

Population Dose: Strength Rating Guide for Community Strategies

This guide is useful when planning strategy clusters, in order to estimate potential strength, and when planning evaluations to know what data to collect. Default strength of a strategy given typical implementation is presented, based on averages from literature evidence and our strategy level evaluations. If implementation data is collected per table below, one can use the dose calculator to estimate actual strength. Strategy level evaluation through interview, observation, or survey can provide much more accurate strength estimates, but are resource intensive. For more information, please see our other dose materials at <http://share.kaiserpermanente.org/article/dose-creating-measuring-impact/>.

Theme	Examples	Reach Definition required for reporting	Strength Default for planning	Actual Strength based on Implementation	Strategy level evaluation Optional in-depth evaluation
Nutrition					
Cafeteria	Increasing healthiness (more f/v, less fat, whole grain, fresh vs processed, refined sugar)	# of students in a school # employees in a worksite	Low – Schools Minimal -Community	Description of what was changed (e.g. eliminated fried foods, 50% whole grain, no chocolate milk)	Food service interview, menus pre/post
Healthy snacks/rewards	Change classroom rewards to healthier items	# of students/children in schools	Minimal	Description of what was changed (e.g. eliminating chips)	Pre/post tracking foods served for snack
Healthy Retail Restaurants Vending	Add healthy options Menu labeling Remove unhealthy snacks	# of avg monthly patrons or venue address for GIS # students, # employees	Minimal	Total items healthy/unhealthy pre/post	Pre/post item specific sales data
Nutrition education	Cooking classes, classroom or garden nutrition education	# who participated	Minimal	Name of evidence-based curriculum (e.g. Cooking Matters) Description of class content	Pre/post survey of healthy eating behaviors
Farm to institution CSA	Promoting fresh foods in schools, hospitals etc.	# of people in organization receiving food	Medium - Schools Low- Community	Annual # lbs. produce	Pre/post survey of healthy eating behaviors or pre/post cafeteria observation
Farmers' markets	Creating a new farmers market	# of shoppers, or # of WIC coupons, EBT users	Low	Use default unless strategy level evaluation	Sales data or Pre/post survey of healthy eating behaviors of patrons
Gardens	School garden, community gardens, food bank produce donations	# of gardeners or # food bank participants, etc.	Low	Annual # lbs. produce	Pre/post survey of healthy eating behaviors

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Physical activity					
Complete streets/general plan	Complete a sidewalk network, or making zoning changes	Address for GIS reach estimation	Low	Picture/description of improvement	Pre/post observational assessment of use
Parks/Playgrounds/Trails/Bike Lanes	Improved park amenities – playfields, fitness equipment, bike racks, trails	Community - address for GIS reach estimation School - # students with access to improvement	Low	Avg # users per month Estimate of months used per year	Pre/post observational assessment of use
Safe Routes to School	Walk to school days Walking school bus	# of students participating	Low	# walk to school days/other events per year # walking busses	Pre/post teacher tallies # students riding bus, # days bus active, distance walked
PA Programs	Walking club, Zumba class, after school program, etc.	# of program participants	Medium – Schools High - Community	Frequency, length, duration of program, E.g. 1x a week, 60 minutes, 3 months.	Observation to determine MVPA; tracking attendance
PE curriculum/PA education	Adopt an evidence-based curriculum Bike safety education	# of participants	Medium	Name of evidence based curriculum being used frequency/duration of education	SOFIT observations of MVPA pre/post survey querying daily average PA
Recess/Classroom PA	Increase recess time In-class exercise	# of students in affected classes	Low	Sessions per week	# of PA minutes per session, # sessions per week, observation or teacher survey
Both nutrition & PA					
BMI screening/referral Health coaching	Screen/referral for overweight. School Fitnessgram	# participants	Minimal	Use default unless strategy level evaluation	pre/post BMI or other biometric measures
Media/social marketing	Media campaign to raise awareness about HEAL	# exposed to media campaign – radio/TV viewers, print exposure	Minimal	Use default unless strategy level evaluation	pre/post survey of healthy behavior changes
Resident advocates/ promotora	Outreach to promote HEAL	# contacted by advocates	Minimal	Use default unless strategy level evaluation	pre/post survey of healthy behavior changes
School wellness Early Childhood Worksite Wellness	School-wide HEAL policies healthier childcare programs worksite wellness	Evaluate and rate strategies separately by theme (e.g. cafeteria, PA program)	n/a	n/a	n/a