Fostering Community-Led, Action-Oriented Coalitions that Change Community Policies and Conditions For Health: Research, Tools and Case Studies from the Field

Colorado Food Policy Network Webinar Series
Thursday April 2\textsuperscript{nd}, 2015
12:00-12:30 p.m.
WELCOME!

Wendy Peters Moschetti

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Agenda

- Welcome
- CO Food Policy Network Background
- Presentation:
  - Coalitions and Networks for Active Living: Lessons Learned
- Open Q&A
CO Food Policy Network

- Shared purpose: “to promote healthy, community-based, economically viable food systems in Colorado that ensure all residents have access to affordable, nutritious food”

- A collective of state, regional, and local food coalitions committed to:
  - Building the capacity of local food systems coalitions to effect change
  - Advancing regional and state level policies, investments and strategies
  - Creating the conditions for deeper collaboration and impact
Coalitions and Networks for Active Living: An Overview

Jill S. Litt, PhD
Colorado School of Public Health
University of Colorado

April 2, 2015

CANAL Team:
Jill Litt
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Rachel Tabak
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Jeanette Gustat
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Tompkins
Karin Goins
Dan Bornstein
Isobel Healy
Danielle Varda
Jessica Retrum
Overview

- Describe goal of and results from the Coalitions and Networks for Active Living (CANAL)
- Share lessons learned on network effectiveness for the purposes of informing new and existing food policy council practices
- Plant the seed for FPCs to consider self-evaluations of their effectiveness as they advance policy and environmental change to support access to healthy and affordable food
Evaluate the effectiveness of networks to facilitate the adoption and implementation of policies and environmental changes at the community level that promote physical activity.
A Path Toward Change

THE SPECTRUM OF PREVENTION

- Influencing Policy and Legislation
- Changing Organizational Practices
- Fostering Coalitions and Networks
- Educating Providers
- Promoting Community Education
- Strengthening Individual Knowledge and Skills

Source: Prevention Institute
Methodology

- Sample: 59 active living collaborative groups
- Data collection:
  - Phone interview with coordinator
  - Network survey with key partners
Participating sites by physical inactivity rates

*Source: BRFSS, 2008

- CANAL study participants

Adults not meeting guidelines of
30 min per day of physical activity

- <45.0%
- 45.0% -49.9%
- 50.0% -55.0%
- 55.0% -60.0%
- >60.0%
Figure 1 - Analytic Framework for Understanding Active Living Network Effectiveness

Network
Unit of Analysis
- Organization
- Dyadic Relationship: A set of dyadic ties among individuals or organizations
- Whole Network: The inter-relationship between individuals or organizations

Processes & Structure
Explanatory Variables
- Organization (Level 1)
  - Most important outcome
  - Leadership role
  - Sector affiliation
  - Value (i.e., resource contribution)
  - Trust
- Whole Network (Level 2)
  - Goal congruence
  - Value & Trust (aggregated)

Tactics & Activities
- Policy Network
- Activism & Advocacy
- Media Engagement
- Community Events

Results
Measured Outcomes
- Perceived Success
- Policy Outcomes
- Environmental Change

Measures: Environmental and Policy Change

1. Identify types of strategy areas
   - Parks and Recreation; Transit and Parking; Plazas; Children’s Play Areas; Streetscaping; Street Improvements; Infill and Redevelopment; and Safe Routes to School

2. Extent of environmental improvement
   - Discussed; Planned; Funded; In-progress; Completed

3. Degree of policy change
   - No New Policy, Policy Gap Identified; Gap Identified and Discussion Initiated; Policy Drafted; Policy Adopted
### The Food Context: Strategies to Advance Environment & Policy Change

**Activities “Has the Collaborative used ______ to promote healthy eating?”**

<table>
<thead>
<tr>
<th>Probe</th>
<th>These would be approaches the Collaborative (including all agencies/partners within the Collaborative) has mutually agreed to use to achieve the established goals.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Environmental Changes (listed below)</strong></td>
<td>Yes</td>
</tr>
<tr>
<td>Local Policy Changes (Partnerships with local planners, amendments to comp plan and regulations)</td>
<td>Yes</td>
</tr>
<tr>
<td>Federal &amp; State Policy Advocacy (Federal/state advocacy and education)</td>
<td>Yes</td>
</tr>
<tr>
<td>Educational/Demonstration Programs (Community or school cooking class)</td>
<td>Yes</td>
</tr>
<tr>
<td>Public Events Development (Food day)</td>
<td>Yes</td>
</tr>
<tr>
<td>Social Media (Facebook, Twitter)</td>
<td>Yes</td>
</tr>
<tr>
<td>Social Marketing (Conventional marketing campaigns)</td>
<td>Yes</td>
</tr>
</tbody>
</table>

Source: CANAL+: Student Capstone Project, Max Gibson, MPH
The Food Context: Environmental Change

Environmental Strategies

The following list of strategies relates to changes in the local and regional food environments. Please indicate on which of these strategy areas your collaborative has worked:

1. Local Production: Yes
2. Community & School Resources: Yes
3. Direct Markets: Yes
4. Retail: Yes
5. Product Promotion, Placement & Nutritional Information: Yes
6. Food Banks & Pantries: Yes
7. Other: Yes

If you selected ‘other’, please list this strategy area:

Notes to Interviewer: Interviewer will only ask about strategy areas pre-selected above. A blank strategy area is included as #7 to capture ‘other’.

1. Local Production
   Probes
   - Environmental: Community and school gardens, small farms, networks of gardens
   - Programmatic: Farm Share programs connecting emerging farmers with land, training & other resources
   - Policy: Land use plans and zoning codes allowing urban agriculture and food production animals, on-site sales through farm stands, and alternative on-farm revenue streams such as food processing and events hosting.

Source: CANAL+: Student Capstone Project, Max Gibson, MPH
Ability to Monitor Progress

:: Environmental and Policy Change

Environmental Change
- improvements discussed = 1
- improvements planned = 2
- improvements funded = 3
- improvements in-progress = 4
- improvements completed = 5

Policy Change
- 1 = no policy change
- 2 = policy gap identified
- 3 = policy gap identified and discussion initiated
- 4 = new policy drafted
- 5 = new policy adopted or approved

Figure 1. Degree of environmental and policy change achieved by all collaboratives compared to
Measuring Group Characteristics and Community Engagement

Group Composition and Stakeholder Engagement

Collaborative:

Group Composition and Community Engagement Activities

Coordinators were asked about several compositional factors, including tenure of coordinator, age of group, annual funding, and number of active partners. We also inquired about the use of community engagement activities, including measures of needs assessment activities, community events and the use of social media and social marketing.

Table 2. Compositional and community engagement characteristics of collaborative compared to sample average

<table>
<thead>
<tr>
<th>Composition</th>
<th>All (n=59)</th>
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<tbody>
<tr>
<td>Collaborative Age (years)</td>
<td>5.7</td>
</tr>
<tr>
<td>Average Funding</td>
<td>$195,300</td>
</tr>
<tr>
<td>Lead Agency (Y/N)</td>
<td>76%, Yes</td>
</tr>
<tr>
<td>Experience of Coordinator (years)</td>
<td>2.9</td>
</tr>
<tr>
<td>Number of Partners</td>
<td>11-30</td>
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</tbody>
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<table>
<thead>
<tr>
<th>Community Activities</th>
<th>All (n=59)</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. of Community Event Types</td>
<td>4 of 7</td>
</tr>
<tr>
<td>Use of Social Marketing (Y/N)</td>
<td>55%, Yes</td>
</tr>
<tr>
<td>Use of Social Media (Y/N)</td>
<td>68%, Yes</td>
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</tbody>
</table>
Measuring Political and Policy Engagement

The figure below shows how frequently groups engage in a variety of political and policy activities.

Figure 2. Frequency of engagement in political and policy activities
Network Configurations

**Network Configurations: Examples**

**Low Density**
High Degree Centralization

Fewer members are connected to each other directly and instead they are connected through central members who control information flow.

**Density:** 0.42
**Centralization:** 0.59

**Mid Density**
Mid Degree Centralization

Most but not all of the members recognized each other by name. Member relationships are organized around 3-5 central members. This structure allows for less redundancy in information exchange.

**Density:** 0.80
**Centralization:** 0.24

**High Density**
Low Degree Centralization

Highly cohesive (i.e. very dense) group where all members recognized each other by name. Distribution of responsibility and power are equally distributed between members.

**Density:** 1.00
**Centralization:** 0.00

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**Network Configuration:**

The majority of members recognized one another by name, but there are a couple of organizations that are loosely attached to the group (i.e. 3-4 ties). A few members are in central positions. Power is fairly evenly distributed through the network and information flows easily.

**Density Score:** 0.78
**Degree Centralization:** 0.28
Characteristics of Successful Groups

- Multisectoral collaboratives expand influence of group

- Size and shape matter less. Groups can be effective with tight knit or loosely formed relationships.

- Community events and use of social media/social marketing achieve higher levels of environmental change

- Engaging in policy process and with community leaders (including elected officials) influences ability to advance policy change

<table>
<thead>
<tr>
<th></th>
<th>Environmental Change</th>
<th>Policy Change</th>
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<tbody>
<tr>
<td>Age</td>
<td></td>
<td>**</td>
</tr>
<tr>
<td>Events</td>
<td>*</td>
<td></td>
</tr>
<tr>
<td>Offer testimony</td>
<td></td>
<td>***</td>
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<tr>
<td>Engage in media advocacy</td>
<td>**</td>
<td></td>
</tr>
<tr>
<td>Engage community leaders</td>
<td></td>
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</table>

Overall model fit

- Pr< F: 0.001 < .0001
- R²: 0.29 0.41
Planting the Seed ...

- Food policy councils may be one of the newest permutations of collaboratives coming together to advance policy and environmental change.

- Opportunities to reflect on group structures, membership, relationships and tactics and activities to engage stakeholders for the purpose of advancing change.

- Tools, such as PARTNER, provide an opportunity for groups to evaluate themselves.

- Start-up costs are minimal and support exists (i.e., graduate students ;-) ) to help groups self-assess.
Acknowledgements

- Centers for Disease Control and Prevention, Prevention Research Center Program Special Interest Project: 5U48DP001938-03
- Physical Activity Policy Research Network (PAPRN)
- The communities who shared their time, stories and successes
- Kaiser Permanente
- LiveWell Colorado
- Wisconsin Department of Health Services
- Denver Environmental Health
Questions?
Contacts

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טר花朵:  
– www.facebook.com/groups/cofoodsystemcoalitions/  
– Listserv
Resources

“Leadership Development for Nontraditional Voices”:
- http://sparkpolicy.com/tools/introduction-overview/leadership-development-for-nontraditional-voices/

“Organizational Tools: Membership and Inclusionary Techniques” in the Food Policy Network database:

Multnomah County's (Oregon) Equity and Empowerment Lens:

"Building the Case for Racial Equity in the Food System” Guiding Questions for Racial Equity Analysis:
Next in the Series!

**Webinar #2:** PARTNER: A Tool for Collecting and Utilizing Data to Build, Manage, and Evaluate Networks on Wednesday Apr 15, 2015, 12-12:30pm:

- [https://attendee.gotowebinar.com/register/4543670594521191426](https://attendee.gotowebinar.com/register/4543670594521191426)

**Webinar #3:** Building Diversity to Change Policy and Conditions in Community and Organizations on Thursday Apr 30, 2015, 12-12:30pm:

- [https://attendee.gotowebinar.com/register/7787574043599921922](https://attendee.gotowebinar.com/register/7787574043599921922)
Thank You!

All webinars are archived here:

www.livewellcolorado.org/livewells-commitment/research-and-publications/webinars