

Partners of the Plan

Interim Progress Report

November 2006

ABOUT THE PROJECT

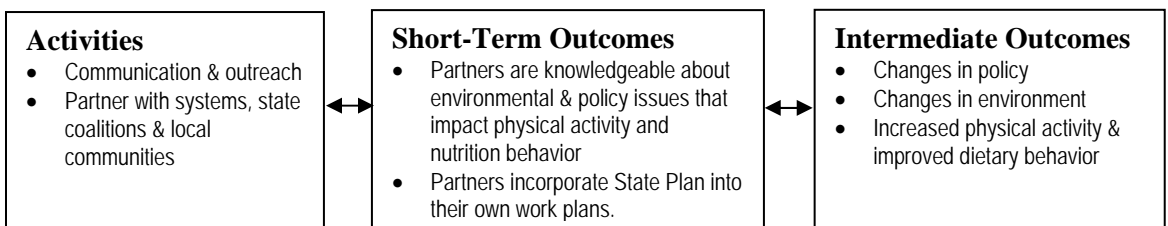
PURPOSE

"Partners of the Plan" provides an opportunity for communication, collaboration, and evaluation so that all people, agencies and coalitions who are working on environmental and policy change for nutrition and physical activity in Washington State can learn from each other and continue to build on successful initiatives. By cataloging activities and centralizing Plan-related communications, Partners of the Plan also supports dissemination of the Plan and evaluation of the Plan's impact.

STATE PLAN OBJECTIVES

- Increase access to health promoting foods
- Reduce hunger & food insecurity in Washington
- Increase the proportion of mothers who breastfeed their infants and toddlers
- Increase the number of people who have access to free or low cost recreational opportunities for physical activity
- Increase the proportion of children who meet recommendations for moderate or vigorous physical activity
- Increase the number of active community environments in Washington

RELATIONSHIP TO STATE PLAN LOGIC MODEL



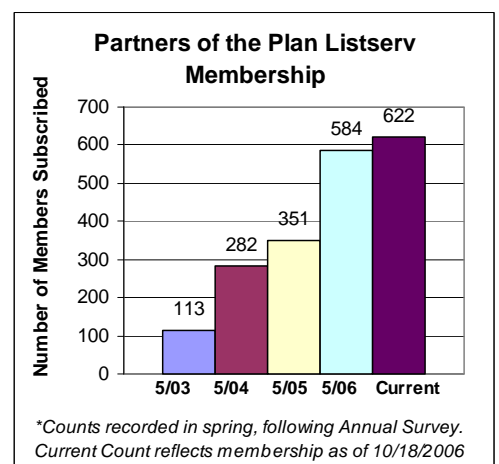
COMPONENTS

1. Partners in Action Website (www.wapartnersinaction.org)
2. Partners of the Plan Listserv
3. Quarterly and Annual Surveys of Partners

INTERIM EVALUATION RESULTS

REACHING THE TARGET POPULATION

- 622 Partners from 24 counties in Washington State have pledged to support the Plan's objectives and joined the Partners in Action Listserv. Members represent:
 - State-wide Coalitions
 - Local, County, and State Government
 - Local and State Health Departments
 - Tribal Organizations
 - Schools and Universities
 - Healthcare
 - Academic and Research Institutions
 - Community Groups and Nonprofit organizations
 - Businesses



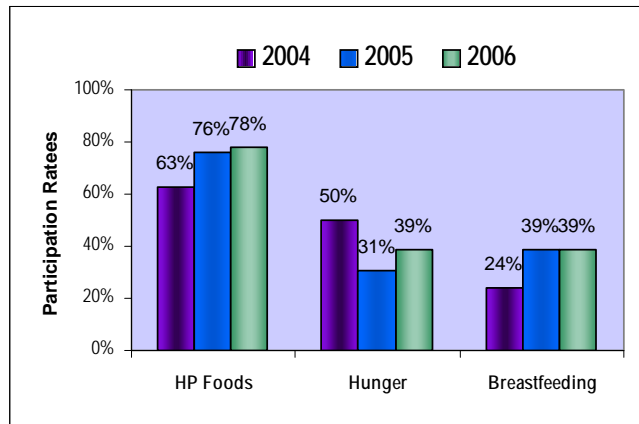
- The Partners in Action website was launched in spring 2004.
 - 2005 Average Monthly Usage: Visits = 612 Pages Viewed = 1235
 - 2006 Average Monthly Usage: Visits = 941 Pages Viewed = 1736

EFFICACY OR EFFECTIVENESS

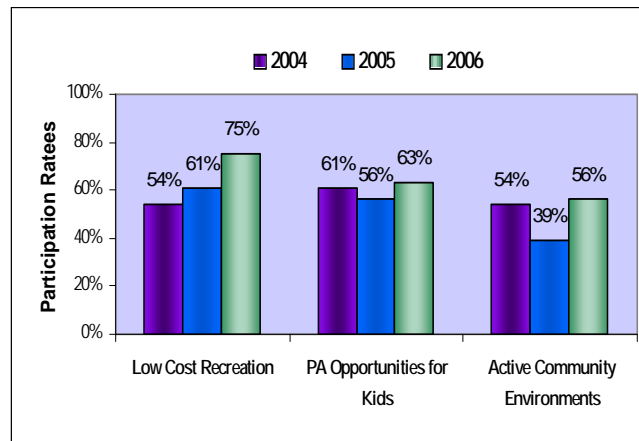
- In the 2004, 2005, 2006 Annual Survey of Partners of the Plan, respondents reported involvement with policy and environmental changes related to the Plan's six objectives.

Total Number
of Responses:
2004 – 46
2005 – 64
2006 – 74

Involvement with Nutrition Objectives



Involvement with Physical Activity Objectives

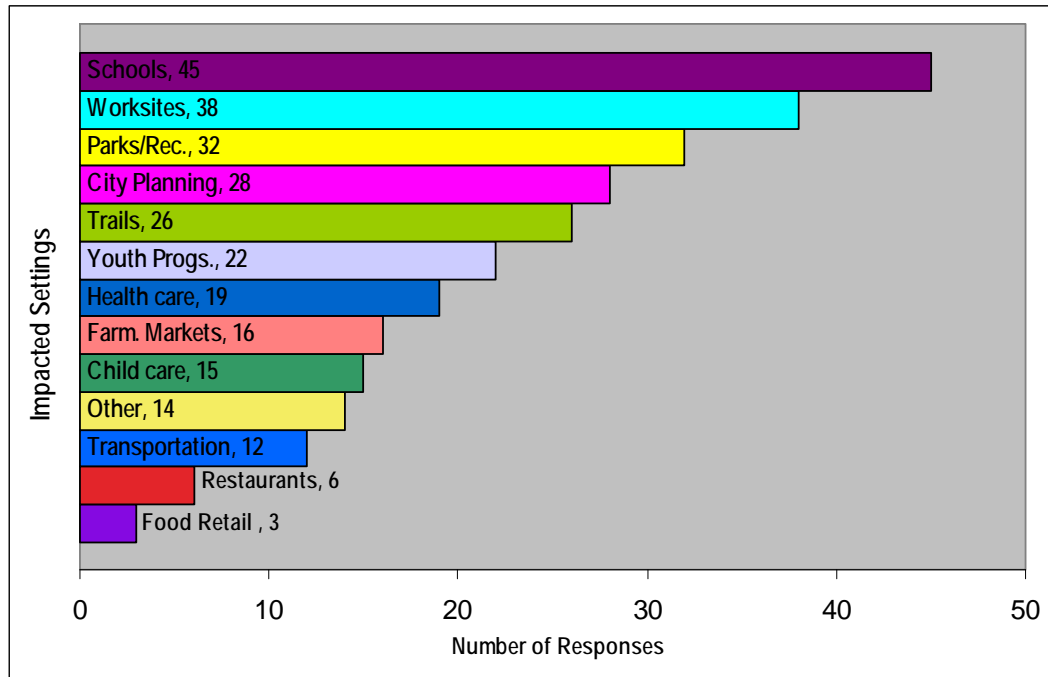


- Partners have shared program updates and successes for 11 issues of Partners in Action. Examples of articles for each of the objectives include:
 - Healthy Food Guidelines for Worksites
Partner: Public Health-Seattle & King County
 - Youth Garden Project Supplements Food to Families
Partner: Garden-Raised Bounty (GRuB), Thurston and Mason Counties
 - Establishing a Breastfeeding Policy in the Worksite
Partner: Chelan/Douglas Health District
 - Leading Physical Activity Initiatives in Pierce County
Partner: Tacoma-Pierce County Health Department
 - Moses Lake Walk to School Day
Partner: Healthy Communities Moses Lake Trails Planning Team
 - Improving Mount Vernon Trails
Partner: Healthy Communities Mount Vernon

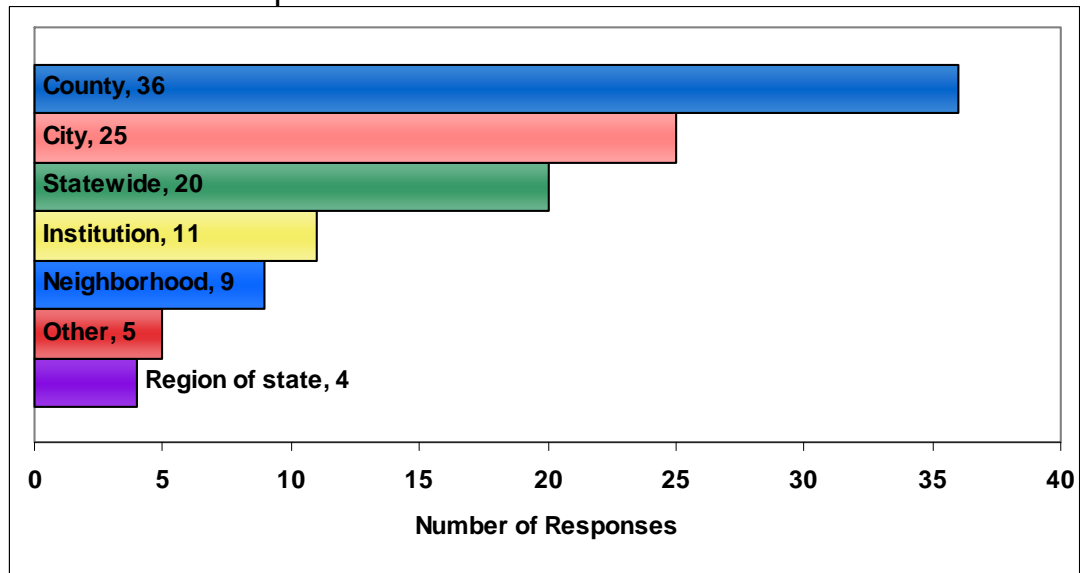
ADOPTION BY TARGET SETTINGS OR INSTITUTIONS

In the 2006 Annual Survey of Partners of the Plan, respondents (n=74) reported involvement with policy and environmental changes in varied settings with a scope ranging from individual institutions and neighborhoods to regional and state-wide efforts.

Settings Impacted by Partners of the Plan



Scope of Influence of Partners' Plan-Related Activities



**INTERIM
EVALUATION
RESULTS
(CONTINUED)**

IMPLEMENTATION & MAINTENANCE

- In summer 2006, key informant interviews were conducted with stakeholders (n=16) working with the Plan in community-based projects and coalitions.

Overall, participants reported positive experiences in working with the Plan and reported using the Plan as a planning framework in establishing priorities and program activities.

- All of the respondents noted that their goals were aligned with the Plan and felt that all of the objectives were relevant to their community. Whether the objectives were adopted directly or with modification depended on pre-existing organizational missions, funding requirements or directives from other agencies, and community needs.

Several respondents described efforts and needs related to sustainability.

- Although the availability of funding and resources supported capacity-building and maintenance for some communities and coalitions, a number of Partners experienced reductions in funding or difficulty in identifying grant opportunities.
- Partners identified the need for evaluation strategies to document program outcomes and enhance sustainability.
- Respondents suggested that communication activities and annual meetings could increase awareness of the Plan's accomplishments and re-energize partners by identifying "next steps."
- Maintenance of Partner involvement will continue to be assessed through annual surveys of Partners of the Plan, tracking Partners in Action submissions and site usage, and analysis of program records and cumulative actions.

**LESSONS
LEARNED**

- Partners experience a "learning curve" in grasping and communicating the Plan's policy and environmental approaches to improving nutrition and physical activity.
- There is a continued need to build awareness of the Plan in communities. Community readiness and champions among organizational and community leaders have been integral to the success of many Plan-related efforts.
- The Plan's objectives resonate with Partners in varied settings and communities throughout Washington State.
- In addition to providing a framework for community and coalition-based activities, Partners find the plan to be an asset in legitimizing local recommendations and providing a "selling point" in working with agency and community leaders.

NEXT STEPS

- Expand communication strategies to build awareness of the Plan and Partners in Action.
- Plan an annual meeting to share successes and next steps with Partners.
- Increase access to Plan-related information and resources through Partners in Action and the Department of Health's Nutrition and Physical Activity Program website.