



MIDDLESEX - LONDON
*Building Canada's
Healthiest Community*

www.inmotion4life.ca

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Physical Activity...do it for life!



Formative Evaluation

- Data Sources
 - Canadian Community Health Survey (CCHS)
 - Rapid Risk Factor Surveillance Survey (RRFSS)
 - In Motion Baseline Survey

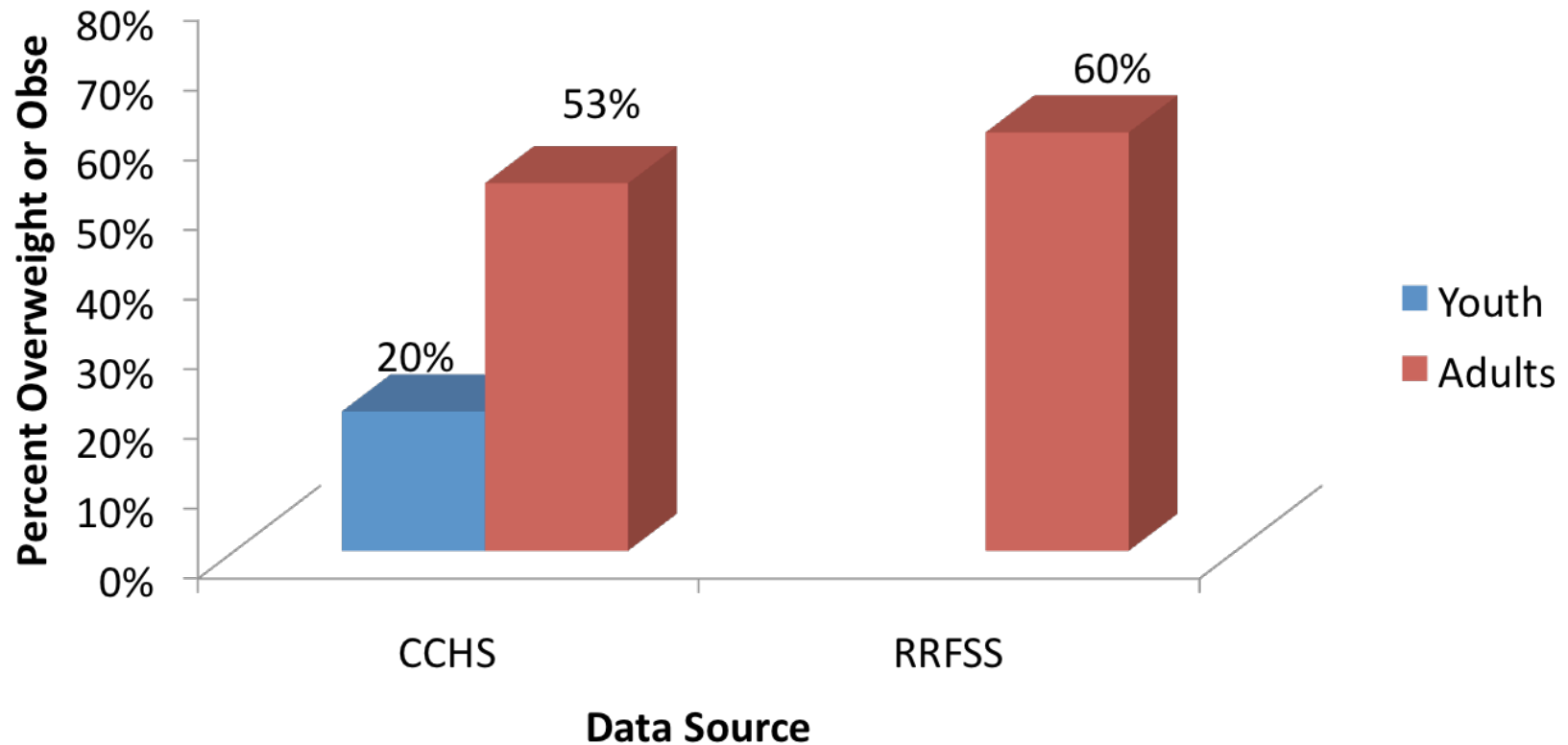
Baseline Survey

- A request for proposal was sent to five survey centres.
- Contracted Fast Consulting - Saskatoon
- Stratified Random Sample Middlesex County
 - 800 urban, 800 suburban, 400 rural households
- Survey conducted in June of 2009
- Simple unweighted analysis and summary report provided by FAST Consulting
- Weighted analysis with adjustment for sample design conducted in house

Unique Content

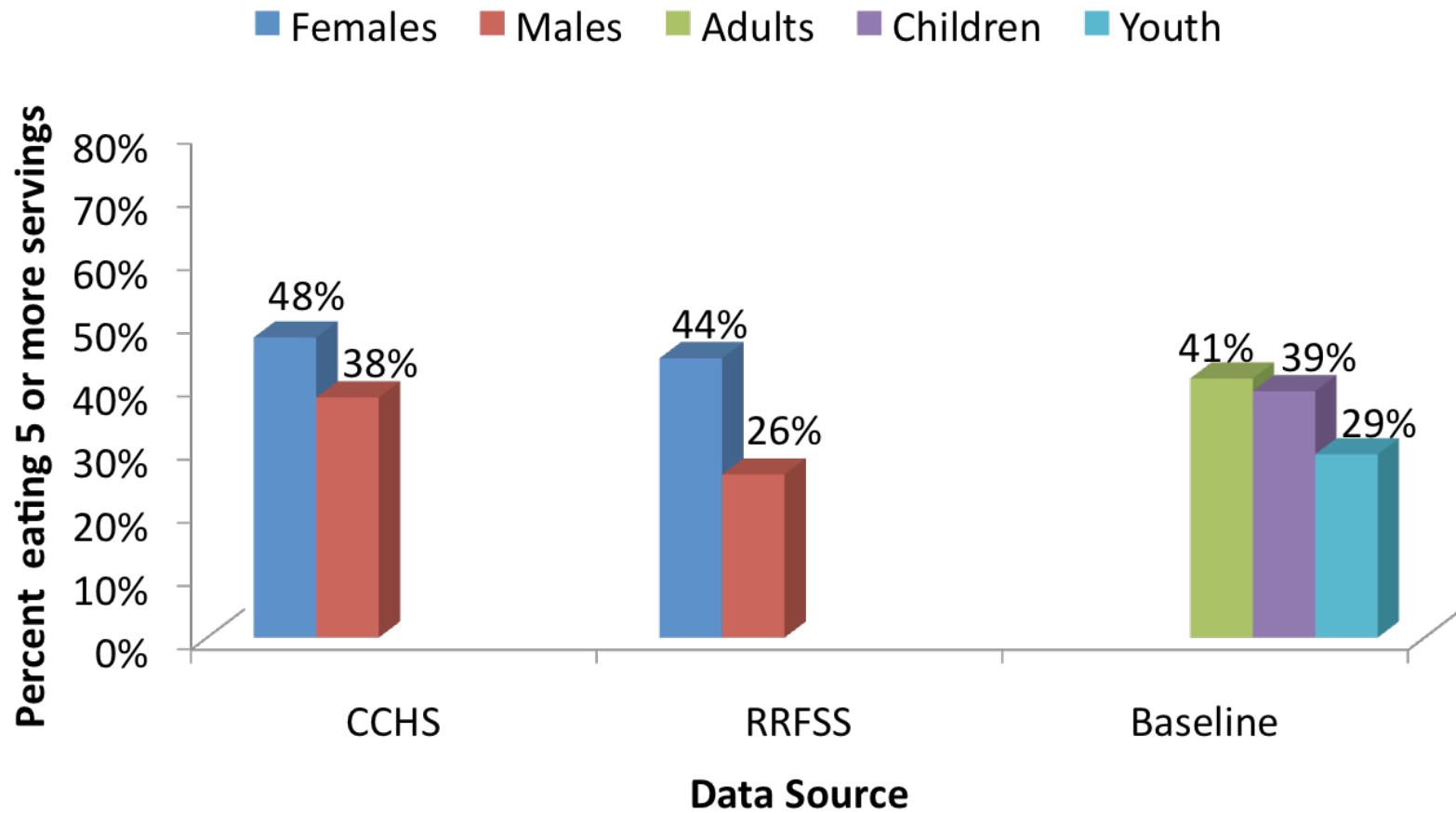
- Fruit and vegetable consumption
- Children and Youth
 - Breakfast consumption
 - Beverage, snack food and fast food
 - Eating behaviours

Healthy Body Weight



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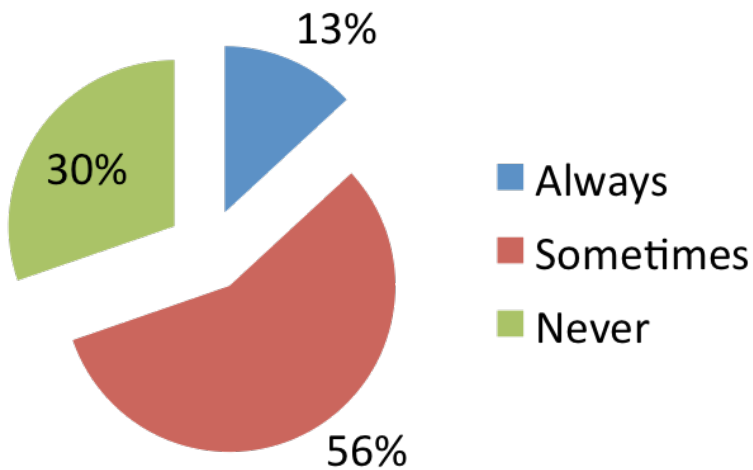
Healthy Eating



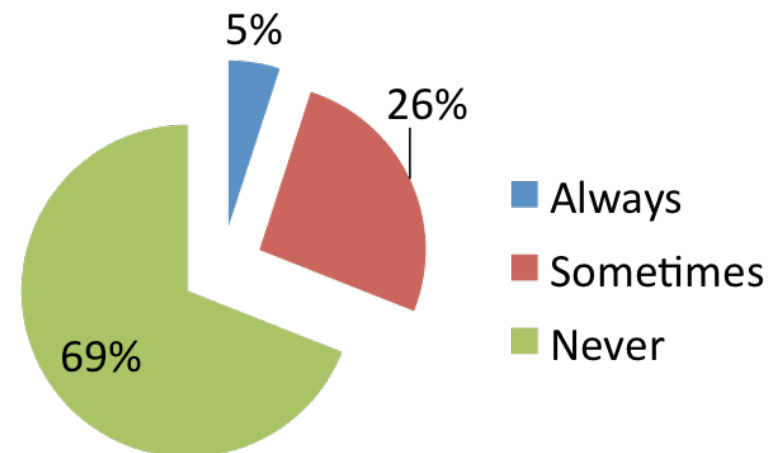
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Eating Habits: Children and Youth

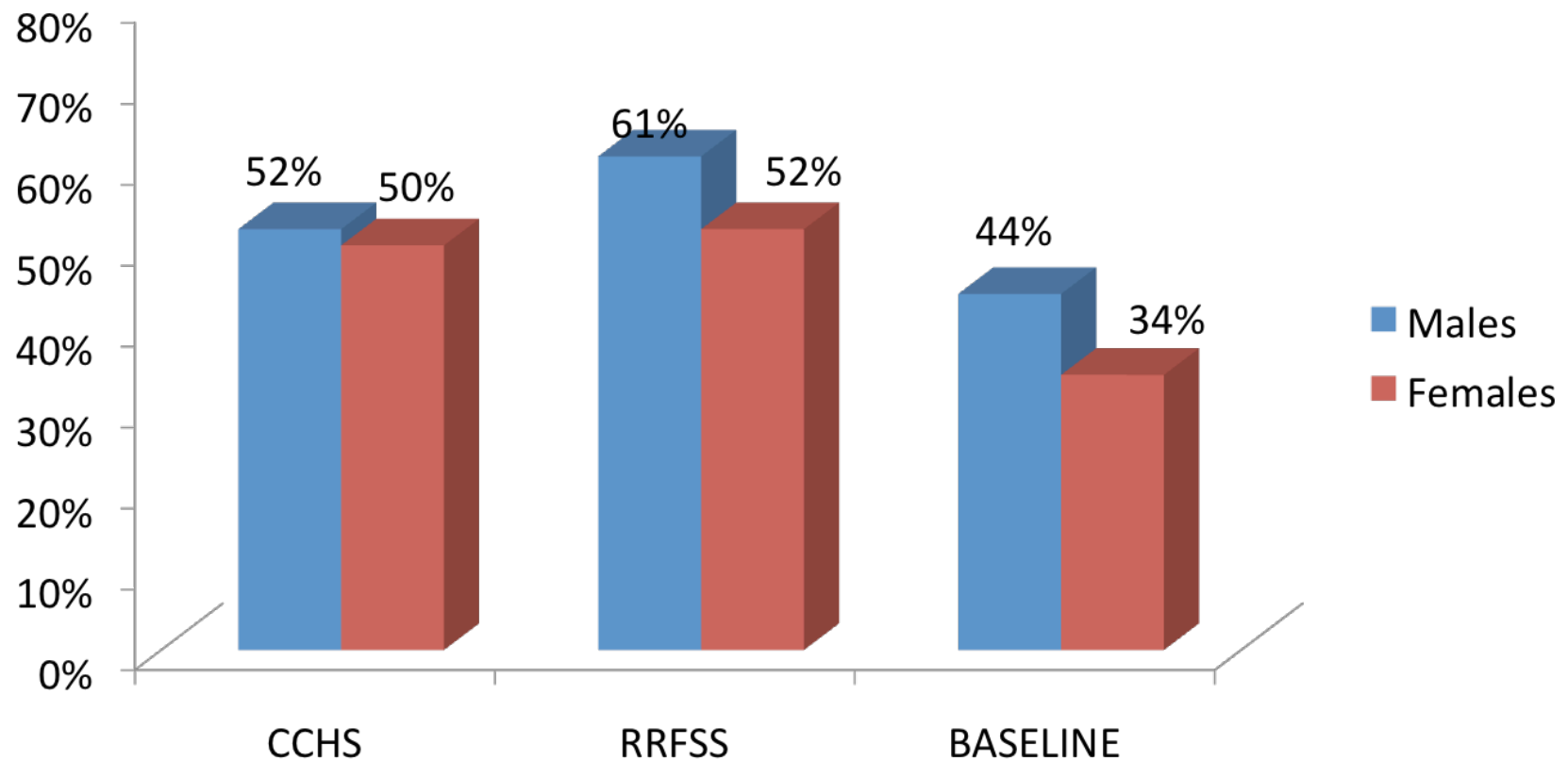
Snack while watching TV



Family watches TV during meals

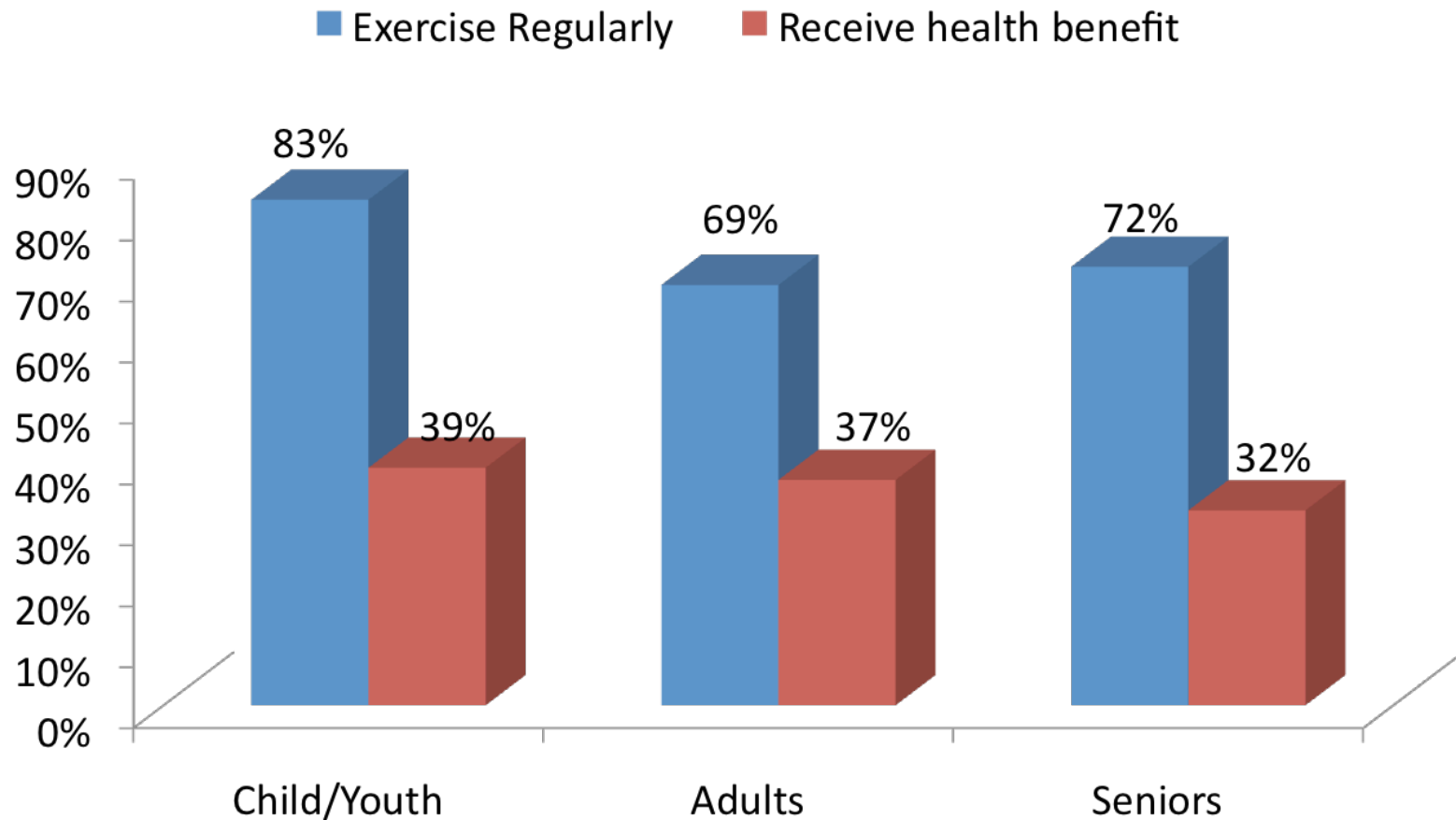


Physical Activity



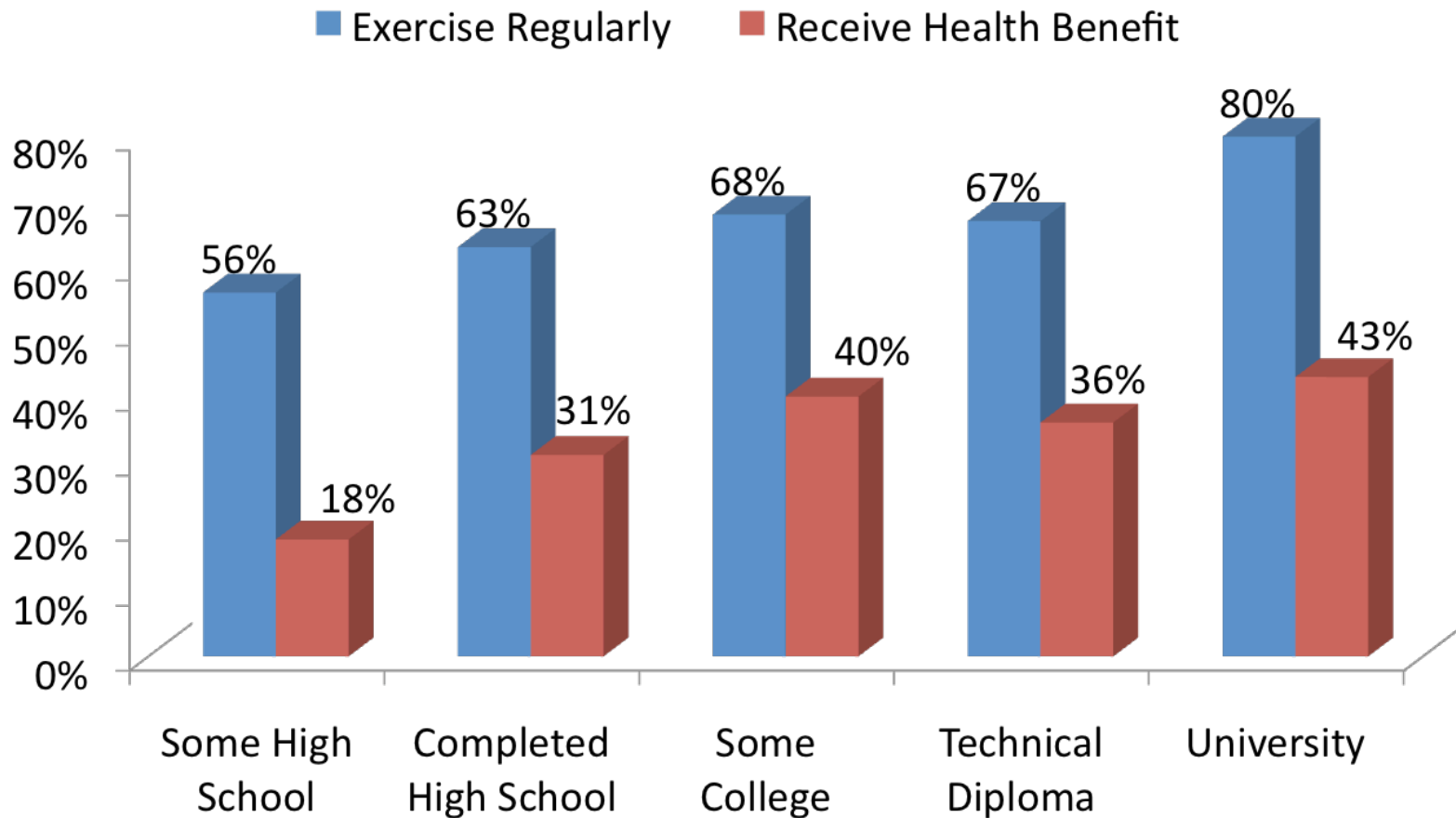
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Addressing the Gap



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Physical Activity and Education



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Implications for Middlesex-London In Motion Campaign

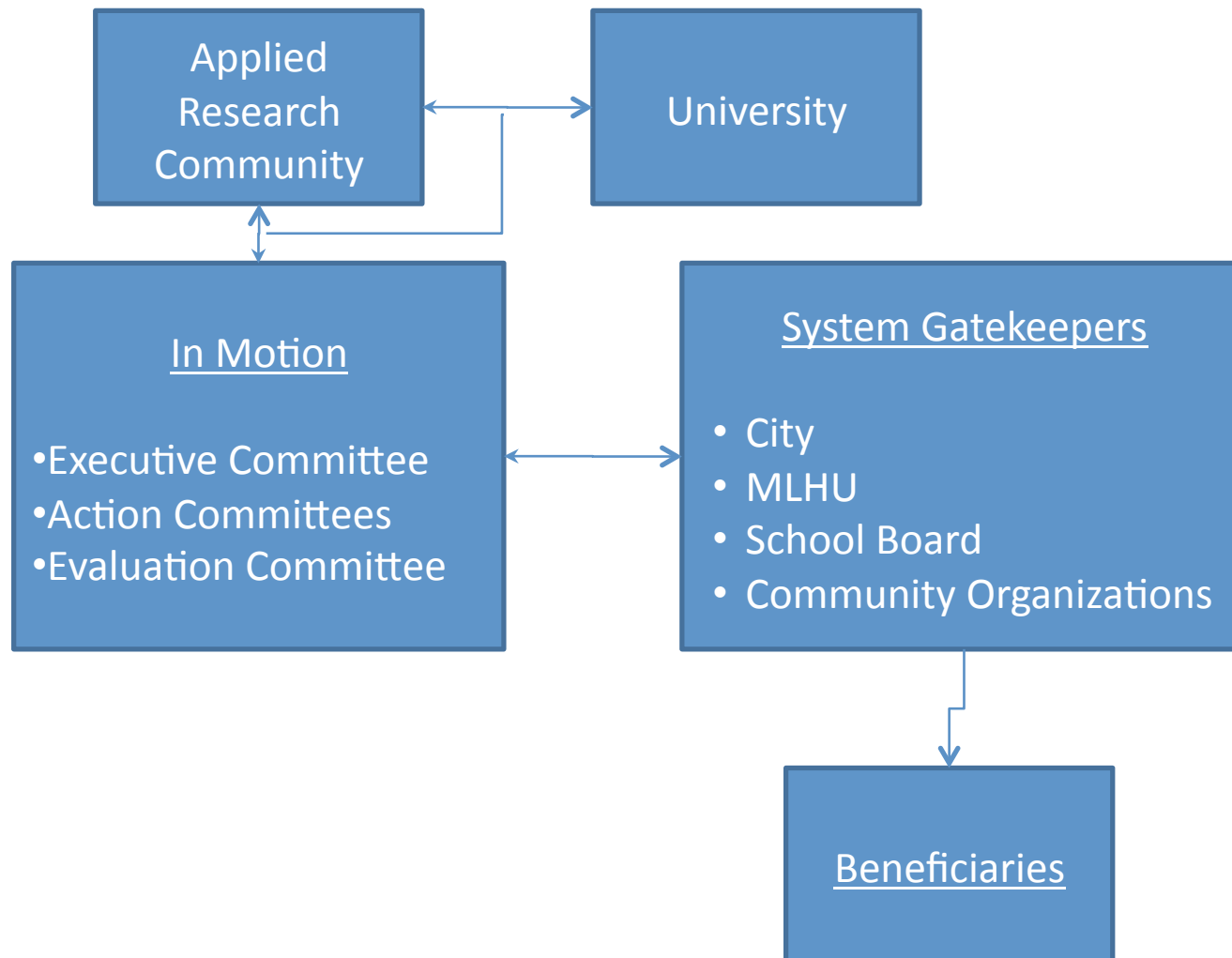
- Greater awareness of the benefits of physical activity than there is of the health benefits of fruit and vegetable consumption
- Healthy eating promotion campaigns would benefit from a focus on lower income and education groups
- Although residents of Middlesex-London are physically active on a regular basis they fail to meet the activity levels required for a cardiovascular health benefit
- Promotion of physical activity should be directed toward increasing activity level as opposed to increasing awareness

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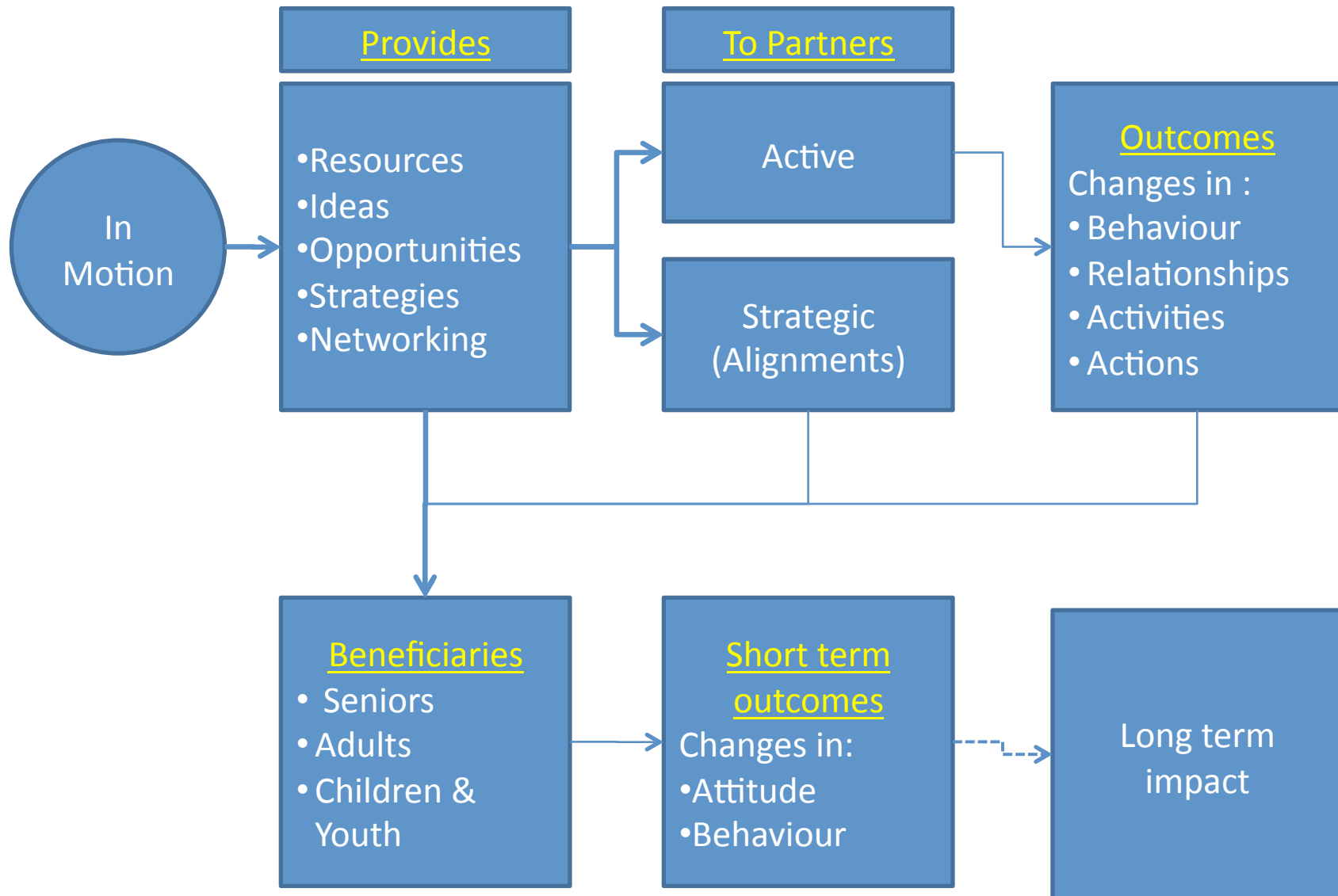
Moving forward

- Standardized planning templates for capturing data for process evaluation
- Examining a variety of models for outcome evaluation
- Borrow from the international development community's model of Outcome Mapping
- Designed to assist in understanding an organization's results, while recognizing the contribution of other partners

Who are the Partner Organizations?



How do we effect change?



From framework into action

- Engage the academic community to become the evaluation engine
- Make effective utilization of existing sources of information
- Get creative with the use of electronic data capture beyond simple web metrics
- Use mixed methods to delve deeper with qualitative analysis of personal stories
- Follow-up Survey

