



Leadership for Healthy Communities

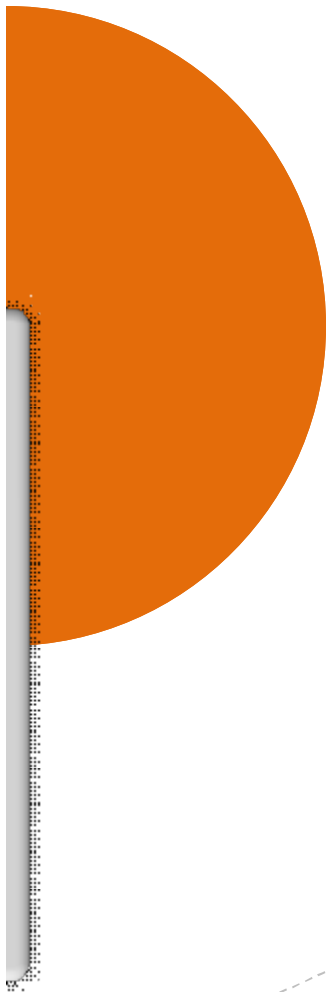
# Measuring What Matters



Robert Wood Johnson Foundation

**Leadership for  
Healthy Communities**

Advancing Policies to Support  
Healthy Eating and Active Living



About Leadership for Healthy Communities



Evaluation Considerations



Select Evaluation Results from Cohort 1



Examples of Success

# Vision

- *Leadership for Healthy Communities* envisions a nation where national, state, local and tribal government leaders advance policies that improve healthy eating and active living opportunities for children--especially those at greatest risk of obesity.

# Goals

- To build the political will to prioritize healthy eating and active living policies.
- To facilitate the adoption, implementation and strengthening of policies that support healthy eating and active living.

# Grantees

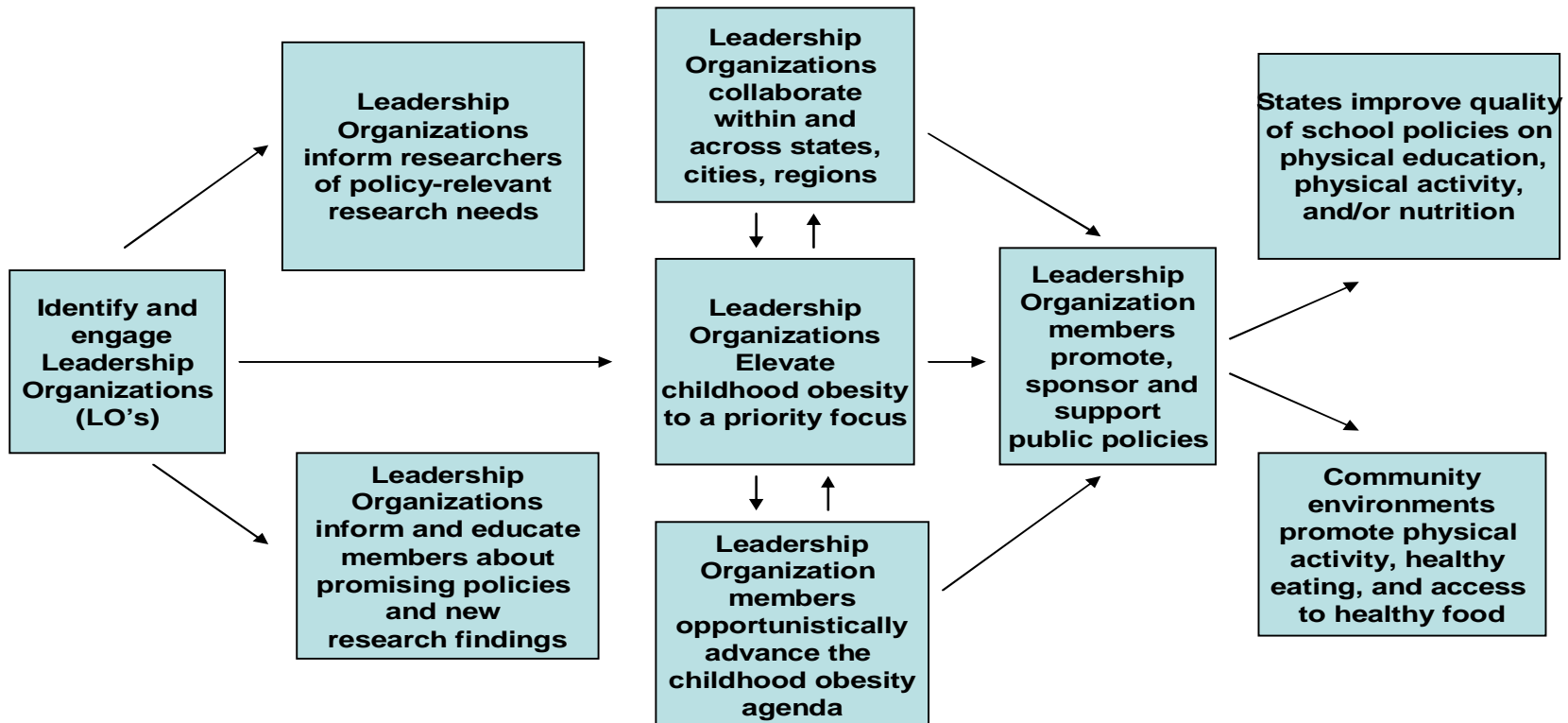
- Current grantee members include:
  - Association of State and Territorial Health Officials (ASTHO)
  - National Association of County and City Health Officials (NACCHO)
  - National Association of Latino Elected and Appointed Officials Educational Fund (NALEO)
  - National Association of State Boards of Education (NASBE)
  - National Conference of State Legislatures (NCSL)
  - National Congress of American Indians (NCAI)
  - National League of Cities Institute for Youth, Education & Families (NLCI)
- Previous grantee members included:
  - U.S. Conference of Mayors (USCM)
  - Local Government Commission (LGC)
  - National School Boards Association (NSBA)
  - National Governors Association Center for Best Practices (NGA)
  - American Association of School Administrators (AASA)
  - National Association of Counties (NACo)
  - International City/County Management Association (ICMA)
  - National Organization of Black County Officials (NOBCO)

# Leadership Organizations by Level and Branch of Government

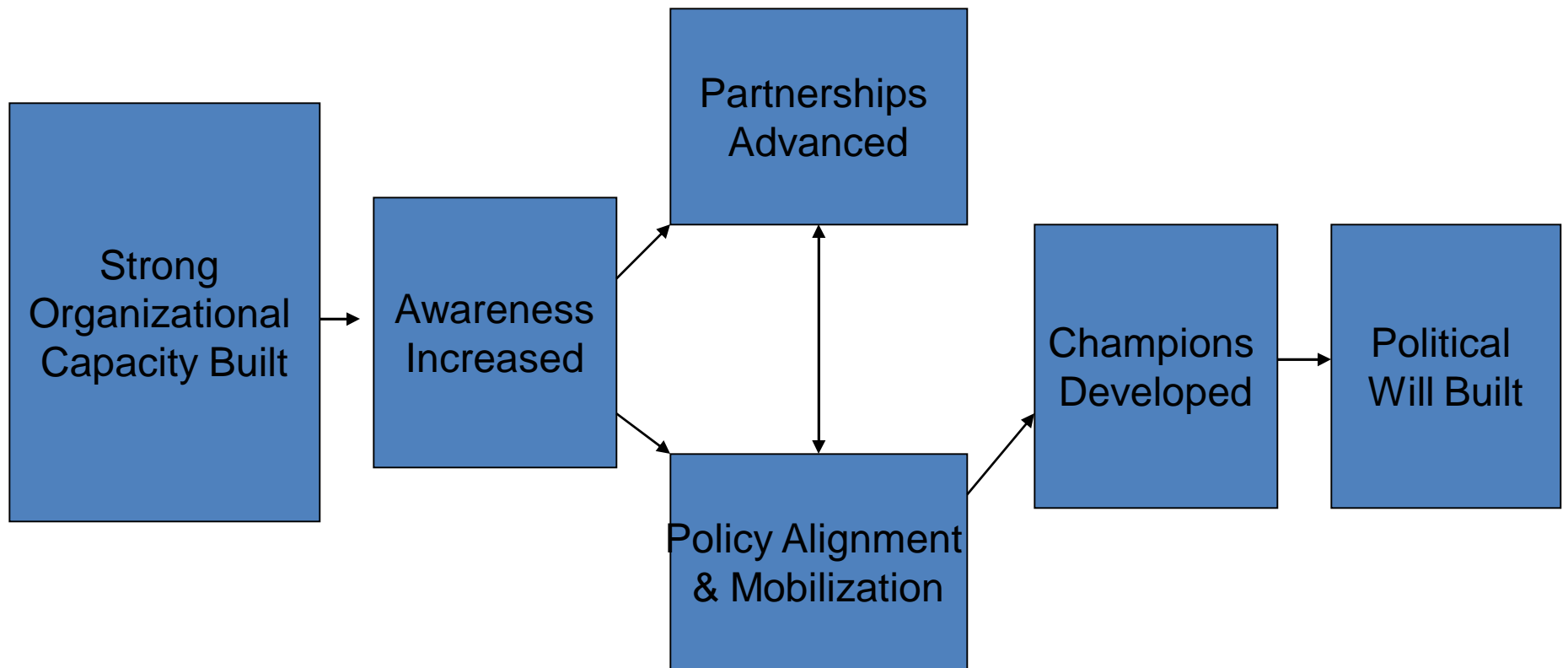
Level	Branch	Executive	Legislative	
Tribal		NCAI	NCAI NCSL	
State		NGA NASBE ASTHO	NCSL NASBE NALEO	
Local		USCM NLC NACo LGC AASA	NALEO ICMA NACCHO NOBCO	NLC NSBA NACo LGC NALEO NOBCO
School		NASBE AASA	NASBE NSBA	

# Leadership for Healthy Communities Logic Model

## Childhood Obesity Leadership Initiative Logic Model



# Leadership for Healthy Communities Intermediate Outcomes





# Grantee Program Models

- **State** team and technical assistance (NASBE, NCSL, ASTHO)
- **City** team and technical assistance (NACCHO, NLCI)
- **Schools** (NASBE)
- **Individual** training and technical assistance (NALEO) – i.e., in-depth strategy focused institutes with policy-makers
- **Tribal** planning and technical assistance (NCAI)

# Leadership for Healthy Communities National Program Office Activities



# Major Accomplishments Since 2007

- Two Call for Proposals released
- National Advisory Committee created
- Strategic planning process conducted
- Revised program approach introduced
- Website revamped
- Action Strategies Toolkit and other strategic documents developed
- National childhood obesity prevention summit created
- Policy-maker recognition awards introduced
- Key meetings with diverse communities held
- Program evaluation conducted

# Why Evaluate?

§Capture intermediate outcomes

§Lay the foundation to capture longer term impact

§Learn about what works and replicate it

§Learn what doesn't work and stop doing it

§Share lessons with colleagues, the national program office and the field

§Demonstrate return on investment to RWJF

# Who is being evaluated?

- Grantees organizations – for **outcomes**
- Policy-makers – for **outcomes**
- The National Program Office – for **process and outcomes**

# Recognizing the Challenges of Policy Advocacy Evaluation

- § Outcomes are often nebulous
- § Attribution is difficult
- § External influences (e.g., elections, economy, other groups working on the issue) are numerous and dynamic

# Evaluation Overview

## Evaluation Areas

- Grantee Outcomes:
  - Institutions
  - Relationships & Outreach
  - Political Will
- Effectiveness of NPO's Processes

## Data Collection Tools

- Grantee Surveys (11 distributed, 100% responded)
- Event Evaluations (1258 responded)
- Policy-maker Surveys (345 distributed, 38% responded)
- Policy-maker Interviews (11 completed)
- Grantee Resolutions (from Grantee Survey)
- State Policy Trends Data (from LHC-funded NCSL reports)



# Intermediate Outcomes Cohort #1 Evaluation



# LHC Successfully Engaged Diverse Policy-makers

## Political Affiliation

- Majority in non-partisan positions (or declined to provide their partisan affiliation).
- On average, 60% of policy-makers who identified as politically affiliated were Democrats.
- Those policy-makers who are in politically-affiliated positions are more than twice as likely to be Democrats than Republicans.

# LHC Successfully Engaged Diverse Policy-makers

## **Race:**

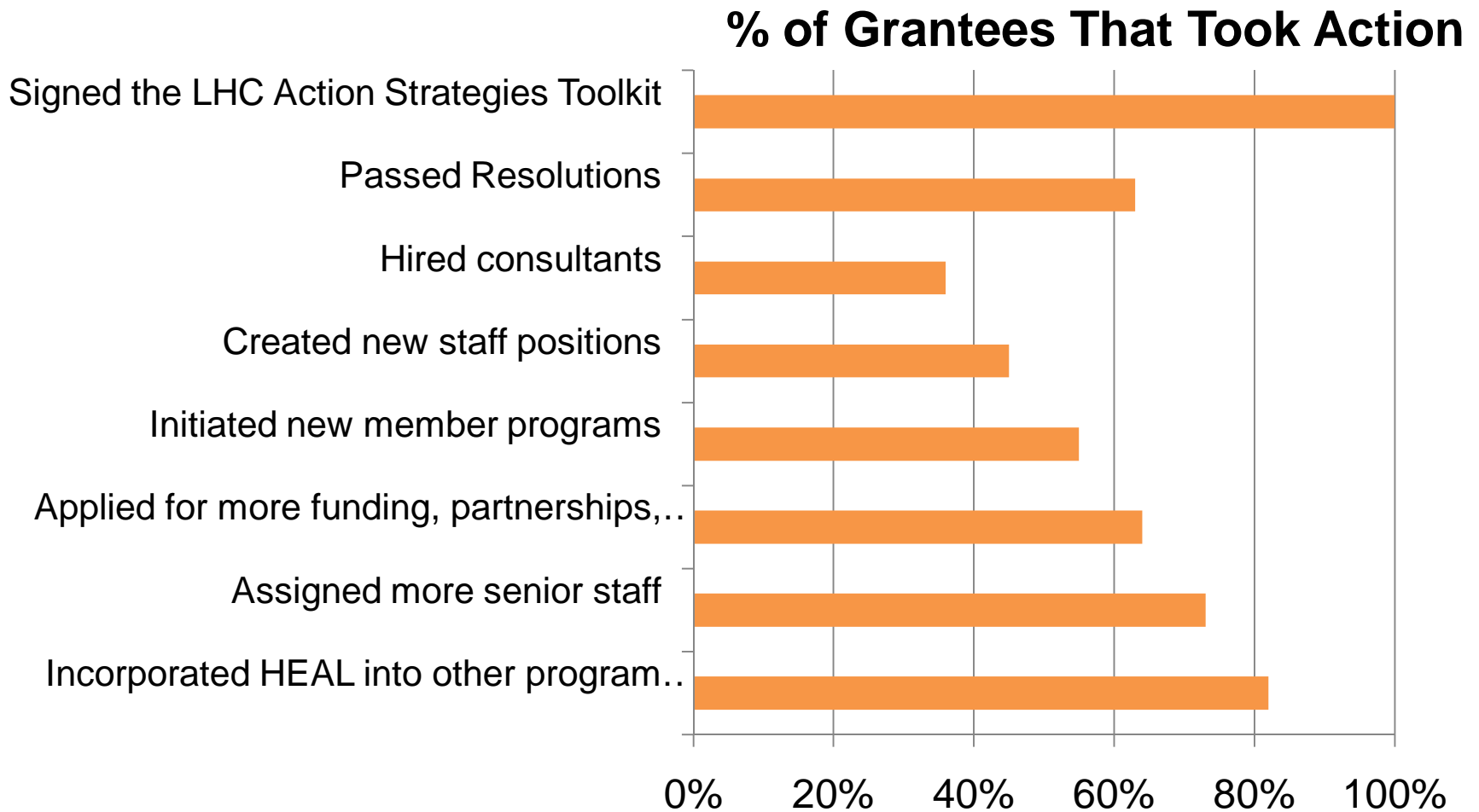
- Almost 70% of policy-makers that participate in LHC are white.
- Latinos and African Americans are less than one-quarter of participants in LHC.
- American Indians and Asian/Pacific Islanders are less than 4%.

## Grantee Organizations Demonstrated Institutional Commitment to HEAL

7 of 11 grantees reported that their boards, governing bodies or member committees passed more than 38 statements relating specifically to HEAL and childhood obesity prevention.

This is approximately one-third of all statements passed between 2007 and 2009.

# Grantee Organizations Demonstrated Institutional Commitment to HEAL Policies



## Grantee Organizations Hosted Events to Educate Members on HEAL Issues

	Workshops	Presentations	Conferences	Products	TOTAL
2007	24	32	4	62	122
2008	27	8	6	81	122
2009	32	12	8	109	161
TOTAL	83	52	18	252	405

## Grantees Conducted Substantial Outreach on HEAL Issues

- 64% of grantees report having distributed one or more LHC-sponsored publications to their entire membership.
- 64% have the LHC Action Strategies Toolkit posted on their website.

# Policy-makers Demonstrated Heightened Political Will Around their Role in COP

- 97% of surveyed policy-makers believe it is 'very important' or 'fairly important' for policy-makers to adopt healthy eating, active living policies.

	2006	2009	% Increase
Policy-makers who 'agree' or 'strongly agree' that it is a policy-maker's role to take action to help solve the childhood obesity crisis.	79%	94%	19%

## Policy-makers Credit LHC with Furthering Their Understanding of HEAL Issues

- Nearly 90% credit LHC grantees for increasing their awareness of healthy eating and active living issues.
- Over 81% of policy-makers report that LHC grantees helped them to introduce, adopt, implement or strengthen policies.
- 82% of policy-makers who responded to the survey report that LHC grant activities have helped to increase the importance they place on healthy eating and active living.



# Partnership

Coordination of healthy communities work among organizations.

## AASA-NLC Technical Assistance Initiative

Created a Master Plan  
for Children's Health

Charleston,  
South Carolina



- The city partnered with public schools to adopt a comprehensive agenda for children and youth known as the *Charleston Youth Master Plan*.
- The plan references a broad investment in **increasing physical activity**, mental health and **overall wellness for children and youth**.

## Policy-makers Produced Concrete Policy Outcomes as a Result of their Association with LHC

- NASBE supported the Colorado State Board of Education was successful in passing new school beverage regulations, which included a ban on all soda in schools.
- ICMA provided TA to Decatur, Georgia to incorporate HIAs into its new transportation plan and create an active living director position within city government.
- NALEO provided TA to San Fernando, Calif. to facilitate the development of the city's first new park in nearly 30 years.

## Other Places Where LHC Grantees Made an Impact on HEAL Policies

- Yuba County, Calif. (LGC)
- Colorado (NASBE)
- West Virginia (NASBE, CSG)
- Arkansas (NASBE)
- Hawaii (NCSL)
- Patagonia, Ariz. (NALEO)
- Jackson-Madison County, TN (AASA & NLC)
- Savannah, GA (AASA & NLC, ICMA)
- Spartanburg, SC Region (NACo, ICMA & AASA)
- Lacava County, Arkansas (NSBA)
- Oklahoma City, OK (USCM)



# LEADERSHIP FOR HEALTHY COMMUNITIES

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Eating and Active Living*

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