Program Evaluation: How to keep up and stay one step ahead

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description: What format works best for your participants and program stakeholders? Is it one on one work-outs? Group Personal training? Group exercise? Utilizing branded programs? Fitness programmers make these decisions on a daily basis. How do you make your decisions? Are you looking at research, cost analysis, industry trends? A researcher and a programmer teamed up to answer the question: does our programming work? Lessons learned from the MWR Navy SHAPE and Navy Operational Fitness and Fueling System (NOFFS) research projects provide insights on the importance of quantifying outcomes for effective program delivery and sustainability.

Objective: Help managers/owners/programmers gain tools to improve their delivery practices and resource management techniques through insights on a case study of Navy SHAPE and NOFFS program evaluation projects.

need statement: Integrating research into programming practices can be time consuming, expensive, and tedious; yet it can also be enlightening and provide necessary programming direction as well as help guide resource allocation. A case study review of one large organizations programming research practices may assist you in determining effective program evaluation tools in order to enhance overall program sustainability.

Part 1:
What's the trends/fads in fitness today? How does one know that what we are doing is making a HUMAN difference?

The Ecological Model and the integration of public health and fitness will encourage more evaluation of outcomes related to fitness/wellness/movement education for the greater good.

Part 2:
Military Model of fitness delivery for a large organization overview. How does the military carry out their “mission” AND bring health/fitness services to the Military community?

Branded fitness programs and consumer demand drive customer for the military also. The Total force Fitness Model and how it integrates with the Ecological Model.
INSTANT RECESS BREAK!

Get up; get out of those chairs for a few minutes!

Part 3:
Overview of fitness program outcome research methods/outcomes for the NAVY SHAPE project (2008-2013); how it started; what we learned; and what we learned related to program outcome research.

Overview of fitness program outcomes for a waterfront research project which integrated military staff; headquarter guidance; and two university entities to create a working team for program outcomes effectiveness

Part 4:
Lessons learned? What would we have done differently; how has the data/service-based research impacted our work for the future?

Application to YOU:
Write down 2-3 research ideas you would like to see occur in your program/facility that would help you plan for funding/advertising/health outcome analysis for your participants. Write down a timeline for when you might do a project on your own in the next year.

Three take away messages

1. Learn how one large organization funded and evaluated two program delivery models
2. Apply delivery methods presented to your current program evaluation process
3. Reflect on your own outline/timeline for a program evaluation review process for your organization.
References:

- NOFFS study article: http://www.navy.mil/submit/display.asp?story_id=78950