELIVINGRESEARCH.ORG/](http://activelivingresearch.org/)

52

52




WALKABILITY / BIKABILITY SURVEILLANCE

- USE GIS TO SELECT A RANDOM SAMPLE OF STREETS
- MEASURE W/B USING PEDS
- COMPARE COUNTIES/TOWNS ACROSS TIME

53

53




YOUR TURN

- DEVELOP A LOGIC MODEL AND EVALUATION PLAN FOR YOUR CAPSTONE PROJECT.
- FOLLOW THE 6 STEP MODEL
- DEVELOP MEASURABLE OBJECTIVES
- CREATE A LOGIC MODEL

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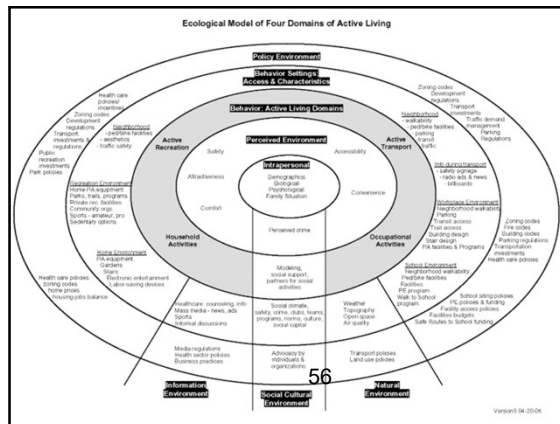
A SYSTEMS APPROACH



- MANY OF US KNOW HOW TO EVALUATE A SINGLE PROGRAM.
- HOW TO DEVELOP OBJECTIVES AND MEASURE PROCESS AND IMPACT OUTCOMES.
- THE QUESTION IS HOW DO WE MEASURE:
- THE IMPACT OF OUR PORTFOLIO
- OR PROJECTS WHERE WE HAVE LIMITED CONTROL LIKE COALITIONS.


55

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56

WHAT ARE YOU TRYING TO DO?




- ✦ **WHAT ARE THE MOST IMPORTANT OUTCOMES OF WHAT YOU/YOUR PROGRAM IS TRYING TO DO?**
- ▣ **HOW DO WE CHOOSE FROM THE SOCIAL ECOLOGICAL MODEL?**

57

57

WHERE ARE WE NOW?



- GOOD DATA IS ESSENTIAL TO SYSTEMS EVALUATION. SINCE WE ARE TRYING TO CHANGE A STATE/COUNTY/CITY WE NEED GOOD SURVEILLANCE DATA.
- DO YOU HAVE THIS DATA AND DO YOU KNOW BY HEART THE MOST IMPORTANT INDICATORS?

58

58

EPIDEMIOLOGICAL ASSESSMENT

- SURVEILLANCE TOOL - BRFS
- COMMUNITY PROFILES HAWAIIHEALTHMATTERS.COM
- SUBGROUPS, DISPARITIES
- USE TO DEVELOP THE PROGRAMS ULTIMATE BENEFIT.
- "INFANT MORTALITY WILL BE REDUCED BY 25% IN KAUAI BY 2010."
- HEALTHY PEOPLE 2010 OBJECTIVES

59

59

DATA SOURCES

- BRFSS AND YRBS MOST COMMON
- OTHER SOURCES?
- HOW WELL DO YOU KNOW YOUR POPULATION?
 - WHO IS THE MOST AT-RISK?
 - GENDER
 - AGE
 - RACIAL GROUPS
 - GEOGRAPHY
- WALKABILITY SURVEILLANCE?
- POLICY SURVEILLANCE?

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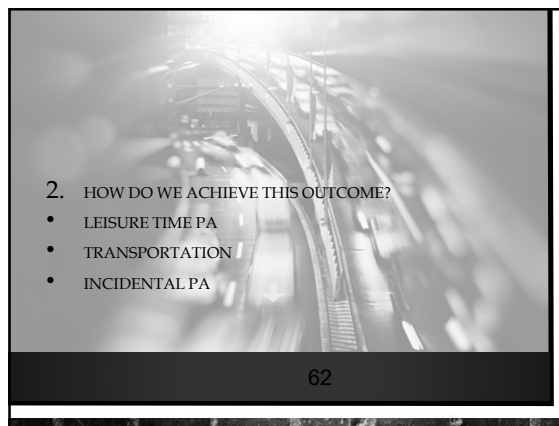
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WORKING BACKWARDS TO DIAGNOSE WHICH COMBINATION OF IV STRATEGIES WILL BEST ACHIEVE THE OBJECTIVES.

- WHAT DO WE WANT TO ACHIEVE?
 - OBESITY REDUCTION
 - INCREASING PHYSICAL ACTIVITY
 - OTHER

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2. HOW DO WE ACHIEVE THIS OUTCOME?

- LEISURE TIME PA
- TRANSPORTATION
- INCIDENTAL PA

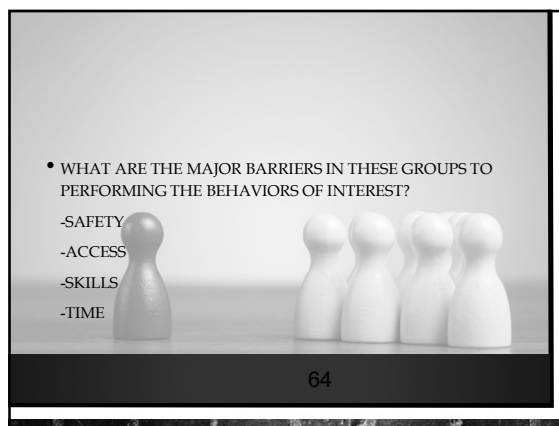
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- WHO ARE WE TRYING TO CHANGE
 - AGE GROUPS
 - GENDER
 - RACIAL AND ETHNIC GROUPS
 - GEOGRAPHIC REGIONS
 - OTHER?

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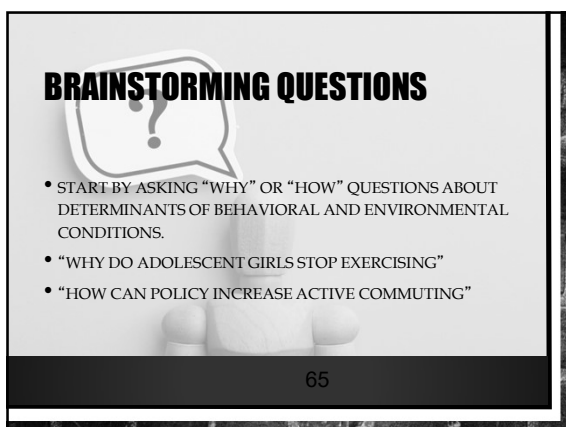


- WHAT ARE THE MAJOR BARRIERS IN THESE GROUPS TO PERFORMING THE BEHAVIORS OF INTEREST?
 - SAFETY
 - ACCESS
 - SKILLS
 - TIME

64

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BRAINSTORMING QUESTIONS



- START BY ASKING "WHY" OR "HOW" QUESTIONS ABOUT DETERMINANTS OF BEHAVIORAL AND ENVIRONMENTAL CONDITIONS.
- "WHY DO ADOLESCENT GIRLS STOP EXERCISING"
- "HOW CAN POLICY INCREASE ACTIVE COMMUTING"

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- MORBIDITY AND MORTALITY
- BEHAVIORAL OUTCOMES
- PROGRAM OUTCOMES

- IF YOUR PROGRAMS ARE SUCCESSFUL WILL THEY LEAD TO MEASURABLE CHANGES IN BEHAVIORAL OUTCOMES?

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PUBLIC HEALTH EQUATION

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- REACH * EFFECTIVENESS = IMPACT
- 200 * 80% = 160 PEOPLE CHANGE
- 500,000 * 25% = 125,000 PEOPLE CHANGE
- 4,000,000 * 5% = 200,000 PEOPLE CHANGE

67

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PAU

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68

68