Health Forward
FOUNDATION

Strategies, Outcomes & Indicators Workbook
for 2021 Healthy Communities RFP

INTRODUCTION TO OUTCOMES & INDICATORS

The goal of the Healthy Communities focus area is to support equitable opportunities for healthy eating and active living through policies, systems, and environmental change. The content areas under the Healthy Communities RFP are 1) food and nutrition and 2) active living and built environments.

This workbook describes and defines indicators for the Health Forward Foundation's Healthy Communities Theory of Change in concert with the Foundation's strategies of **Equitable Engagement** and **Mobilization for Action** which are required strategies under this RFP. Indicators are organized by their scope or level of impact, focusing on: **Individuals, Communities and Environments,** and **Policies**.

These indicators allow Health Forward to collect data on progress toward outcomes across grantees and allow your organization and Health Forward to measure and describe your impacts systematically. While we understand that change does not happen over a single year, we ask that you track implementation and provide your narrative story to express your progress towards outcomes.

For each outcome that you identify as part of your project, this workbook provides some suggested ways to measure and report on progress. These suggestions may be helpful as you think through your evaluation section. **We in no way expect you to choose every outcome, but we offer many options. Please select outcomes and indicators that align with the work you are doing.**

STRATEGIES

Please select the strategies you anticipate using in your proposed project. **Choose at least one from each of the two strategy areas.**

Note: As of the 2020 RFP, Multi-Sector Collaboration is no longer called out as a specific set of strategies. This is due to the evolution of the Healthy Communities RFP, growth of the field in our service area, and a desire to simplify the theory of change. However, collaboration and partnership are central to this work and necessary for the success of all projects. While you will not be asked to identify specific strategies related to collaboration, Health Forward still recognizes its importance and provides suggested outcomes and indicators related to partnerships.

Equitable Engagement

☐ Engage community members in the conversation and solutions for developing healthier communities, environments, and policies.
☐ Support inclusive efforts that promote community-based solutions.

Mobilization for Action

☐ Strengthen core organizational operations and sustainability of systems that support healthy eating and active living.
☐ Increase awareness and skills of individuals and communities through culturally relevant education.
☐ Equip individuals and organizations with what they need to influence policies, systems, and environmental change in their communities.

OUTCOMES FOR INDIVIDUALS

1. Outcome for Individuals: Increased knowledge and awareness of issues affecting community health	
Indicator	**Indicator Definition and Instructions**
1a) Increases in knowledge or awareness by community members	Definition: Self-reported increases in knowledge or awareness by community members collected through surveys, focus groups, or interviews on issues related to healthy communities (e.g., increased knowledge about the importance of healthy nutrition and physical activity). *Instructions: Describe the changes in skills, knowledge, or awareness that occurred, and the methods used to assess changes.*
1b) Number of individuals reached	Definition: Individuals impacted through activities to increase knowledge and awareness of issues affecting community health. *Instructions: Provide the following numbers if available:* *Number of community members participating in activity:* *Number of organizations or institutions participating in activity:* *Other measure of participation (if applicable):*

2. Outcome for Individuals: Increased engagement in health-related efforts that promote healthy eating and active living in the community	
Indicator	**Indicator Definition and Instructions**
2a) Increased civic and community engagement by community members	Definition: Self-reported increases in civic engagement and community engagement by community members collected through surveys, interviews, or focus groups on issues related to healthy communities. *Instructions: Describe the changes and the methods used to assess the changes.*
2b) Increased involvement of volunteers in your organization	Definition: Volunteers are individuals working on healthy communities efforts who are engaged in your organization, though not employed by it. *Instructions: Provide the following information where possible:* 1) *The <u>number of volunteers</u> for this grant year and the previous year:* 2) *The <u>number of volunteer hours</u> this grant year and the previous year:* 3) *A description of how these hours were used during this grant year:*

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2c) Increased number of committee or task force members in your organization	Definition: Committee or task force members are individuals engaged in your organization though not employed by it who have been elected or appointed to perform a service or function in an official capacity to work on healthy communities efforts on behalf of your organization.
	Instructions: Provide the following information where possible:
	  1) *Number of members for this grant year and the previous year*
	  2) *Total number of hours that members worked this grant year*
	  3) *A description of how these hours were used during this grant year*
	  4) *A description of how these members reflect the diversity of your community.*

2d) Number of individuals reached	*Instructions: Provide the following numbers if possible:*
	  1) *Number of community members participating in each activity:*
	  2) *Number of organizations or institutions participating in each activity:*
	  3) *Other measure of participation (if applicable):*

3. Outcome for Individuals: Increased use of programs, services, and environments that contribute to overall improved health	
Indicator	**Indicator Definition and Instructions**
3a) Measurable improvements to the health of individuals	Definition: <u>Improvements in physical health</u> by community members (e.g., lower cholesterol; greater well-being; improved blood sugar/HbA1c; reduced BMI). *Instructions: Describe the improvements, the number of community members affected, and the methods used to assess these improvements.*
3b) Measurable improvements in healthy behaviors	Definition: <u>Increases in healthy behaviors</u> by community members (e.g., greater consumption of fruits and vegetables; increased hours in physical activity). *Instructions: Describe the healthy behaviors reported by community members and how this improvement was assessed.*

3c) Increase in the number of individuals utilizing programs, services, or environments	Environment is defined as our physical and social surroundings—the places where we live, work, play and learn. For this indicator, focus on the number of people using the programs, services, or environments.
	Instructions: Please provide the following numbers if available:
	  1) *Number of community members that utilized the program, service, or environment during the grant year:*
	  2) *Number of community members that utilized the program, service, or environment in the year prior to the grant:*

OUTCOMES FOR COMMUNITIES & ENVIRONMENTS

4. Outcome for Communities & Environments: Strengthened collaborations that increase awareness of, and support for, healthy communities	
Indicator	**Indicator Definition and Instructions**
4a) Progress achieved by collaborations and partnerships	*Instructions: Fill out Table 4 below. Name new partners or strengthened existing partnerships. Focus on the impact of new and strengthened partnerships. What was accomplished as a result of those collaborations?*

TABLE 4: OUTCOMES ACHIEVED BY COLLABORATIONS

Type of Outcomes Achieved by Collaborations	**Description of Collaboration and Outcomes**
Check as many as apply: ☐ Increases in shared tools, resources or measurement ☐ Increases in the shared vision of the solution to problems ☐ Increases in the diversity of sectors represented in collaborations ☐ Increases in resource sharing between partners ☐ Increased agenda alignment among collaborators ☐ Increased alignment of messages among collaborators ☐ Strengthened collaboration among organizational and community leadership ☐ Strengthened communication and trust across organizations ☐ Joint activities/events among organizations ☐ Other: _____ _____	Definition: Collaboration is the intentional sharing of resources and working together with action steps toward a shared vision. *Instructions: Provide a narrative description of your selections to the left.*
New Partnerships Formed	**Strengthened Existing Partnerships**
List new partnerships here.	*List changes to existing partnerships with other organizations.*

5. Outcome for Communities & Environments: Increased community action based on public will and community input	
Indicator	**Indicator Definition and Instructions**
5a) Increased use of community input	Community input is defined as information, opinions, or resources received through the engaged participation of community members. *Instructions: Provide the number of new community-wide efforts that include a community input process and describe how community input influenced decision making.*
5b) Increased influence of public will on your organization	Public will is defined as organized, strategic initiatives designed to legitimize and garner public support for social problems as a mechanism of achieving policy or action change. *Instructions: Describe how public will influenced your organization's activities.*

6. Outcome for Communities & Environments: Increased affordability and accessibility to healthy foods	
Indicator	**Indicator Definition and Instructions**
6a) More affordable healthy food options	*Instructions: Describe changes that impacted community members' ability to afford healthy food options.* *Please explain how food was made more affordable. Include any quantitative data such as dollar amount of assistance provided, cost savings etc.*
6b) More accessible healthy food options	*Instructions: Describe changes that impacted community members' ability to access healthy food options.* *Please explain how food was made more accessible during this grant. Include any quantitative data available such as pounds of food provided.*

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7. Outcome for Communities & Environments: Physical environments that support active, healthy, and safe living	
Indicator	**Indicator Definition and Instructions**
7a) Increased number of physical spaces or programs for active, healthy, and safe living	Definition: For this indicator, focus on **NEW** spaces or programs that were created. Increases in the number of physical environments or programs that facilitate greater access to active, healthy, and safe living. This includes all programs, environments, and public spaces. *Instructions: Describe and calculate improvements to existing programs, environments and/or increases in the number of programs, services, or environments offered. (Ex: new bike trails, new exercise program, playgrounds, etc.)*
7b) Improvements to public spaces for active, healthy, and safe living	Definition: For this indicator, focus on **improvements** to current public spaces in the community (e.g., improvements to bike paths; farmers' markets; gardens; parks; school playgrounds). *Instructions: Provide a narrative description of improvements and the impact of those improvements.*
7c) Increased accessibility to programs, services, or environments for healthy living	Definition: For this indicator, focus on **accessibility by removing barriers** to programs, services, or environments (e.g., opening a school playground on a weekend to a neighborhood or decreasing exercise class costs for senior citizens). Environment is defined as our physical and social surroundings—the places where we live, work, play, and learn. *Instructions: Describe your organization's efforts to provide greater access to active, healthy, and safe programs, services, or environments in the community.*
7d) Number of individuals reached	*Instructions: Provide the number of community members utilizing new or improved programs, services, or environments for healthy living.*

OUTCOMES FOR POLICIES

8. Outcome for Policies: Organizational and local policies that support active, healthy, and safe living conditions

Indicator	Indicator Definition and Instructions
8a) Policy change that supports healthy eating and/or active living	Policy change can occur at many levels including community, municipality, organizational, institutional, etc. Please see the table below for more options. *Instructions: Fill out Table 8 below. If you are reporting on multiple policies, you should fill out the table for each policy.* *We recognize policy adoption is an adaptive process and ask that you include descriptions of the various activities and steps your organization has taken along this road (regardless of whether a policy or ordinance has been proposed, passed, or even failed).*

TABLE 8: POLICY CHANGE

Type of Policy Change	Status
Check as many as apply: ☐ New local policies, ordinances, or resolutions ☐ New state policies ☐ New organizational/institutional policies ☐ Shared-use or joint-use agreements to increase utilization of existing public or private facilities/spaces (e.g., swimming pools, playgrounds, gymnasiums, etc.) ☐ Neighborhood development master plans ☐ Zoning or land use changes ☐ Built environment related master plan ☐ Other: _____	☐ Passed ☐ Adopted ☐ In progress ☐ Other: _____

Description of Policy Change
Provide a narrative description of the policy work involved, the progress, and outcomes.
Potential number of people impacted: *Potential number of organizations impacted:* *Other measure of participation (if applicable):*

9. Outcome for Policies: Increased public resources and investment in infrastructure for healthy living	
Indicator	**Indicator Definition and Instructions**
9a) Increased funding and investments	Definition: Number of new or adjusted funding streams that support healthy communities. *Instructions: Please the name and amount of these additional funding or investment mechanisms.*

OTHER OUTCOMES

10. Other Outcomes	
Indicator	**Indicator Definition and Instructions**
10a) Other	Describe any additional indicators not already mentioned that support outcome(s) you are tracking.