

White Paper Presentation

Dan River Partnership for a Healthy Community Coalition Development and Capacity Evaluation



D A N R I V E R
P A R T N E R S H I P F O R A
H E A L T H Y C O M M U N I T Y

Summary

Purpose of this presentation....

1. Review the background of the DRPHC
2. Explain purpose for evaluation and format
3. Methods used to conduct the evaluation
4. Results
5. Strategies and solutions
6. Future recommendations

Background of the DRPHC



Review the Background of the DRPHC

	Danville- Pittsylvania/State	Caswell County/State	National
Physical Inactivity	31/22	24.1/26.4	23.9
Obesity	32/26	27.9/30.1	27.5
Diabetes (2006-2008)	12.9/7.8	8.6/9.8	8.7
Cholesterol (2005-2007)	45.3/38.1	N/A	N/A
Hypertension (2005-2008)	38/25	N/A	N/A

CDC (2010). BRFSS: Prevalence and trends, nationwide. Retrieved from <http://apps.nccd.cdc.gov/BRFSS/index.asp>;

North Carolina State Center for Health Statistics. (2009). BRFSS Survey Results: Piedmont North Carolina. Retrieved from <http://www.schs.state.nc.us/SCHS/>.

VDH (2009). Chronic disease indicators: data map: Pittsylvania-Danville health district. Retrieved from <http://www.vahealth.org/cdpc/Data.htm>

Review the Background of the DRPHC

3 recent local comprehensive reports also...

- Identified obesity as priority issue in region
- Concerns of community & organizations
 - design, implement, & sustain solutions

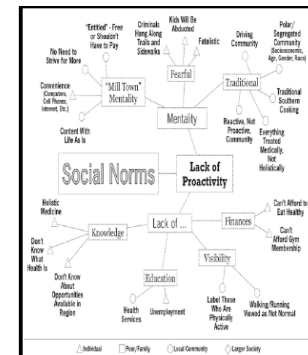
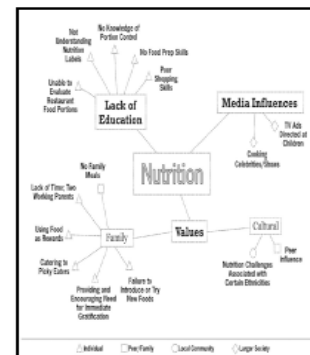
Review the Background of the DRPHC

As a result...

- Community members + Virginia Tech Researchers
- Hosted workshop in April 2010
- Launched Dan River Region Obesity Task Force

Demographics

- In 2010 Task Force contained
 - 15 organizations, 24 members, and 8 steering committee members



Purpose of Evaluation



Purpose for Evaluation

Important words to know...

Coalition-organization of various community sectors utilizing collective partnerships to address targeted problems

Community-(self defined) individuals that share common characteristics, values, interest, problem, geographic location, etc.

Capacity- ability to leverage resources (social & human) to identify, mobilize, and address issues

Participatory Approach- equal partnership and collective knowledge used to address issues

Purpose for Evaluation

Why Evaluate? Help understand...

- Extent to which the coalition is progressing
- Effectively implementing programs
- Producing desirable and sustainable outcomes

What do we want to know more about...

- 3 stages of coalition development
 - formation, implementation, and sustainability
- 10 characteristics important to community capacity
 - participation, community power, resources, sense of community, problem assessment, leadership, organizational structure, partnership, skills, and critical reflection

Format of Evaluation



Format of Evaluation

3 Sections

1. Coalition formation
 - sense of community, participation, partnership, leadership, problem assessment, organizational structure,
2. Coalition implementation
 - resources, skills
3. Coalition sustainability
 - community power, critical reflection

2 Sections

- Historical context-previous experience addressing obesity before DRPHC
- Current/future efforts-experience addressing obesity after DRPHC

Methods to Conduct Evaluation



Methods

- **Evaluations conducted between October & November 2010**
- **Criteria for Participants**
 - Active role in initiation and development of the DRPHC
 - Attend one day of the strategic planning workshop that launched the DRPHC (April 22-23, 2010)
 - 50% attendance of meetings between June and November 2010
- **Recruited Participants**
 - Contacted by telephone and email
 - Announcements at meetings

Methods

- **Results**

- 18 members were eligible
- 12 agreed to participate Participants
- Representative of DRPHC membership
 - represented both member levels (at-large and steering), geographic locations, and types of organizations within the DRPHC

- **Evaluation conducted**

- One-on-one interview style
- Individually
- “Question-answer” response

Results



Results

Organizational Structure

Strength

- Organizational structure contributed to the coalition's operations and communication

Barrier

- Organizational structure lacked in formality & defined structure

Organizational Structure

“Well the coalition wouldn't have met unless there had been some organization and structure there. Set times and dates- it seems somebody is setting it all up. Linking everybody”

“The structure flows from what we want to do and what we want to accomplish...we're at a place of maturation.”

“We could use some strengthening on our organizational structure.”

Results

Leadership

Strength

- Equitable leadership between the community, academic partner, and steering committee key factor in guiding, improving, and maintaining efforts
- Steering committee and specific organizations often identified as important leaders within formation

Barrier

- Need for identifiable leader to further guide and focus the coalition's efforts

Leadership

“Fortunately those leaders who are coordinating the group and meetings we have are always giving us a direction.”

“The challenge is we don't have a definitive leader right now to steer the ship.”

Results

Participation

Strength

- Equitable and active participation amongst members regarding development & efforts

Barrier

- Declined in early stages due to slow-natured process of coalition development and program implementation
- Limited continuity of representation amongst some organizations and inconsistent attendance from various partners

Participation

“I think that we have lost some members of the task force because the planning stages have taken a little longer than anyone anticipated.”

“I think the partnerships are great. Everyone has an open mind. Dialogue continues outside of the meetings from things that were brought up in the meetings. In fact to me- that's the number one perk of the entire task force.”

Results

Resources

Strength

- Accessibility to various resources enhanced ability to collectively develop and implement programs
 - (facilities, materials, networking, skills)

Barrier

- Lack of familiarity with the resources available through partners
- Lack of funding to execute programs developed within the DRPHC

Resources

“Well everybody doesn't know each other well enough to know what assets others have and what they can contribute. You don't know.”

“When you add a variety of resources together I think that just makes us stronger and it brings more information to the table for us. So I think it adds benefit to have a variety of resources.”

Results

Problem Assessment

Strength

- Identify specific intervention areas using Comprehensive Participatory Planning and Evaluation
 - process to develop causal models that identified obesity-related factors, root causes, & problems

Barrier

- More efforts needed to act on the prioritized areas

Problem Assessment

“It shaped the taskforce coming together and just brainstorming-coming up with different solutions as to how we can help”

“I think we did the first two [1.identify problem; 2.develop solution], I'm not sure about putting into practice.”

Results

Historical Context

Addressing obesity prior to DRPHC...

Barriers

- Obesity lacked attention in region mainly
- Cultural norm
- Poor education efforts
- Limited information about obesity
- Limited collaborative efforts

Strengths

- Independent efforts to address obesity
- Good sense of community/desire to address obesity

Historical Context

“I think the region and the culture actually encourages obesity, and I’m not thin, but people have said to me that I should put on more weight. So I think the region encourages, or culture perhaps, obesity.”

Result

Current & Future DRPHC Efforts

Addressing obesity after DRPHC...

Strengths

- Enhanced confidence and motivation to address obesity
- Anticipated continued and active participation within the DRPHC
- One year from...
 - Accomplish established goals, expand objectives & areas of focus

Barriers

- Managing time to participate in efforts of DRPHC

Current & Future Efforts

“Well I think it really does give me the confidence that there is a whole group out here looking at this. It’s not one or two people out here on the frontier. So I think it’s a sense of confidence that this really is an organized group effort, that it’s a really diverse group, and a group of people with passion. People that are really determined and they show up. I think that is really a comforting thing.”

Solutions to Date

Organizational Structure

- Adopted bylaws, mission & vision statement, logo
- Formalized operating & voting structure

Leadership

- Elected officer positions (chair, vice chair, steering committee, standing committee chairs)

Participation

- Expanded from 24 to 40 members
- Broader community representation



Solutions to Date

Resources

- Secured funding
 - Virginia For Healthy Youth, Make It Happen
- Coalition & independent DRPHC partners

Problem Assessment

- Launched three regional research projects
 - community gardens, built environment, nutrition & physical activity behaviors
- Several DRPHC partners launched programs
 - community garden & education programs, school and after school physical activity and education programs, and community nutrition programs

Recommendations



Recommendations

DRPHC Internal Development...

Continue to evaluate development & capacity changes

- Annual or biennially
- Expand Evaluation to include researchers & program participants

Offer capacity building opportunities in capacity areas not addressed

- Workshops, trainings, forums, professional certificates
 - social marketing, evaluation, grant writing, communication, partnership development, community engagement

Recommendations

DRPHC Community Development...

Evaluate external community-level changes

- Understand DRPHC's impact on obesity-related health behaviors
- Programmatic level
 - Monitor health outcomes, impact, process, etc.
- Community level
 - Monitor policy changes, media campaigns, regional chronic disease & obesity rates

Offer capacity building opportunities in prioritized areas of interest

- Workshops, trainings, forums, professional certificates



For questions contact Monica Motley at motleym@vt.edu