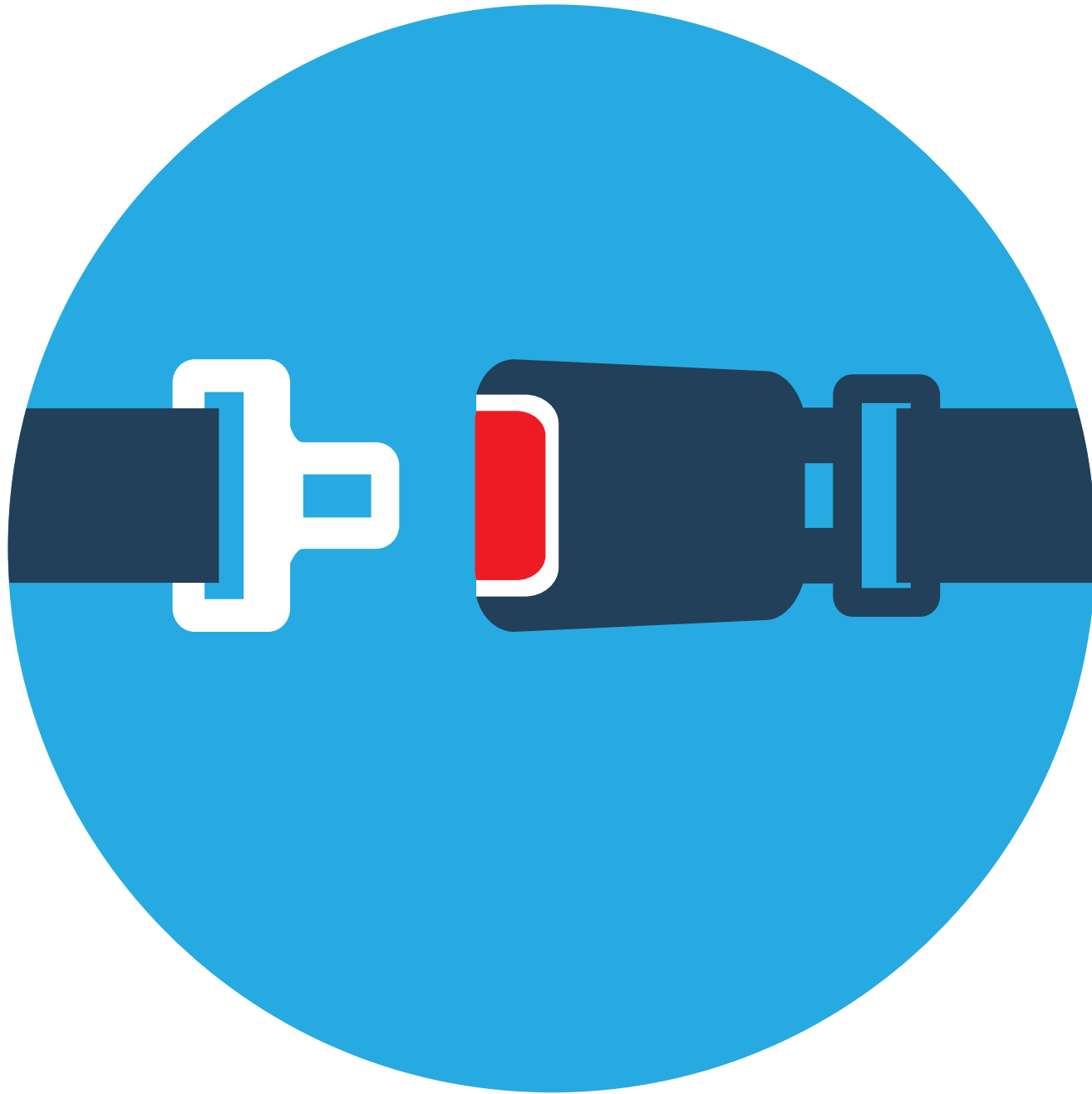


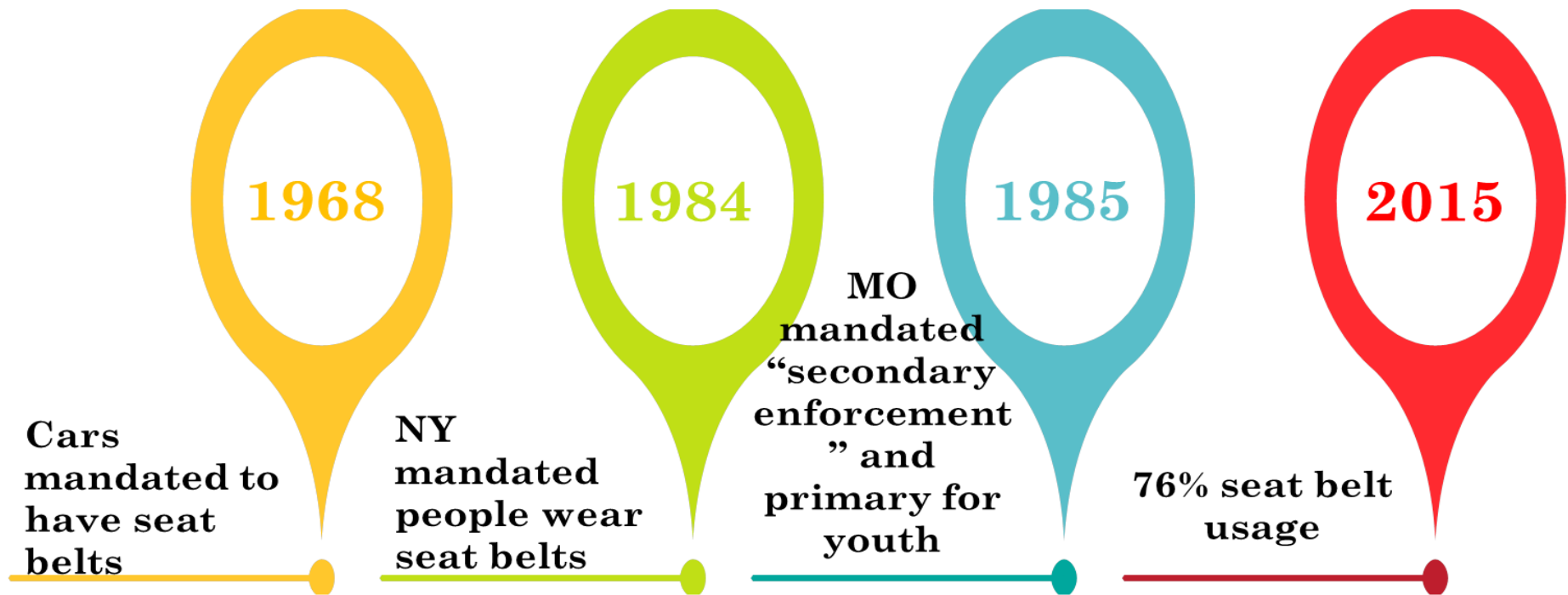


MO Healthy Eating
Active Living

Evaluation Presentation
2015-2016



Seatbelt Usage – a social movement



HEAL Evaluation

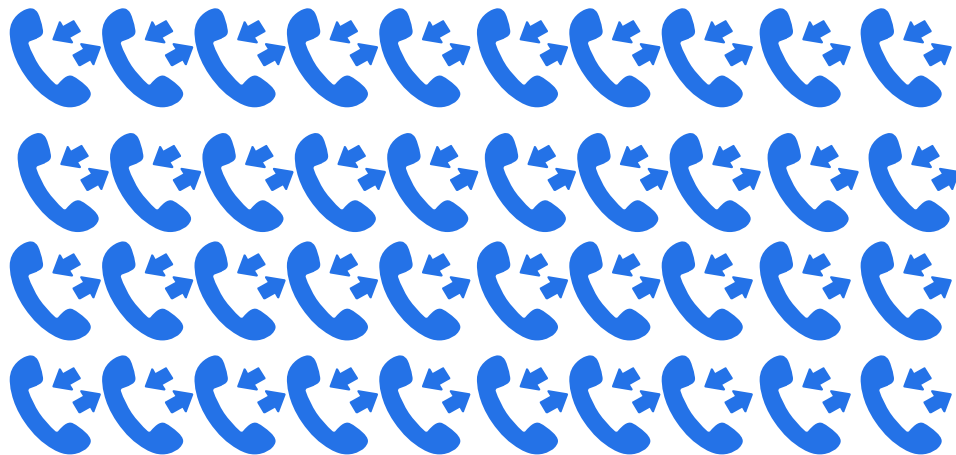
Health-e-link

- Review reports quarterly and follow-up
- Review with DHSS
- Conduct interviews and follow-up

222 Updates made
by JSI

200 Updates
grantees

40 Interviewees

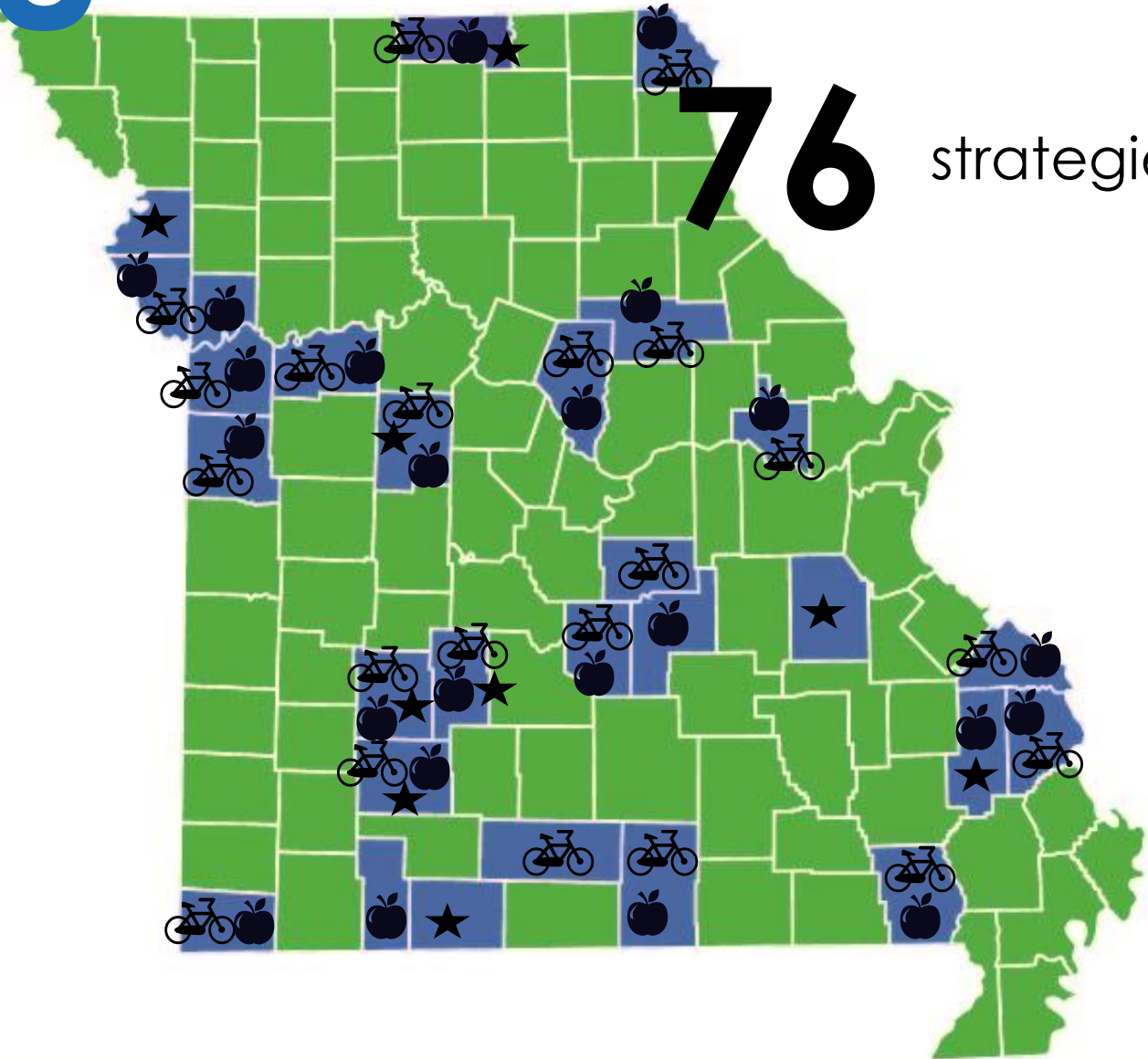


27/28
counties



28 contractors

76 strategies



 Healthy Eating

 Active Living

 Other

Media and Awareness

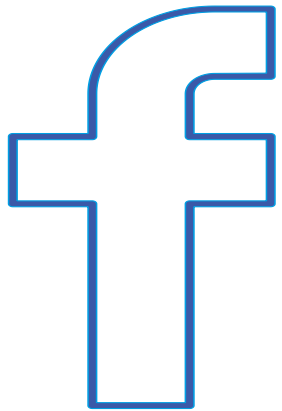
205 HEAL-related media/awareness activities were implemented.

3,035,977 impressions were made/ individuals reached.*

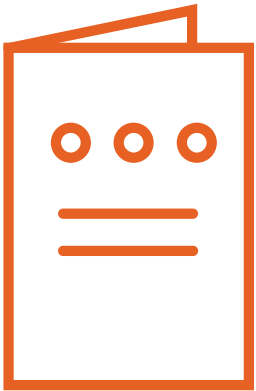


*may not be unique individuals

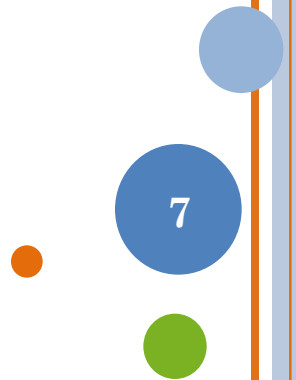
Media and Awareness



27%

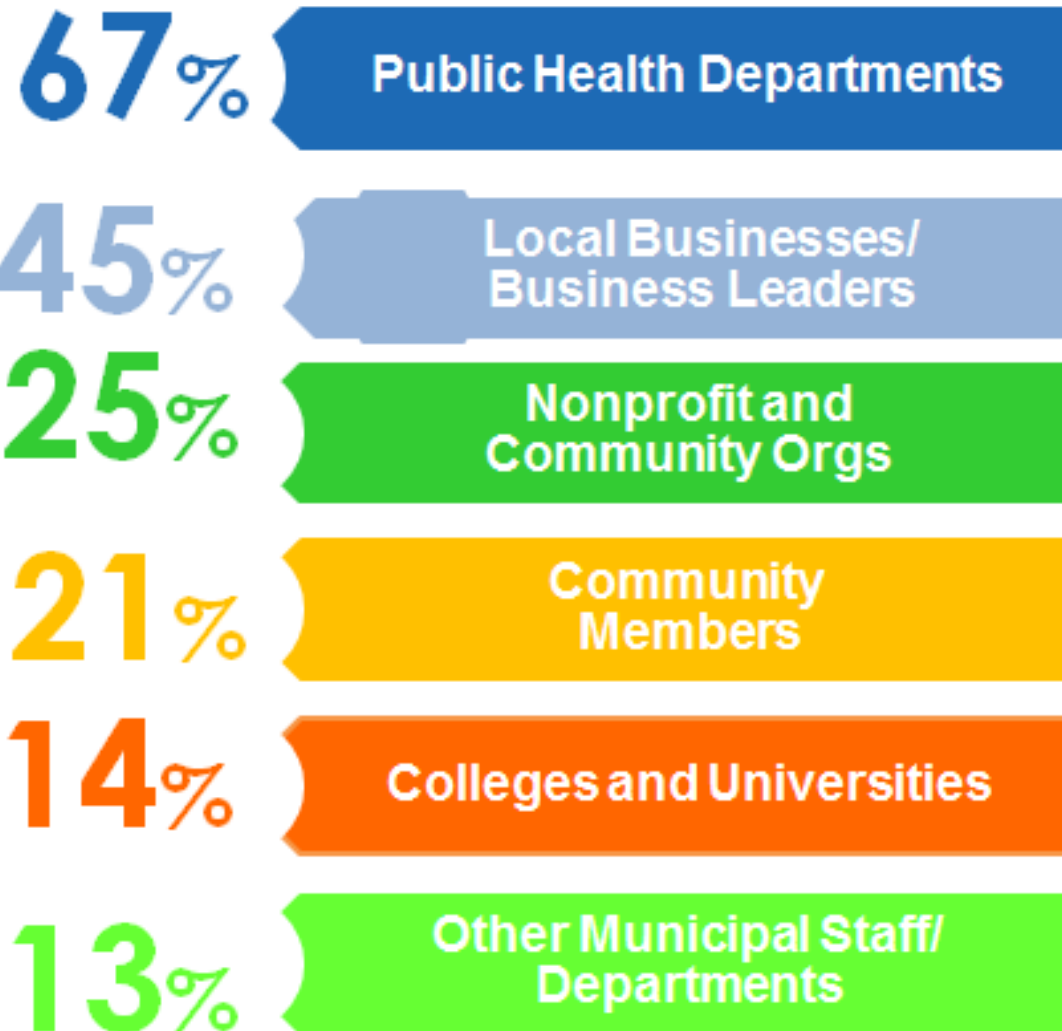


20%



Collaboration

562 meetings



“We were able to develop a lot of strong partnerships that we did not have before the HEAL grant. We were already a part of the coalition, but it strengthened our relationship with the coalition and with our restaurant owners.”

~HEAL Contractor

“Our community is really seeing the health center as not just the place where kids come and get shots which has kind of always been what people think about the health department. But they see us out doing this other work, so I think it’s really helped us get our work out into the community in a different light than maybe other ways our community has thought about us in the past.”

~HEAL Contractor

Resources leveraged



4,228

volunteer hours helped
to move HEAL efforts forward*,+



\$114,520

were leveraged beyond the
HEAL grant funding this year**,++

*Volunteer hours that were associated with more than one HEAL strategy were counted once.

+Volunteer hours include coalition meeting participation estimated at 1 hour/participant/coalition meeting.

**Dollars leveraged that were associated with more than one HEAL strategy were counted once.

++Dollars leveraged include: the sum of volunteer hours estimated at a value of \$19/hour (unless contractors specified otherwise) + the sum of reported estimated resources leveraged.

Events and programs



210

HEAL-related events and programs were implemented.*



43,350

people were reached by these events and programs.+

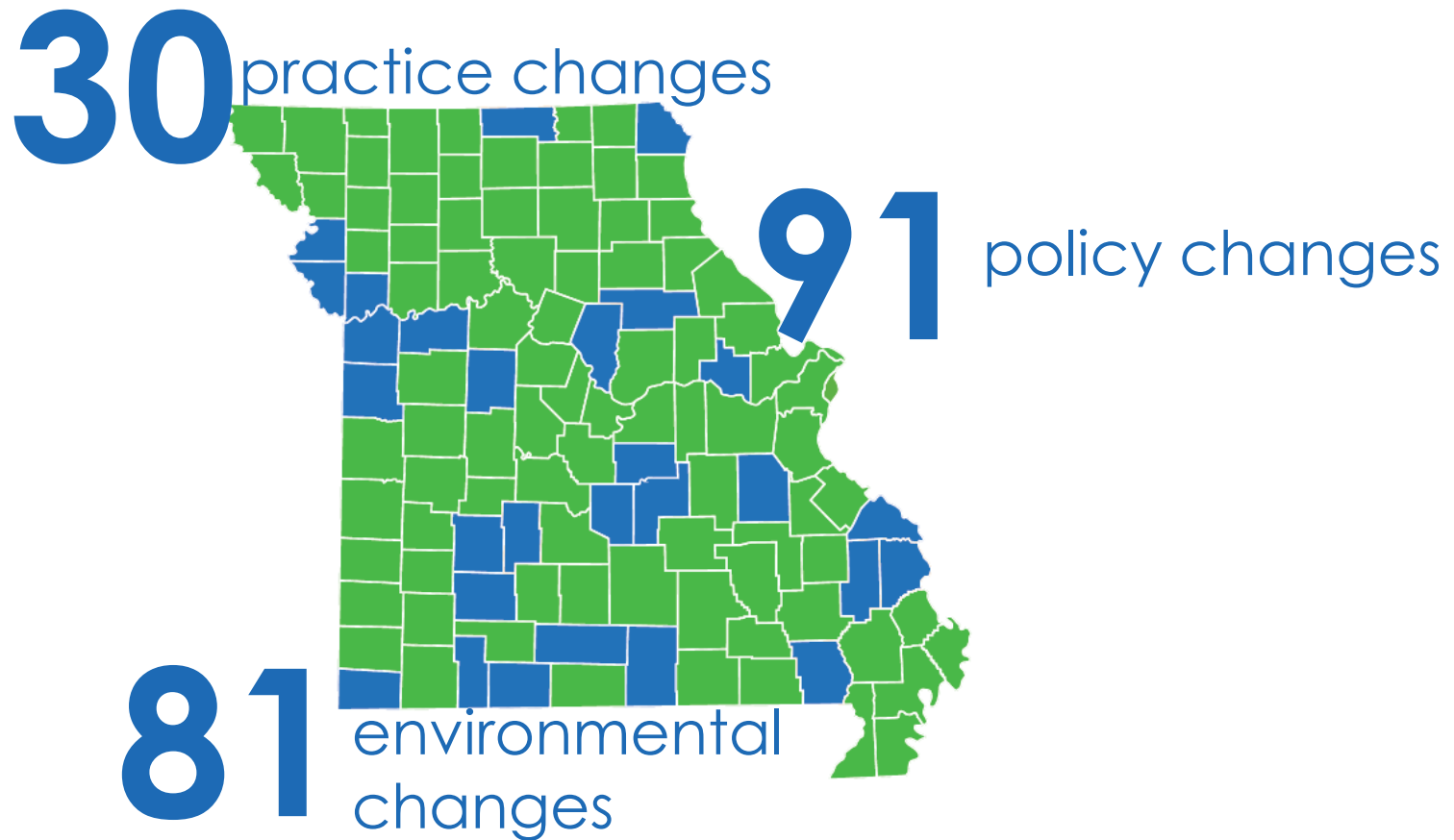
*Events and programs that were associated with more than one HEAL strategy were counted once.

+may not be unique individuals

“Programs are an essential piece, but if we don’t have systems and policies that form the capacity for those programs to operate, we’re never going to move the community forward. The fact that we’re trying to enhance that capacity if you will, or that environment that’s supportive of that, to me that’s something that gives me pride in what we’re doing.”

~HEAL Contractor

Practice, policy, and environmental changes



Practice, policy, and environmental changes



143,488

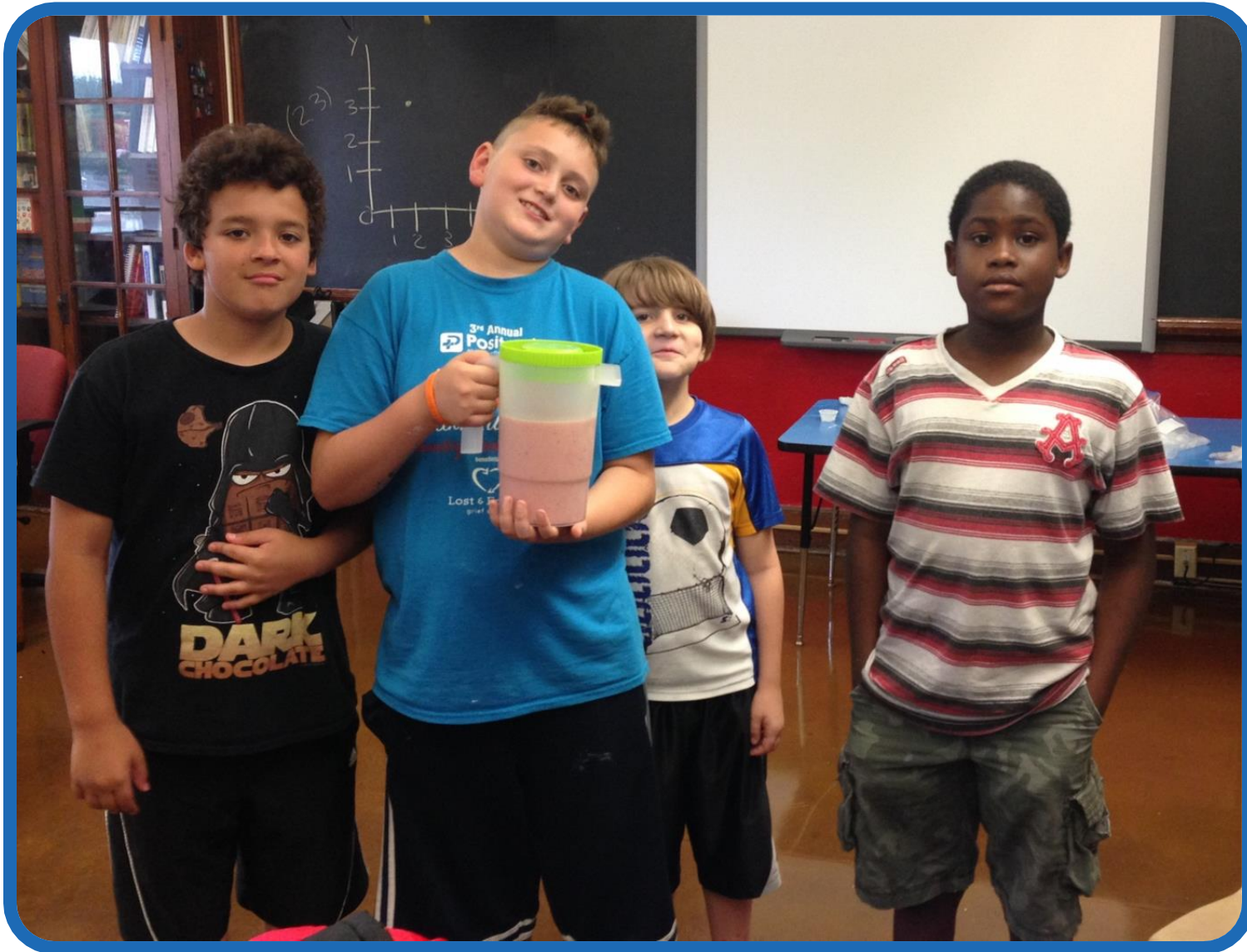
people were reached.*



314

sites were reached.*,+

*may not be unique individuals or sites
+A practice, policy, or environmental change may impact more than one site.



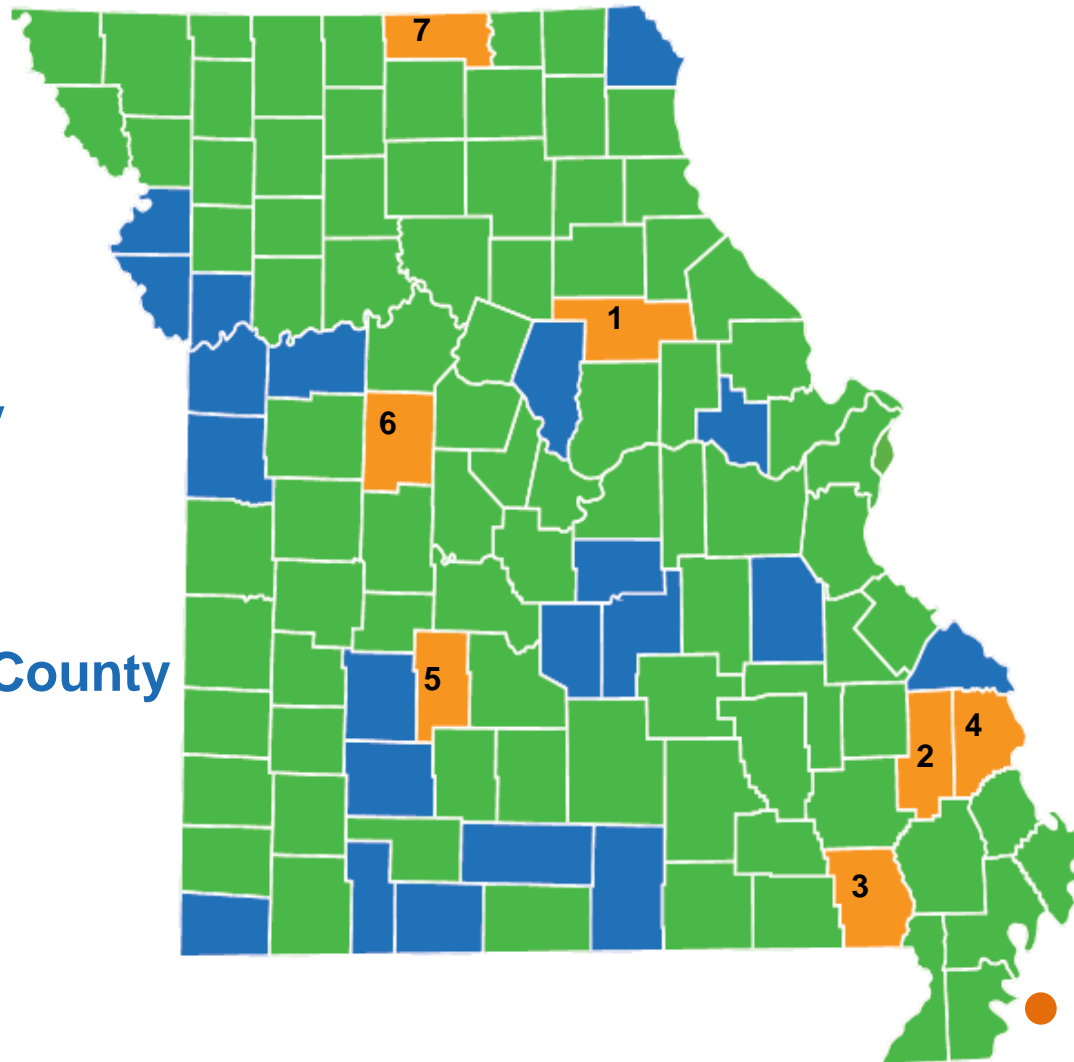
Springfield City/Greene County



Breastfeeding Friendly Worksites

7 LHDs

1. Audrain County
2. Bollinger County
3. Butler County
4. Cape Girardeau County
5. Dallas County
6. Pettis County
7. Putnam County





Events and programs



11 events and programs were implemented.



11,151

people were reached by these events and programs.*

*may not be unique individuals

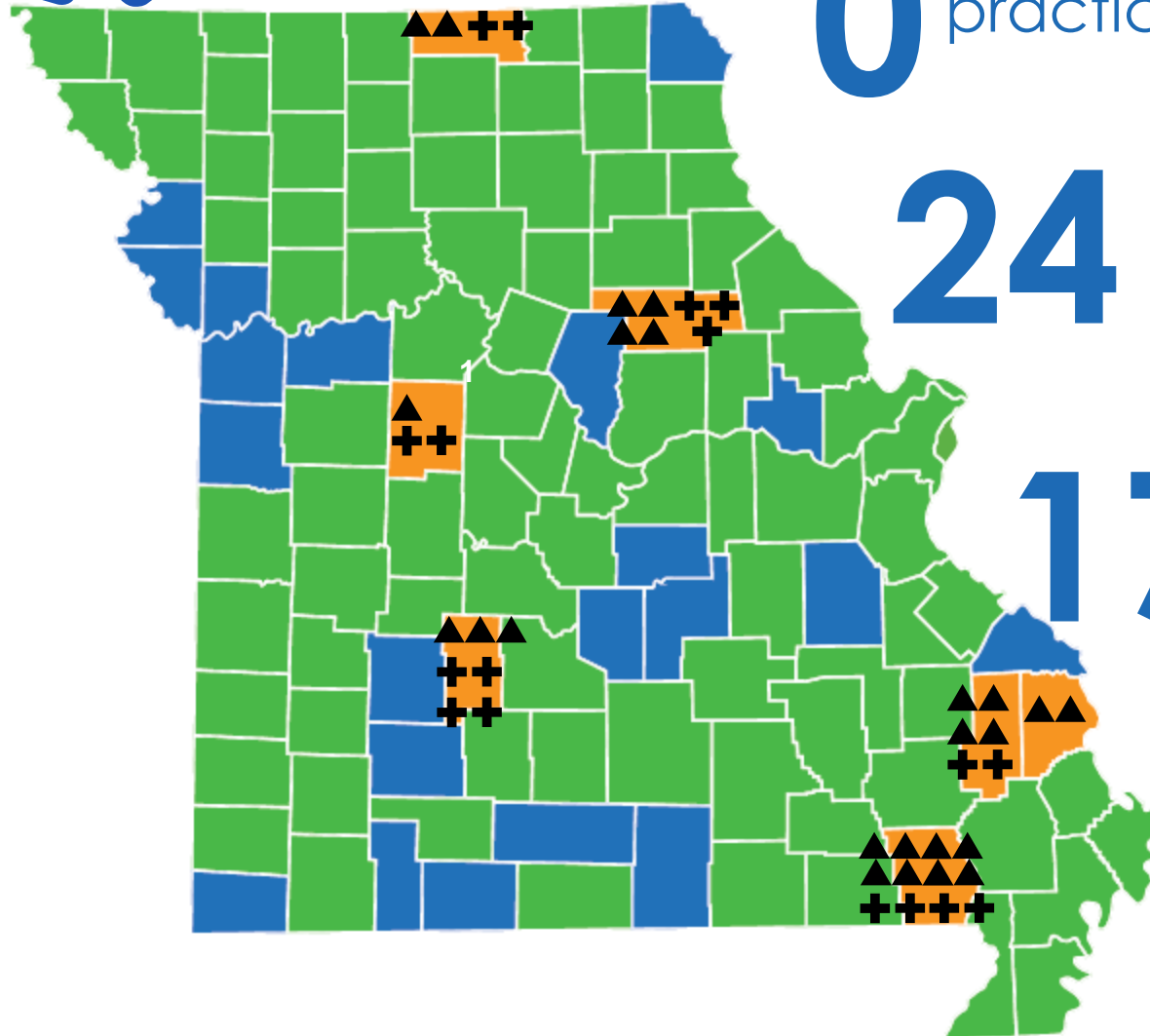


Practice, policy, and environmental changes

0 practice changes (●)

24 policy changes (▲)

17 environmental changes (+)





Practice, policy, and environmental changes



1,117

people were reached.*

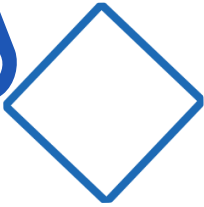


75 sites.*,+

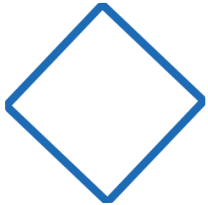
*may not be unique individuals or sites
+A practice, policy, or environmental change may impact more than one site.



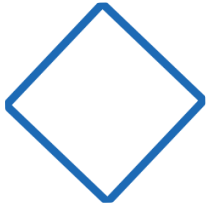
Challenges



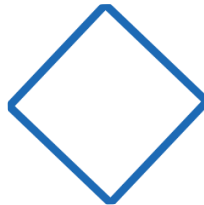
Larger Worksites



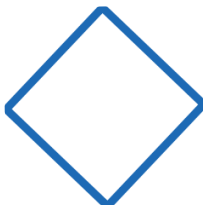
Worksites with Fewer
Women or Mothers



Schools



Employers Understanding
Benefits of the Strategy



Time Constraints of Staff at
Worksites



Facilitators



Breast Pump Loan Program



Funding



WIC Partners



Worksite Partners



Promotions and Media



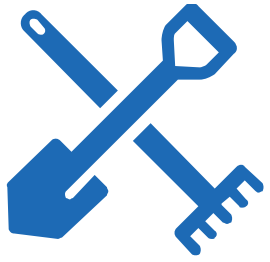
Federal Break Time for
Nursing Mothers Law



Worksites with Women

“Programs are an essential piece, but if we don’t have systems and policies that form the capacity for those programs to operate, we’re never going to move the community forward. The fact that we’re trying to enhance that capacity if you will, or that environment that’s supportive of that, to me that’s something that gives me pride in what we’re doing.”

~HEAL Contractor

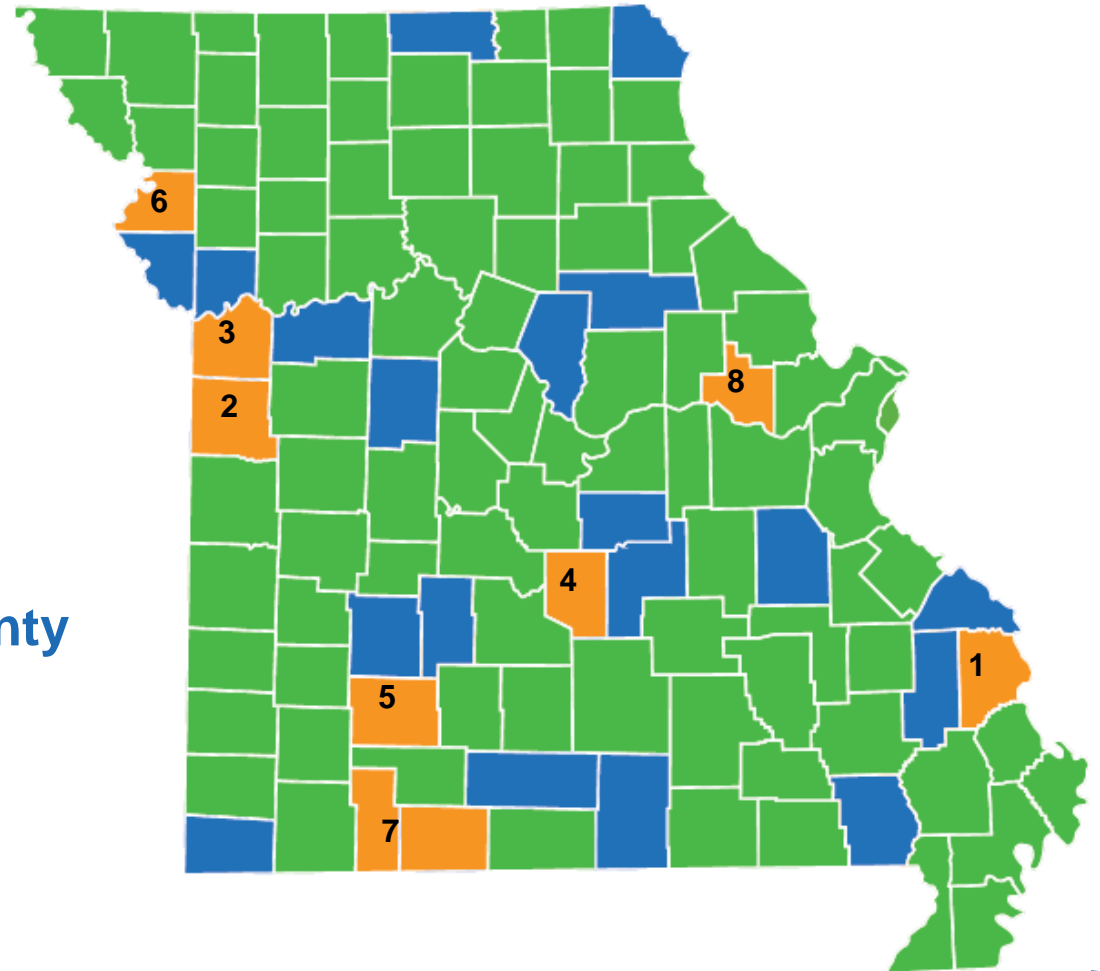


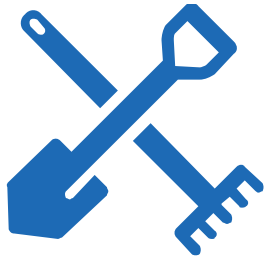
Community Gardens

8

LHDs

1. Cape Girardeau County
2. Cass County
3. Independence City
4. Pulaski County
5. Springfield/Greene County
6. St. Joseph City
7. Taney/Stone Counties
8. Warren County





Events and programs



56

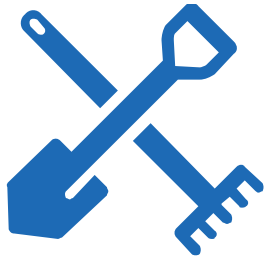
events and programs were implemented.



7,002

people were reached by these events and programs.*

*may not be unique individuals



Practice, policy, and environmental changes



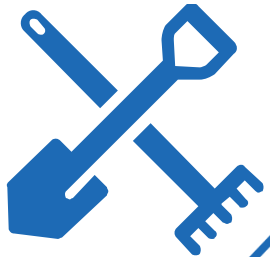
11,320

people were reached.*

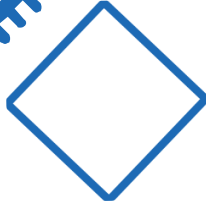


28 sites.*,+

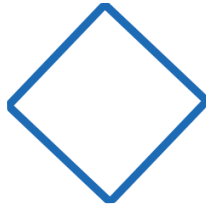
*may not be unique individuals or sites
+A practice, policy, or environmental change may impact more than one site.



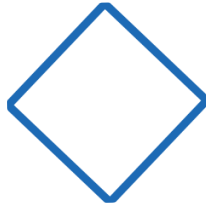
Challenges



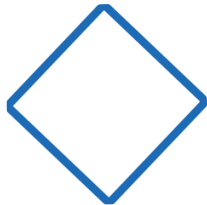
Summer Months



Staffing Changes



Volunteers/Community
Members

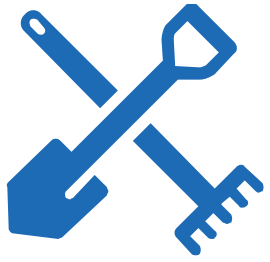


Weather



Overall Garden
Maintenance





Facilitators



Time



Relationships with Partners



Champions



Funding



Marketing/Word of Mouth

“ Close to one ton of produce produced last year and 100% went to the food vulnerable [to food pantries]. Fresh produce is what’s going first and people are asking for it! It’s great when Ho-Hos and Twinkies are being left on the shelf over watermelons.”

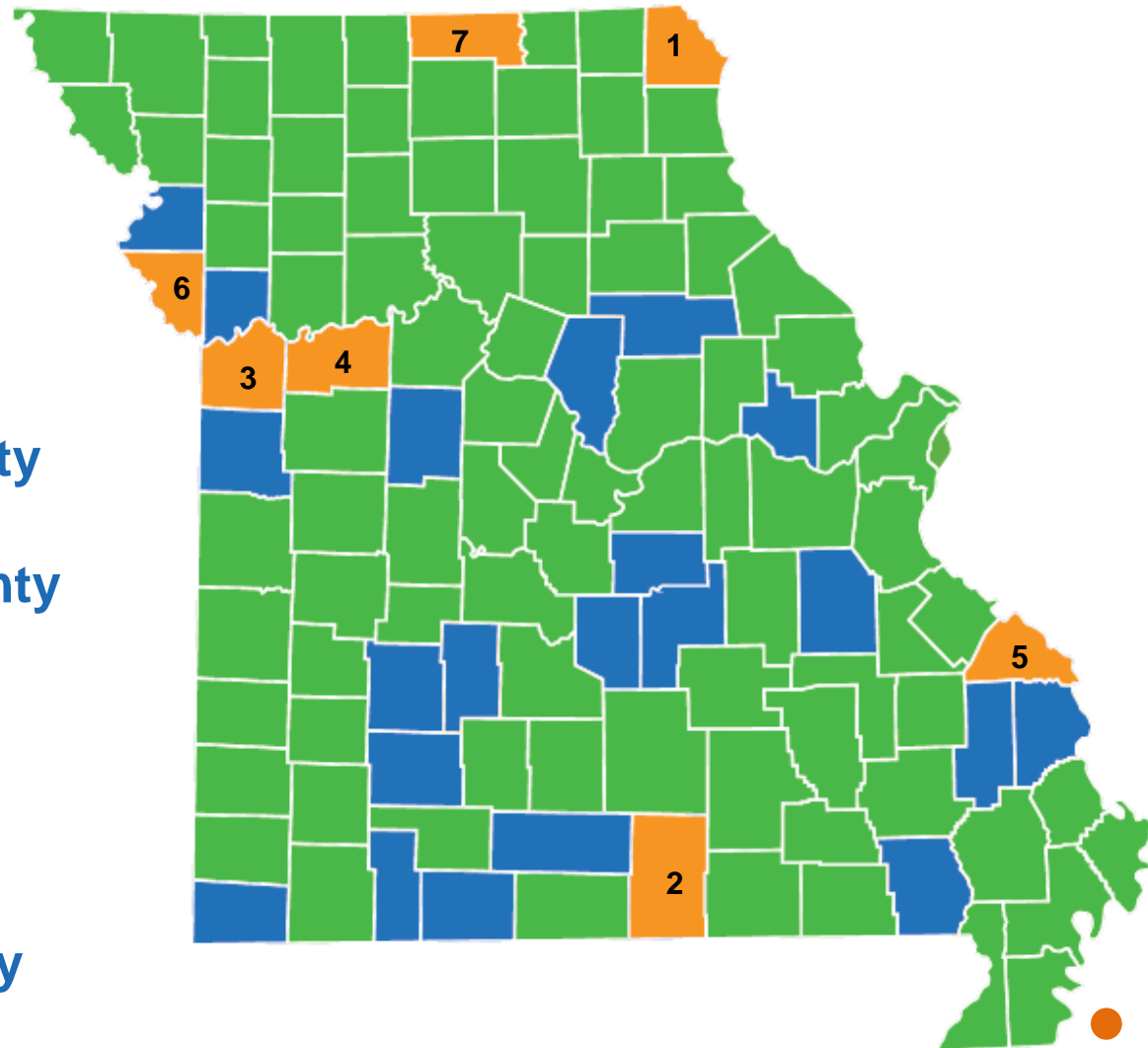
~HEAL Contractor



Eat Smart in Parks

7 LHDs

1. Clark County
2. Howell County
3. Jackson County
4. Lafayette County
5. Perry County
6. Platte County
7. Putnam County





Events and programs



15 events and programs were implemented.



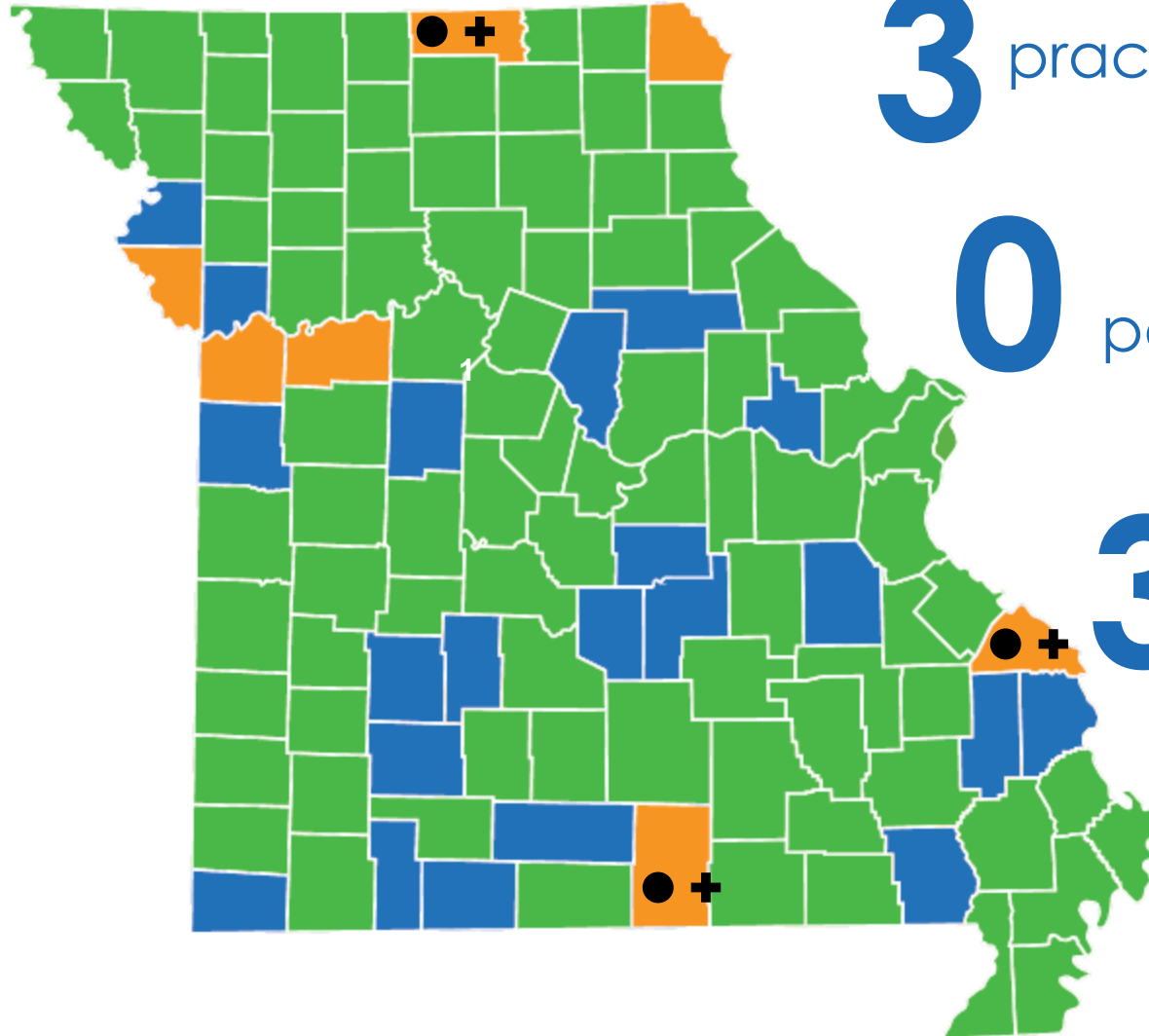
1,425

people were reached by these events and programs.*

*may not be unique individuals



Practice, policy, and environmental change



3 practice changes (●)

0 policy changes (▲)

3 environmental changes (+)



Practice, policy, and environmental change



11,900

people were reached.*

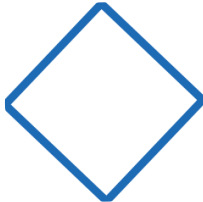
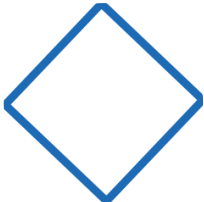
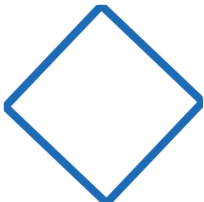
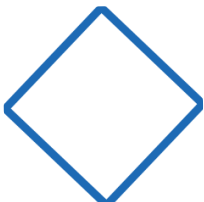


9 sites.*,+

*may not be unique individuals or sites
+A practice, policy, or environmental change may impact more than one site.



Challenges

-  Busy Schedules
-  Fear of Lost Revenue
-  Concession Stand Staffing Changes
-  Opposition from Concession Staff





Facilitators



Park Board Members



Taste Test Surveys



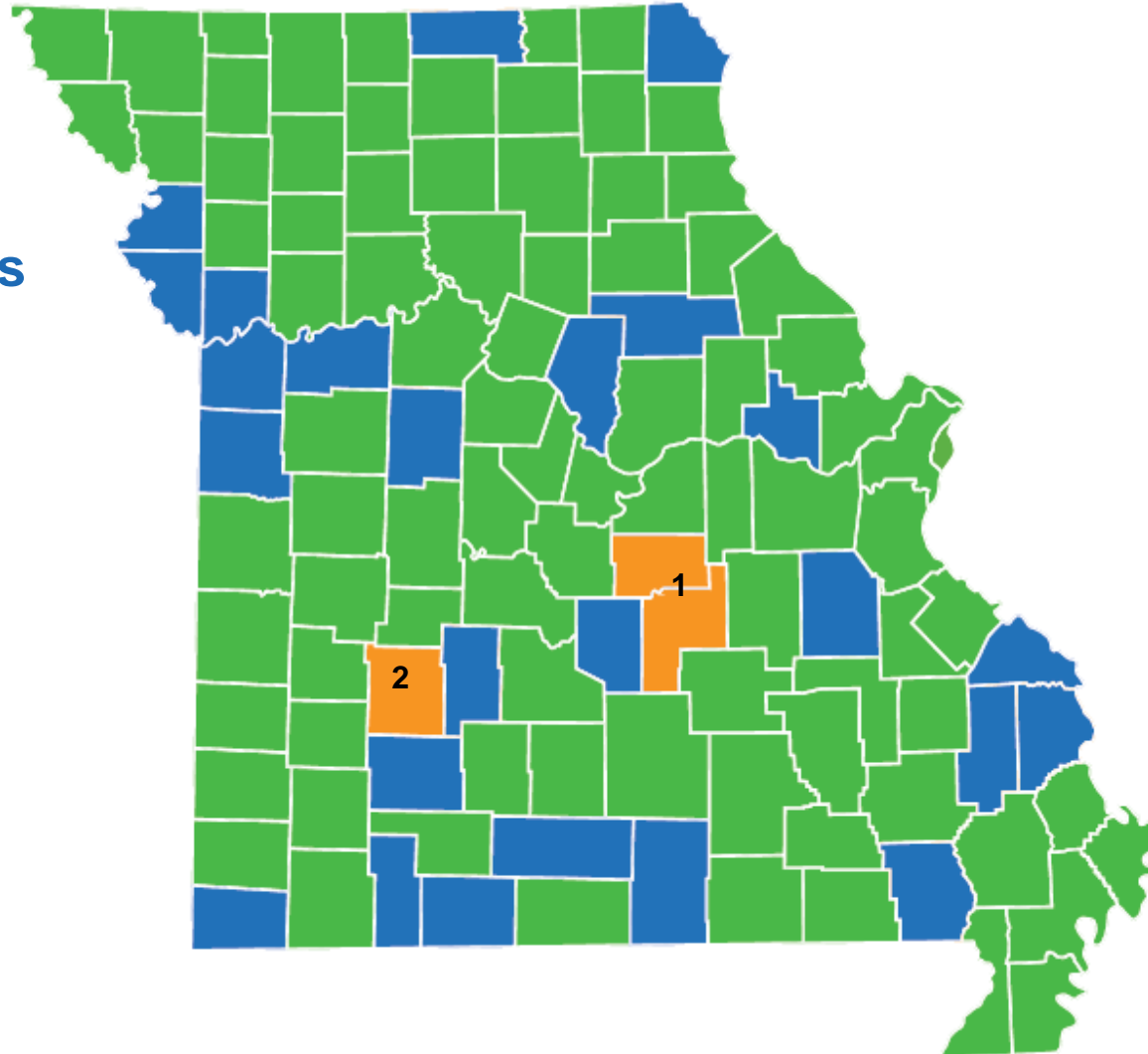
Partnerships

“ I think that having the two years to work on that [ESIP] was a big help because the first year I felt was building relationships and putting our information and education out there.”

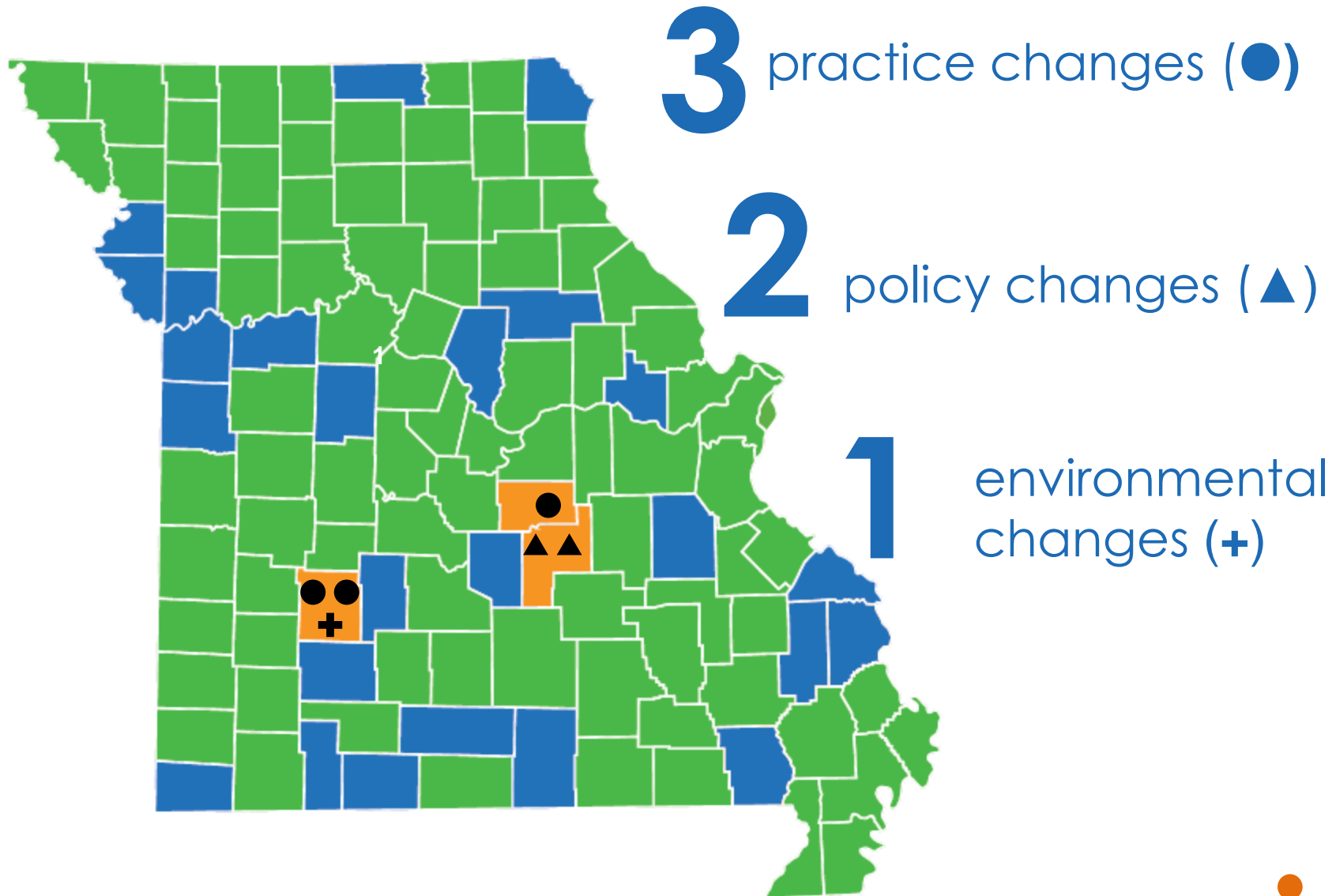
~HEAL Contractor

2 LHDs

1. Phelps/Maries County
2. Polk County



Practice, policy, and environmental changes



Practice, policy, and environmental changes



98

people were reached.*



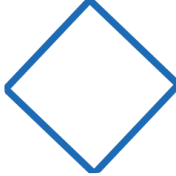


9

sites.*,+

*may not be unique individuals or sites
+A practice, policy, or environmental change
may impact more than one site.

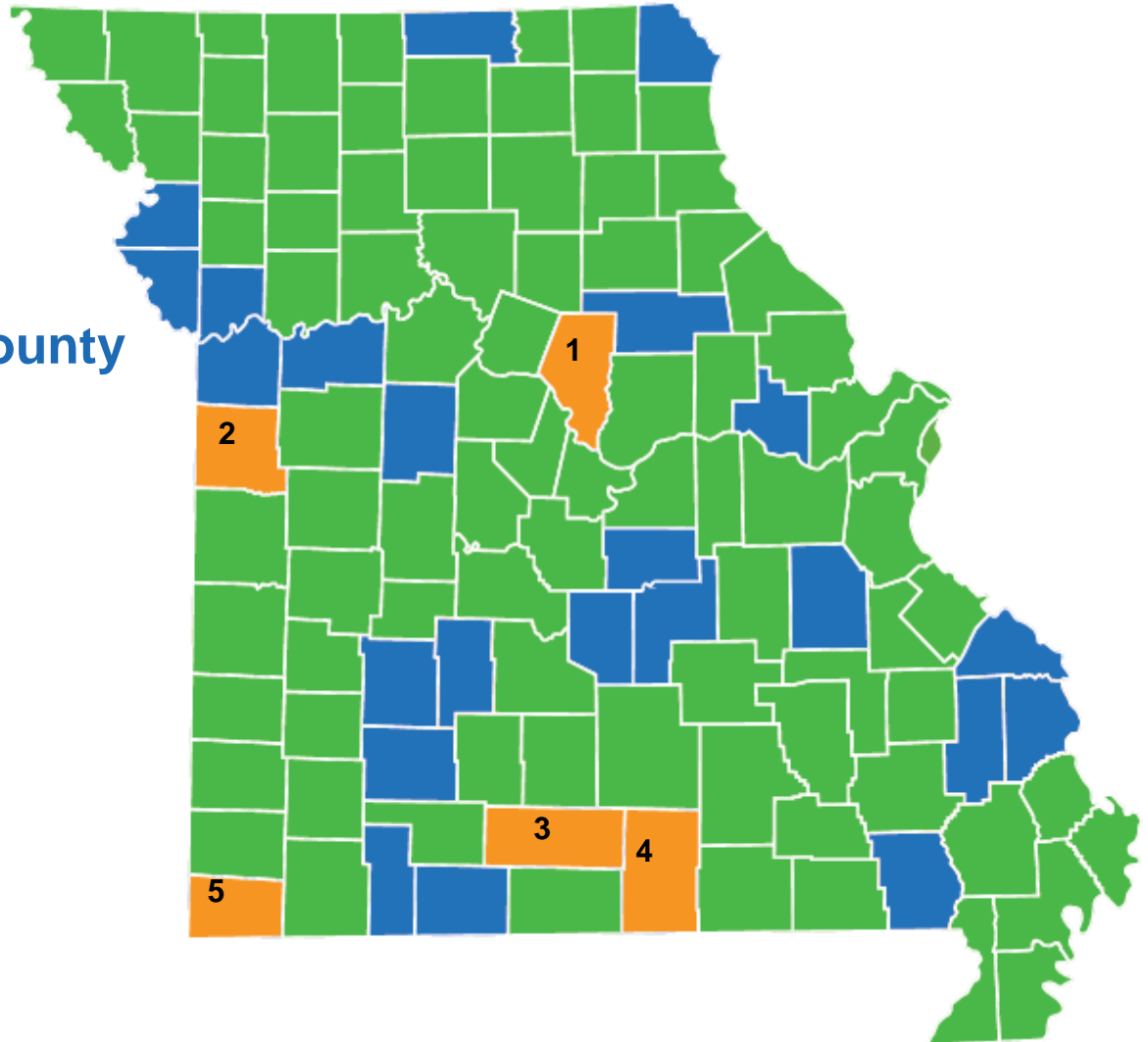


Motivated
Day Care Staff

-  Tight Budgets
-  Application Length and Technical Nature
-  Eat Smart Requirements

5 LHDs

1. Columbia-Boone County
2. Cass County
3. Douglas County
4. Howell County
5. McDonald County





Events and programs



1 event was held.

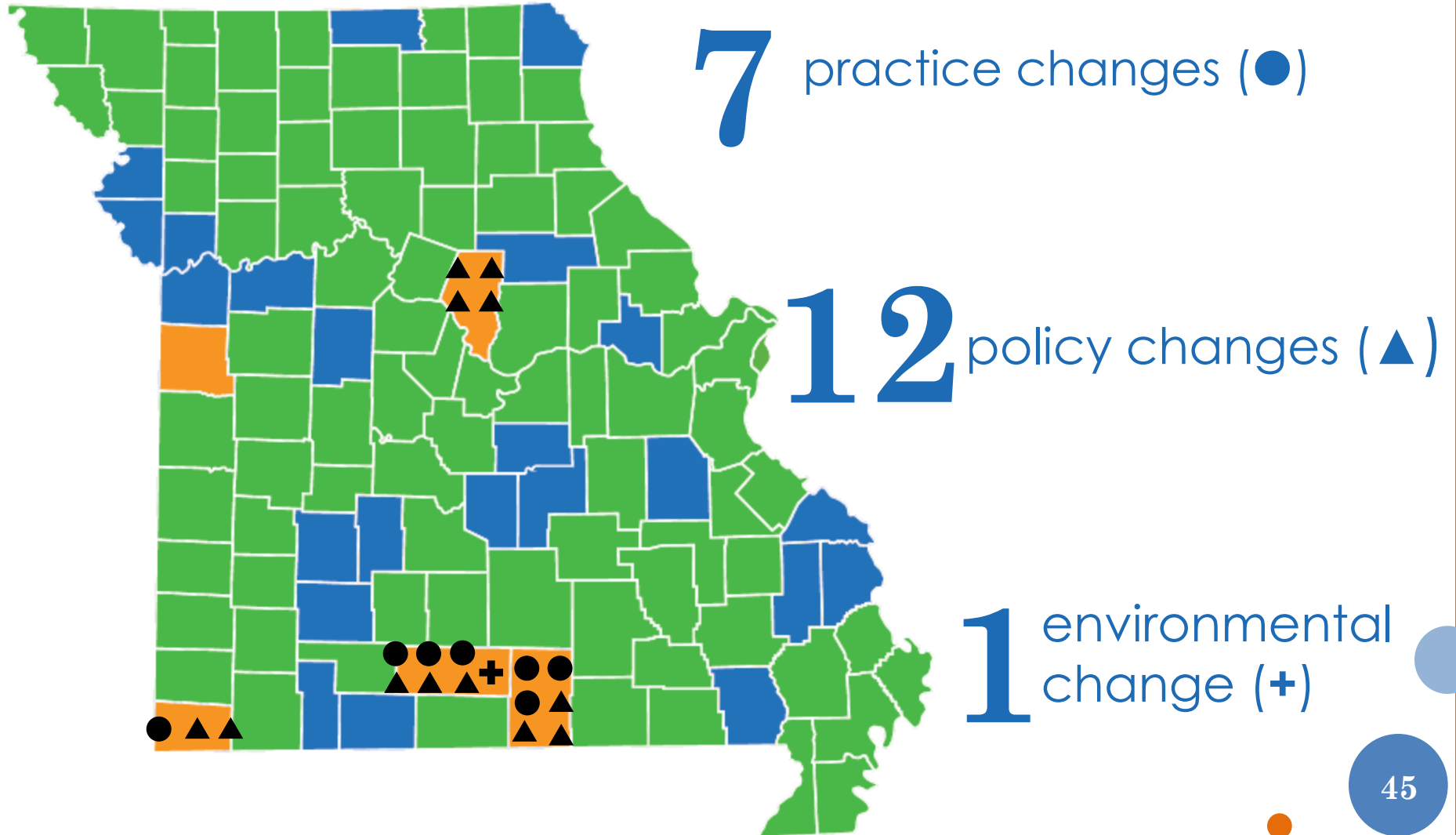


52

people were reached by this event.*

*may not be unique individuals

Practice, policy, and environmental changes





Practice, policy, and environmental changes



62,400

people reached.*



31 sites.*,+

*may not be unique individuals or sites
+A practice, policy, or environmental change may impact more than one site.

Challenges

- Limited Available Restaurants
- Food Prep Infrastructure
- Large Corporations
- Process of Analyzing Menus
- Personal Circumstances of Restaurant Owners
- Unexpected Circumstances



Facilitators

-  Nutrition Calculations from DHSS
-  USDA myPlate tracker
-  Personal Connections
-  Health Departments Doing Leg Work
-  Mailing Letters to Restaurants
-  Already Offering Healthier Foods
-  Free Marketing/Publicity



“ I would ask them ‘Are people ordering this because of the Live Well?’ And they were like ‘Yeah they love it. They know it’s good for them.’ So I think it’s really effective. And just the branding I think was important that it was universal throughout the county.”

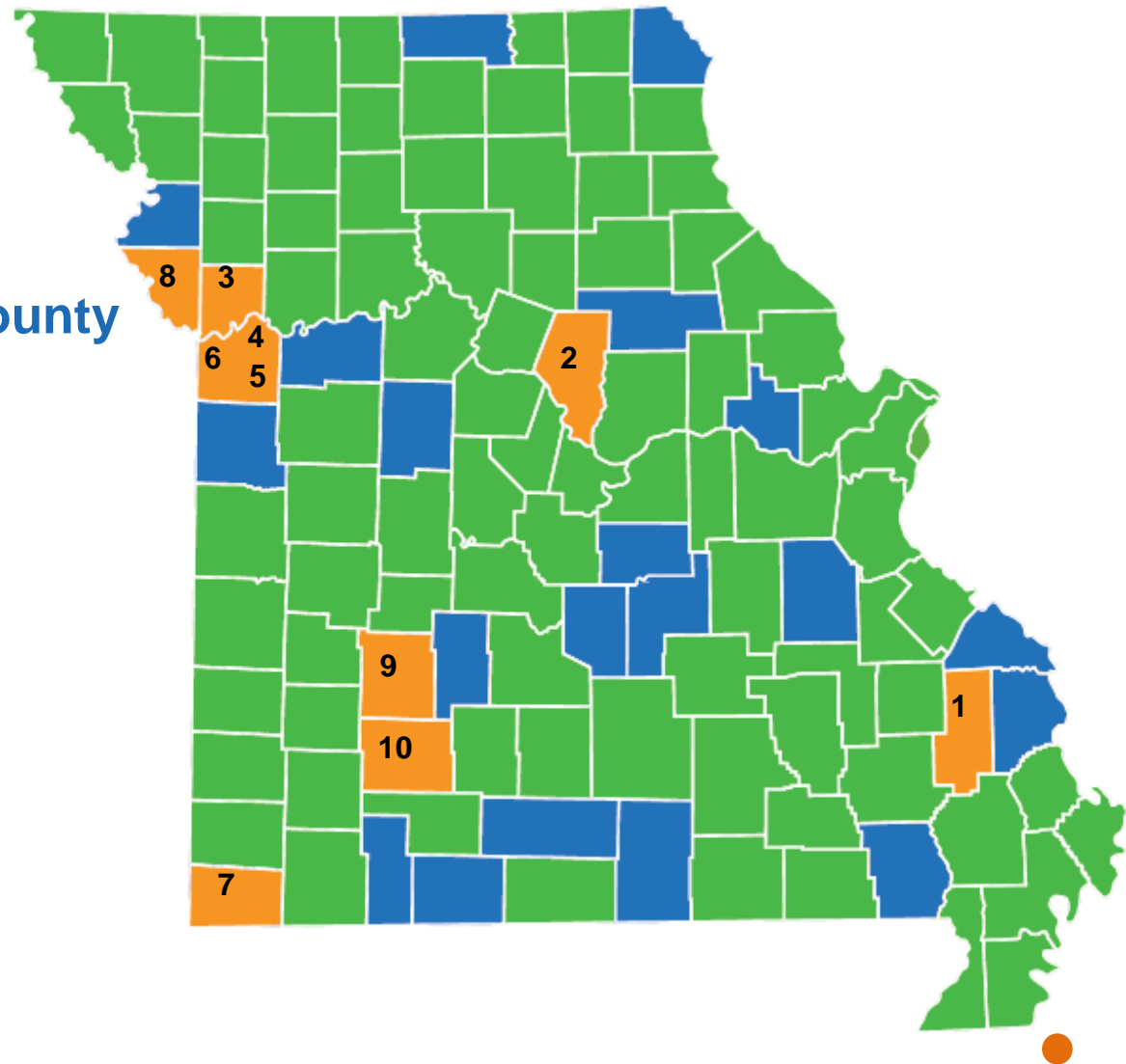
~HEAL Contractor



Stock Healthy, Shop Healthy

10 LHDs

1. Bollinger County
2. Columbia-Boone County
3. Clay County
4. Independence City
5. Jackson County
6. Kansas City
7. McDonald County
8. Platte County
9. Polk County
10. Springfield/Greene County





Stock Healthy, Shop Healthy



25

events and programs were implemented.



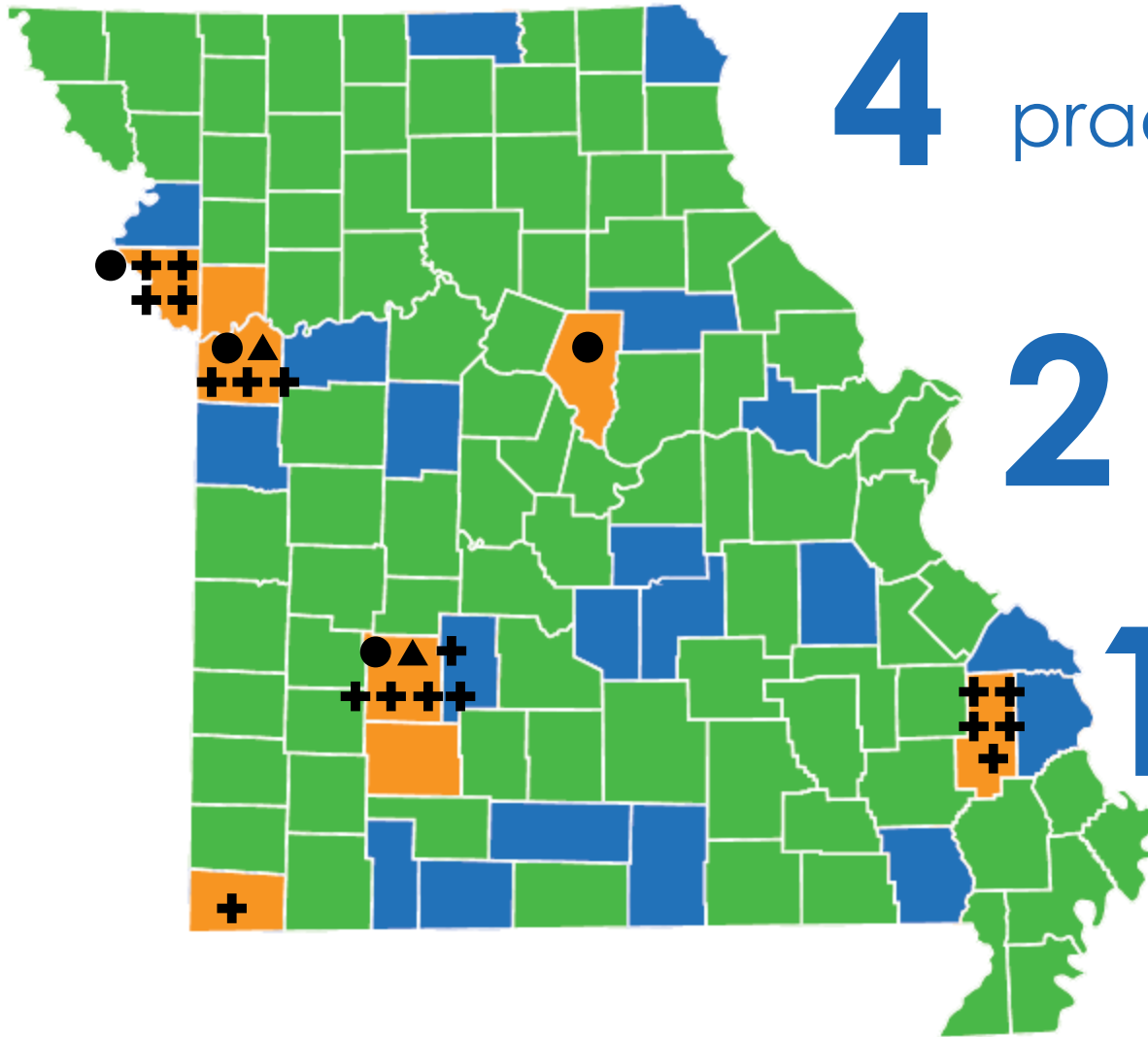
13,121

people were reached by these events and programs.*

*may not be unique individuals



Practice, policy, and environmental changes



4 practice changes (●)

2 policy changes (▲)

18 environmental changes (+)



Practice, policy, and environmental change



13,999

people reached.*



26 sites.*,+

*may not be unique individuals or sites
+A practice, policy, or environmental change may impact more than one site.



Facilitators



Free
Marketing/Publicity



Funding



MU Extension



Partnering with Local
Schools



Partnerships



SHSH Toolkit



Challenges

◇ Educating Store Staff on Nutrition

◇ Inability to Obtain Data on Sales

◇ Insufficient Funds/ Resources

◇ Language Barriers

◇ Limited Available Stores

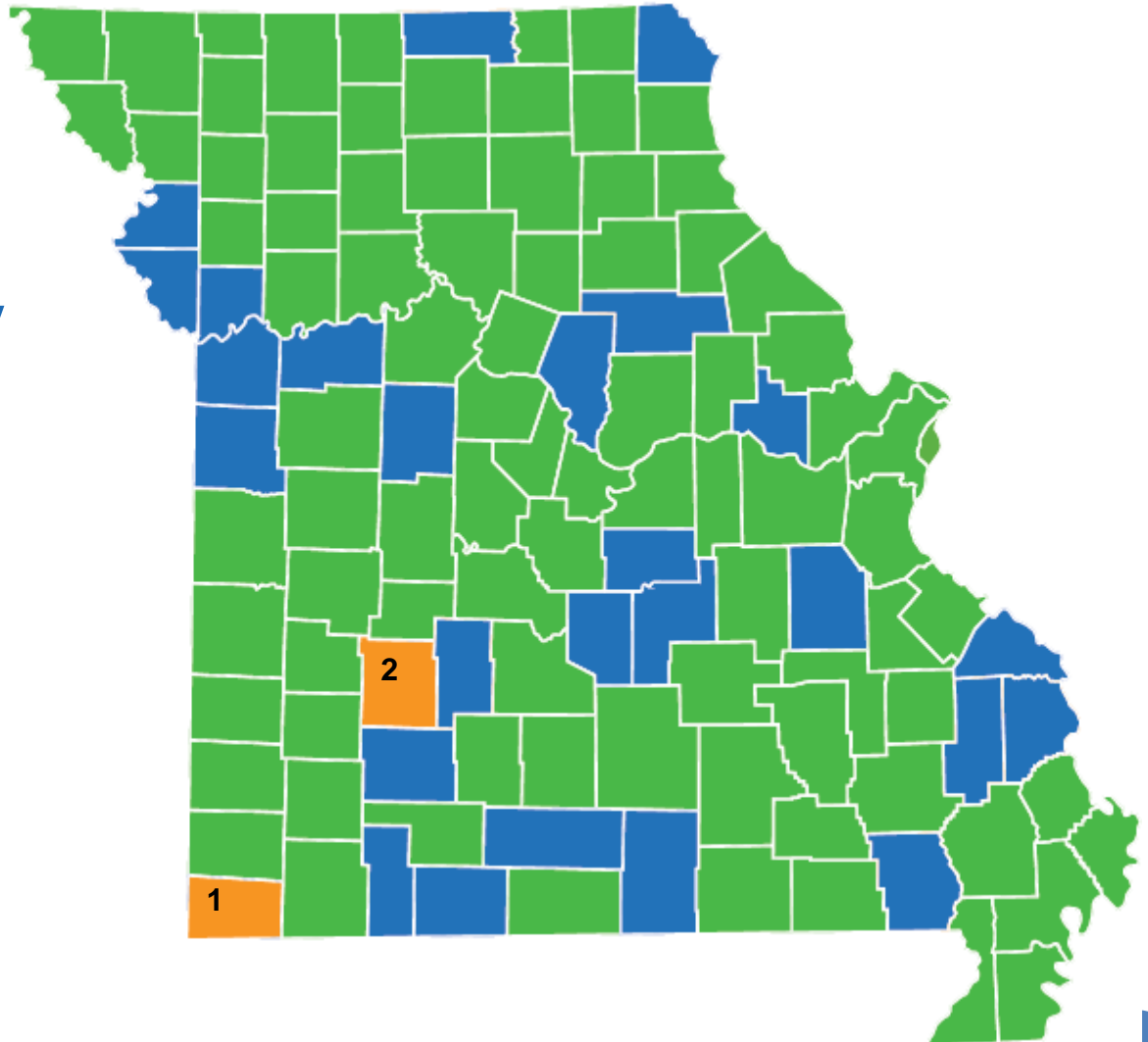
◇ Selling Fresh Foods Before They Spoil



Livable Streets

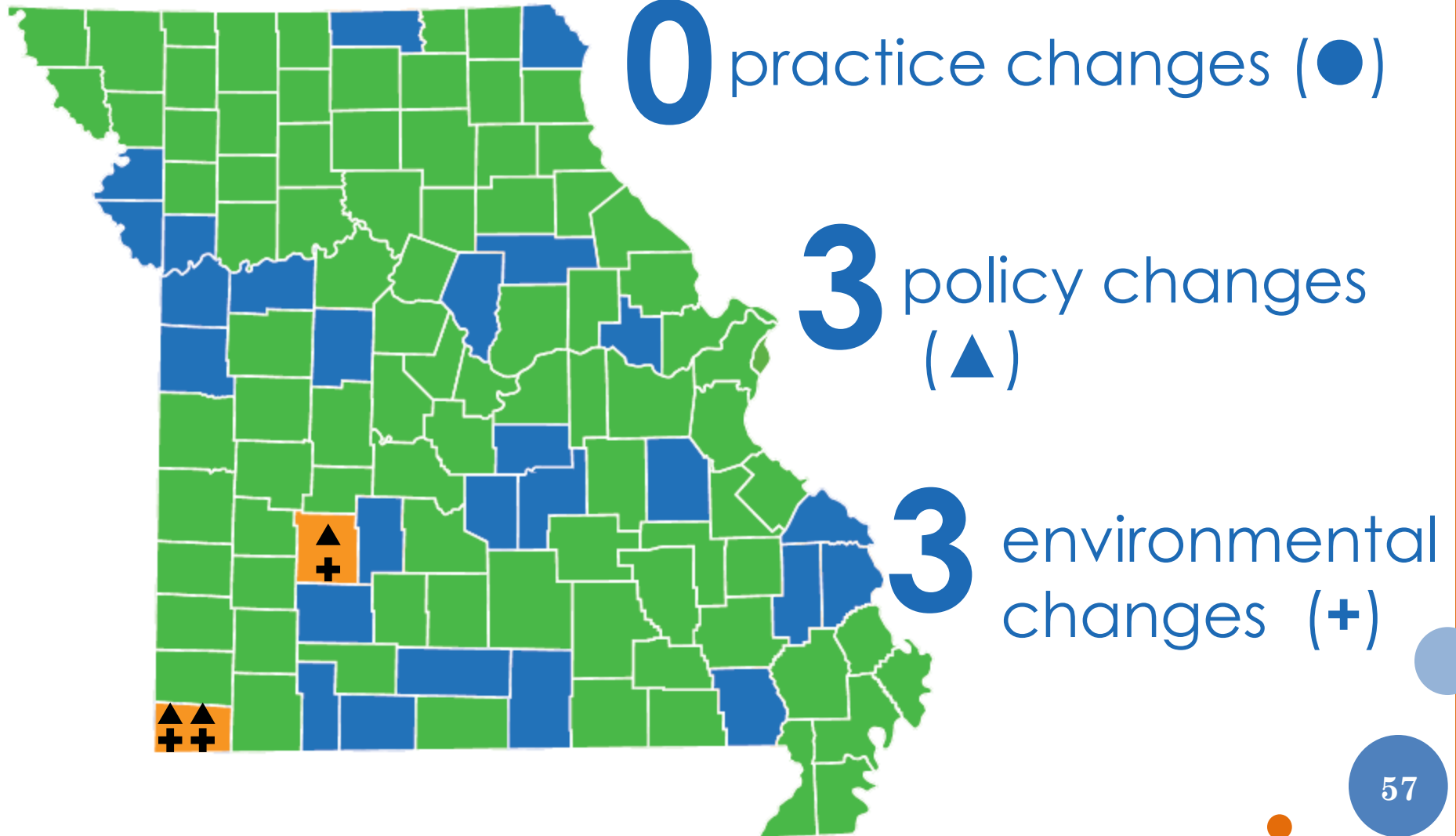
2 LHDs

1. McDonald County
2. Polk County





Practice, policy, and environmental changes





Practice, policy, and environmental changes



5,290

people reached.*



6 sites.*,+

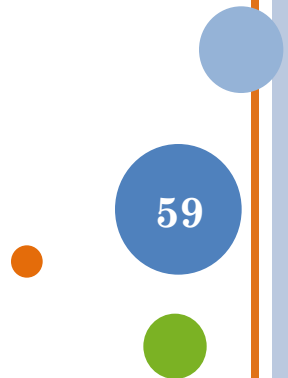
*may not be unique individuals or sites
+A practice, policy, or environmental change may impact more than one site.



Challenges



Insufficient Funding





Facilitators



Networking



Narrowing Scope
of Work



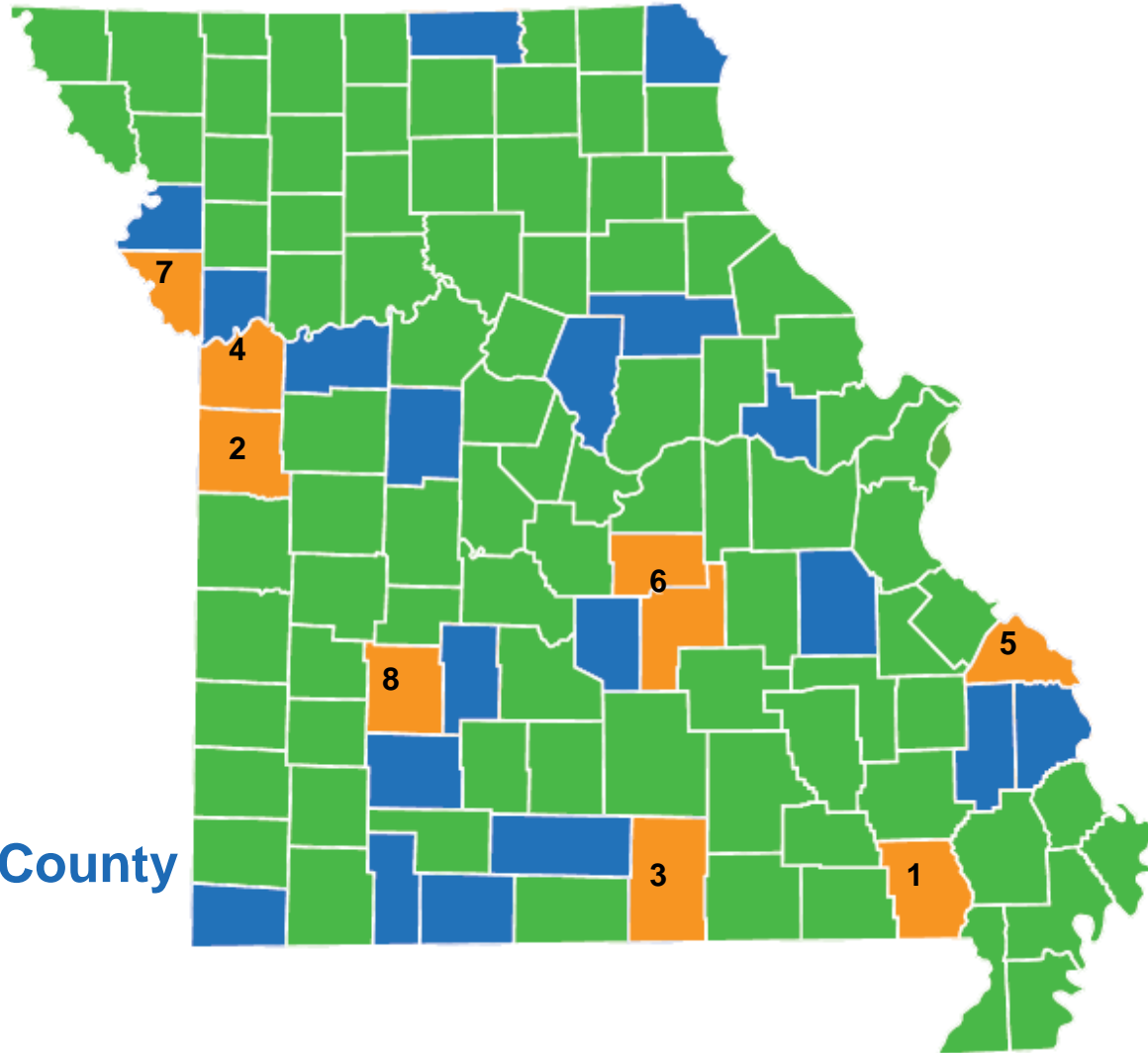
“Two towns passed policies because of the work we're doing and now the city is writing for grants because of the Livable Streets policy in place. So the work that we've done, it will carry on.”

~HEAL Contractor

MOve Smart Child Care

8 LHDs

1. Butler County
2. Cass County
3. Howell County
4. Kansas City
5. Perry County
6. Phelps/Maries County
7. Platte County
8. Polk County



MOve Smart Child Care



17

events and programs were implemented.

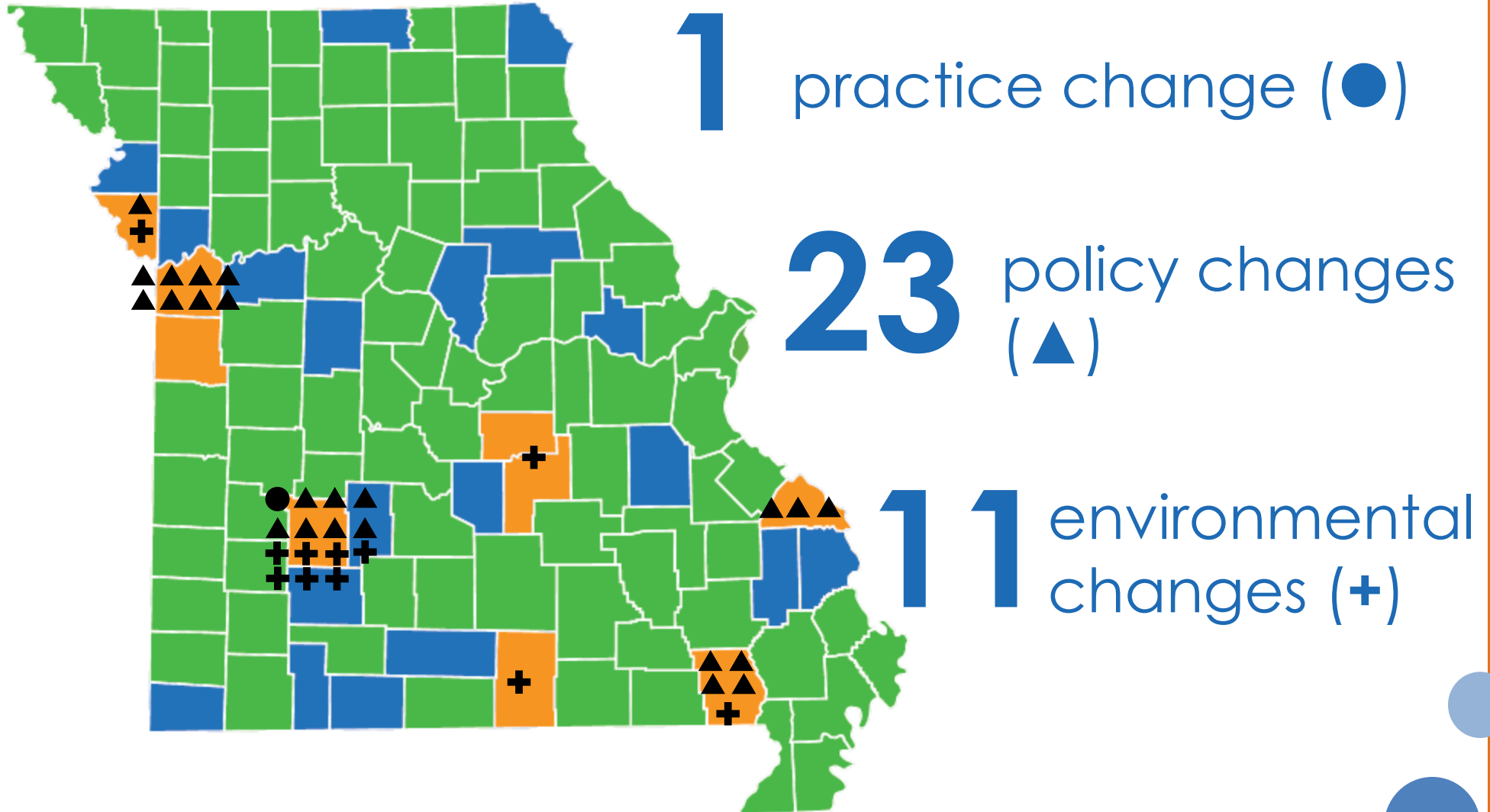


692

people were reached by these events and programs.*

*may not be unique individuals

Practice, policy, and environmental changes



Practice, policy, and environmental changes



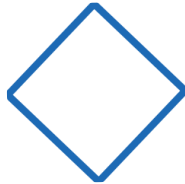
1,675
people reached.*



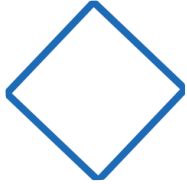
50 sites.*,+

*may not be unique individuals or sites
+A practice, policy, or environmental change
may impact more than one site.

Challenges



Staff Turnover at
Daycare Facilities



Busy Schedules

Facilitators



Free
Marketing/Publicity



Funding



Partnerships



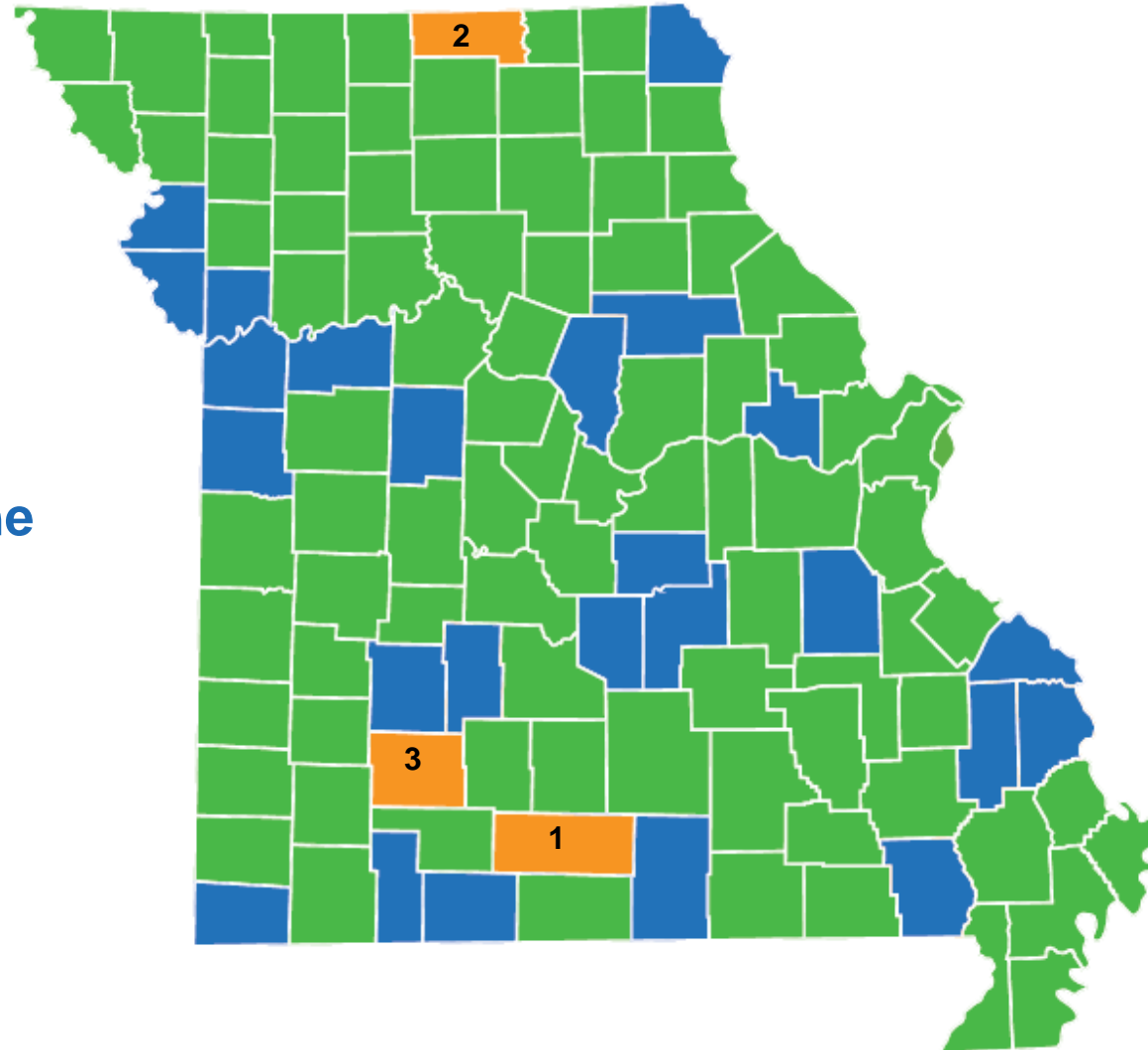
Ease of Application



Shared Use Agreements

3 LHDs

1. Douglas County
2. Putnam County
3. Springfield/Greene County





Events and programs



5 events and programs
were implemented.



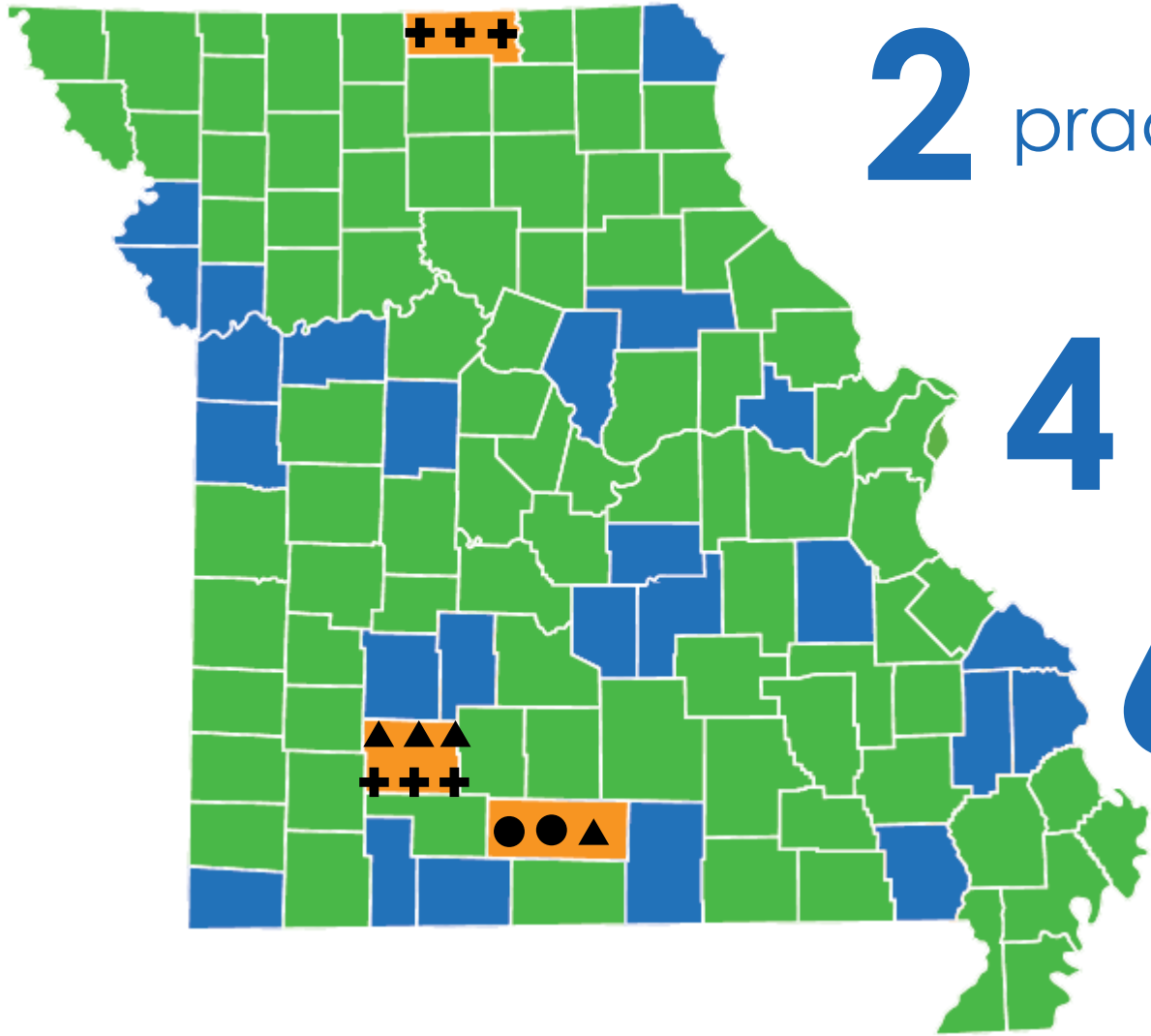
365

people were reached by these
events and programs.*

*may not be unique individuals



Practice, policy, and environmental changes



2 practice changes (●)

4 policy changes (▲)

6 environmental changes (+)



Practice, policy, and environmental changes



24,941

people reached.*



29 sites.*,+

*may not be unique individuals or sites
+A practice, policy, or environmental change may impact more than one site.



Facilitators



Engaging Stakeholders
in Planning



Right People and Time



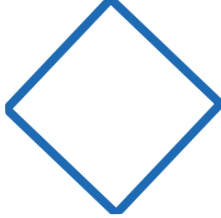
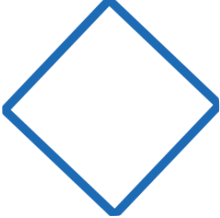
Champions Within the
Facility



Partnerships



Challenges

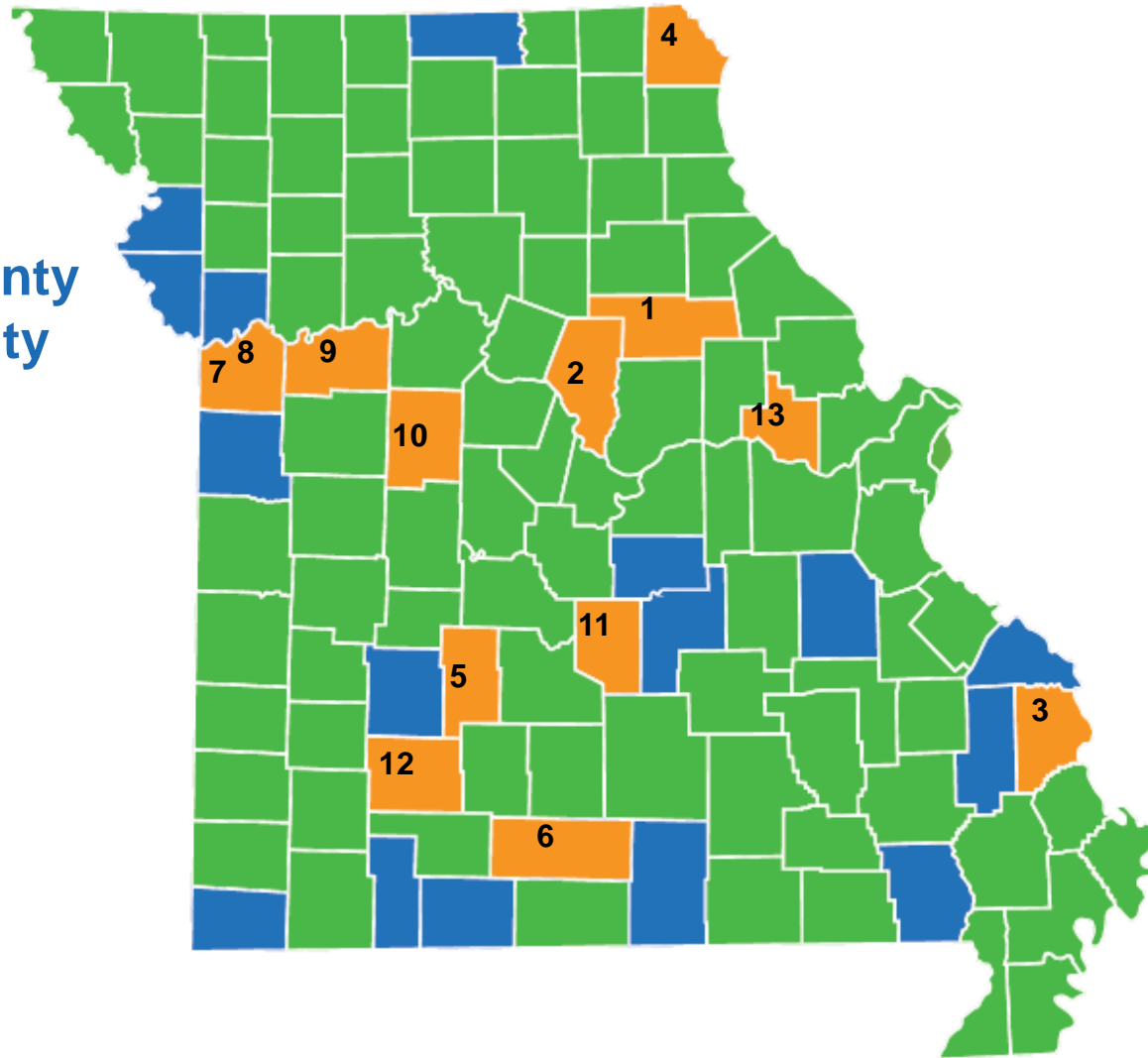
-  Fear of Liability
-  Fear of Property Damage



Worksite Physical Activity

13 LHDs

1. Audrain County
2. Columbia-Boone County
3. Cape Girardeau County
4. Clark County
5. Dallas County
6. Douglas County
7. Independence City
8. Jackson County
9. Lafayette County
10. Pettis County
11. Pulaski County
12. Springfield /Greene County
13. Warren County





Worksite Physical Activity



53

events and programs
were implemented.



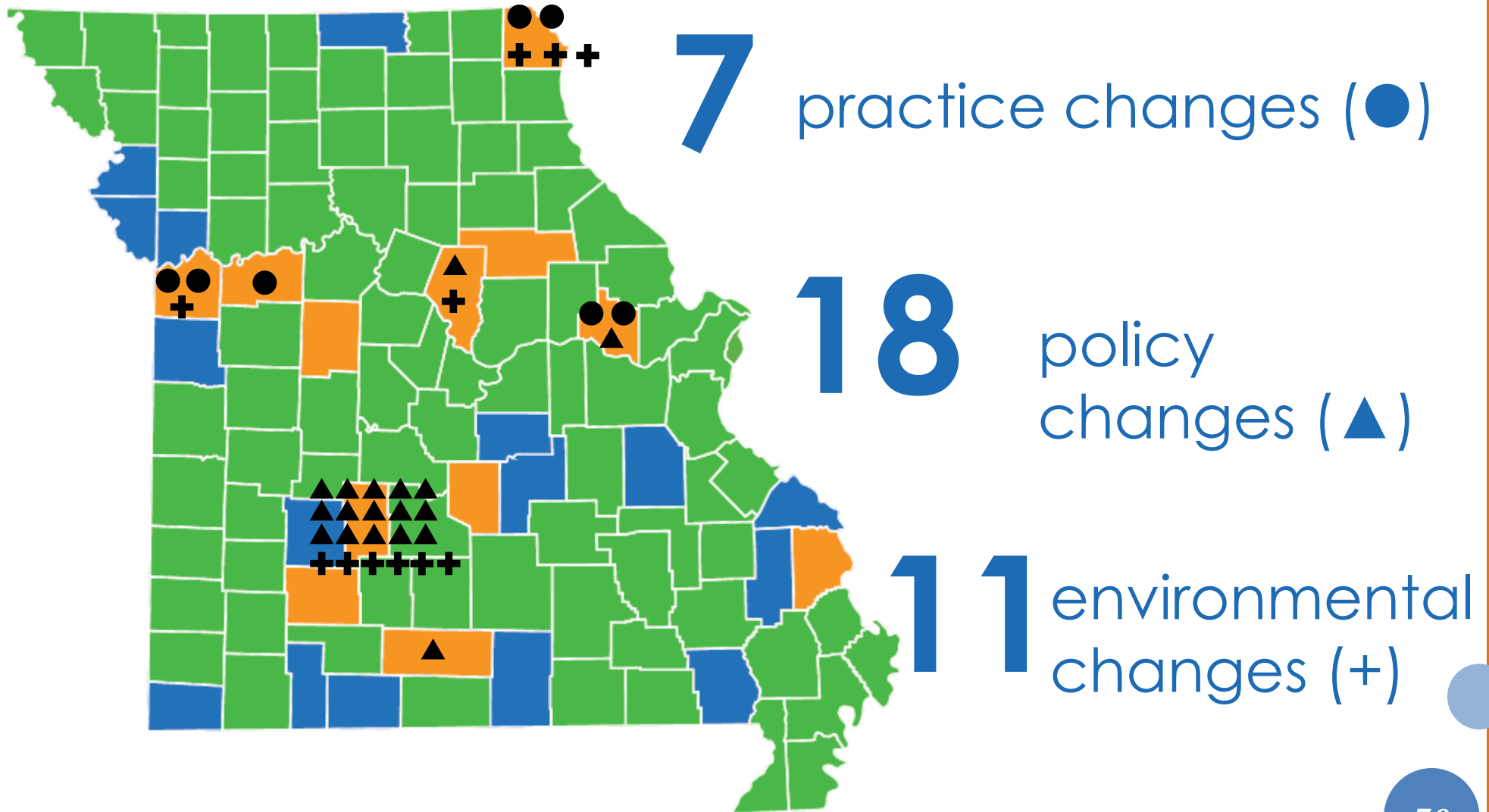
20,256

people were reached by these events and
programs.*

*may not be unique individuals



Practice, policy, and environmental changes





Practice, policy, and environmental changes



7,968

people reached.*



48 sites.*,+

*may not be unique individuals or sites
+A practice, policy, or environmental change may impact more than one site.



Challenges

- ✓ Policy Implementation
- ✓ Time Required for Implementation
- ✓ Keeping People Engaged
- ✓ Worksites Where Employees Stand All Day
- ✓ Large Number of Staff and Worksites
- ✓ Summer Months





Facilitators



Partnerships



Contractors' Constant Contact



MOUs



Program Participation Incentives



Winter Months



Work Well Missouri Toolkit



Funding

“I think sometimes worksites feel overwhelmed with their day to day operations and sometimes they just need a little push and encouragement...it isn't really that hard to change some things in their environment, to create more opportunities for that healthy eating and active living...We've been able to work with them to show them simple things they can do to alter the environment, which I think has been helpful to them.”

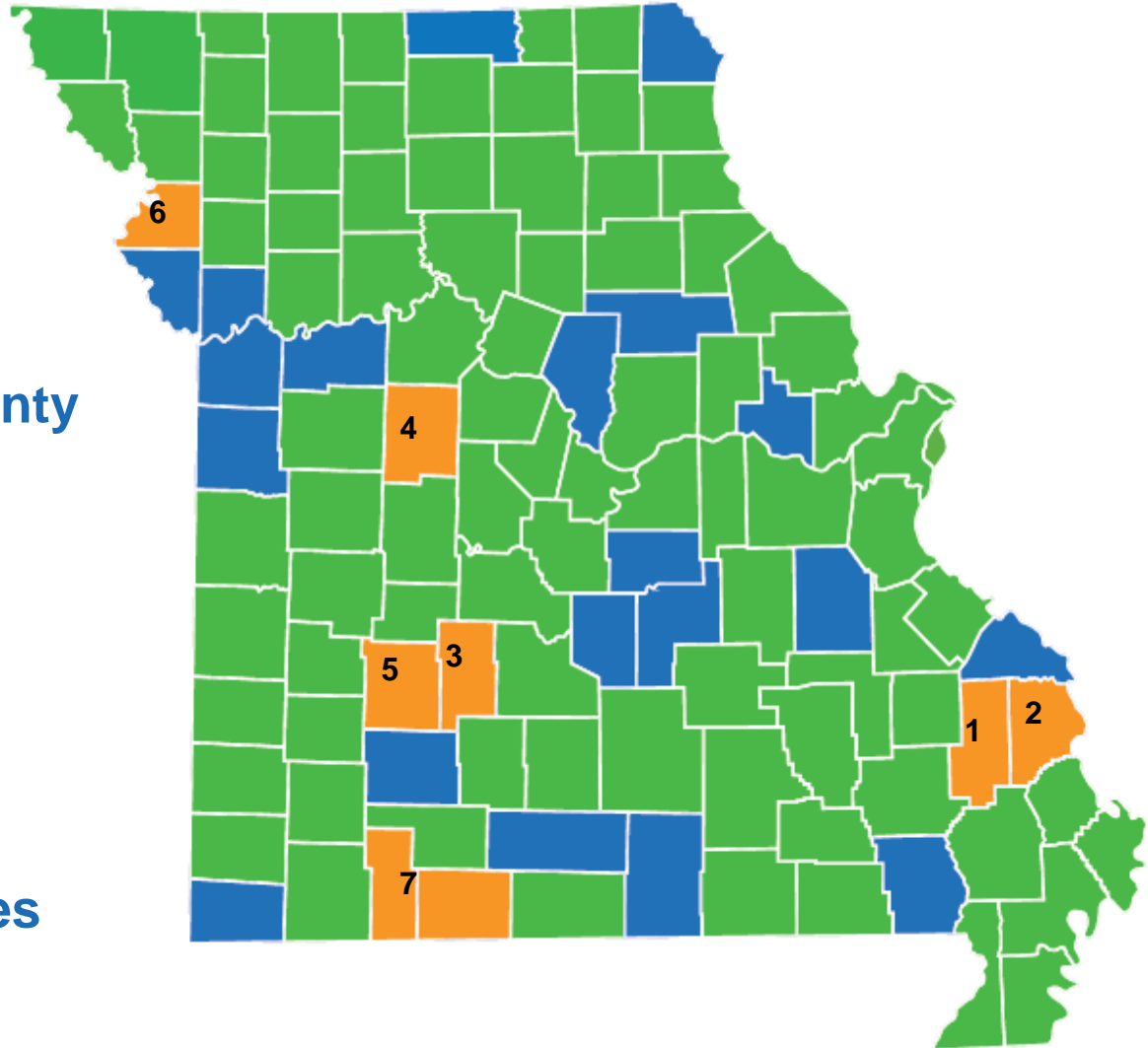
~HEAL Contractor

1 2 3
4 5

12345 Fit-Tastic

7 LHDs

1. Bollinger County
2. Cape Girardeau County
3. Dallas County
4. Polk County
5. St. Joseph City
6. Taney/Stone Counties



1 2 3
4 5

12345 Fit-Tastic



34 events and programs were implemented.



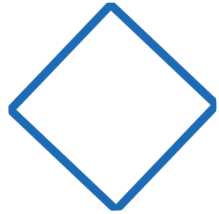
13,202

people were reached by these events and programs.*

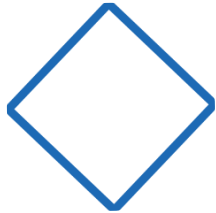
*may not be unique individuals

1 2 3
4 5

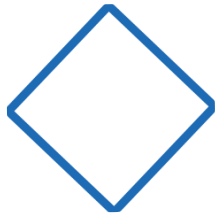
Challenges



Cartoon Design of Message



Learning Curve



Insufficient Staff Time

1 2 3
4 5

Facilitators



Cartoon Design of Message



Having an Available
Audience



Readily Available
Resources

“We worked with the church at a fireworks display and one of the messages is 4 servings of water. All summer long we promoted infused waters throughout the community (pineapple-infused, herb-infused, etc.). One parent came up and said ‘What a great idea for getting my kids to drink water! It's also a great idea to get rid of old fruit.’ The young mother was all gung ho about it.”

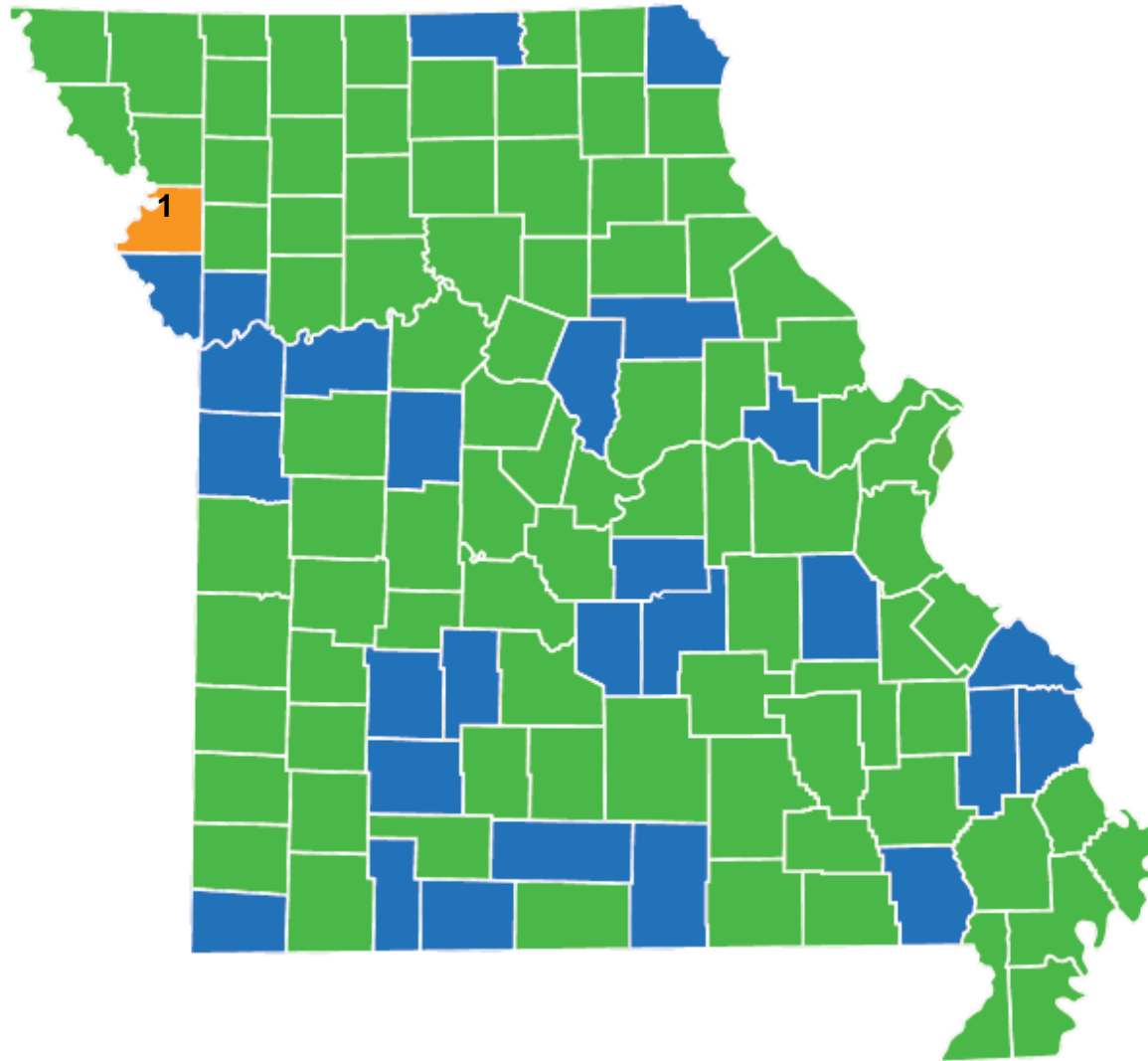
~HEAL Contractor



Bicycle Course and Education

1 LHD

1. St. Joseph City





Challenges



Cost of Bike Share Program
and Maintenance





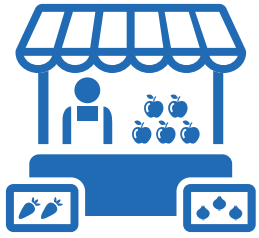
Facilitators



Bike Friendly Community
Coalition



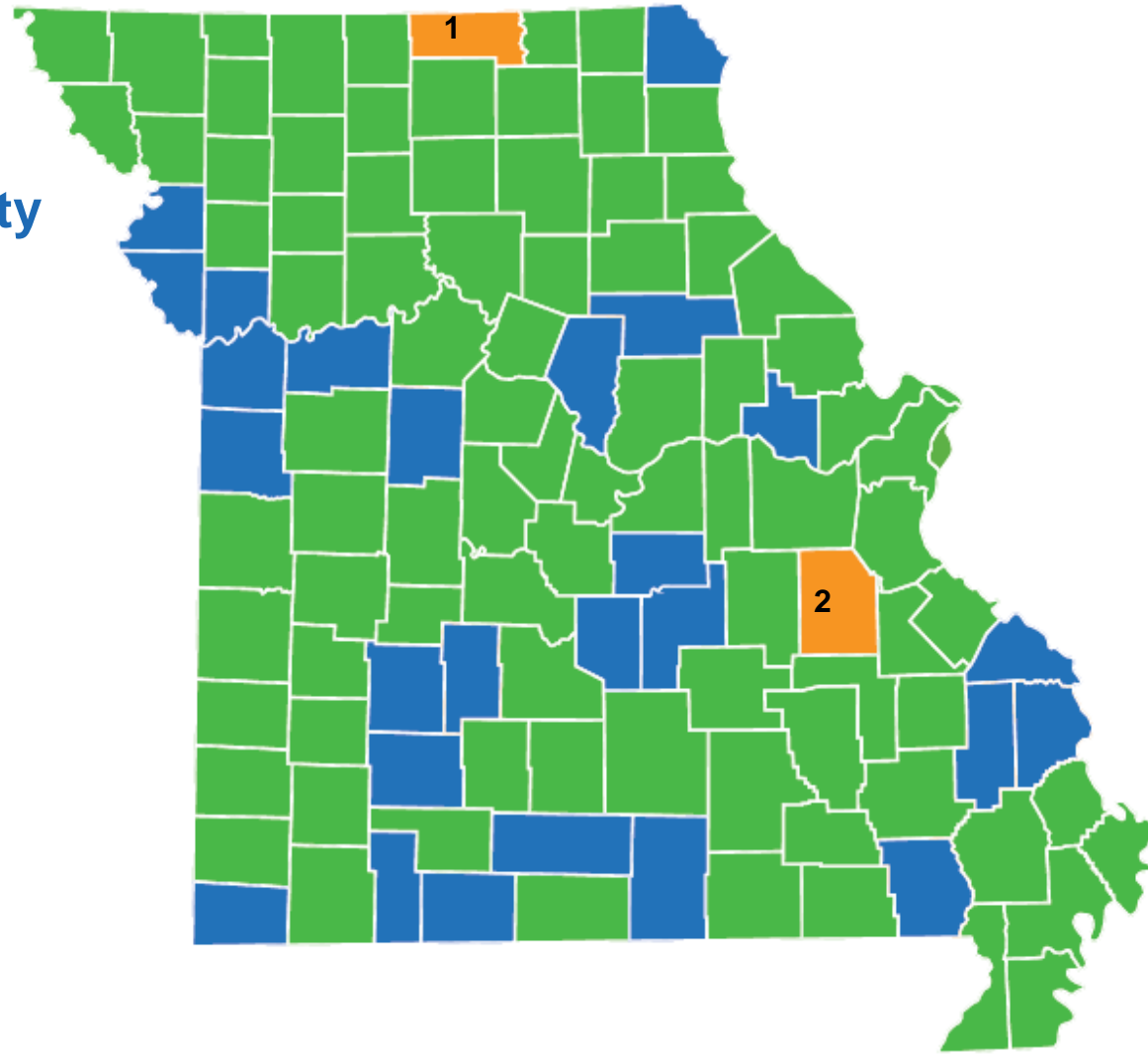
Stakeholder Involvement



Farmer's Markets

2 LHDs

1. Putnam County
2. Washington County





Farmer's Markets



5

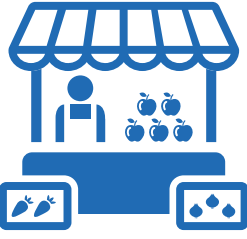
events and programs
were implemented.



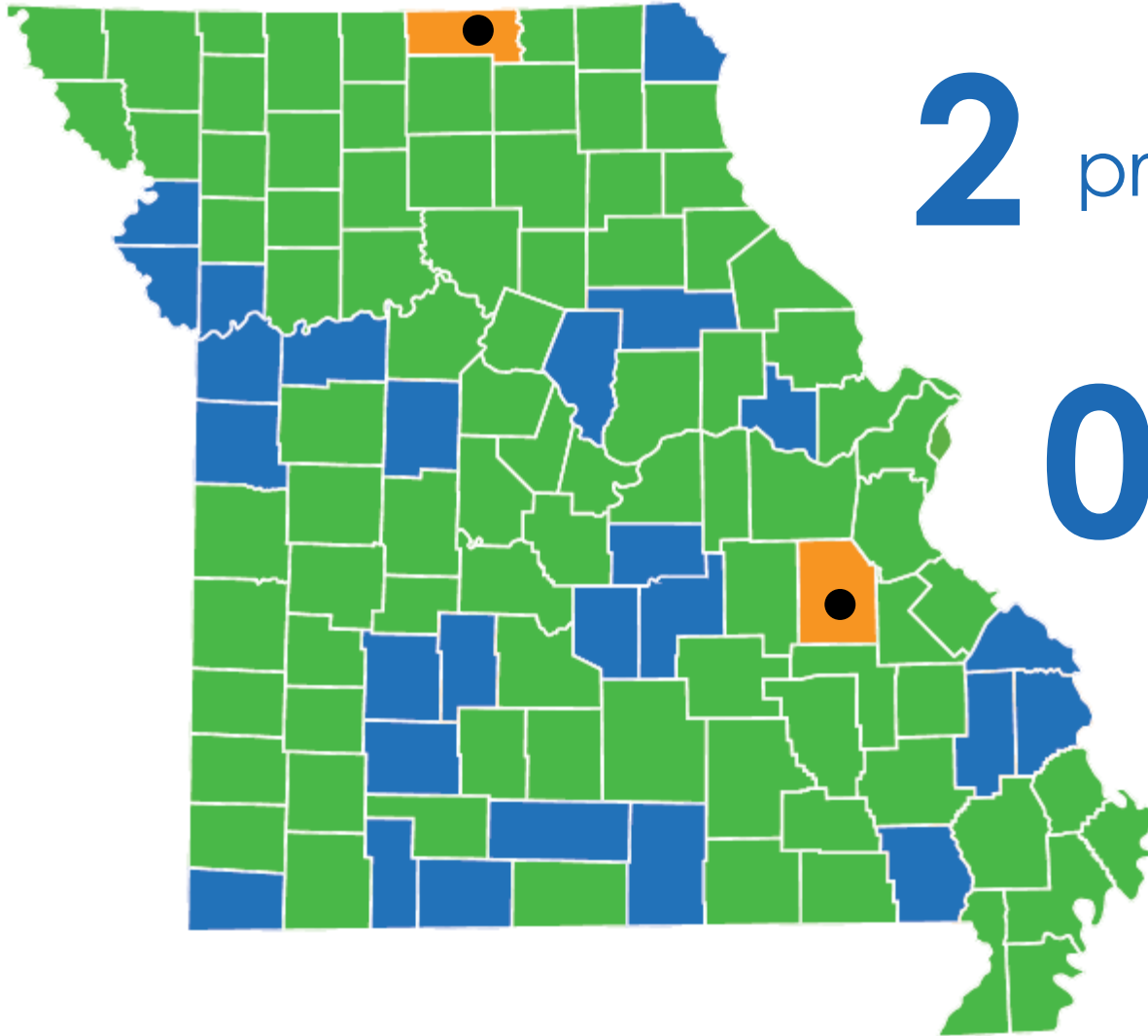
745

people were reached by these
events and programs.*

*may not be unique individuals



Practice, policy, and environmental changes



2 practice changes (●)

0 policy changes (▲)

0 environmental changes (+)





Practice, policy, and environmental changes



2,770

people reached.*



2 sites.*,+

*may not be unique individuals or sites
+A practice, policy, or environmental change may impact more than one site.



Challenges



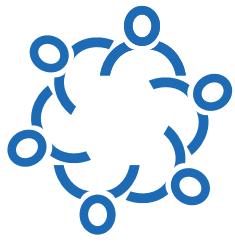
Limited Transportation



Facilitators



Media, Signage, and
Promotions

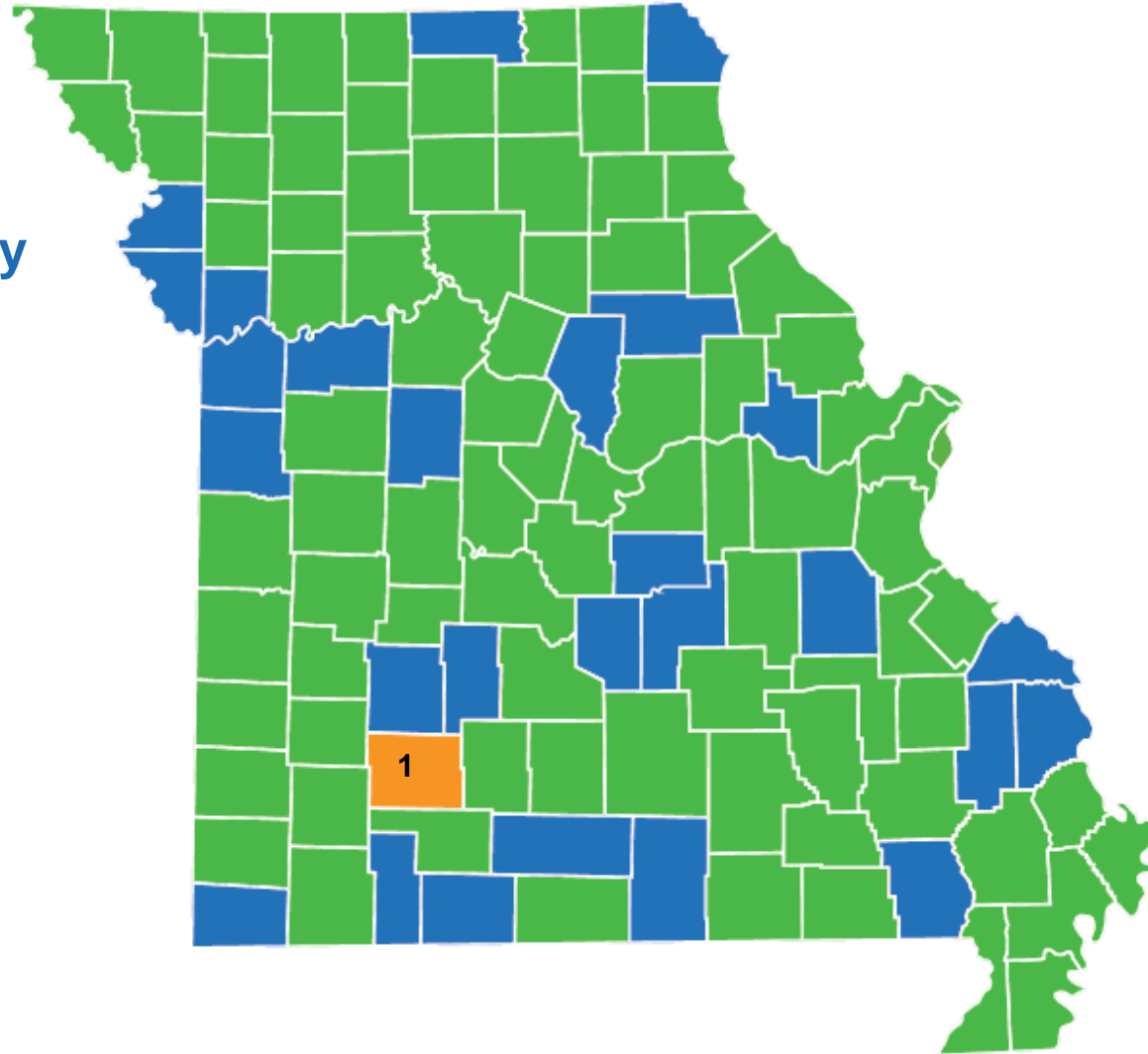


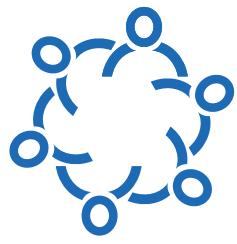
Youth Leadership and Community Change

1

LHD

1. Springfield/
Greene County





Youth Leadership and Community Change



1

event was held.



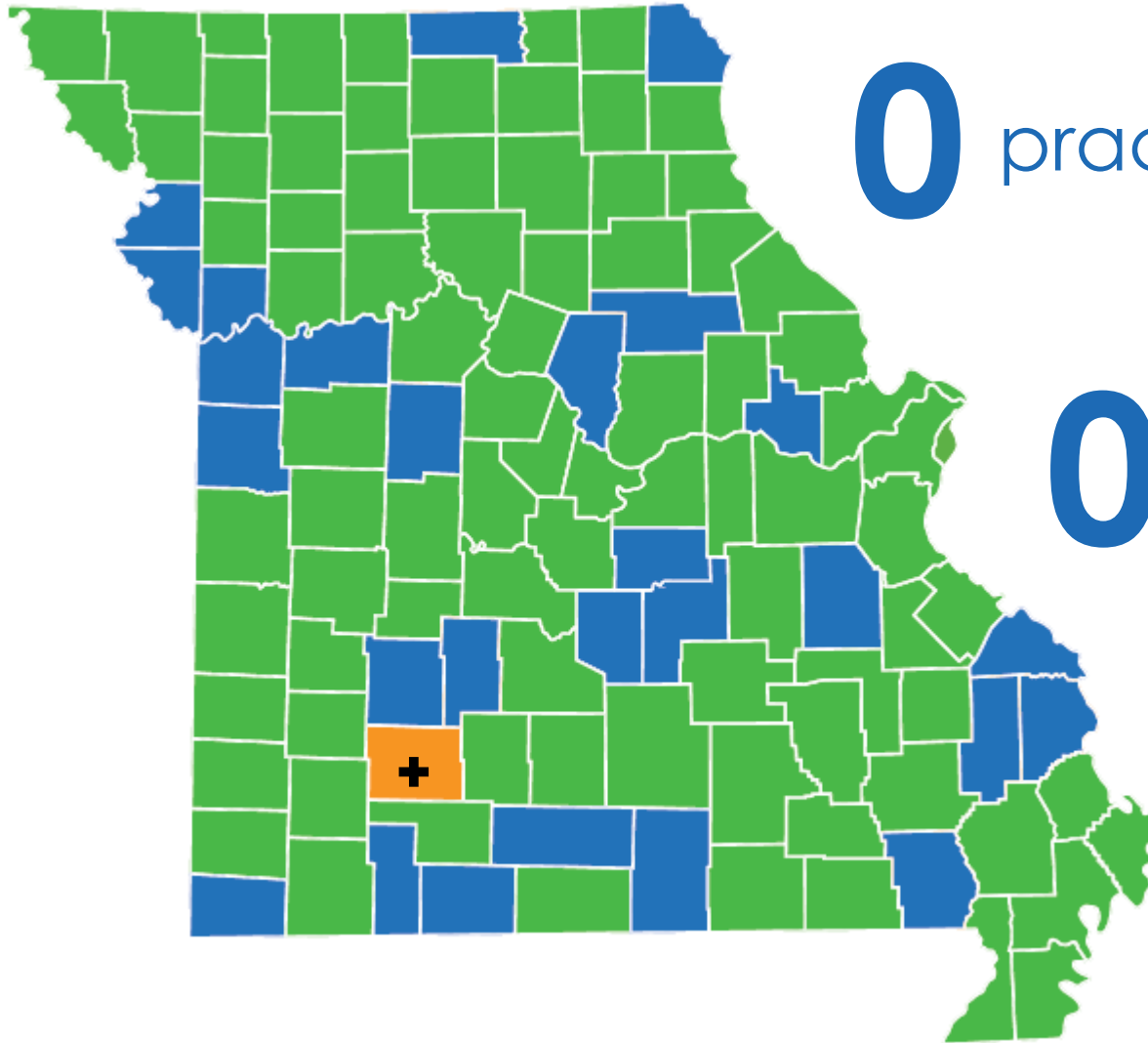
31

people were reached by this event.*

*may not be unique individuals



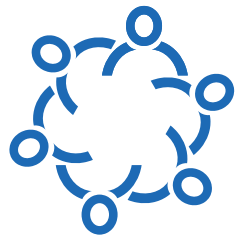
Practice, policy, and environmental change



0 practice changes (●)

0 policy changes (▲)

1 environmental change (+)

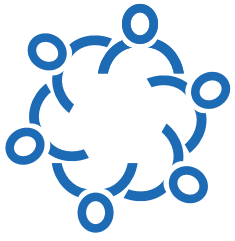


Practice, policy, and environmental change



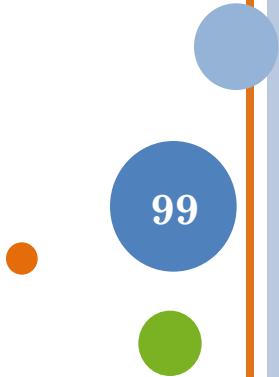
1 site⁺

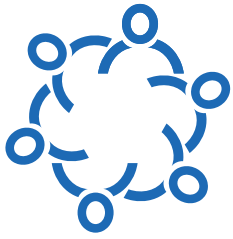




Challenges

／ **Timing of Funding**

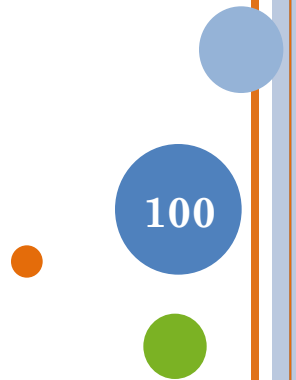




Facilitators



Student Champions



Slow and steady wins the race



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Other Contributors

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