

Evaluation Overview

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This Enhancing the Value of Public Spaces: Creating Healthy Communities (EVPS: CHC) Measurement and Evaluation Guide describes the collection of Purdue Extension internal program-related measures for a variety of programs including Community Development, Health and Human Sciences, Nutrition Education Program, and Agriculture and Natural Resources program areas. This plan should be tailored to the reporting requirements of any participating program areas or organizations.

This evaluation includes:

- Participant surveys before the workshop, after the workshop, before the planning meetings, and at the last planning meeting
- A follow-up in-person or telephone interview at 12 and 18 months
- Facilitator Feedback Survey (entered after the last planning meeting); Facilitator Data Tracking and Reporting (information entered at 6, 12, and 18 months after the workshop)
- Learning events entered into Digital Measures for educators who are required to enter learning events into that system and/or another electronic data collection program.

Enhancing the Value of Public Spaces: Creating Healthy Communities Logic Model

Situation: Public-space management decisions made by public-policy makers, private-business owners and residents impact the well-being and livelihood of the community as a whole. A growing body of evidence reveals that health is largely determined by conditions in the environments (i.e., social, economic, and physical) and settings (e.g., neighborhoods, schools, worksites, and churches) in which people are born, live, learn, work, play, worship, and age. An ecological perspective emphasizes that it takes a combination of individual, environmental (social and physical), and policy-level interventions and conditions to achieve and maintain substantial changes in health behaviors, and ultimately, the health of populations and communities. Implementing evidence-based policy, systems (e.g., structures, processes, and procedures), and environmental change strategies that support healthy food and active living environments, is the most effective and sustainable way to accomplish large-scale impacts leading to healthier communities and people.

Goal: Build the capacity of Indiana’s local stakeholders to plan, develop, and maintain public spaces to support the ongoing process of creating Healthy Food and Active Living Environments as community assets that enhance community vitality and sustainability.

Figure 1: Evaluation Timeline Overview



Program Logic Model

INPUTS	OUTPUTS		OUTCOMES – IMPACT		
	Activities	Who is Reached	Short-Term	Medium-term	Longer-term
<i>What we invest</i>	<i>What we do</i>	<i>Participation</i>	<i>What do we think participants will know, feel, or be able to do after participating in the program? (6-9 months/ Post- workgroup</i>	<i>How do we think the participants will behave or act differently after participating in the program?</i>	<i>What kind of impact can result if the participants behave or act differently after participating in the program? (18 months)</i>
Trained and knowledgeable staff from both campus and field	Organize and facilitate workshops and follow-up meetings	Initial and ongoing participation from:	Communities participating in the EVPS: Creating Healthy Communities program will:	Communities participating in the EVPS: Creating Healthy Communities program will:	Extension teams will deliver the program in socioeconomically diverse areas across the state, ensuring equitable access to the development of public spaces.
Internal core team of Extension professionals that have adopted Enhancing the Value of Public Spaces: CHC		Government agencies	Recognize public spaces as community assets	Integrate public spaces into communities' planning and development activities to contribute to and shape the ongoing process	Communities will implement public policies ensuring equitable use of public funds for the development of public spaces.
External advisory group/planning team for needs-based assessment	Develop a community conceptual framework using community capitals, Appreciative Inquiry, and Socio-Ecological Model	Business, health departments, public health and social organizations and industry	Understand the significant influence of the built environment (i.e., public spaces) on the health of people and places in their community	Apply the appreciative inquiry process to identify Healthy Food and Active Living assets in local public spaces using the community capitals	Description of programs and participant demographics
External partners		Nonprofit organizations	Relate the benefits of Healthy Food and Active Living Environments to public spaces across the community capitals	Agree on priorities to support the ongoing process of creating Healthy Food and Active Living Environments	Number of people participating in programs and/or visiting locations
Technology system to inform and/or deliver programs		Civic organizations	Develop and implement short-, intermediate-, and long-term policy, systems, and environmental change strategies and indicators to support current and future planning projects	Apply the appreciative inquiry process to identify Healthy Food and Active Living assets in local public spaces using the community capitals	The total amount of financial incentives (in dollars) provided to support healthy food retail in areas within census tracts where at least 50 percent of residents are SNAP-eligible
Internal and external financial resources		Faith-based organizations, community health coalitions	Identify the tools, resources and technical assistance needed to support the ongoing process and work	Apply the appreciative inquiry process to identify Healthy Food and Active Living assets in local public spaces using the community capitals	Number of sites or organizations that made at least one PSE change (MT6) and show improved physical activity environment assessment scores using a reliable and, if possible, valid environmental assessment tool

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Research-based curriculum		Educational institutions		Number and location of completed public-spaces action plans	Through the development of public spaces, the enhanced quality of life contributes positively to economic development.
Institutional ability to offer certificate of completion and/or CEUs for participants		Community foundations		Number and description of new programs or properties	Real estate value and investment increases
		Underrepresented minorities		Amount of capital invested in projects (i.e. number of and dollar amount of grants and matching funds)	Business development, retention, and expansion
		Underserved populations		Number and types of boards, commissions, work groups, and/or public input sessions	Public space stewardship results in local environmental quality improvements.
		Community residents		Number and value of volunteer work hours	Acres of land conserved and/or improved Miles of trails created and/or improved
				Number and description of policy and/or practice	Quantity and description of management practices installed (i.e. bioretention, tree plantings)
				Description of public input practice	
				Description of inclusionary language and policy	

ASSUMPTIONS

- Extension professionals will influence programs at university, local, state, or federal levels
- Extension leadership will continue to invest in community development implementation
- The full range of stakeholders will be interested and willing to participate in these programs
- Programming will have a measurable and positive impact on the public health and environmental well-being of the community
- Resources will be available to develop local high quality community places

EXTERNAL FACTORS

- Changes in policy resulting in barriers to program implementation
- Changes in interest or willingness to offer, coordinate, or implement the program within the community
- Existing leaders who are not open to broadening the spectrum
- Apathy or apprehension on the part of local residents who take part in the planning process