SHAPE Evaluation Logic Model - DRAFT

For overall SHAPE evaluation in short-term:
1) Determine context and engagement, and
2) Identify collective impact and other performance measures

**INPUTS: WHAT YOU HAVE**
- Leadership: Governor, Lt Governor, Public Health Commissioner, SHAPE Council
- Collaboration among State Agencies: DPH, DCH, DOE, DOA, DECAL
- Public & Private Investment
- Engaged Stakeholders: Academic, Healthcare, Education, Non-profit, Community, Faith
- In-state Childhood Obesity Expertise
- Shared Brand/Vision
- Geographic Priority Areas
- Community-level projects

**OUTPUTS: WHAT YOU DO & WHO WILL PARTICIPATE OR BE REACHED**

**Activities**
- Administration
- Data & Evaluation
- School
- Healthcare/Community
- Early Care & Learning

(see activity details next page)

**Participation**
- Administration:
  - State leaders
  - Public health commissioner & staff, SHAPE collaborative members
  - GA DECAL; GA DOE; GA DCH; GA Ag
- Data & Evaluation:
  - Academic Partners
  - Non-profit partners
  - Public Health
- School:
  - Public Schools
  - Academic Partners (UGA, Emory, GSU)
  - Action for Healthy Kids
  - Alliance for a Healthier Generation
  - Children’s HC of Atl
  - Georgia Organics
  - HealthMPowers
- Healthcare/Community:
  - Hospitals
  - Health Professional Assns: GA-AAP, GAFP
  - Children’s Healthcare
  - UGA Cooperative Ext.
  - Public Health-MCH/WIC
- Early Care & Learning
  - Families and children
  - Home day care/early childhood centers
  - WIC/Hd Start/DPH

**OUTCOMES: WHAT HAPPENS OR CHANGES**

**Short-term (2013-2016)**
- Increase MVPA among elementary school students (Power Up)
- Increase investment in school PA & nutrition PSE* (SHAPE Grants)
- Improve AC* scores on fitness assessment (from 64% to 67%)
- Increase % of students annually assessed for fitness by 50% (in home, private, public schools)
- Hire breastfeeding coordinator; select BF strategies
- Support strategic equity-focused investment
- Assess sustainability positioning among SHAPE activities
- Draft communications & marketing (C&M) plan and begin implementation
- Assess partner engagement to achieve stronger collaborations

**Intermediate (2017-2022)**
- Improve AC* scores on fitness assessment (from 64% to 73%)
- Improve 6-month breastfeeding (BF) initiation (31.8% to 48%) & duration rates by 2018
- Increase awareness and engagement by community leaders
- Strategic recruitment of new partners based on action plan priorities
- Implement obesity prevention PSE in early childhood centers & schools
- Increase potential for program sustainability (leadership, key influencers, C&M/awareness)
- Support equity-focused improvement
- Establish uniform obesity treatment reimbursement guidelines among CMOs
- Increase consumption of fruits & vegetables
- Decrease screen time

**Long-term (2023-2024)**
- Health Outcomes:
  - Primary: 69% of students will fall in the HFZ* for BMI by 2023 (1% per year from 2013)
  - Improve BF initiation & duration rates among minority women
- Policy outcomes?
  - MS PE
- Program Outcomes?
  - Power Up for 30
  - Early care
- Sustainability outcomes
  (leadership, shared vision, capacity, efficacy, effectiveness, diversified financial resources, etc.)?
- Communications & Marketing impacts?

*PSE=Policy, Systems, Environmental; AC=Aerobic Capacity; HFZ=Healthy Fitness Zone;
OUTPUTS: WHAT YOU DO & WHO WILL PARTICIPATE OR BE REACHED

Activities

Administration:
- Social Media & Communications
- Marketing - Update & maintain SHAPE Website; Conferences
- Support work groups, co-chairs & meeting schedule
- State agency activities review
- Grant seeking – public/private

Data & Evaluation:
- Conduct Data gap analysis
- Maintain evaluation framework
- Obesity systems model

School:
- SHAPE school grants
- Power Up for 30
- SHAPE School Honor Roll
- Georgia Grown / Farm to School
- Smart Lunch Room
- Middle school pilot
- State level school food procurement
- Out of/After School Time/Summer Providers

Healthcare/Community:
- Baby-friendly hospital initiative
- Childhood OW/OB prevention & management training for HCPs
- Walk Georgia
- Tons of Fun

Early Care & Learning
- SHAPE Child Care Honor Roll
- Quality Rating Program
- BF policies in child care centers
- WIC/Head Start Growing Fit Training & Program

Partners/Participants

Administration:
- State leaders
- Public health commissioner & staff,
  SHAPE collaborative members
- GA DECAL
- GA DOE
- GA DCH
- GA Ag

Data & Evaluation:
- Academic Partners
- Non-profit partners
- Public Health

School:
- Public Schools
- Academic Partners (UGA, Emory, GSU)
- Action for Healthy Kids
- Alliance for a Healthier Generation
- Children’s Healthcare of Atl
- Georgia Organics
- HealthMPowers
- YMCA
- Boys & Girls Clubs of America

Healthcare/Community:
- Hospitals & Health Insurance Companies
- Health Professional Assns: GA-AAP, GAFP
- Children’s Healthcare
- University of Georgia Cooperative Ext.
- Public Health-MCH/WIC
- GAND
- Georgia Recreation & Park Assn

Early Care & Learning
- Families and children
- Home day care/early childhood centers
- WIC/Head Start/Public Health
- Broad and diverse community stakeholder groups
Comments on What is Missing from Activities / Partners?

Georgia Recreation & Parks Assn
Boys & Girls Clubs of America / YMCA/ Community Centers
SNAP-Ed
Wholesome Wave
Department of Natural Resources
Local Government Officials
Faith-based Communities
School-based Programming
Healthcare Georgia Foundation
Morehouse
Summer Providers, Youth Sports; Parks & Rec Wellness Policy – Gwinnett County, Roswell City; Tons of Fun
Out of School / After School Time
Cooking Matters/Other Nutrition Programming
Farmers Markets
Joint or Share Use / Safe Routes to Schools, RESA’s
4 Childhood OB communities: Baldwin, Cook, Chatham, Cobb
Breastfeeding, Promise Neighborhood, H.S. Clinic

Other Comments on Logical Model, Activities or Partners:

- Separate Community & Healthcare
- Families – are we evaluating what information gets to parents?
- Where is out of school? New GA afterschool standards; professional development; technical assistance to implement
- Short-term: Parents willingness to change/readiness; beverage intake; early childhood measures; community measures; behavioral health measures; faith-based measures (Baldwin/Tanner projects); Easy way for schools to release Fitnessgram data.
- Long-term – Improved health care professional practice patterns? Policy outcomes? Do we have data to drive new policy change?
- Any measurement of community awareness?
- Communications and marketing measures across the time frame? (Awareness? Social Media Impressions?) All communication should be leveraged under SHAPE; Messaging consistent with cultural norms
- Childhood obesity comorbid conditions (diabetes, asthma, medication use behaviors)
- Data sources: Children’s marketing survey
- Early Care – QR measures - use for all the early childhood SHAPE programs
- MS & HS Programming
- Measuring cost effectiveness or health economist at GHPC to assess economic benefit of SHAPE successes
- Breastfeeding Questions – 1) Northside is largest birthing hospital in nation - can we get them on board? 2) Cultural issues – males influencing breastfeeding and food intake/feeding behaviors – messaging needed.
- Check with Augusta contacts – 3-year CDC ACHIEVE grant (state rep Wayne Howard is ally); Healthy Augusta Community Coalition-monthly lunch & learns