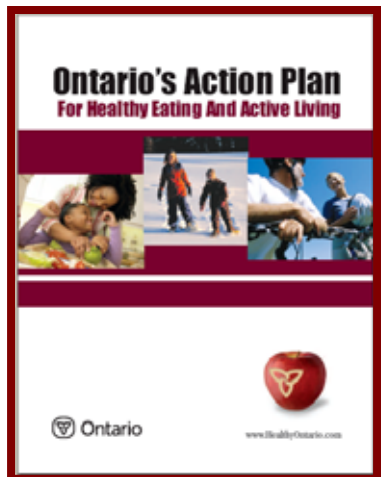


EVALUATION OF *ONTARIO'S ACTION PLAN FOR HEALTHY EATING AND ACTIVE LIVING*



In June 2006, the Ministry of Health Promotion released *Ontario's Action Plan for Healthy Eating and Active Living*. This represents the first time that the province has integrated nutrition and physical activity promotion in one Action Plan.

The Action Plan is focused on four key areas:

- Grow Healthy Children & Youth
- Build Healthy Communities
- Champion Healthy Public Policy
- Promote Public Awareness & Engagement

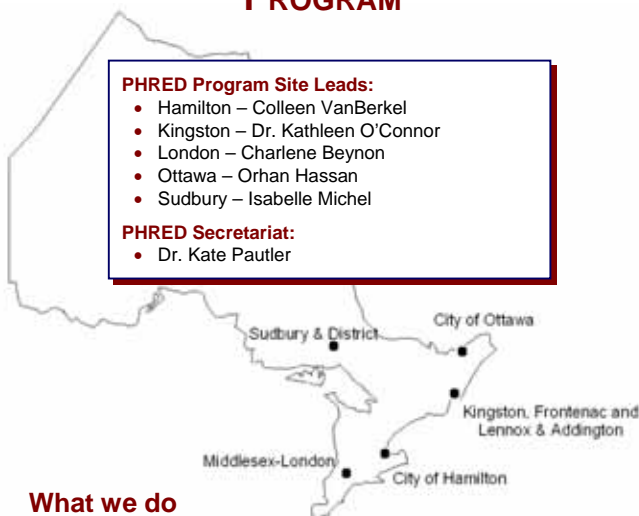
PUBLIC HEALTH RESEARCH, EDUCATION AND DEVELOPMENT (PHRED) PROGRAM

PHRED Program Site Leads:

- Hamilton – Colleen VanBerkel
- Kingston – Dr. Kathleen O'Connor
- London – Charlene Beynon
- Ottawa – Orhan Hassan
- Sudbury – Isabelle Michel

PHRED Secretariat:

- Dr. Kate Pautler



What we do

- PHRED has over 20 years of demonstrated expertise in conducting applied public health research, evaluation, and knowledge exchange to facilitate the uptake of research findings in practice.
- PHRED engages in post-secondary student education through classroom teaching, curriculum development, thesis supervision, and clinical placements.

Who we are

- Highly trained and skilled team of inter-professional researchers and educators with advanced training in public health-related disciplines and appointments to academic institutions.
- Closely linked with public health program managers and front-line staff enabling the integration of applied research, policy and practice.

www.phred-redsp.on.ca

WORK CONDUCTED BY PHRED

- COMPREHENSIVE EVALUATION FRAMEWORK
- COMPREHENSIVE EVALUATION – PHASE 1 WORK COMPLETED
- NORTHERN FRUIT & VEGETABLE PILOT PROGRAM EVALUATION
- SCHOOL HEALTH ENVIRONMENT SURVEY

A. COMPREHENSIVE EVALUATION FRAMEWORK

In 2006, PHRED developed a comprehensive evaluation framework for *Ontario's Action Plan for Healthy Eating and Active Living*. This framework included logic models, evaluation questions and a three phased macro-level evaluation plan, which incorporated both process and outcome evaluations. This framework also identified possible indicators and data sources.

Evaluation Phase I

- Development of Tools & Tracking Systems
- Analysis and Synthesis of Baseline Data
- Process Evaluation

Evaluation Phase II

- Short and intermediate term outcome data collection, analysis and synthesis

Evaluation Phase III

- Long-Term outcome data collection, analysis and synthesis

