Let’s Move Holyoke 5-2-1-0 Evaluation

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Site Survey Overview

• Online survey tool used to document and assess the number and type of LMH 5210 activities happening at the partner sites.

• Administered in the Fall of 2019 (collects data on past year activities).

• 13/15 partner sites completed the survey.
  • Survey completion rate was high, indicating good partner engagement in the initiative.

• Sites are from a variety of sectors (e.g., healthcare, school, worksite, community, out-of-school, early education).
Site Survey Results

Site Survey results show a wide range of activities that support the initiative.

- Posted LMH 5210 Materials at Site: 100%
- Incorporated LMH 5210 Message at Site: 100%
- Implemented Evidenced-based Activity: 100%
- Implemented a LMH 5210 Priority Strategies: 85%
- Implemented a LMH 5210 Activity: 77%
- Had a Site Team that Met Regularly: 77%
- Used 5210 Toolkit: 54%
- Had a Site Champion: 54%
- Used Healthy Living Plan: 15%

*Please note that respondents could select more than one category*
Evidence-based Programs Implemented

*Please note that respondents could select more than one category

- Nutrition program: 8
- Food access: 7
- Policy/systems change: 5
- Farm/gardening program: 4
- Culturally appropriate menus: 4
- Healthy cooking and food prep infrastructure: 3
- Transportation support: 2
- Employment support/resources: 2
- Housing support: 2
- After school program: 2
- Food service staff development training: 2
- Physical activity breaks in school/preschool day: 2
- Increased recess or physical activity time: 1
- Physical activity program: 1
- Safe Routes to School program: 1

All sites implemented at least one evidence-based strategy
Priority Strategies Implemented

Providing healthier choices for snacks and celebrations was the most frequently reported strategy by partner sites in 2019.

- Provide healthy choices for snacks & celebrations: 77%
- Provide non-food rewards: 54%
- Provide water and low fat milk; limit or eliminate sugary beverages: 54%
- Limit screen time: 38%
- Provide opportunities for children to get physical activity everyday: 31%

*Please note that respondents could select more than one category

11 of 13 sites implemented at least one priority strategy.
Site Survey Results Highlights

6 SITE SURVEYS

40,758 PARTICIPANTS SERVED

High Site Survey Completion Rate Year After Year

- 92% in 2015
- 91% in 2016
- 69% in 2017
- 87% in 2018
- 87% in 2019
Site Survey Results Highlights

HEALTH FAIRS
NEWSLETTER/MARKETING
CLASSROOM ACTIVITIES
NEW ADVISORY BOARD MEMBERS
UMASS PUBLIC HEALTH SERVICE
ENDOWMENT GRANT
HAMPDEN COUNTY CHIP DOMAIN 4
TABLEING/COOKING DEMOS/WORKSHOPS
CORD 2 HEALTHY WEIGHT CLINIC
LMH 5210 WEBPAGE DEVELOPMENT AND LAUNCH
LET'S MOVE HOLYOKE 5210 FACEBOOK PAGE
ONLINE NUTRI QUIZ DURING NATIONAL TO ALL STAFF AT HHC
WELLNESS FAIR TO HHC STAFF
AAP NCE POSTER DISPLAY
MPHA EXHIBIT
COMMUNITY EVENTS AND OUTREACH
HEALTHY SNACK/BREAKFAST ITEMS

HEALTHY STRATEGIES
VALLEYBIKE SHARE
FOOD PANTRIES
COMPREHENSIVE HEALTH EDUCATION
PROGRAMHEALTHY LIVING PLAN
SCHOOL GARDENS
UMASS EXTENSION SUMMER CAMP
HEALTHY WEIGHT AND YOUR CHILD
CATCH
NUTRITION EDUCATION
FOOD DEMOS: INCREASING VEGETABLE SERVINGS
NUTRITION EDUCATION AROUND SUGARY BEVERAGES AND
PACKAGE LABELING HEALTHY SNACK/BREAKFAST ITEMS
HEALTH EDUCATION
PECK MIDDLE SCHOOL HEALTH FAIR
HEALTHY LIVING PLAN
NUTRITION MONTH