

Abstract

Background: The Comprehensive Participatory Planning Evaluation (CPPE) process is a dynamic and flexible planning approach aimed at moving communities from needs assessment into priority setting, intervention implementation, and evaluation. The involvement of stakeholders in all phases of the planning process makes CPPE conducive to being in conjunction with or as part of larger, on-going Community Based Participatory Research (CBPR) based process. Objectives: The primary aim of this paper is to describe how an emerging community-academic partnership utilized the CPPE process to move from a needs assessment and planning phase into an action-oriented phase to address obesity. Methods: The community-academic partnership hosted a 2-day CPPE workshop in which a facilitator led community stakeholders through a series of activities to identify obesity-related factors, root causes for those factors, and develop causal models. Further, participants identified potential interventions and prioritized models in which the community was best prepared to implement. Results: Twenty-eight community members identified six major obesity-related themes and developed supporting causal models. Across models, three areas for immediate intervention emerged including: 1) social support programming for physical activity, 2) health-related social marketing campaigns, and 3) community gardens. Conclusion: The CPPE process provided a successful participatory framework that engaged stakeholders into identifying complex and multi-level obesity-related problems, root causes, and potential solutions while honoring the overarching CBPR approach of this partnership.

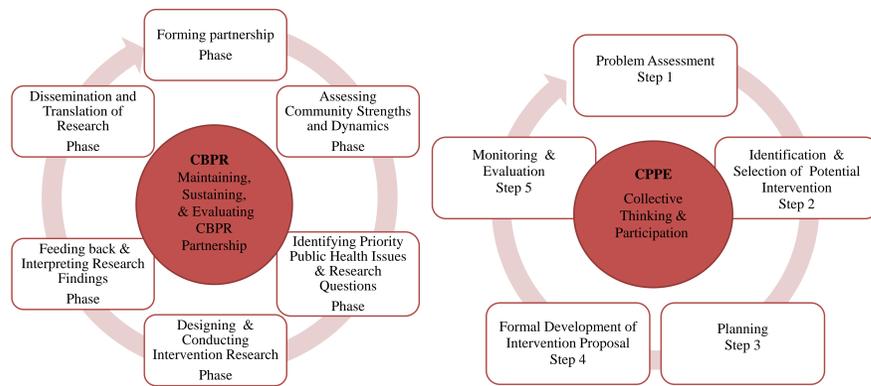
Background

Community-Based Participatory Research (CBPR)

- A partnership approach to research that utilizes collective knowledge, expertise, and resources gained through community academic partnerships to solve a community's prioritized problem
- The phases of CBPR include forming a partnership, assessing community strengths and dynamics, identifying priority public health issues and research questions, designing and conducting intervention research, feeding back and interpreting research findings, and disseminating and translating research

Comprehensive Participatory Planning and Evaluation Process (CPPE)

- Dynamic and flexible participatory planning approach to guide problem assessment, project planning and development, and evaluation
- Objectives and goals of CBPR and CPPE are complimentary:
 - Actively engages community participation through key phases of CBPR
 - Concurrently provides effective translational pathway for intervention and partnership progression
 - Promotes equitable co-learning, motivation, and ownership of all partners
 - Enhances capacity, value, success, and sustainability of community efforts
 - Identifies complex and multi-level obesity-related problems, root causes, and potential solutions
 - Emphasizes local expertise and priorities drive the research
- CPPE promotes community capacity to identify and address their own problems



The Dan River Region

- Rural counties in south-central Virginia and north-central North Carolina
 - Pittsylvania County, the city of Danville, Caswell County (NC)
- Health disparate region in which each county has MUA/P designation
- 50% are female; 27% black; 16.5% living below the Federal Poverty Level; 9% bachelor's degree
- Civic organization in the region funded 3 comprehensive needs assessments. Key findings include:
 - Obesity is the top health concern
 - Several regional socio-economic factors contribute to the region's rising obesity rates
 - Currently, the region lacks the capacity among various civic and government organizations to identify and implement effective and sustainable solutions to obesity

Methods

Formation of the Obesity Task Force

The Danville Regional Foundation "Regional Conversation on Obesity" Nov 2009

- Initiate dialogue to unify regional effort to address obesity
- Invitees include regional organizations and community leaders
- 92% of invited stakeholders attended
- Researchers introduce CBPR
- Community supports "community-academic" partnership
- 2 local organizations and VT faculty agree to collaborate as a steering committee for projected partnership

Steering Committee "Regional Conversation on Obesity" Feb 2010

- Initiate dialogue to organize task force to address obesity
- Expanded invitation list to increase reach and diversity of representation in the region
- 70% of invited stakeholders attended
- Researchers introduce CBPR partnerships and CPPE process
- 93% of attendees express interest in CPPE workshop to create "action-oriented plan" focused on obesity-related interventions

CPPE Workshops

Causal Analysis Workshops

Day 1: Identification of Priority Problems and Roots Causes

- In a large group format, participants' were asked to "describe their vision for a healthy Dan River Region"
- Responses specifically related to obesity were further sorted into 6 major themes by participants
- Commonalities and potential gaps were identified
- 6 small working group then drafted visual representations linking root causes, influential factors, and determinants to one of the obesity-related themes
- A spokesperson from each group presented the information to the larger group

Supplemental Data Collection and Model Validation

- Participants revisited the needs assessment data to validate casual models

Analysis of Causal Models

- Causal models were coded for components of a social ecological framework
 - individual
 - peer/family
 - local community
 - larger society

Task Force Meetings

- Currently, monthly sub-committee meetings are organized around the prioritized intervention areas and key themes from the causal models
- Quarterly meetings are organized around development, operation, and progression of the partnership

Engaging the Dan River Region to Reduce Obesity: Application of the Comprehensive Participatory Planning and Evaluation Process

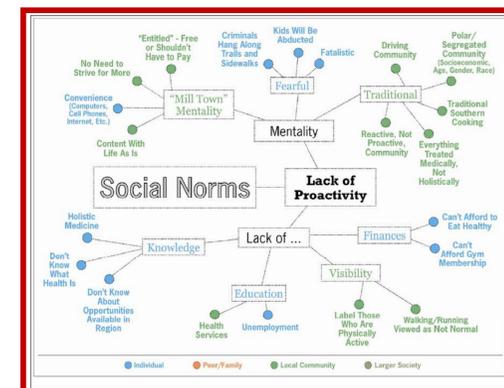
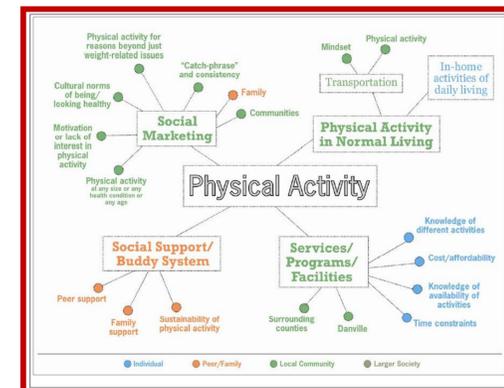
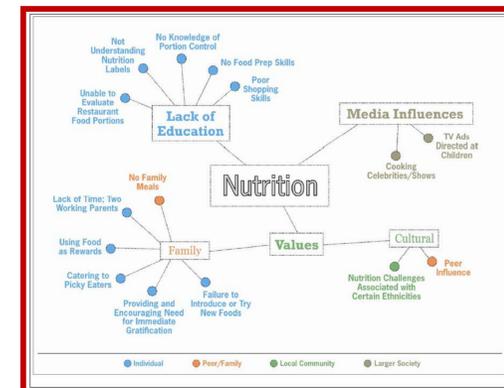
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Results

CPPE	Approach	Timeline	Data	Evidence of success
Step 1: Problem assessment	Causal model workshop- Day 1	April 2010	Total attendance = 28 N=25 community N=3 researchers	6 causal models <ul style="list-style-type: none"> • Geographic planning • Nutrition • Environment • Social norms • Physical activity • Education
Step 2: Identification and Selection of Potential Interventions	Causal model workshop- Day 2	April 2010	Total attendance = 27 N=24 community N=3 researchers	3 prioritized intervention ideas <ul style="list-style-type: none"> • Social support programming to promote physical activity • Social marketing to promote shifts in health-related value systems • Community gardens to increase accessibility to fresh/local foods
Continued		May-October 2010		
Step 3: Planning	Monthly sub-committee meetings	August 2010 ongoing	Average attendance=25 N= 18 community N=7 researchers	Four intervention HIPPOPOC tables which included inputs, processes, outputs, outcomes <ul style="list-style-type: none"> • Physical activity • Nutrition (Community Gardens) • Social norms/marketing • Education
Step 4: Formal Development of Intervention Proposal(s)	Re-organized sub-committees; Small community-academic working groups	October 2010- ongoing	Completion of CPPE Proposal Checklist	Grants Submitted & funded= 4 <ul style="list-style-type: none"> • Virginia Foundation for Healthy Youth=2 • Make It Happens Grants through Danville Regional Foundation =2 Grants submitted & under review/ revisions=2 <ul style="list-style-type: none"> • Robert Wood Johnson • National Institutes of Health
Step 5: Monitoring and Evaluation	Community Capacity Key informant interviews Nutrition Mixed methods Physical activity Randomized trial	June 2010- ongoing	Community Capacity • 12 key informant interviews Nutrition • 67 parents; 87 children; 10 key informant interviews • 46 stakeholders Physical activity • 90 participants	Community Capacity • Community Capacity evaluations completed Nutrition • Community Garden Pilot Study Physical activity • Community garden design and evaluation forum • Better Together: Healthy Caswell County physical activity program



Discussion & Conclusions

- CPPE offers a unique, participatory, and action-oriented alternative approach for communities who are further accomplished in identifying health needs and building CBPR coalitions
- CPPE enhances capacity to transition to an action-oriented research agenda and provides clear evidence for the multi-layered socio-ecological framework encompassing health problems
- Continued utilization of the CPPE process in this Obesity Task Force is needed as it transitions into development of intervention proposals and the monitoring and evaluation phases
- Given the paucity of published research related to the application of CPPE, additional research regarding the application and utility of this process is needed for other emerging CBPR partnerships