

**PACM Evaluation Plan**  
**April 1, 2016 – March 31, 2020**

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## Introduction

In December 2013 – February 2014, the Physical Activity Coalition of Manitoba (PACM) met with stakeholders and sought feedback in a variety of ways (online survey, focus groups, and facilitated meetings) to develop a new provincial action plan to promote physical activity among Manitobans. The Manitoba Physical Activity Action Plan (MPAAP) was created to provide a strategic road map to align efforts of stakeholders to reach the common goal of increasing physical activity among all Manitobans. The MPAAP is a provincial plan that is supported by government. The PACM engages members to coordinate and manage the implementation of the MPAAP.

The MPAAP builds on a shared understanding that a range of factors – including individual, interpersonal, organizational, community and public policy – influence and impact physical activity.<sup>1</sup> Manitoba physical activity practitioners understand that coordination is needed to increase opportunities for physical activity and remove barriers to participation. Reflecting this context, the MPAAP recognizes the diversity of the physical activity sector, embraces the strategic value of working across sectors, and builds on the strengths and expertise of physical activity practitioners, organizations, and communities, across Manitoba.

Priorities and objectives outlined in the MPAAP include:

### *1 Forge innovative partnerships.*

Through ongoing leadership in knowledge exchange, and coordinated and collective action, support and galvanize innovative partnerships that promote and support physical activity for all Manitobans.

### *2 Connect people to physical activity opportunities.*

*Objective 2a:* To listen to and understand community need.

*Objective 2b:* To offer targeted, consistent messaging around the importance of increased physical activity, and promote awareness of existing physical activity opportunities.

*Objective 2c:* To facilitate knowledge exchange of physical activity research, findings and practices among physical activity practitioners, with continued attention to understanding and addressing the varied barriers to physical activity.

### *3 Cultivate a healthy public policy environment that supports and encourages physical activity.*

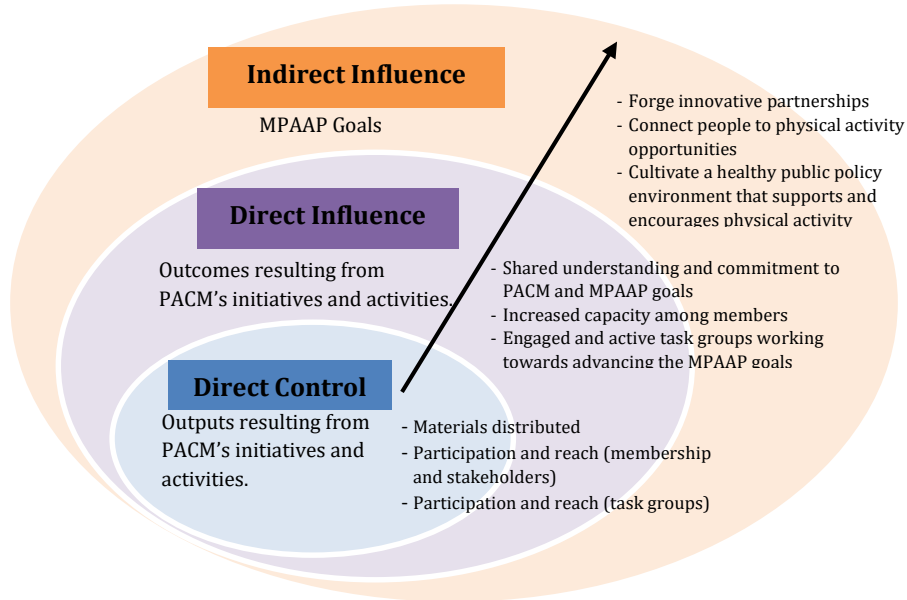
To contribute to an evidence-informed public policy environment that supports and promotes increased levels of physical activity, considering factors at the individual, organizational, community and public policy level that influence behaviour of Manitobans.

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<sup>1</sup> Active Canada 2020 (nd). Social-Ecological Model. <http://www.activecanada2020.ca/sections-of-ac-20-20/appendix-a/appendix-b/appendix-c-1/appendix-d>; Centre for Disease Control (nd). Social Ecological Model. <http://www.cdc.gov/cancer/crccp/sem.htm>.

## Evaluation Scope and Purpose

Evaluation includes year to year monitoring of the activities and outcomes that PACM is directly responsible for as well as monitoring general progress towards the goals of the MPAAP. The image below (adapted from ParticipACTION) illustrates a framework for understanding how PACM’s activities directly control and influence their outcomes while indirectly influencing the broader MPAAP goals.



Under the direct control of PACM sit the initiatives and activities undertaken in the annual work plan. These include passive and active distribution of materials through the website, e-news and other communications, delivery of training and networking events/meetings and supporting the work of the task groups. Monitoring the implementation of PACM’s work plan will occur on an annual basis.

As a result of these activities, aimed at their members and including the efforts of task groups, PACM will be able to directly influence their own objectives: engaging members in the work of the task groups and at the annual general meeting; increasing members’ capacity to support physical activity efforts in Manitoba; and working towards a shared understanding and commitment to the goals of PACM and MPAAP. These efforts will be evaluated at the end of the four-year action plan (2020).

Achieving the goals of the MPAAP is dependent on many factors outside the scope and control of PACM. As such, these are considered to be under the indirect influence of MPAAP. To provide insight towards the general progress made towards these population level goals, broad level indicators have been identified. These system-level changes (e.g. increased physical activity rates), cannot be attributed to PACM alone, and are therefore considered separately as a measure of general progress towards the ultimate goal.

A framework for evaluating PACM’s activities and outcomes, as well as measuring progress towards the MPAAP goals is provided on the following page.

**PACM Outcomes and Indicators and MPAAP Goals**

**PACM** *(The activities and outcomes that PACM is directly responsible for)*

**ACTIVITIES**

**Communication and member engagement**

- # hits to website
- e-news distribution
- communications materials and products developed and shared
- # of members and stakeholders (new and existing) (passive and active)
- # attending general meeting

**OUTPUTS**

- Shared awareness and commitment to PACM and MPAAP goals
- Increased opportunities for coalition members to apply for PA grants

**OUTCOMES**

- # and % of members and stakeholders demonstrating high level of awareness and commitment to PACM and MPAAP goals
- # and % of members and stakeholders reporting increased awareness and access to funding/grants

**INDICATORS**

**Knowledge exchange and information dissemination**

- materials distributed and disseminated
- # of webinars and workshops delivered
- # attending general meeting

- Increased knowledge among members
- Increased capacity to align with and support new and existing PA efforts
- Improved access to PA evidence, research

- # and % of members reporting increased knowledge and capacity due to opportunities and resources provided
- # and % of members who access and use provided materials and information
- # of partnerships created
- # of members reporting opportunity to leverage resources in-kind and financial)

**Support task groups**

- # of task group members
- # of meetings
- work plans developed

- Task group members active and engaged
- Task groups accomplish identified activities to support MPAAP goals (e.g. partnerships, advocacy, advancing policy, contributing tools and resources to enhance physical activity opportunities)

- Testimonials from task group members reflect on accomplishments, success and challenges
- # of tools, documents, templates developed that advance MPAAP goals
- # of partnerships created
- # of members reporting opportunity to leverage resources in-kind and financial)

**MPAAP Goals**

*The activities and outcomes of PACM contribute to, but are not the only thing influencing the MPAAP'S goals*

**ACTION PLAN GOALS**

1. Forge innovative partnerships
2. Connect people to physical activity opportunities
3. Cultivate a healthy public policy environment that supports and encourages physical activity

**INDICATORS**

- # of inter-sectoral, inter-jurisdictional partnerships for enhanced PA
- MB population physical activity rates
- # of new policy initiatives implemented
- built environment, infrastructure enhancements

## Evaluation Approach

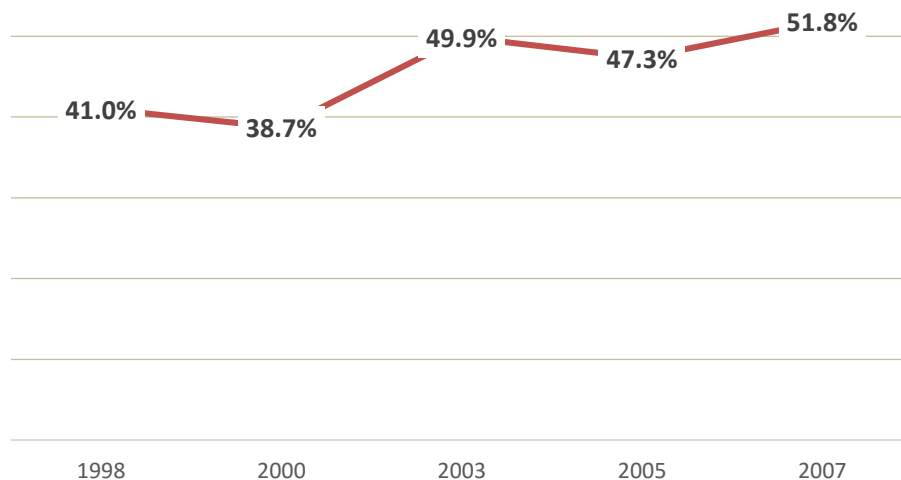
Evaluation of PACM’s activities and outcomes will involve annual review of records and documents related to PACM activities: web analytics, member database, event registrations and task group minutes and work plans. Additionally, PACM members will be surveyed annually to assess level of engagement, knowledge and skills gained and the degree to which available resources are accessed and used. A standard workshop evaluation form will be developed for use after each training session or webinar to assess knowledge and skills gained.

After four years (2020), evaluation of PACM’s outcomes will be carried out. This will include a survey of PACM membership to solicit feedback about changes in policy and programs that support and encourage physical activity. Task groups will provide updates on progress towards work plans including narrative explanations about successes contributing towards the MPAAP goals as well as barriers encountered along the way.

Information from the Canadian Community Health Survey, CanPlay and other population level surveys will be reviewed every four years to monitor provincial trends in physical activity rates. As the chart below, indicates, Manitobans have become more physically active over the last 20 years. Recognizing that various factors collectively influence behaviours, continued monitoring will ensure the positive trend continues.

### The number of Manitobans who are physically active or moderately active has increased since 1998

Source: Statistics Canada, Community Health Survey



## PACM Evaluation Framework 2015 – 2020

PACM Performance Monitoring					
Activity	Intended outcome	Outputs	Data source	Outcome indicators	Data Source
Communication and member engagement	Shared awareness and commitment to PACM and MPAAP goals	# of hits to PACM website	Annual web analytics	# and % of members demonstrating a high level of awareness and commitment to PACM and MPAAP goals	Member and stakeholder survey (2020)
		e-news distribution	Ongoing monitoring		
		communications materials and products developed and shared	Ongoing monitoring	# and % of members reporting increased awareness and access to funding/grants	Member and stakeholder survey (2020)
		# of members (existing and new)	Member database		
		# of active members	Member database		
# attending general meeting	Registration data				
Knowledge exchange and information dissemination	Increased knowledge, capacity and access to PA evidence and research among members to align with and support new and existing PA efforts.	Evidence-based practice materials distributed and disseminated	Ongoing monitoring	# and % of members reporting increased knowledge due to opportunities and resources provided	Workshop evaluation forms
		# of webinars/workshops delivered	Ongoing monitoring	# and % of members reporting increased capacity due to opportunities and resources provided	Member and stakeholder survey (2020)
		# attending general meeting	Registration data	# and % of members who access and use provided materials and information	Member and stakeholder survey (2020)
				# of partnerships created	Member/stakeholder survey & task group member feedback
Support task groups	Task group members active and engaged	# of task group members	Member database	Testimonials from task group members reflect on accomplishments, successes and challenges	Task group member feedback form (2020)
		# of meetings	Task group meeting minutes	# of tools, documents and templates developed that advance MPAAP goals	Minutes and document review (annual)
	Task groups accomplish identified activities to support MPAAP goals (e.g. partnerships, advocacy, advancing policy, contributing tools and resources to enhance physical activity opportunities)	Work plans with measurable outcomes developed	Minutes and Work plans reviewed annually	To be determined subject to development of task group specific work plans outlining activities and outcomes to be achieved	Task group member feedback form (2020)

## MPAAP Goals and Outcomes (to be reported on every 3 - 5 years)

Intended outcome	Indicators	Data source	Assumptions/Limitations
Forge innovative partnerships	# of inter-sectoral, interjurisdictional partnerships for enhanced PA	Task group work plan update Member/stakeholder survey (2020)	Where possible, task group efforts that align with these outcomes will be highlighted including barriers and successes in implementation. The member survey can ask members to comment on observed changes in partnerships and policy environment. The degree to which this can be directly attributed to PACM may be limited.
Connect people to physical activity opportunities	MB physical activity rates	CCHS/CanPlay etc. (2020)	
Cultivate a healthy public policy environment that supports and encourages physical activity	# of new policy initiatives implemented	Annual task group work plan update Member survey	
	built environment, infrastructure enhancements	Task group work plan update Member/stakeholder survey (2020)	