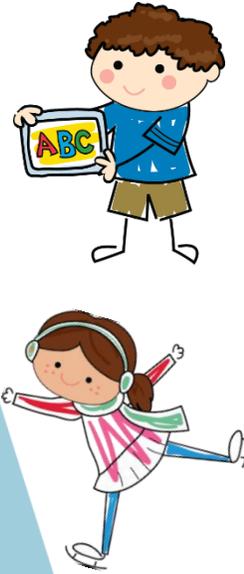


# Evaluating sustainability of the Healthy Kids Community Challenge: Findings from a survey with community stakeholders across Ontario



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Thursday May 2, 2019, 10:45am – 12:15pm, CPHA Conference



# Disclosure Statement

- I have no affiliation (financial or otherwise) with a pharmaceutical, medical device or communications organization.

# Overview

- Background: The Healthy Kids Community Challenge (HKCC)
- Measuring sustainability
- Methods: Local Steering Committee Survey
- Results
- Discussion



# Overview of the Ontario HKCC



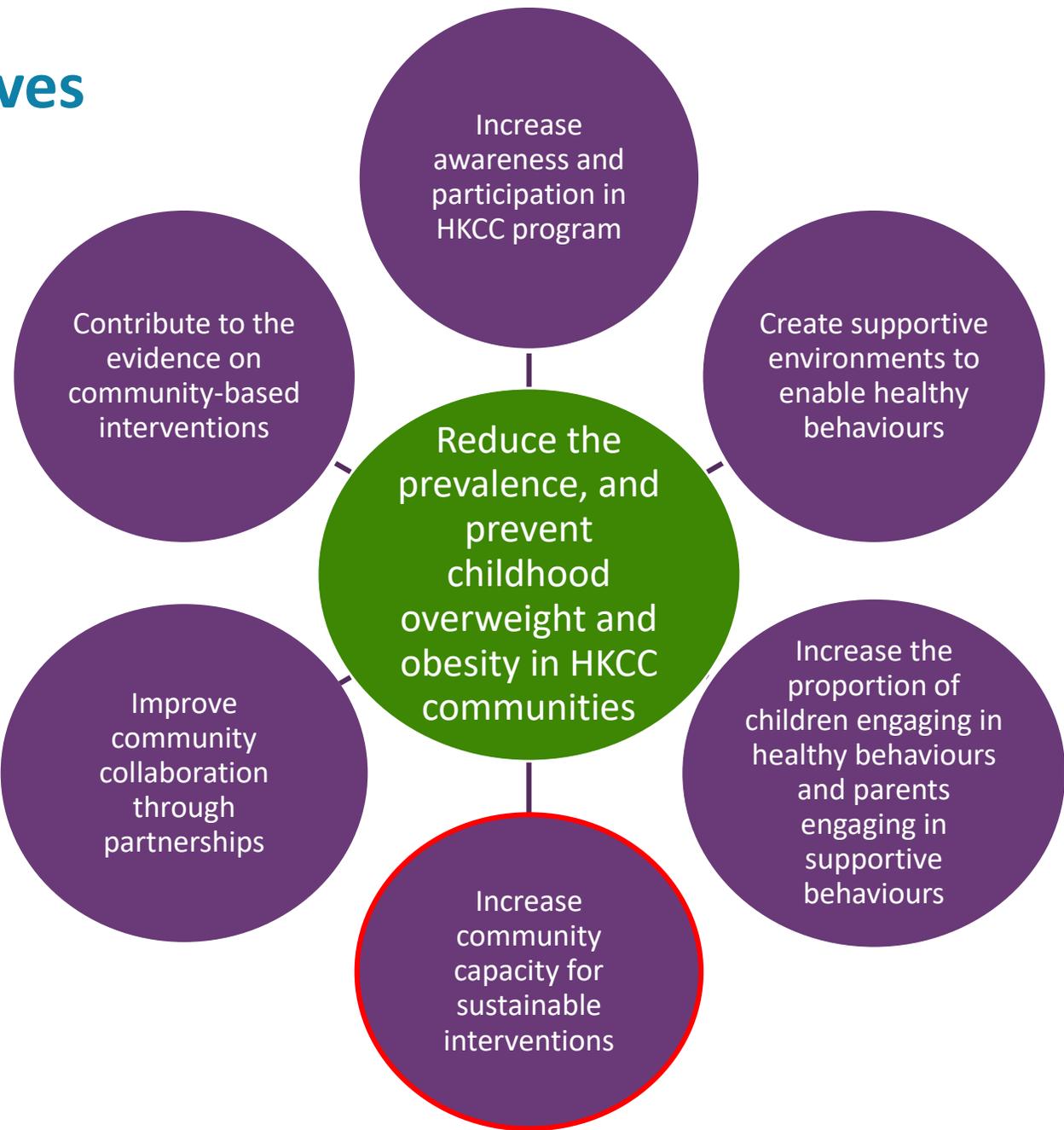
Multi-year community-based health promotion intervention targeting children and youth in Ontario

Supported by the Ministry of Health and Long-Term Care (funding, training, and social marketing tools)

45 Ontario communities (39 municipally-funded; 6 Aboriginal stream) worked with local public/private partners to develop & implement programs, policies, environmental supports to promote healthy behaviours

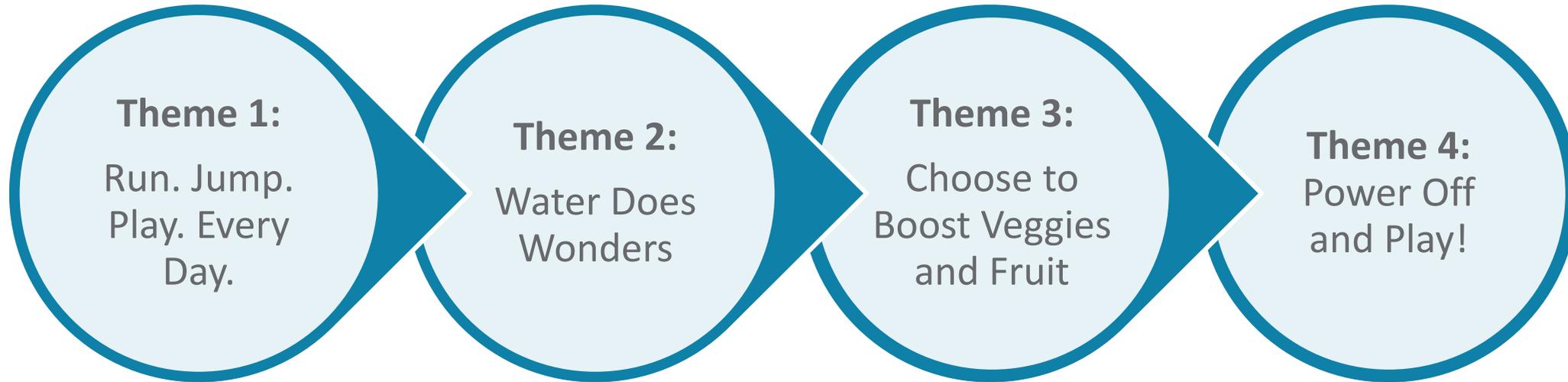
Approximately \$33.5 million of dedicated funding from MOHLTC from 2015-2018

# HKCC Goals and Objectives



# HKCC Design

- Four themes each 9-months in duration, targeting different health behaviours



# HKCC Evaluation Components

## Process Implementation Evaluation

- Implementation and factors contributing to implementation, partnerships, and sustainability of the HKCC

## Outcomes Evaluation

- Effectiveness of HKCC for increasing healthy behaviours and reducing the prevalence and preventing childhood overweight and obesity in Ontario

## Aboriginal Stream Evaluation

- CIHR-funded, community-partnered evaluation of the implementation and impacts in six Indigenous communities

# HKCC Evaluation Components

**Process Implementation Evaluation**

- Implementation and factors contributing to implementation, partnerships, and sustainability of the HKCC

Guided by Glasgow's RE-AIM Framework

- R** • Reach
- E** • Effectiveness
- A** • Adoption
- I** • Implementation
- M** • Maintenance

# Objectives

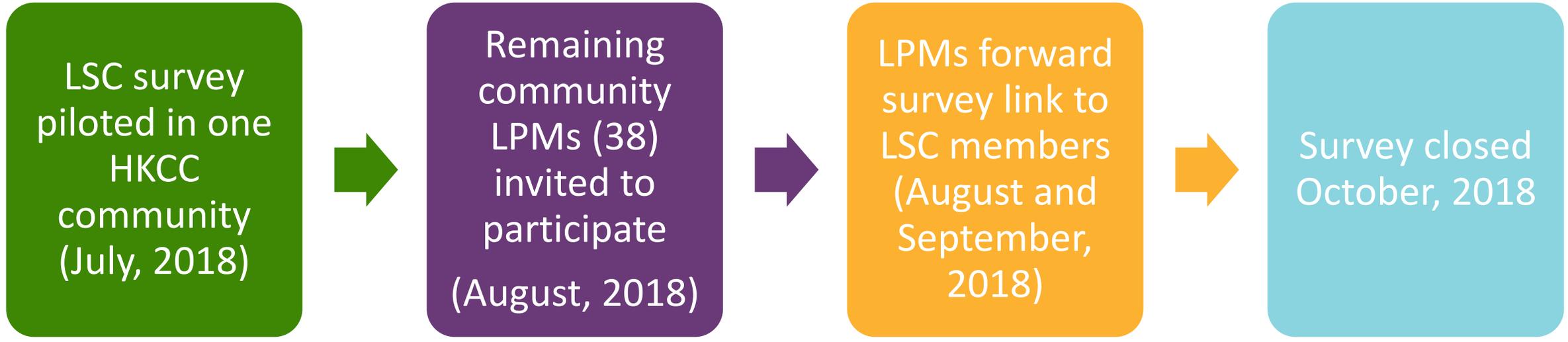
- Community-based public health interventions are costly; understanding factors related to implementation, partnerships, and sustainability are important
- Little focus on what happens to programs after implementation
- The objective was to identify sustainability beyond the HKCC

## Program sustainability capacity

- The ability to maintain programming and benefits over time
- Existence of structures and processes that allow a program to leverage resources to effectively implement and maintain and activities
- A number of selected factors might be related to a program's ability to sustain activities and benefits over time
  - These factors should be considered by public health decision makers, program managers, program evaluators, and dissemination and implementation researchers (before program end)

Schell SF, Luke DA, Schooley MW, Elliott MB, Herbers SH, Mueller NB, Bungler AC. Public health program capacity for sustainability: a new framework. Implementation Science. 2013 Dec;8(1):15.

## Methods



\* Local project manager (LPM) coordinated the program

\* Local steering committee (LSC) were multi-sector stakeholders

- 60 question survey:
- 1 question (9 sub-questions) specifically related to sustainability (built off of a sustainability framework)
- 4 questions related to programming, partnerships, and roles beyond HKCC funding
- 1 question (5 sub-questions) related to community outcomes of the HKCC that might suggest potential for sustainability

# Measuring Sustainability through the LSC Survey

To what extent do you believe that...

To a very great extent

The HKCC program in your community has a sustainability plan

The HKCC program is integrated into operations of the host organization (i.e., Public Health Unit, city)

The HKCC program is integrated into partner organizations

Community champions exist who strongly support the program

The HKCC has strong public support in my community

Diverse community organizations are invested in the ongoing success of the program

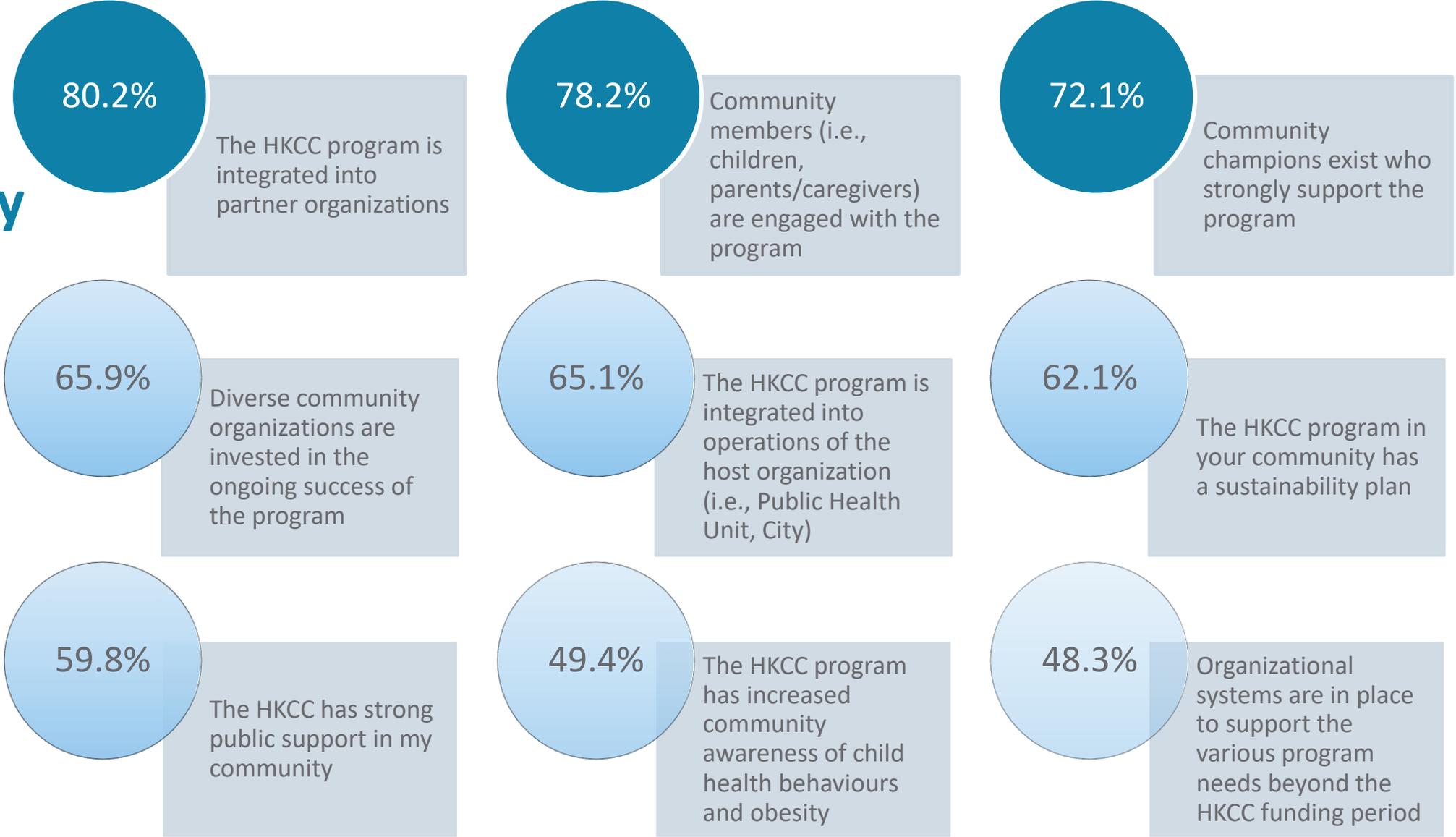
The HKCC program has increased community awareness of child health behaviours and obesity

Community members (i.e., children, parents/caregivers) are engaged with the program

Organizational systems are in place to support the various program needs beyond the HKCC funding period

To a very little extent

# Results: Sustainability questions



# Sustainability of Programming

When asked if their communities plan to continue programs established during the HKCC beyond the end of the funding period (n=87):

8% plan to continue all programming

64% plan to continue some programming

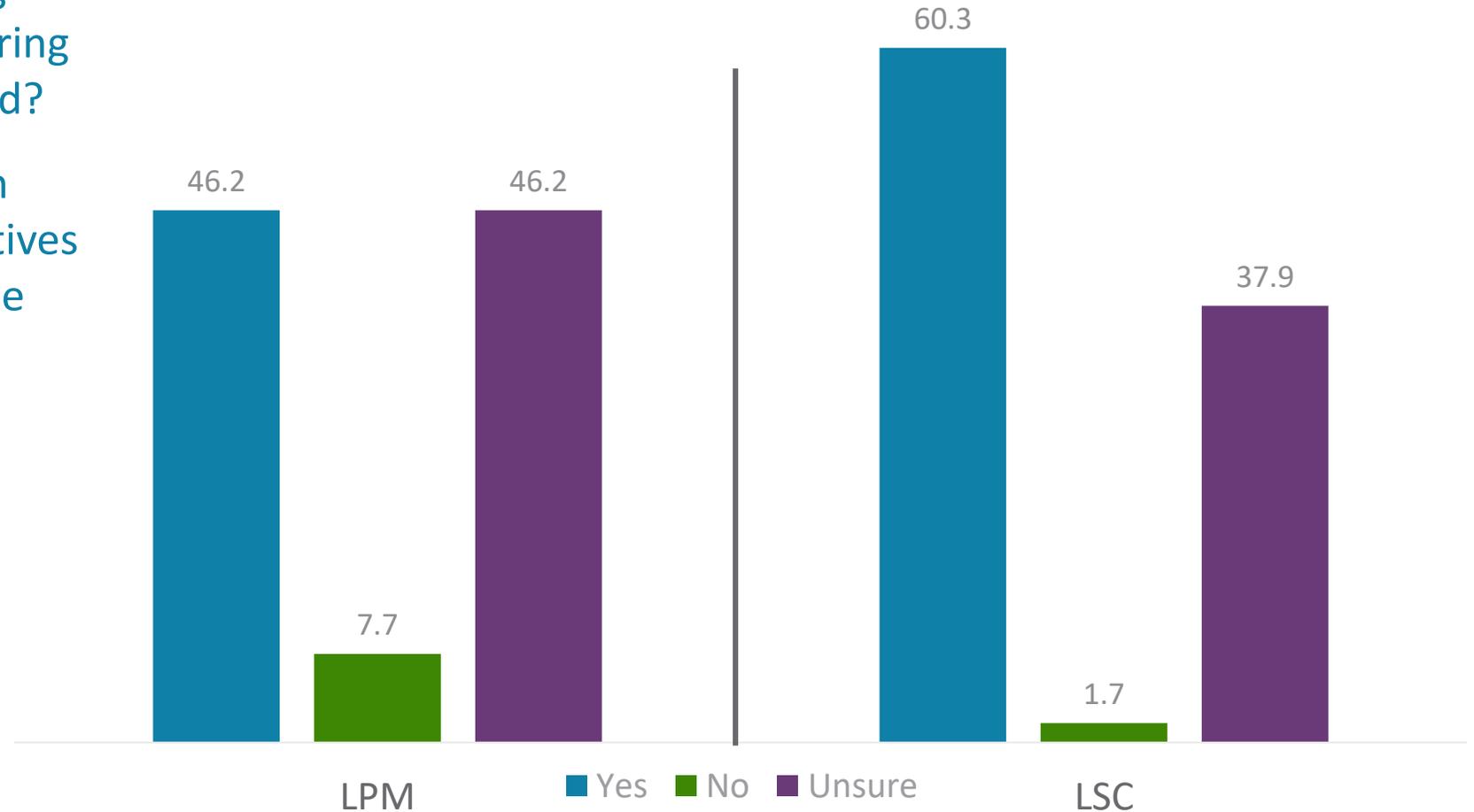
2% will not continue any programming

25% are unsure about their program continuation

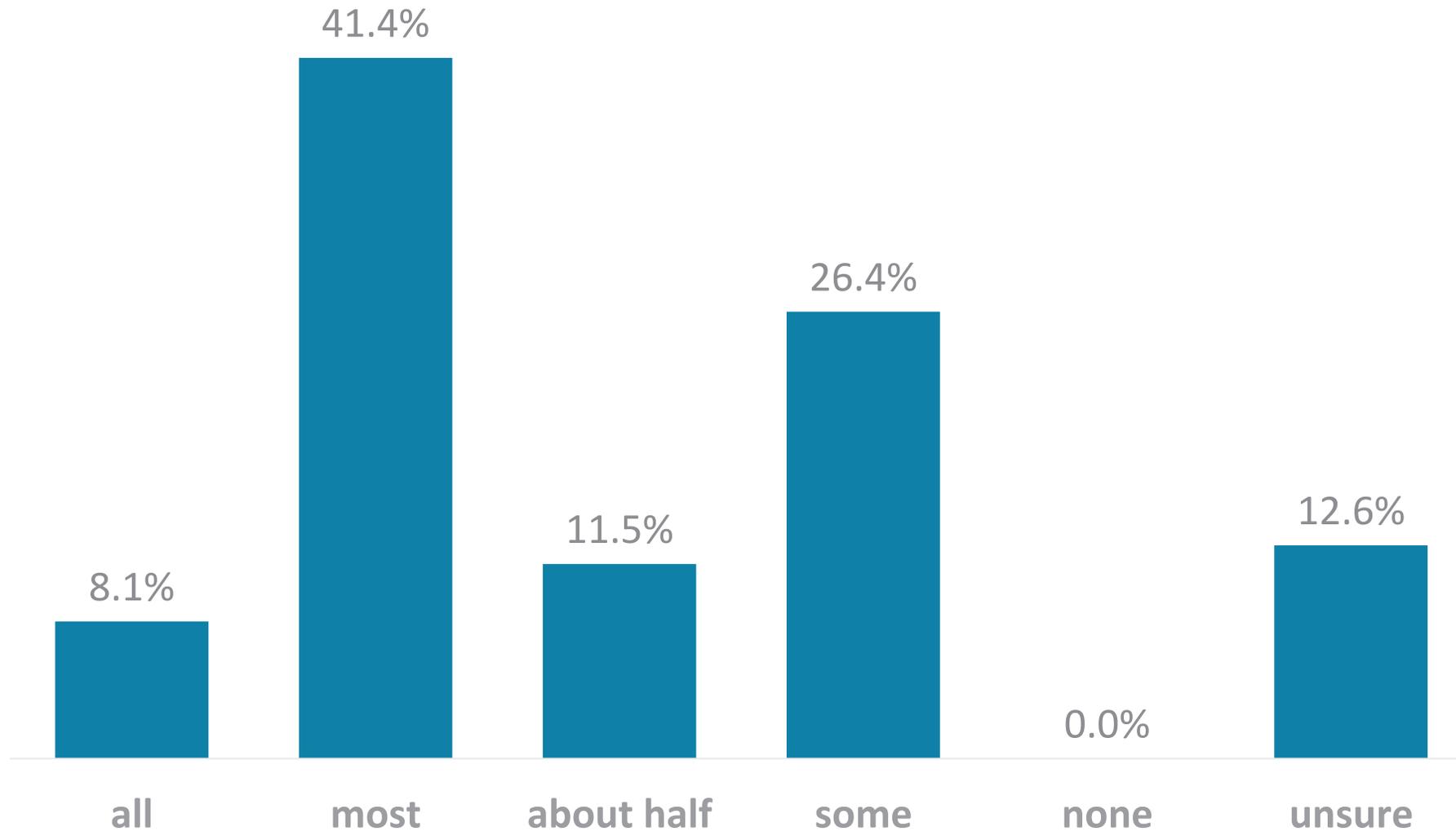
# LPM and LSC sustainability beyond HKCC funding

LPM: Do you plan to continue being involved in programs developed during the HKCC beyond the funding period?

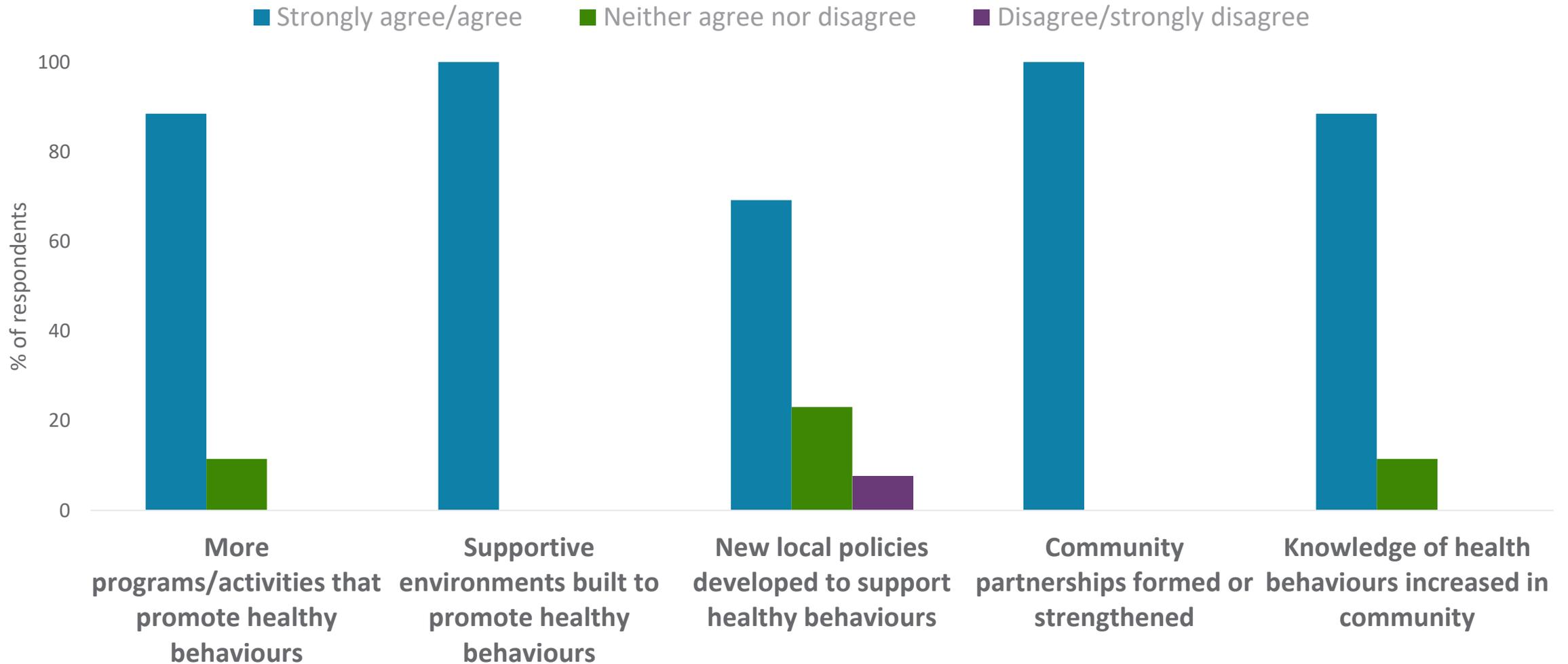
LSC: Will you continue working with other members of the LSC on initiatives developed during the HKCC after the funding period?



# Partnerships that LPM and LSCs think will be maintained (n=125)



# Community Outcomes of the HKCC (Local project managers, n=26)



# Successes related to sustainability

Built new relationships, new initiatives with sustainable effects

Engaged non-profit community partners for funding to augment or sustain programming

Some of the key messages have been developed into permanent signage which will help to sustain awareness.

Committed extra time and funding to carry out HKCC initiatives; leveraged ongoing sustainable support from the private sector.

Celebration event at the end of Theme 4 for all partners from all four themes, along with other key decision makers, to celebrate successes and encourage attendees to continue.

We have supported grass roots organizations within our community that fit our initiative with a focus on creating sustainable projects.

# Challenges related to sustainability

Steering Committee members do not seem to be interested in sustainability of HKCC at the moment.

Working on this initiative over a longer period of time would also allow for stronger community development and would not stunt the momentum that is only now being gained from this initiative

Sustainability has been discussed, but not formalized

Because the funding is not ongoing, many strategies are not able to be sustained.

Human resource support in the area of sustainability planning and local evaluation would have been appreciated from the beginning of the HKCC

Unfortunately, evaluation and strategic planning for sustainability has been worked on off the side of my desk.

## Conclusions

- The HKCC was well-received by community stakeholders (based on survey responses)
- There is potential for sustaining some HKCC initiatives beyond program funding
- Most LPM and LSC members plan to remain engaged, and expect that at least some of their partnerships will be maintained
- It is important to build sustainability planning in the early stages, and to increase community capacity (through training) for sustainability

## For More Information About This Presentation, Contact:

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