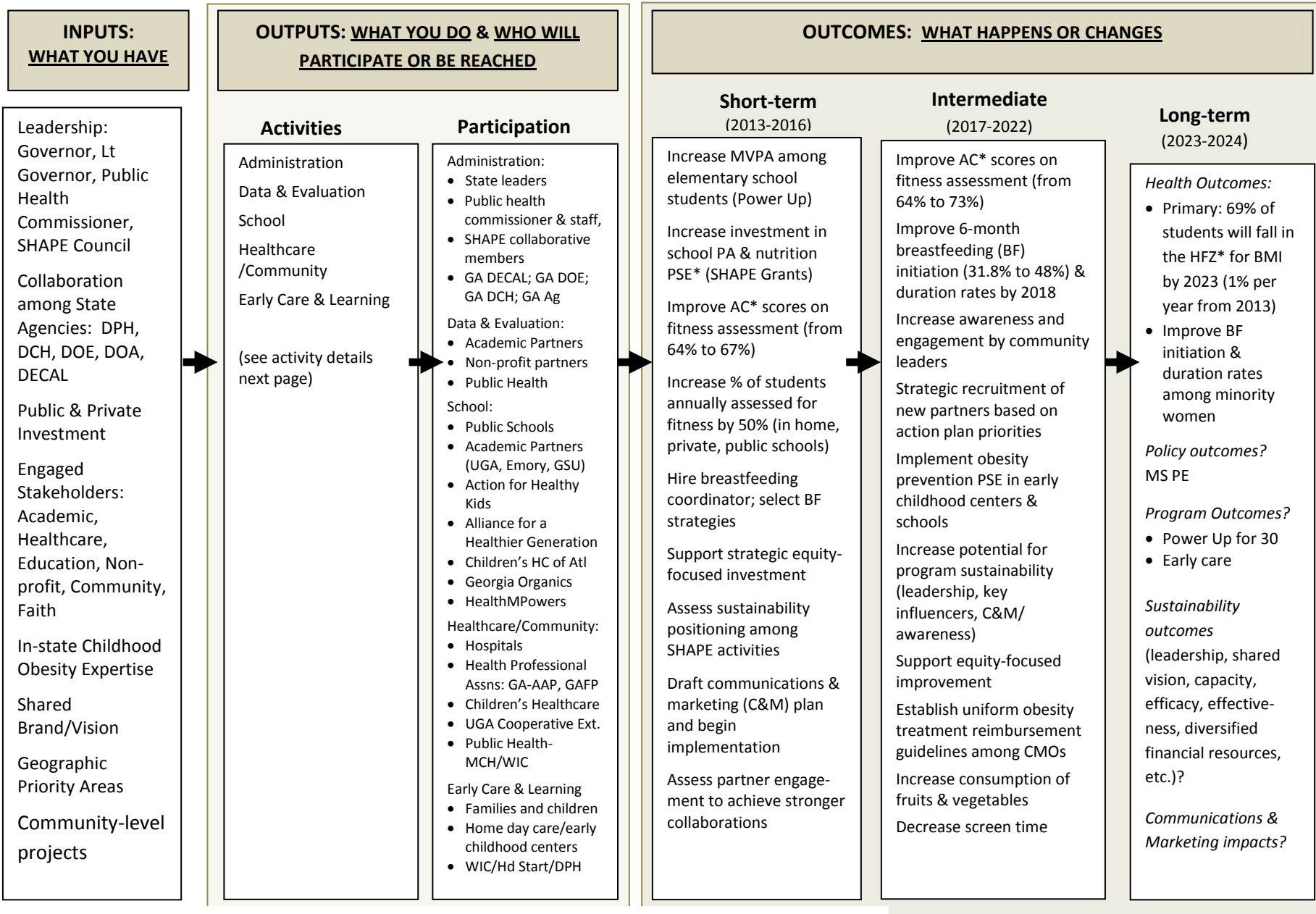


# SHAPE Evaluation Logic Model - DRAFT

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



\*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

CONSIDER:

- Context
- Engagement
- Collective Impact

**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, GAFF
  - 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	Summer Providers, Youth Sports; Parks & Rec Wellness Policy – Gwinnett County, Roswell City; Tons of Fun
Boys & Girls Clubs of America / YMCA/ Community Centers	Out of School / After School Time
SNAP-Ed	Cooking Matters/Other Nutrition Programming
Wholesome Wave	Farmers Markets
Department of Natural Resources	
Local Government Officials	
Faith-based Communities	
School-based Programming	Joint or Share Use / Safe Routes to Schools, RESA's
Healthcare Georgia Foundation	4 Childhood OB communities: Baldwin, Cook, Chatham, Cobb
Morehouse	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.
- Intermediate term - Policy outcomes in the intermediate term? Nutrition measures – kcals? F&V? Economic measures?
- 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