

Partners of the Plan: Putting the *Washington State Nutrition & Physical Activity Plan* into Action

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Background

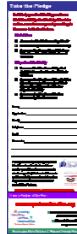
The *Washington State Nutrition and Physical Activity Plan* supports environmental and policy changes that make it easier for residents to choose healthy foods and be physically active.

Partners in communities, coalitions, and agencies throughout the state are implementing the Plan's six objectives in varied settings. Continued involvement by existing partners and recruitment of new partners is integral to the Plan's success.

Partners of the Plan

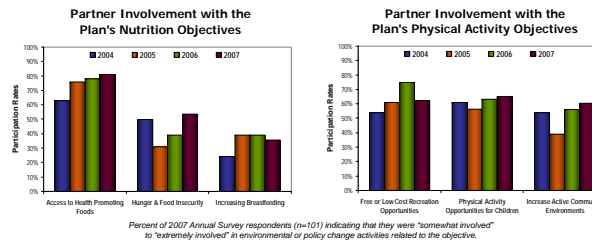
"Partners of the Plan" provides opportunities for communication, collaboration, and evaluation:

- Partners pledge to put one or more of the Plan's objectives into action.
- Partners in Action, a web-based quarterly newsletter, showcases successful initiatives.
- Announcements are distributed by listserv.
- State-wide meetings and trainings highlight current research, evidence-based interventions, and success stories.



Evaluation Components

- Annual Survey of Partners:** Involvement with the Plan's objectives, settings impacted, and the scope of influence.
- Analysis of Membership and *Partners in Action*:** Number of partners and agencies represented, objectives addressed, and settings and populations impacted.
- Key Informant Interviews:** How the Plan is being used by communities and coalitions, partners' perceptions, and factors that facilitate or hinder implementation.
- Periodic Special Topic Surveys:** Interests, needs, and opportunities for technical assistance.



Key Findings

- 622 individuals representing more than 200 organizations have joined Partners of the Plan.
- 2007 Annual Survey of Partners respondents (n=101) most frequently reported:
 - Impacting school, worksite, parks and recreation, health care, and youth program settings.
 - Work with a county, city, or state-wide scope of influence.
- Key informant interview participants (n=17) described:
 - Using the Plan to establish priorities and select activities.
 - Positive experiences associated with the Plan.
 - Interest in more policy examples, evaluation techniques, and strategies to promote sustainability.

Next Steps

The Partners in Action Web site will be revised and expanded to address the needs and gaps identified by Partners. A coordinated communications plan will be developed to publicize the site in conjunction with the release of the updated State Plan in December 2007.

Partners of the Plan Milestones

