

FUN 'N FITCHBURG CASE REPORT

FITCHBURG, MASSACHUSETTS

Evaluation of the Healthy Kids, Healthy Communities National Program

December 2009 to December 2013



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For more information about the evaluation aims, methods, analyses, or products, please contact Laura Brennan (laura@transtria.com) or Allison Kemner (akemner@transtria.com).

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BACKGROUND

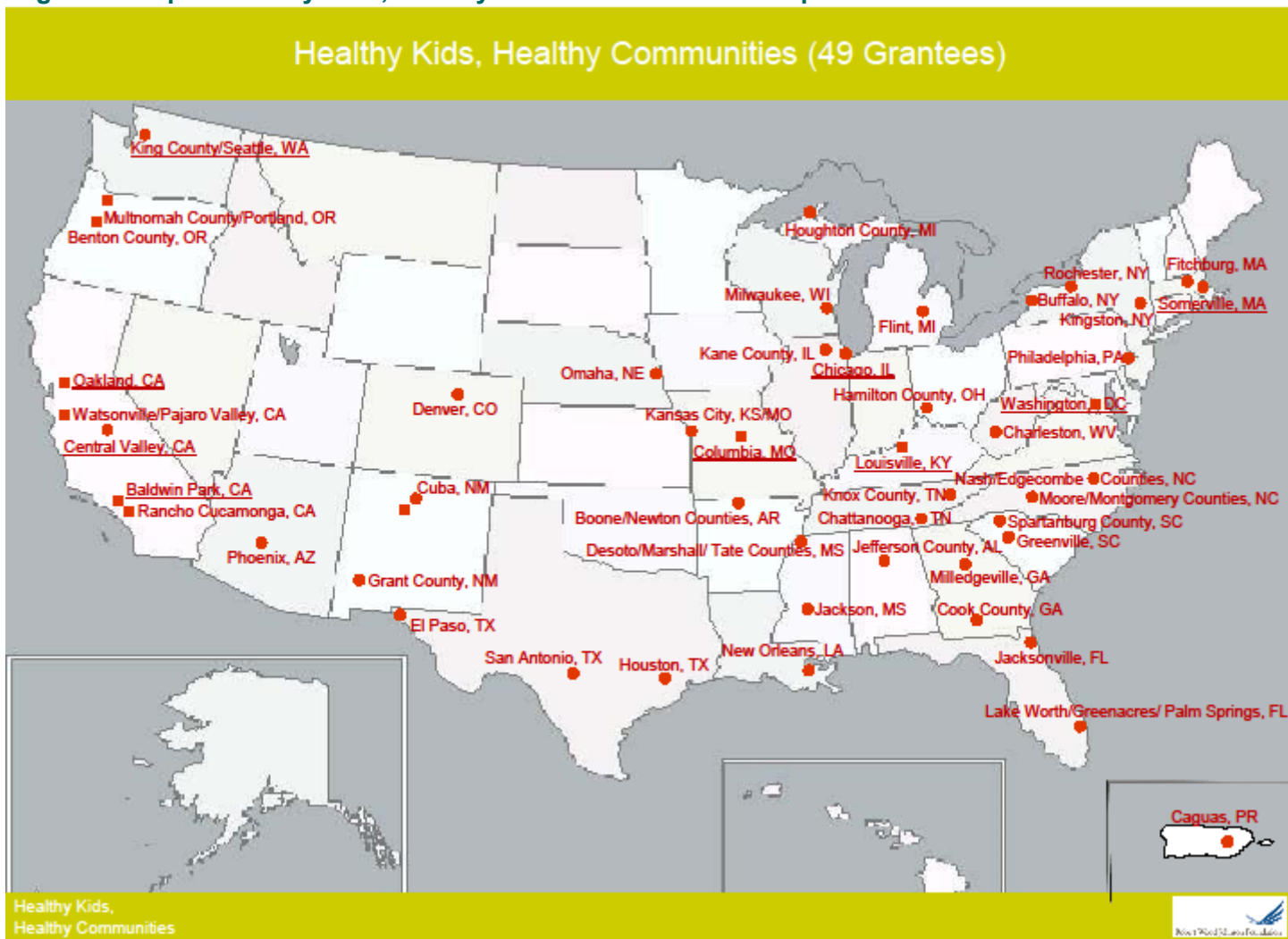
Healthy Kids, Healthy Communities National Program

With the goal of preventing childhood obesity, the Healthy Kids, Healthy Communities (HKHC) national program, funded by the Robert Wood Johnson Foundation (RWJF), provided grants to 49 community partnerships across the United States (Figure 1). Healthy eating and active living policy, system, and environmental changes were implemented to support healthier communities for children and families. The program placed special emphasis on reaching children at highest risk for obesity on the basis of race, ethnicity, income, or geographic location.¹

Project Officers from the HKHC National Program Office assisted community partnerships in creating and implementing annual workplans organized by goals, tactics, activities, and benchmarks. Through site visits and monthly conference calls, community partnerships also received guidance on developing and maintaining local partnerships, conducting assessments, implementing strategies, and disseminating and sustaining their local initiatives. Additional opportunities supplemented the one-on-one guidance from Project Officers, including peer engagement through annual conferences and a program website, communications training and support, and specialized technical assistance (e.g., health law and policy).

For more about the national program and grantees, visit www.healthykidshealthycommunities.org.

Figure 1: Map of Healthy Kids, Healthy Communities Partnerships



Evaluation of Healthy Kids, Healthy Communities

Transtria LLC and Washington University Institute for Public Health received funding from the Robert Wood Johnson Foundation to evaluate the HKHC national program. They tracked plans, processes, strategies, and results related to active living and healthy eating policy, system, and environmental changes as well as

influences associated with partnership and community capacity and broader social determinants of health. Reported “actions,” or steps taken by community partnerships to advance their goals, tactics, activities, or benchmarks from their workplans, formed community progress reports tracked through the HKHC Community Dashboard program website. This website included various functions, such as social networking, progress reporting, and tools and resources to maintain a steady flow of users over time and increase peer engagement across communities.

In addition to action reporting, evaluators collaborated with community partners to conduct individual and group interviews with partners and community representatives, environmental audits and direct observations in specific project areas (where applicable), and group model building sessions. Data from an online survey, photos, community annual reports, and existing surveillance systems (e.g., U.S. census) supplemented information collected alongside the community partnerships.

For more about the evaluation, visit www.transtria.com/hkhc.

Fun 'n FITchburg

Fun 'n FITchburg (FNF) was formed in 2009 as a result of Healthy Kids, Healthy Communities funding and a Mass in Motion grant. The goal of the partnership was to reduce obesity in Fitchburg through policy, systems, and environmental changes to impact opportunities and barriers to healthy eating and physical activity. The partnership provided structure to healthy eating and active living strategies and worked to connect key community members and partners. The Montachusett Opportunity Council was the lead agency for the Fun 'n FITchburg partnership. The partnership and capacity building strategies of partnership included:

- **Youth Peer Leaders:** The lead agency, Montachusett Opportunity Council, employed area youth to serve as Peer Leaders in the community. They originally provided sex education to their peers, but the partnership provided funding and resources to hire more Peer Leaders and expanded their involvement to healthy eating and active living topics. Youth Peer Leaders became an integral part of the partnership, providing a youth perspective to its strategies. Additionally, the Peer Leaders assisted with the Health Impact Assessment and park cleanups, and presented assessment results to the Fitchburg Parks Board and Board of Health.
- **Resident Mobilizers:** Like the Youth Peer Leaders, community residents were hired to serve as Resident Mobilizers in the partnership's target neighborhoods. Residents helped the partnership understand the concerns and needs of the neighborhood and increased resident participation in focus groups and at partnership events.

See Appendix A: Fun 'n FITchburg Evaluation Logic Model and Appendix B: Partnership and Community Capacity Survey Results for additional information.

Along with partnership and capacity building strategies, FNF incorporated assessment and community engagement activities to support the partnership and the healthy eating and active living strategies.

The healthy eating and active living strategies of Fun 'n FITchburg included:

- **Parks and Play Spaces:** FNF partnered with Fitchburg Parks and Recreation to increase usage and awareness of Fitchburg parks by institutionalizing and implementing an Adopt-A-Park program. The partnership also collaborated with Green Acres to create and implement a five-year action plan to make improvements to the Green Acres Big Field.
- **Active Transportation:** FNF collaborated with Fitchburg Public Works and Planning Departments to implement environmental changes around parks and schools and to adopt active transportation policies for the City of Fitchburg.
- **Access to Healthy Food:** FNF collaborated to increase access to healthy food by implementing and advocating for policy, practice, and environmental changes across several initiatives including farmers' markets, community gardens, and healthy vending.

COMMUNITY DEMOGRAPHICS

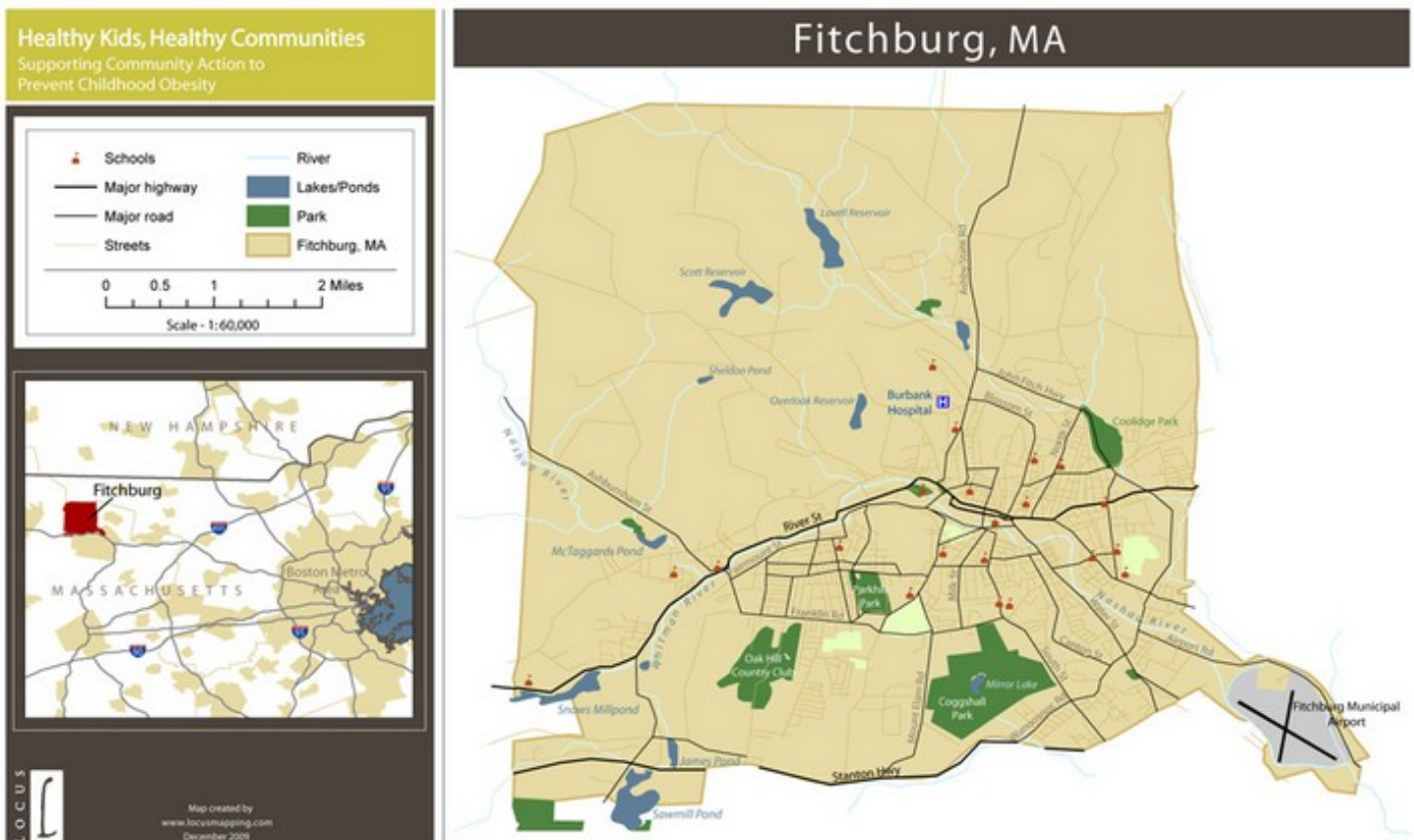
Fitchburg, Massachusetts, located 50 miles west of the Boston metropolitan area, is home to 40,318 residents. Compared to the state of Massachusetts, Fitchburg has higher rates of single parent households with children under the age of 18, people living in poverty, children in poverty, and unemployment rates. Once a booming manufacturing center, the loss of the paper industry heavily impacted Fitchburg’s economy. In the face of these challenges, Fitchburg government officials and staff, organizations, and residents have made healthy living a priority, with Fun ‘n FITchburg leading the charge.

The partnership targeted its efforts in three neighborhoods: Cleghorn, Elm Street, and Green Acres Village. Cleghorn and Elm Street neighborhoods are marked by a greater percentage of female head of household families, a higher number of renter-occupied housing units, and higher crime rates than the rest of Fitchburg.² Green Acres Village is a housing authority complex in Fitchburg and is home to 392 residents, 58% are under the age of 18, 68% of Green Acres households have an income of less than \$15,000, and 89% are female-headed households.³

Table 1: Fitchburg, Massachusetts Demographics

	Population	African American	Hispanic / Latino	White	Poverty Rate	Per Capita Income	Median Household Income
Fitchburg ^{5,6}	40,318	5.1%	21.6%	78.2%	19.0%	\$24,061	\$48,064
Elm Street Neighborhood ²	2,780	6.9%	30.0%	71.7%	34.4%		
Lower Cleghorn Neighborhood ²	3,044	5.8%	35.3%	68.5%			

Figure 2: Map of Fitchburg, Massachusetts⁴



INFLUENCE OF SOCIAL DETERMINANTS

Neighborhoods

Green Acres

Resident turnover rates in Green Acres influence participation in and ownership of the neighborhood. In years past, Green Acres had a neighborhood association but when the leader moved, no one assumed leadership of the group and it disbanded. Without a neighborhood association, residents perceived an increase in crime.

There was a play structure in disrepair on the Green Acres property. Parents did not feel safe having their children play on the structure because of the condition of the equipment (e.g. splinters, loose screws) and the presence of drug paraphernalia. Coggshall Park is the closest park to the neighborhood, but walking to it was difficult for children because of missing sidewalks and a dangerous intersection. There was a convenience store adjacent to the neighborhood and a dollar store adjacent to Green Acres. The closest grocery store was 1.5 miles away.

Big Field was a large, undeveloped field with an unpaved basketball court at the far corner. The open space had drainage issues and was often infested with mosquitos and hornets, preventing children from playing in the field. The field was surrounded by dense foliage and poison ivy. Residents did not feel safe allowing their children to play in the field without clear sight lines. In spite of its challenges, Big Field was a promising space for recreation.



Big Field, April 2013. Photo source: Transtria LLC

FUN 'N FITCHBURG PARTNERSHIP

Lead Agency and Leadership Teams

Fun 'n Fitchburg (FnF) was formed in 2009 as a result of HKHC funding and a Massachusetts Department of Public Health wellness grant, Mass in Motion. Mass in Motion and HKHC both focused on policy, systems, and environmental changes, so this allowed the partnership to combine efforts. The goal of the partnership was to reduce obesity in Fitchburg through policy, systems, and environmental changes to impact opportunities and barriers to healthy eating and physical activity. The partnership served to not only provide structural healthy eating and active living strategies, but also worked to connect key community members and partners. FnF created a steering committee that included the Fitchburg Board of Health and Montachusett Opportunity Council staff members. The steering committee identified key stakeholders including elected officials and youth and resident representatives and extended personal invitations to the first partnership meeting in October 2009. From the original 25 members, the partnership expanded based on new strategies, goals, and stakeholder involvement to approximately 90 core and network partners over the course of the project. Initially, workgroups were created for target neighborhoods, but the partnership transitioned to strategy-specific workgroups as efforts spread beyond individual neighborhoods. The healthy eating workgroup focused on healthy vending and community gardens, the active living workgroup focused on safe routes to parks and schools, the vacant lot workgroup focused on zoning and improvements to vacant lots of 5,000 square feet or less, and the communications workgroup served as the public relations and communications point for each strategy.



The Montachusett Opportunity Council was the lead agency for FnF. Formed in 1966, it was a community action agency for over 30 communities in the North Central Massachusetts area. Its mission was to “alleviate poverty and create healthy communities by providing services, coordinating community resources that promote self-sufficiency and advocating for social change.”⁵ FnF was staffed from within the Council’s Nutrition and Wellness Department. The Montachusett Opportunity Council provided structure to the partnership, but allowed the partners to shape the direction of the workplan.

The Project Director led FnF for the entire project. She provided direction and oversight to the steering committee and the workplan. A registered dietician, she had been with Montachusett Opportunity Council for over 19 years. Her experience was instrumental in connecting FnF to regional and statewide efforts for healthy eating and active living. The Project Coordinator was also a registered dietician with the Montachusett Opportunity Council and served in the coordinator role throughout the project. She was responsible for the day-to-day operation of the partnership including reporting and evaluation of FnF’s workplan. In year three, the partnership hired a Communication Coordinator to oversee the peer leaders, resident mobilizers, and communications workgroup, but the position was eliminated due to funding cuts.

Organization and Collaboration

The overall partnership met quarterly to network and share updates and the strategy-specific workgroups met monthly. Partnership staff participated in local and state boards and offered trainings to partners on advocacy, policy, community engagement, Complete Streets, health equity, and Crime Prevention through Environment Design to build capacity and influence healthy eating and active living outside of the partnership. FnF’s intentional collaboration and workplan successes made it a well-respected partnership in the community and influenced the development of cross-sector relationships and collaboration between the City of Fitchburg and community-based organizations. Fitchburg Department of Public Works, Parks and Recreation, Police, and the Board of Health were key leaders in the move to include departments and organizations from all sectors in community planning and policy development (see Appendix C for a list of all partners).

PARTNERSHIP FUNDING

In addition to the Mass in Motion funding, the partnership received a Centers for Disease Control and Prevention (CDC) Childhood Obesity Research Demonstration grant. The project, in collaboration with the Montachusets Opportunity Council, Fitchburg Public Schools, and the Fitchburg Community Health Center, funded healthy eating and active living strategies in child care, daycare, healthcare, and school settings.

As part of HKHC, grantees were expected to secure a cash and/or in-kind match to equal at least 50% of the Robert Wood Johnson Foundation funds over the entire grant period. In addition to the Mass in Motion and Childhood Obesity Research Demonstration grants, sources of matching and additional funding included:

- Growing Places Gardening Project (\$189) for Green Acres community garden installation.
- General Mills Foundation (\$10,000) for Green Acres community gardens and youth programs.
- Massachusetts Department of Public Health (\$20,000) for a Healthy Weight Initiative.
- Fitchburg Public Schools (\$840) for a summer feeding program.
- Montachusett Regional Planning Commission (\$4,405) for the zoning health impact assessment.
- Federal Reserve of Boston–Working Cities Challenge (\$400,000) for a Collective Impact approach to reduce disparities and neighborhood revitalization.
- Fitchburg Cultural Council (\$1,500) for Green Acres natural play space.

For additional funding information, see Appendix D: Sources and Amounts of Funding Leveraged.

COMMUNITY ASSESSMENT

General Assessments

In 2010, FnF conducted stakeholder interviews with individuals in the school, community institution, worksite, and healthcare sectors using the Center for Disease Control’s (CDC) Community Health Assessment and Group Evaluation (CHANGE) tool. The assessment was used to collect data, establish relationships, and build awareness and support for the partnership. To supplement the CHANGE tool, FnF conducted park audits, walkability audits (e.g., Main Street, Green Acres, Elm Street, Cleghorn neighborhood), key informant interviews (e.g., Fitchburg Board of Health, Community Planning, Mayor’s Office, Parks Board, Public Works, Police), focus groups with youth and residents, and Photovoice. The partnership also collaborated with the Fitchburg Parks Board to conduct trolley tours of area parks. The tours were designed to garner interest and initiate dialogue around the park system. In 2012, the partnership conducted follow-up walkability audits and focus groups to assess changes and identify new assets or barriers.

Health Equity Zoning and Regulatory Analysis Study

FnF collaborated with the Montachusett Regional Planning Commission to complete a Fitchburg Health Equity Zoning and Regulatory Analysis study. The report reviewed Fitchburg’s current ordinances to identify policies that supported or hindered healthy eating and active living and provided key findings and recommendations in the following categories: Zoning Ordinances Changes to Promote Active Living, Zoning Ordinances Changes to Promote Healthy Eating, Subdivision Regulations Changes to Promote Active Living, Planning and Policy Needs and Opportunities to Promote Active Living, Planning and Policy Needs, and Opportunities to Promote Healthy Eating and Overall Planning and Policy Needs and Opportunities.⁶ The report was shared in April 2013 with key stakeholders (i.e., Fitchburg Public Works, Planning Board, City Council) and was used for planning for Complete Streets and the Healthy Zoning/ Vacant Lot workgroup. Although the report was valuable, the partnership would have liked to have completed the report in year one to complement the assessment data and guide the development of the workplan.

Vacant Lot Health Impact Assessment

Funded by Massachusetts Department of Public Health, FnF collaborated with Montachusett Regional Planning Commission to conduct a Health Impact Assessment of the City of Fitchburg’s proposals for the redevelopment of vacant lots under 5,000 square feet in four neighborhoods in Fitchburg (i.e., Elm Street, Fitchburg State University/Highland, Lower Cleghorn, and Water Street/Green Acres/ The Patch) into community/cultural play spaces, urban agriculture or off-street parking. The Health Impact Assessment, Health Equity Zoning Analysis, and vacant lot audits conducted by the partnership will be used to develop a plan for redevelopment of existing vacant lots and immediate management of vacant lots after demolition. The Vacant Lot Workgroup and Montachusett Opportunity Council intends to seek funding for green infrastructure storm water management demonstration projects for the target neighborhoods.

Parks and Play Spaces

The partnership created Park Safety Score Cards and park crime maps based on crime data and park audits. The maps reflected 911 calls and crime rates. A Photovoice project completed by the partnership highlighted condition of the parks and the presence of disorder associated with crime (e.g., drug and alcohol



Elm Street Walkability Audit. Photo source: HKHC Dashboard

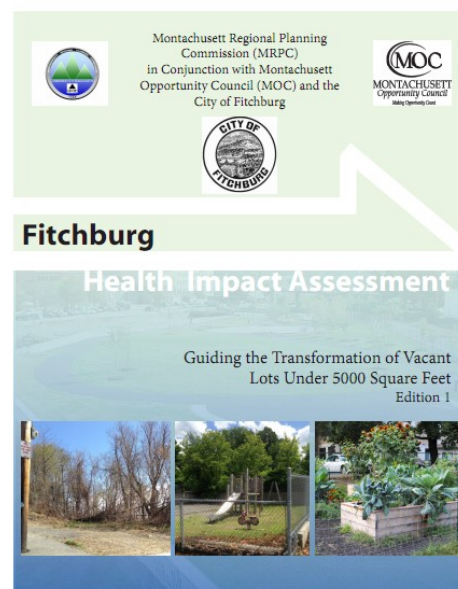


Photo source: HKHC Dashboard

paraphernalia, sex paraphernalia, loitering).

The partnership and Youth Peer Leaders conducted direct observations for 16 parks in 2012 and 2013 (See Appendix E: Parks and Play Spaces Direct Observation Summary Report).

- Across all age groups, children were most commonly observed at Bartley-Nolan, Coolidge, Crocker, Goodrich, Green Street, Memorial and Parkhill parks during the pre-observation and at Caldwell, Coolidge, Crocker, Goodrich, Lowe, and Parkhill parks during the post-observation.
- Across all age groups, very active behavior was the most common activity level observed at Goodrich Park, Howarth Playground, and Phillips Street Playground.
- Increases in very active behavior across all age groups from pre-observation to post-observation were observed at Coolidge, Goodrich, Green Street, and Parkhill parks and Howarth and Phillips Street playgrounds.

FnF collaborated with Green Acres and Massachusetts Audubon to conduct a bio-assessment of Big Field. The assessment identified several different habitats in the field (e.g., high grass area, fruit trees, wooded area) and recommended linking the habitats in any future modifications to promote biodiversity.

Active Transportation

Youth Peer Leaders conducted a windshield tour of streets around active parks to inventory sidewalks and American Disabilities Act (ADA) compliant curb cutouts. FnF collaborated with Fitchburg Geographic Information System (GIS) staff members to create maps for park sidewalk, signage, and ADA curb cut-out inventory.

Access to Healthy Food

The partnership conducted assessments to inform its access to healthy food strategies:

- Youth Peer Leaders conducted a vendor audit of concession stands and vendors at Fitchburg parks to identify if current vendors had healthy options for vending. Healthy food options were limited at the vendors surveyed. During the 2012 Fitchburg Parks Week, Youth Peer Leaders taste-tested healthy food samples with over 500 youth and parents. Results of the taste-test were used to prioritize recommendations for the Healthy Vending Guidelines adopted by the Fitchburg Parks Board, Board of Health, and Fitchburg School Wellness Committee.
- FnF conducted corner store audits in the Elm Street, Cleghorn, and Green Acres Village neighborhoods. The audit from Elm Street found a lack of fresh produce and canned vegetables covered in dust. The manager stated that residents occasionally asked for fresh produce but that he was not willing to carry produce again unless it turned a profit. The store accepted Supplemental Nutrition Assistance Program (SNAP) benefits, but not Women, Infant, Children (WIC) coupons.
- The partnership conducted focus groups with community residents about access to fresh produce and utilization of farmers' markets. Feedback from the focus groups led the partnership to change its access to healthy food strategy to focus more on healthy vending and community gardens rather than farmers' markets.

PLANNING AND ADVOCACY EFFORTS

Community Engagement

Recognizing the need for ongoing resident input, FnF organized and mobilized youth and adult residents to be involved with the partnership, strategy-specific work, and local and state advocacy.

Youth Peer Leaders

Montachusett Opportunity Council employed area youth to serve as Peer Leaders in the community. The Peer Leaders primarily provided sex education to their peers until the partnership provided funding and resources to hire more Peer Leaders and expand their involvement to healthy eating and active living topics. FnF intentionally conducted partnership meetings outside of school time to allow Youth Peer Leaders to participate. By recognizing the value of their input, Youth Peer Leaders became an integral part of the partnership by providing youth perspective to its strategies and engaging in partnership efforts. Youth Peer Leaders assisted with the Health Impact Assessment, presented assessment results to the Fitchburg Parks Board and Board of Health, and participated in outreach and community engagement events. Moving forward, the Peer Leaders will continue to be involved in healthy eating and active living efforts as partners recognize the value of their perspective and effort in the community.



Youth Peer Leaders Presentation to Parks Board. Photo Source: HKHC Dashboard

Community Mobilization Network

To address the challenge of resident and parent involvement in the partnership, FnF recruited resident mobilizers to participate in and represent the partnership in the community. The partnership provided training on advocacy, policy change, and leadership and invited resident mobilizers to serve on the steering committee and workgroups. Resident mobilizers helped the partnership understand the concerns and needs of the neighborhood, increased resident participation in focus groups and events, and promoted partnership events throughout the community. In addition, resident mobilizers assisted with walkability audits, streetscape assessments, and door-to-door awareness campaigns.

Planning and Advocacy

Fitchburg Open Space Plan

FnF provided park audit and walkability audit assessment data to the Fitchburg Planning Department to be included in the Fitchburg Open Space Plan. Resident mobilizers participated in the Open Space Plan community survey. The partnership was also invited to sit on the advisory committee to help develop the goals and objectives for the plan. The Open Space Plan will include the Adopt-A-Park program, the memorandum of understanding between residents and the city related to the Adopt-A-Park program, safe routes to parks, and Complete Streets language.

PARKS AND PLAY SPACES

Fun 'n FITchburg partnered with Fitchburg Parks and Recreation to increase usage and awareness of Fitchburg's vast but underutilized parks system by institutionalizing and implementing an Adopt-A-Park program. The partnership also collaborated with Green Acres to create and implement a five-year action plan to make improvements to the Green Acres Big Field.

Policy, Practice, and Environmental Changes

Parks and Play Spaces policy, practice, and environmental changes included:

- An Adopt-A-Park program was adopted by the Fitchburg Parks Board and implemented by the Parks and Recreation and Public Works Departments.
- Sixteen parks were adopted as part of the Adopt-A-Park program which included a formal memorandum of agreement between the City of Fitchburg and the park adopter.
- Eighteen Fitchburg parks were designated as Safe Zones which included signage displaying the police phone number, Adopt-A-Park contact information, and recognition of park adopters.
- Improvements were made to Park Hill Park (i.e., sight lines cleared on a path to Memorial Middle School, sink hole filled, fence replaced).
- An informal long-term maintenance agreement was accepted by Fitchburg Housing Authority for the Big Field play space.
- Improvements were made to Green Acres Big Field (i.e., sight lines cleared around perimeter, poison ivy removed around perimeter, field entrance remediated from a muddy/trash-strewn area to a butterfly garden and bioretention area).

See Figure 3: Parks and Play Spaces Infographic for additional information.

Complementary Programs/Promotions

Parks Days

FnF hosted Parks Days events in the summer of 2012 and 2013. One park was featured each week for seven weeks. Visitors to the parks received a passport to encourage them to visit Fitchburg parks. The events were promoted by the communication workgroup and were designed to increase awareness of policy and environmental changes to the park system, promote physical activity, and increase park usage.

Rock with Fun 'n FITchburg

FnF's Youth Peer Leaders led a media campaign to raise awareness of the Fitchburg park system and showcase residents utilizing Fitchburg's parks.

Implementation

Adopt-A-Park

FnF collaborated with the Fitchburg Parks Board, Parks and Recreation Department, and Department of Public Works to adopt and implement an Adopt-A-Park program for the City of Fitchburg. The Fitchburg Parks Board integrated the program into its monthly agenda and the program was included on the Parks and Recreation website and bi-annual parks brochure. Participation in the program included a formal Memorandum of Understanding to formalize and standardize communication between the City of Fitchburg and the adopter.⁴ The adopter agreed to:

- Organize/participate in a clean-up at the park at least once a month from April through October each year



Rock with Fun 'n FITchburg promotion. Photo source: FnF Facebook¹⁰

and provide monthly updates to the designated point people at Parks and Recreation and the Department of Public Works (DPW).

- Participate in the annual Adopt-A-Park training.
- Check for and report suspicious activity, vandalism, broken equipment, dirty bathrooms, and any other unsafe conditions to the designated point people at Parks and Recreation and the Department of Public Works immediately.
- Landscaping (i.e., planting flowers, trees or shrubs; watering; mowing; and mulching) must be approved by the Parks and Recreation Department.
- Repaint equipment due to vandalism.
- Sweep court surfaces and rake child play areas.
- Promote and market the park within the city.

The City of Fitchburg agreed to:

- Act upon any reported findings from the Adopt-A-Park sponsor.
- Provide signage in the adopted sponsor park displaying its group's name and adoption status.
- Assist with project planning and scheduling.
- Provide at least one contact person to facilitate communication and assist throughout the adoption process.
- Make available gloves, rakes, brooms, trash bags, paint, and any other tools and supplies necessary to complete Fitchburg's Adopt-A-Park responsibilities.

Community mobilizers recruited organizations, businesses, and individuals to adopt parks. Adopters were recruited based on their proximity to the park (e.g. Montachusett Opportunity Council adopted Gateway Park because it was .25 miles from its office).

Green Acres

FnF collaborated with Fitchburg Housing Authority (FHA), Green Acres residents, and a landscape architect to create a five-year action plan to transform the Green Acres Big Field into a natural play space. The action plan included sections on safety, maintenance, and incorporation and implementation of Crime Prevention through Environment Design components (e.g., clearing sight lines along the field perimeter, commitment from FHA for long-term maintenance). In 2012, a partner led children on a nature walk through the area which resulted in a request for a butterfly garden at the entrance to Big Field.

Population Impact

Informal feedback from Fitchburg Police, Department of Public Works, and Fitchburg Parks Board indicated that Fitchburg parks were cleaner and utilized more often as a result of the partnership's efforts.

Previous to the Adopt-A-Park program, Parks and Recreation struggled to conduct regular maintenance at all parks due to a shortage of staff. Many park adopters took over routine maintenance at their parks, including



Fitchburg Parks and Recreation Website⁹



Adopt-A-Park Sign. Photo source: Transtria

spraying the mulch and regularly conducting clean-ups, which was a benefit to the Parks and Recreation Department.

Fitchburg Police were unable to regularly patrol the parks due to budget limitations. Resident involvement and interest in the parks because of the Adopt-A-Park program increased communication and support between residents and the Police and Parks and Recreation Departments which improved residents' perceived safety in the parks.

Sustainability

Adopt-A-Park

FnF conducted a sustainability exercise with partners to determine stakeholders willing to sustain the program. Fitchburg Parks and Recreation and Public Works Departments took ownership of the Adopt-A-Park program but intend to collaborate with FnF as challenges arise.

“It has been an absolutely wonderful experience. To see the people in the community actually take ownership of their community...Now we have this tremendous partnership that we're working with. It really feels good now to actually see people who have actually taken responsibility for the community. I think that is a huge part in any community. Once the people in it start taking responsibility in it, then the community's going to automatically flourish.” -Partner

Partners attributed the success of the program and changes in the park system to the contribution of resident mobilizers and community residents. The partnership hopes that the Adopt-A-Park program will serve as a model for potential Adopt-a-Lot or Adopt-a-Sidewalk programs.

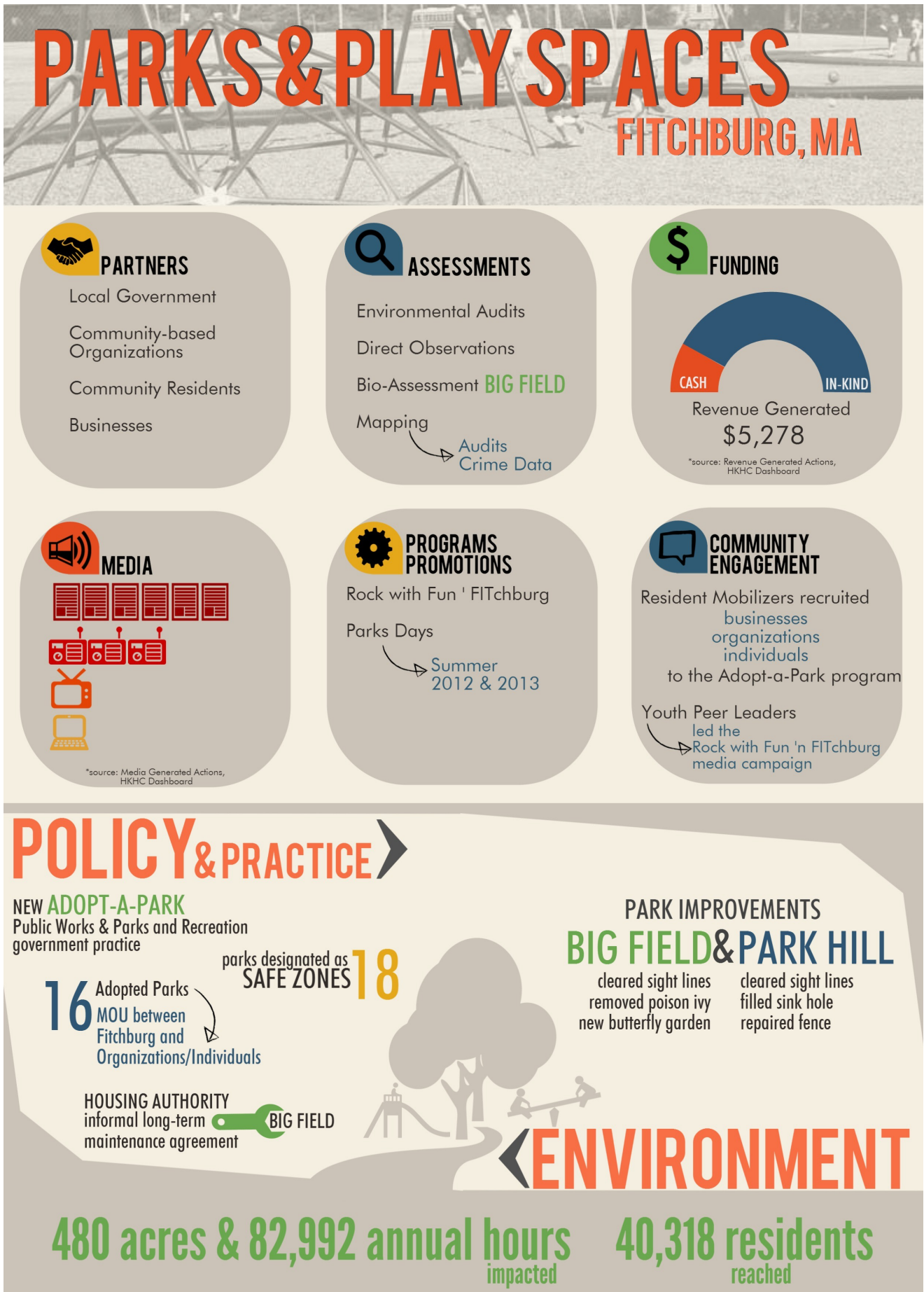
Green Acres

The Montachusett Opportunity Council received funding from the Fitchburg Cultural Council to utilize the newly planted butterfly garden at Big Field as a site for environmental and art education for the summer of 2014. The partnership continued to seek funding to further implement the Big Field five-year plan. The Fitchburg Housing Authority hopes that the renovation of Big Field, as an entry point into the neighborhood, will create a more positive image of the Green Acres community.



Cleared sight lines, Green Acres. Photo source: Transtria LLC

Figure 3: Parks and Play Spaces Infographic



ACTIVE TRANSPORTATION

FnF collaborated with Fitchburg Public Works and Planning Departments to implement environmental changes around parks and schools and to adopt active transportation policies for the City of Fitchburg.

Policy, Practice, and Environmental Changes

Active Transportation policy and environmental changes included:

- Crosswalks repainted around all Fitchburg parks and schools.
- Crosswalks painted at Academy and High Street intersection with school zone markings.
- Sixteen new crosswalks painted from Cleghorn Neighborhood Center to Park Hill Park.
- Crosswalks repainted to connect both sides of Lowe Park.
- New curb cut installed at Lowe Park.
- New sidewalks installed around three parks.
- New sidewalk along Johnson Street, connecting Elm Street to High Street.
- New sidewalk along both sides of Elm Street.
- A Pedestrian Generator Checklist to identify active transportation infrastructure needs adopted by the Department of Public Works.
- Complete Streets administrative policy integrated into the Fitchburg Department of Public Works by City Council resolution.

Complementary Programs and Promotions

Safe Routes to School

FnF hosted a weekly walking school bus program at three elementary schools. School staff members (i.e., nurses, teachers, administration), Parent Teachers Organizations, and Fitchburg Police partnered to walk with approximately 150 elementary students. FnF collaborated with the Department of Public Works to mark safe routes to school at two of the schools.

Implementation

Pedestrian Generator Checklist

FnF created a Pedestrian Generator Checklist that outlined infrastructure changes with a focus on pedestrian and bicycle infrastructure around parks and schools for the Department of Public Works to consider when approaching a new project. The Public Works and Planning Departments adopted the Pedestrian Generator Checklist into their street design process.

Complete Streets

The Department of Public Works administrative policy was the first step to a city-wide Complete Streets Ordinance. FnF continued to pursue adoption of a Complete Streets policy with continued community engagement and advocacy. Over 80 residents signed a Complete Streets pledge and the Youth Peer Leaders created a digital story to create awareness and gain community support for Complete Streets.

ACCESS TO HEALTHY FOOD

FnF collaborated to increase access to healthy food by implementing and advocating for policy, practice, and environmental changes across several initiatives including farmers' markets, community gardens, and healthy vending.

Policy, Practice, and Environmental Changes

Access to healthy food policy, practice, and environmental changes included:

- A new policy established in the farmers' market contract requiring all farmers to be certified to accept Women, Infant, and Children (WIC) coupons, Senior Farmers' Market coupons, and Electronic Benefit Transfer (EBT) payments.
- Healthy vending standards and profit margin guidelines adopted by the Fitchburg Parks Board as part of the parks vendor approval process, the Fitchburg Board of Health as A Regulation for Healthy Food and Beverage Sales of Food Vendors in City Parks and Public Places, and the Fitchburg School Wellness Committee as part of the School Health/Wellness and Safety Policy.
- Community garden beds installed at Green Acres Village and Lowe and Gateway Parks as part of the Adopt-A-Park initiative.
- A formal community garden agreement and guidelines adopted by the Fitchburg Housing Authority for Green Acres Village.



Green Acres Community Garden. Photo source: HKHC Dashboard

Complementary Programs and Promotions

Farmers' Market Transportation

The City of Fitchburg created two new farmers' markets in 2009, one in downtown Fitchburg and another at the Community Health Center. To increase awareness of and attendance at the markets, FnF partnered with the local transit authority to offer free trolley transportation to the downtown market. FnF promoted the transportation service in target neighborhoods and created signage for the trolley advertising market times, free transportation, and EBT benefit acceptance. The partnership organized a Veggie Bucks coupon program to distribute farmers' market coupons to residents riding the trolley and offered youth activities hosted by the Youth Peer Leaders at the market. Although the transportation service was utilized, once the promotional coupons were no longer available, the target population no longer shopped at the farmers' market because the produce was higher priced than the local supermarket. When the farmers' market strategies struggled to gain momentum, the partnership conducted additional focus groups with residents to determine barriers and further understand how to increase access to healthy food for its target population. Based on the focus groups, the partnership shifted its healthy eating strategies from farmers' markets to healthy vending and community garden initiatives.

Prescription Program

FnF collaborated with the Fitchburg Community Health Center to offer a Veggie Bucks Prescription Program to residents at the health center. Residents who met the program qualifications (i.e., BMI greater or equal to 30, parent of youth under the age of 60, non-WIC participant) were given \$10 in Veggie Buck prescription coupons to the on-site farmers' market. Participants also received information about the farmers' market, referral to WIC and Supplemental Nutrition Assistance Program (SNAP) application assistance, and SNAP and EBT payments at the farmers' market. Fifty-five residents received and redeemed the prescription coupons in the first year of the program.

Implementation

Healthy Vending

FnF partnered with the Fitchburg School Nutrition Director to develop Healthy Vending Guidelines modeled after Massachusetts Competitive Food and Beverage Nutrition Standards. In November 2012, Youth Peer Leaders presented vendor and resident survey results and healthy vending guidelines to the Fitchburg Parks Board. The Parks Board unanimously adopted the guidelines which recommended vendors offer at least one healthy food and one healthy drink from an approved product list. In April 2013, the Fitchburg Board of Health adopted a healthy vending resolution, the Regulation for Healthy Food and Beverage Sales of Food Vendors in City Parks and Public Places. As a result of the resolution, all vendors applying for their vending permit received a copy of the new resolution and regulation, the Massachusetts Competitive



Green Acres Community Gardens. Photo source: Transtria LLC

Foods and Beverage Nutrition Standards, and a list of healthy food items that could be purchased locally. In

July 2013, the Fitchburg School Wellness Committee incorporated the healthy vending standards into the School Health/Wellness and Safety Policy for all activities held on school property including non-school hours events.

Community Gardens

FnF partnered with Growing Places Garden Project to install community garden beds in Green Acres Village. The Housing Authority required community residents to complete an application to participate in the community garden, available in English and Spanish. The first round of garden plots was installed next to residents' apartments, but because of the high turnover rate among residents, subsequent plots were installed in a central location. The central community garden had 16 garden plots. After residents complained that their plants and fruit were being stolen, the Housing Authority, with Mass in Motion funds, installed a fence around the central community garden location. The fence prevented some vandalism but there continued to be issues with youth climbing the fence and turning on the water. A group of community gardeners met frequently to address challenges with the garden site. There were approximately 32 garden plots in Green Acres available to residents.

Population Impact

An informal survey was conducted with Green Acres community gardeners. Those surveyed stated that gardening decreased their stress level and helped generate a positive community spirit. The residents stated that they produced approximately 40-60 pounds of produce and donated some to friends or neighbors. They also stated that the gardens increased their own vegetable intake.

SUSTAINABILITY

Fun 'n FITchburg made an effort to build sustainability into its financial, partner, and strategy-specific efforts throughout the project. Due to its success in the community, many partners and community organizations requested to partner with FnF on initiatives and funding proposals. FnF intends to build on its healthy eating and physical activity initiatives to address poverty, living conditions, and additional social determinants of health. Regardless of funding, partners believe that the relationships established and cultivated as a result of the partnership will continue. The partnership intends to proceed with its quarterly meetings for networking and training opportunities.

“And the one thing I see is that maybe it doesn't exist in this exact form, but it will always exist in some sense. [This grant] has really brought people...together. I think that was the huge piece, and more than anything...I think about the relationships that were developed...”-Partner

The Mass in Motion and the Childhood Obesity Research Demonstration grants continued to fund the partnership's childhood obesity initiatives through 2014. FnF and the Montachusett Opportunity Council received a Massachusetts Working Cities Challenge grant to support expand FnF's efforts to include community development. FnF and the Montachusett Opportunity Council submitted a proposal to the Massachusetts Council on Aging and Massachusetts Department of Public Health for a Healthy Aging and Healthy Community Design initiative to expand its efforts. The Vacant Lot Workgroup and Green Acres team continue to seek funding to further plan and implement efforts.

HKHC's focus on healthy eating and active living policy and environmental changes influenced the lead agency's previous program-centric efforts. The Montachusett Opportunity Council expanded its Youth Peer Leader program to incorporate healthy eating and active living and will continue to focus on incorporating policy and environmental changes into all aspects of its agency into the future.

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APPENDIX A: FUN 'N FITCHBURG EVALUATION LOGIC MODEL

In the first year of the grant, this evaluation logic model identified healthy eating and active living strategies with associated short-term, intermediate, and long-term community and system changes for a comprehensive evaluation to demonstrate the impact of the strategies to be implemented in the community. This model provided a basis for the evaluation team to collaborate with the Fun 'n FITchburg partnership to understand and prioritize opportunities for the evaluation. Because the logic model was created at the outset, it does not necessarily reflect the four years of activities implemented by the partnership (i.e., the workplans were revised on at least an annual basis).

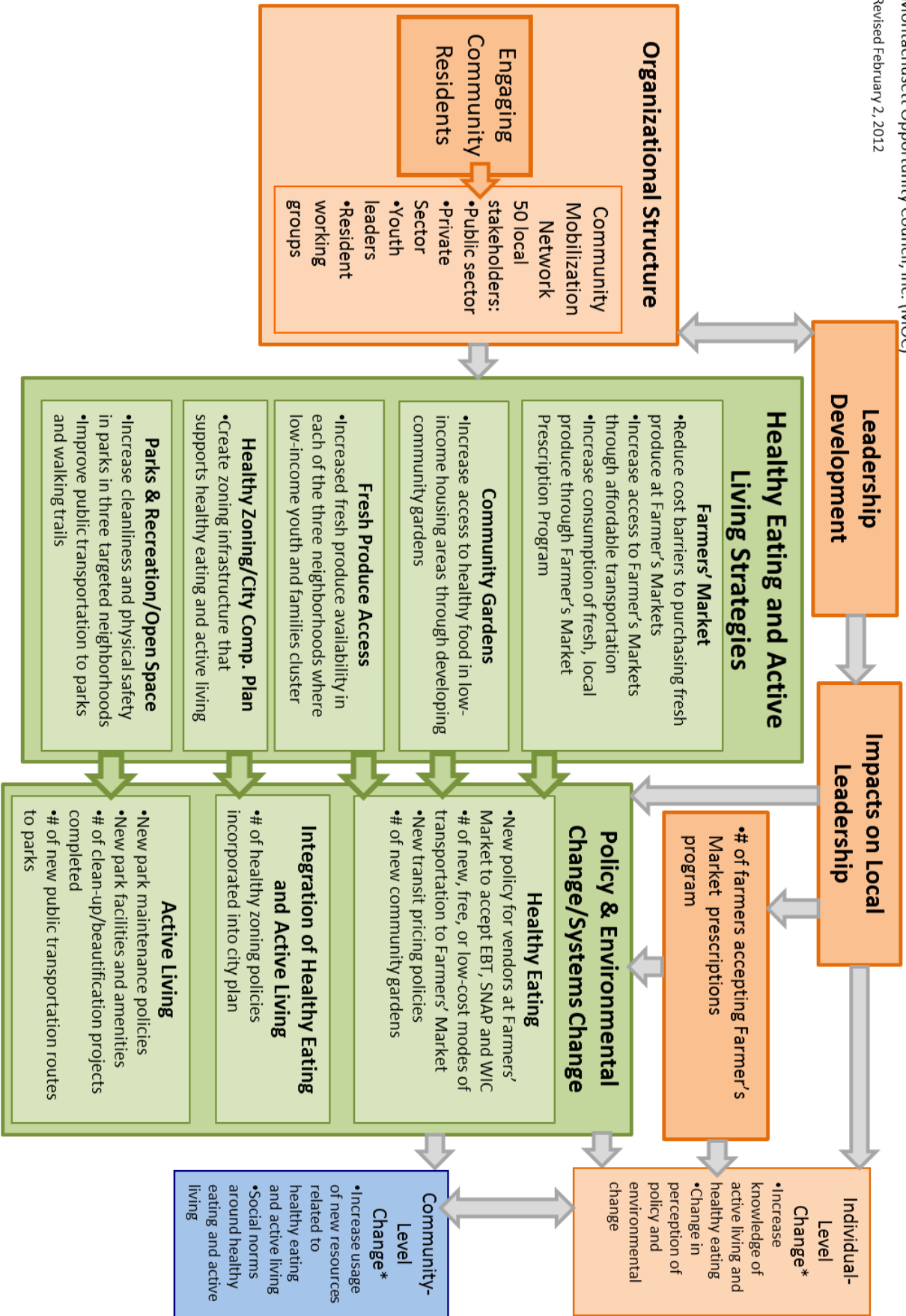
The healthy eating and active living strategies of Fun 'n FITchburg partnership included:

- *Parks and Play Spaces*: FNF partnered with Fitchburg Parks and Recreation to increase usage and awareness of Fitchburg parks by institutionalizing and implementing an Adopt-A-Park program. The partnership also collaborated with Green Acres to create and implement a five-year action plan to make improvements to the Green Acres Big Field.
- *Active Transportation*: FNF collaborated with Fitchburg Public Works and Planning Departments to implement environmental changes around parks and schools and to adopt active transportation policies for the City of Fitchburg.
- *Access to Healthy Food*: FNF collaborated to increase access to healthy food by implementing and advocating for policy, practice, and environmental changes across several initiatives including farmers' markets, community gardens, and healthy vending.

Fitchburg, MA, HKHC Logic Model

Montachusett Opportunity Council, Inc. (MOC)

Revised February 2, 2012



*Not responsibility of community partner to measure.

APPENDIX B: PARTNERSHIP AND COMMUNITY CAPACITY SURVEY RESULTS

Partnership and Community Capacity Survey

To enhance understanding of the capacity of each community partnership, an online survey was conducted with project staff and key partners involved with Fun 'N Fitchburg partnership during the final year of the grant. Partnership capacity involves the ability of communities to identify, mobilize, and address social and public health problems.¹⁻³

Methods

Modeled after earlier work from the Prevention Research Centers and the Evaluation of Active Living by Design,⁴ an 82-item partnership capacity survey solicited perspectives of the members of the Fun 'N Fitchburg partnership on the structure and function of the partnership. The survey questions assisted evaluators in identifying characteristics of the partnership, its leadership, and its relationship to the broader community.

Questions addressed respondents' understanding of Fun 'N Fitchburg in the following areas: structure and function of the partnership, leadership, partnership structure, relationship with partners, partner capacity, political influence of partnership, and perceptions of community members. Participants completed the survey online and rated each item using a 4-point Likert-type scale (strongly agree to strongly disagree). Responses were used to reflect partnership structure (e.g., new partners, committees) and function (e.g., processes for decision making, leadership in the community). The partnership survey topics included the following: the partnership's goals are clearly defined, partners have input into decisions made by the partnership, the leadership thinks it is important to involve the community, the partnership has access to enough space to conduct daily tasks, and the partnership faces opposition in the community it serves. The survey was open between September 2013 and December 2013 and was translated into Spanish to increase respondent participation in predominantly Hispanic/Latino communities.

To assess validity of the survey, evaluators used SPSS to perform factor analysis, using principal component analysis with Varimax with Kaiser Normalization (Eigenvalue >1). Evaluators identified 15 components or factors with a range of 1-11 items loading onto each factor, using a value of 0.4 as a minimum threshold for factor loadings for each latent construct (i.e., component or factor) in the rotated component matrix.

Survey data were imported into a database, where items were queried and grouped into the constructs identified through factor analysis. Responses to statements within each construct were summarized using weighted averages. Evaluators excluded sites with ten or fewer respondents from individual site analyses but included them in the final cross-site analysis.

Findings

Structure and Function of the Partnership (n=5 items)

A total of 20 individuals responded from Fun 'N Fitchburg partnership. Of the sample, 13 were female (65%) and 6 were male (30%). One respondent (5%) did not provide information about his/her gender. Respondents were between the ages of 18-25 (1, or 5%), 26-45 (8, or 40%), or 46-65 (10, or 50%). One respondent (5%) did not provide information about his/her age. Survey participants were also asked to provide information about race and ethnicity. Respondents identified with one or more from the following race and ethnicity categories: African American, American Indian/Alaskan Native, Asian, Native Hawaiian/Pacific Islander, White, Other race, Hispanic or Latino, Not Hispanic or Latino, Ethnicity unknown/unsure, or Refuse to provide information about race or ethnicity. Of the 20 responses, 90% were White, and 10% were Hispanic or Latino. No other races or ethnicities were identified.

Respondents were asked to identify their role(s) in the partnership or community. Of the 28 identified roles, six were representative of the Community Partnership Lead (21%) and seven were Community Partnership Partners (25%). Two respondents self-identified as Community Partnership Leaders (7%), six as Community Members (21%), and five as Public Officials (18%). Two respondents (7%) self-identified with other roles not specified in the response options. Individuals participating in the survey also identified their organizational affiliation. Thirty percent of respondents (n=6) indicated affiliation to a local government agency (city, county), while four claimed affiliation to a faith- or community-based organization (20%), and three to a health care

APPENDIX B: PARTNERSHIP AND COMMUNITY CAPACITY SURVEY RESULTS, cont.

organization (15%). Two respondents (10%) self-identified with other types of organizations. The remaining five respondents associated with schools/school district (1, or 5%), a neighborhood association (1, or 5%), a university or research/evaluation organization (1, or 5%), an advocacy organization (1, or 5%), and a child care or afterschool organization (1, or 5%).

Leadership (n=8 items)

The majority of responses showed agreement or strong agreement (98% total) to statements suggesting that the partnership had an established group of core leaders who had the skills to help the partnership achieve its goals. Responses also indicated that participants in the survey felt the core leadership is organized and retains the skills to help the partnership and its initiatives succeed. Respondents strongly agreed (70%) or agreed (30%) that leaders worked to motivate others, worked with diverse groups, showed compassion, and strived to follow through on initiative promises. Responses to the survey showed at least one member of the leadership team lived in the community (100% agree/strongly agree). When asked if they agreed with statements suggesting that at least one member of the leadership team retained a respected role in the community, 100% of respondents agreed or strongly agreed.

Partnership Structure (n=24 items)

Respondents generally felt that the partnership adequately provided the necessary in-kind space, equipment and supplies for partners to conduct business and meetings related to partnership initiatives (68% agree/strongly agree). Yet, 4% of respondents disagreed and 27% felt unsure provision of space and equipment was sufficient. Most (82%) also agreed that the partnership has processes in place for dealing with conflict, organizing meetings, and structuring goals, although 15% responded "I don't know", indicating a lack of familiarity in this area, and 3% felt these processes were not established. Partnership members (leadership and partners) were generally perceived by respondents to be involved in other communities and with various community groups, bridging the gaps between neighboring areas and helping communities work together (90%), though 8% did not know and 4% did not respond.

Though the majority (67%) of respondents indicated agreement with statements about the partnership's effectiveness in seeking learning opportunities, developing the partnership, and planning for sustainability, 16% of responses disagreed, and 12% were not aware of partnership activities specific to development and sustainability.

Relationship with Partners (n=4 items)

Ninety-five percent of responses to statements about leadership and partner relationships were positive (agree/strongly agree), indicating that the majority of respondents felt the partners and leadership trusted and worked to support each other.

Partner Capacity (n=18 items)

Nearly all responses (92% agree/strongly agree) indicated that respondents felt partners possess the skills and abilities to communicate with diverse groups of people and engage decision makers (e.g., public officials, community leaders). Furthermore, 78% of individuals responding to the survey felt that partners were dedicated to the initiative, interested in enhancing a sense of community, and motivated to create change.

Political Influence of Partnership (n=2 items)

Respondents felt that the leadership is visible within the community, with 93% of responses supporting statements that the leadership is known by community members and works directly with public officials to promote partnership initiatives.

Perceptions of Community and Community Members (n=22 items)

Statements suggesting that the community was a good place to live, with community members who share the same goals and values, help each other, and are trustworthy were supported by 82% of survey responses, while 6% of respondents disagreed and 7% indicated a lack of knowledge about these community attributes. Respondents also strongly supported suggestions that community members help their neighbors, but may

APPENDIX B: PARTNERSHIP AND COMMUNITY CAPACITY SURVEY RESULTS, cont.

take advantage of others if given the opportunity (96% agree/strongly agree). In contrast, respondents were less convinced that community members would intervene on behalf of another individual in their community in cases of disrespect, disruptive behavior, or harmful behavior. While 67% agreed or strongly agreed, 23% disagreed/strongly disagreed. Five percent of responses indicated that some respondents did not know how community members would act in these situations. The remaining 5% did not respond.

Most survey participants (80%) felt community members were aware of the partnership's initiatives and activities; however, 15% did not know if community members were aware. Eighty percent of respondents agreed that the partnership equally divides resources among different community groups in need (e.g., racial/ethnic minorities, lower-income), though 15% disagreed and felt resources were not equally distributed.

Overall, respondents agreed or strongly agreed that partners and members of the community maintained active involvement in partnership decisions and activities (95%), and also agreed that partners and residents have the opportunity to function in leadership roles and participate in the group decision-making process (95%).

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Partnership and Community Capacity Survey Respondent Summary

Community Partnership

Fitchburg

Respondents (n= 20)

Respondent Characteristics

Gender		Identified Race/Ethnicity				Identified Role	
Female	13	American Indian or Alaskan Native	0	Hispanic or Latino	2	Community Partnership Lead	6
Male	6	Asian	0	Not Hispanic or Latino	0	Community Partnership Partner	7
No response	1	White	18	Don't know/ Unsure ethnicity	0	Community Leader	2
Age Range		African American/ Black	0	Refused to identify ethnicity	0	Community Member	6
18-25	1	Pacific Islander/ Native Hawaiian	0	Other ethnicity	0	Public Official	5
26-45	8					Other role	2
46-65	10						
66+	0						
No response	1						

Type of Affiliated Organization

Faith- or Community Based Organization	4	20.0%	(1)
School (district, elementary, middle, high)	1	5.0%	(2)
Local Government Agency (city, county)	6	30.0%	(3)
University or Research/Evaluation Organization	1	5.0%	(4)
Neighborhood Organization	1	5.0%	(5)
Advocacy Organization	1	5.0%	(6)
Health Care Organization	3	15.0%	(7)
Child Care or Afterschool Organization	1	5.0%	(8)
Other	2	10.0%	(10)
No response	0	0.0%	(999)

1	2	3	4	5	6	7	8
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Partnership and Community Capacity Data

Provision of required space and equipment

Participants provided level of agreement to statements indicating the community partnership provided adequate space, equipment, and supplies to conduct business and meetings.

Strongly agree	30.56%	Strongly disagree	0.56%
Agree	37.22%	I don't know	27.22%
Disagree	3.89%	No response	0.56%

Partner skills and communication

Participants provided level of agreement to statements supporting partner skills and ability to communicate with and engage multiple types of people (e.g., public officials, community leaders).

Strongly agree	49.09%	Strongly disagree	0.00%
Agree	42.73%	I don't know	2.27%
Disagree	0.91%	No response	5.00%

APPENDIX B: PARTNERSHIP AND COMMUNITY CAPACITY SURVEY RESULTS, cont.

Community Partnership

Community and community members			
Participants provided level of agreement to statements suggesting the communities are good places to live, and that community members are helpful, can be trusted, and share the same goals or values.			
Strongly agree	35.00%	Strongly disagree	0.00%
Agree	47.27%	I don't know	6.82%
Disagree	6.36%	No response	4.55%
Partner and community involvement			
Participants provided level of agreement to statements indicating partners and the community were actively involved in partnership activities, meetings, and decisions.			
Strongly agree	47.00%	Strongly disagree	0.00%
Agree	48.00%	I don't know	4.00%
Disagree	0.00%	No response	1.00%
Partner and partnership development			
Participants provided level of agreement to statements suggesting the partnership and its partners seek ways learn, develop, and enhance sustainability.			
Strongly agree	16.00%	Strongly disagree	0.00%
Agree	51.00%	I don't know	12.00%
Disagree	16.00%	No response	5.00%
Partnership structure, organization, and goals			
Participants provided level of agreement to statements suggesting partnership has processes in place related to structure, meeting organization, and goals.			
Strongly agree	41.67%	Strongly disagree	0.00%
Agree	40.00%	I don't know	15.00%
Disagree	3.33%	No response	0.00%
Relationship between partners and leadership			
Participants provided level of agreement to statements indicating the leadership and partners trust and support each other.			
Strongly agree	50.00%	Strongly disagree	0.00%
Agree	45.00%	I don't know	3.75%
Disagree	0.00%	No response	1.25%
Community members intervene			
Participants provided level of agreement to statements indicating that community members can be counted on intervene in instances where someone is disrespectful, disruptive, or harmful to another community member.			
Strongly agree	20.00%	Strongly disagree	6.67%
Agree	46.67%	I don't know	5.00%
Disagree	16.67%	No response	5.00%
Leadership motivation			

APPENDIX B: PARTNERSHIP AND COMMUNITY CAPACITY SURVEY RESULTS, cont.

Community Partnership

Participants provided level of agreement to statements suggesting the leadership is motivated to help others, work with diverse groups, shows compassion, and follows through.

Strongly agree	70.00%	Strongly disagree	0.00%
Agree	30.00%	I don't know	0.00%
Disagree	0.00%	No response	0.00%

Community member and partner participation

Participants provided level of agreement to statements indicating that community members and partners have opportunities to serve in leadership roles and participate in group decision-making.

Strongly agree	58.33%	Strongly disagree	0.00%
Agree	36.67%	I don't know	5.00%
Disagree	0.00%	No response	0.00%

Involvement in other communities

Participants provided level of agreement to statements suggesting leadership and partners are involved in other communities and various community groups, and help communities work together.

Strongly agree	50.00%	Strongly disagree	0.00%
Agree	38.75%	I don't know	7.50%
Disagree	0.00%	No response	3.75%

Community member willingness to assist

Participants provided level of agreement to statements suggesting most community members help neighbors and solve community problems. It also suggested some community members may take advantage of others.

Strongly agree	57.50%	Strongly disagree	0.00%
Agree	37.50%	I don't know	0.00%
Disagree	1.25%	No response	3.75%

Core leadership and leadership skills

Participants provided level of agreement to statements suggesting the community partnership has a core leadership group organizing efforts, and that leaders have the skills to help the partnership achieve its goals.

Strongly agree	67.50%	Strongly disagree	0.00%
Agree	30.00%	I don't know	0.00%
Disagree	2.50%	No response	0.00%

Partner motivation

Participants provided level of agreement to statements indicating that partners won't give up in their efforts to create change and increase sense of community through the partnership.

Strongly agree	13.33%	Strongly disagree	0.00%
Agree	65.00%	I don't know	10.00%
Disagree	6.67%	No response	5.00%

Visibility of leadership

Participants provided level of agreement to statements suggesting the leadership is known in the community and works with public officials.

Strongly agree	57.50%	Strongly disagree	0.00%
Agree	35.00%	I don't know	2.50%
Disagree	2.50%	No response	2.50%

APPENDIX B: PARTNERSHIP AND COMMUNITY CAPACITY SURVEY RESULTS, cont.

Community Partnership

Leadership lives in the community			
Participants provided level of agreement to a statement indicating that at least one member of the leadership resides within the community.			
Strongly agree	70.00%	Strongly disagree	0.00%
Agree	30.00%	I don't know	0.00%
Disagree	0.00%	No response	0.00%
Leadership has a respected role in the community			
Participants provided level of agreement to a statement that suggests at least one member of the leadership team has a respected role in the community.			
Strongly agree	70.00%	Strongly disagree	0.00%
Agree	30.00%	I don't know	0.00%
Disagree	0.00%	No response	0.00%
Community partnership initiatives are known			
Participants provided level of agreement to a statement suggesting that community members are aware of the partnership's initiatives and activities.			
Strongly agree	35.00%	Strongly disagree	0.00%
Agree	45.00%	I don't know	15.00%
Disagree	0.00%	No response	5.00%
Division of resources			
Participants provided level of agreement to a statements suggesting that resources are equally divided among different community groups (e.g., racial/ethnic, lower income).			
Strongly agree	15.00%	Strongly disagree	5.00%
Agree	65.00%	I don't know	0.00%
Disagree	10.00%	No response	5.00%

APPENDIX C: PARTNER LIST

Fun 'n FITchburg	
Organization/Institution	Partner
Business/Industry/ Commercial	Community Health Connections, Inc. (Fitchburg Community Health Center) Elm Street Development Farmers' Market Master Flats Mentor Farm Wallace Center
College/University	Fitchburg State University
Government	City of Fitchburg Board of Health Community Development & Housing Department Fitchburg Housing Authority Parks and Recreation Department Planning Department Police Department Public Works Department Fitchburg Massachusetts Department of Public Health Montachusett Regional Planning Commission Montachusett Regional Transit Authority
Other Community-Based Organizations	Fitchburg Access Television Fitchburg Community Connections Coalition Fitchburg Farmers' Market Association Growing Places Gardening Project, Inc. Montachusett Opportunity Council, Inc.
Policy/Advocacy Organization	Massachusetts Audubon
Schools	Fitchburg Public Schools

APPENDIX D: SOURCES AND AMOUNTS OF FUNDING LEVERAGED

Sources of Revenue			
Community Partnership	Fitchburg		
Resource source		Amount	Status
Individual/private donor			
Other	Year		
	2011		Annual total \$500.00
		\$500.00	Accrued
Sum of revenue generated by resource source		\$500.00	
Local government			
Other	Year		
	2014		Annual total \$1,500.00
		\$1,500.00	Accrued
Sum of revenue generated by resource source		\$1,500.00	
State government			
Matching funds	Year		
	2010		Annual total \$60,000.00
		\$60,000.00	Accrued
	2012		Annual total \$13,528.00
		\$10,000.00	Accrued
		\$3,528.00	Accrued
Other	2013		Annual total \$14,405.00
		\$4,405.00	Accrued
		\$10,000.00	Accrued
Sum of revenue generated by resource source		\$87,933.00	
National government			
Matching funds	Year		
	2012		Annual total \$125,250.00
		\$125,250.00	Accrued
	2013		Annual total \$137,500.00
		\$137,500.00	Accrued
Other	2013		Annual total \$4,000.00
		\$4,000.00	Accrued

APPENDIX D: SOURCES AND AMOUNTS OF FUNDING LEVERAGED, cont.

Community Partnership	Fitchburg	Resource source	Amount	Status
		2014		Annual total
				\$40,000.00
			\$40,000.00	Accrued
Sum of revenue generated by resource source			\$306,750.00	
Foundation	Year			
		HKHC funds		
	2009			Annual total
				\$59,365.00
			\$252.00	Accrued
			\$63.00	Accrued
			\$504.00	Accrued
			\$394.00	Accrued
			\$5,600.00	Accrued
			\$4,647.00	Accrued
			\$46,481.00	Accrued
			\$1,424.00	Accrued
	2010			Annual total
				\$89,328.00
			\$8,572.00	Accrued
			\$8,860.00	Accrued
			\$3,288.00	Accrued
			\$202.00	Accrued
			\$62,258.00	Accrued
			\$850.00	Accrued
			\$2,018.00	Accrued
			\$3,280.00	Accrued
	2011			Annual total
				\$118,914.00
			\$101,085.00	Accrued
			\$10,984.00	Accrued
			\$3,169.00	Accrued
			\$196.00	Accrued
			\$1,442.00	Accrued
			\$538.00	Accrued
			\$1,500.00	Accrued
	2012			Annual total
				\$92,393.00

APPENDIX D: SOURCES AND AMOUNTS OF FUNDING LEVERAGED, cont.

Community Partnership		Fitchburg		
Resource source			Amount	Status
			\$87.00	Accrued
			\$1,954.00	Accrued
			\$3,497.00	Accrued
			\$9,066.00	Accrued
			\$77,209.00	Accrued
			\$580.00	Accrued
	Matching funds			
		2010		Annual total
				\$7,000.00
			\$7,000.00	Accrued
		2011		Annual total
				\$10,000.00
			\$10,000.00	Accrued
Sum of revenue generated by resource source			\$377,000.00	
Non-profit organization		Year		
	Matching funds			
		2010		Annual total
				\$17,864.00
			\$4,664.00	Accrued
			\$13,200.00	Accrued
		2012		Annual total
				\$800.00
			\$350.00	Accrued
			\$450.00	Accrued
	Other			
		2013		Annual total
				\$639.00
			\$450.00	Accrued
			\$189.00	Accrued
		2014		Annual total
				\$189.00
			\$189.00	Accrued
Sum of revenue generated by resource source			\$19,492.00	
School		Year		
	Other			
		2013		Annual total
				\$840.00
			\$840.00	Accrued
Sum of revenue generated by resource source			\$840.00	

APPENDIX D: SOURCES AND AMOUNTS OF FUNDING LEVERAGED, cont.

Community Partnership	Fitchburg		
Resource source		Amount	Status
Other	Year		
Other	2013		Annual total
		\$60,000.00	\$60,000.00
			<i>Accrued</i>
Sum of revenue generated by resource source		\$60,000.00	
Grand Total			\$854,015.00

Fun 'n FITchburg

Parks and Play Spaces Direct Observation

Summary Report

Prepared by Transtria LLC



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BACKGROUND

Healthy Kids, Healthy Communities (HKHC) is a national program of the Robert Wood Johnson Foundation (RWJF) whose primary goal is to implement healthy eating and active living policy, system, and environmental change initiatives that can support healthier communities for children and families across the United States. Healthy Kids, Healthy Communities places special emphasis on reaching children who are at highest risk for obesity on the basis of race/ethnicity, income, and/or geographic location.

Fitchburg, Massachusetts was selected as one of 49 communities to participate in HKHC, and the Montachusett Opportunity Council, Inc. is the lead agency for their community partnership, Fun 'n' Fit- Healthy Kids, Healthy FITchburg. Fitchburg has chosen to focus its work on community gardens, parks and play spaces, healthy vending in parks and open spaces, and safe routes to parks and schools. Transtria LLC, a public health evaluation and research consulting firm located in St. Louis, Missouri, is funded by the Robert Wood Johnson Foundation to lead the evaluation and dissemination activities from April 2010 to March 2014. For more information about the evaluation, please visit www.transtria.com.

In order to better understand the impact of their work in parks and play spaces, partnership representatives chose to participate in the enhanced evaluation data collection activities. This supplementary evaluation focuses on the six cross-site HKHC strategies, including: parks and play spaces, active transportation, farmers' markets, corner stores, physical activity standards in childcare settings, and nutrition standards in childcare settings. Communities use two main methods as part of the enhanced evaluation, direct observation and environmental audits. Fitchburg chose to collect data on parks and play spaces using the direct observation method.

METHODS

Parks and Play Spaces Direct Observation

The parks and play spaces direct observation tool was adapted from the System for Observing Play and Leisure Activity (SOPLAY) and System for Observing Play and Recreation in Communities (SOPARC) tools, protocols, and operational definitions. Direct observation is a method used to assess individuals' behaviors in their natural setting. An Evaluation Officer from Transtria LLC trained representatives of Fitchburg's community partnership on proper data collection methods using the tool.

Data were collected between July 11 and August 14, 2012 for the pre-observation and between July 15 and August 8, 2013 for the post-observation at the following 16 parks: (1) First and Railroad Park, (2) Bartley-Nolan Park, (3) Caldwell Park, (4) Coggshall Park, (5) Coolidge Park, (6) Crocker Park, (7) Gateway Park, (8) Goodrich Park, (9) Green Street Park, (10) Howarth Playground, (11) Lowe Park, (12) Memorial Park, (13) Middle Street Playground, (14) Parkhill Park, (15) Phillips Street Playground, and (16) Stanley Park.

The observations were conducted on 14 separate days for the pre-observation and 8 separate days for the post-observation by 15 different observers. On average, observers collected data for 75.8 minutes per park for the pre-observation and 72.0 minutes per park for the post-observation. Each observation represents an individual's activity level in the area at the specified time. Because individuals may have exited and re-entered the area during observation periods, the individuals observed in each time period were not the same. This method allowed observers to capture overall changes in activity level as time lapsed, but it did not allow observers to record individual behavior changes.

During the scan, the observer completed the observation tool by tallying individuals in the designated area by age group (i.e., children = 3-12 years; adolescents = 13-18 years; adults = 19+ years) and activity level (i.e., sedentary, moderate, or very active behaviors).

- **Sedentary** behaviors are defined as activities in which individuals are not moving (e.g., standing, sitting, playing board games).

- **Moderate** intensity behaviors require more movement but no strenuous activity (e.g., walking, biking slowly).
- **Very active** behaviors show evidence of increased heart rate and inhalation rate (e.g., running, biking vigorously, playing basketball).

Observers also reported the activity codes for the children in the designated area, including:

No Identifiable Activity	Aerobics	Baseball/Softball	Basketball
Dance	Football	Gymnastics	Martial Arts
Racquet Sports	Soccer	Swimming	Weight Training
Playground Games	Walking	Jogging/Running	None of the Above
		Volleyball	Biking

The activity code “No Identifiable Activity” was used to indicate no movement. The activity code “None of the Above” was used when an individual was engaging in an activity not included in the other activity codes.

In addition to recording individuals’ activity levels, observers created maps of the parks. The maps included a form for the setting, location, type of park area, condition of the area, any permanent modifications (the specific permanent alterations present that assist individuals in participating in physical activity such as lines painted on courts or basketball poles and nets; this does not include temporary improvements such as chalk lines and portable nets.), the presence of overlap modifications (e.g., the space has multiple improvements that overlap but cannot be used simultaneously such as a space that is used for both volleyball and basketball), and the surface type (e.g., gravel, grass).

One Transtria staff member entered the data and a second staff member conducted validity checks on 10% of observations (i.e., every tenth observation) to ensure accuracy and validity of the data. Of the 10% checked (4,878 out of 48,780), 2 errors were found (99.96% correct). All errors were corrected.

RESULTS

Overall Results

Direct observations were conducted at 16 parks. Pre-observations were collected in July and August 2012 and post-observations in July and August 2013. Activity levels were collected over 1260 pre-observation periods and 1260 post-observation periods (Table 1).

For the 2,156 observation periods, there were a total of 6484 activity counts recorded by observers during the pre-observation and 5600 activity counts for the post-observation. The activity counts reflect activity levels at a particular moment in time as opposed to unique individuals observed. A person counted during the first minute of scanning is also counted during the fifth minute of scanning, if that person is still in the area. It is likely that the unique number of individuals observed in the area is a small fraction of the number of activity counts recorded for each site.

In order to better compare the data collected, the rate of activity (activity counts per hour) was calculated for all observations.

$$\frac{\text{Number of activity counts}}{\text{Total number of observation periods}} \times 60 \text{ (minutes per hour)}$$

Table 1: Observation Periods Collected and Activity Counts Observed

Park	Pre-Observation	Post-Observation	Pre-Observation	Post-Observation
	Observation Periods		Activity Counts	
First and Railroad Park	28	27	0	28
Bartley-Nolan Park	84	84	91	0
Caldwell Park	84	84	0	169
Coggshall Park	84	82	472	662
Coolidge Park	168	168	1462	1625
Crocker Park	84	83	438	166
Gateway Park	84	85	43	14
Goodrich Park	56	56	322	84
Green Street Park	56	56	1142	678
Howarth Playground	84	84	178	29
Lowe Park	84	84	148	1000
Memorial Park	56	55	119	0
Middle Street Playground	28	28	14	0
Parkhill Park	196	196	1973	1089
Phillips Street Playground	56	56	70	42
Stanley Park	28	28	12	14
TOTAL	1260	1256	6484	5600

Selected Results

- Across all age groups, children were most commonly observed at Bartley-Nolan, Coolidge, Crocker, Goodrich, Green Street, Memorial and Parkhill parks during the pre-observation and at Caldwell, Coolidge, Crocker, Goodrich, Lowe, and Parkhill parks during the post-observation.
- Across all age groups, very active behavior was the most common activity level observed at Goodrich Park, Howarth Playground, and Phillips Street Playground.
- Increases in very active behavior across all age groups from pre-observation to post-observation were observed at Coolidge, Goodrich, Green Street, and Parkhill parks and Howarth and Phillips Street playgrounds.

Results by Park

First and Railroad Park

Rates of Activity across Age Groups

During the pre-observation at the First and Railroad Park no individuals were observed. During the post-observation, only adolescents were observed. All activity observed was moderate. Activity types were not specified or were marked as “none of the above.”

Bartley-Nolan Park

Rates of Activity across Age Groups

During the pre-observation, the majority of activity was observed among children (53.8%) and adults (46.2%) (Table 2). Most of the activity (67.0%) observed was sedentary. Children were observed in sedentary (20.9%), moderately active (23.1%), and very active (9.9%) behavior. No adolescents were observed. Individuals were observed walking, jogging or running, and participating in no identifiable activity (i.e., sitting). No individuals were observed during the post-observation.

Table 2: Bartley-Nolan Park (Pre- and Post- Observations) Activity Level Across Age Groups (per hour)

Age Group	Pre				Post			
	Sedentary	Moderate	Very Active	Total	Sedentary	Moderate	Very Active	Total
Children	20.9%	23.1%	9.9%	53.8%	No activity observed			
Adolescents	0.0%	0.0%	0.0%	0.0%				
Adults	46.2%	0.0%	0.0%	46.2%				
Total	67.0%	23.1%	9.9%	100.0%				

Caldwell Park

Rates of Activity across Age Groups

No individuals were observed during the pre-observation (Table 3). During the post-observation most of activity observed was among children (43.8%) and adolescents (40.8%). Across all age groups, most of the activity observed was moderate (41.4%), followed by sedentary (33.1%), and very active behavior (25.4%). Individuals were observed playing basketball, participating in other playground games, walking, jogging or running, and participating in other non-identifiable activity (i.e., sitting).

Table 3: Caldwell Park (Pre- and Post- Observations) Activity Level Across Age Groups (per hour)

Age Group	Pre				Post			
	Sedentary	Moderate	Very Active	Total	Sedentary	Moderate	Very Active	Total
Children	No activity observed				2.4%	28.4%	13.0%	43.8%
Adolescents					17.2%	11.8%	11.8%	40.8%
Adults					13.6%	1.2%	0.6%	15.4%
Total					33.1%	41.4%	25.4%	100.0%

Coggshall Park

Rates of Activity across Age Groups

Most activity at Coggshall Park during the pre-observation was observed among adults (49.4%) followed by children (47.2%) (Table 4). The majority of activity was sedentary (50.2%). During the post-observation about half of all activity (53.0%) was observed among adults. The majority of activity observed was sedentary (47.4%) followed by moderate (46.5%).

Table 4: Coggshall Park (Pre- and Post- Observations) Activity Level Across Age Groups (per hour)

Age Group	Pre				Post			
	Sedentary	Moderate	Very Active	Total	Sedentary	Moderate	Very Active	Total
Children	19.9%	19.3%	8.1%	47.2%	11.6%	25.1%	5.0%	41.7%
Adolescents	0.8%	2.5%	0.0%	3.4%	3.0%	2.3%	0.0%	5.3%
Adults	29.4%	19.1%	0.8%	49.4%	32.8%	19.2%	1.1%	53.0%
Total	50.2%	40.9%	8.9%	100.0%	47.4%	46.5%	6.0%	100.0%

Rates of Activity within Age Groups

Activity levels within age groups (Table 5) indicate that during the pre-observation activity levels of children were mostly sedentary (42.2%) and moderate (40.8%). During the post-observation the majority of activity was moderate (60.1%).

Among adolescents, moderate behavior decreased from pre-observation (75.0%) to post-observation (42.9%). The proportion of sedentary behavior observed increased from 25.0% to 57.1%. Very active behavior was not observed.

Adult activity levels were similar from pre- to post-observation. During the pre-observation the majority of behavior was sedentary (59.7%), followed by moderately active (38.6%). Similarly, during the post-observation 61.8% of the activity among adults was sedentary and over one-third of activity was moderate (36.2%). A very small proportion of the activity observed among adults was very active during both the pre-observation (1.7%) and post-observation (2.0%).

Table 5: Activity Level Rates (activity counts/hour) Within Each Age Group Observed at Coggshall Park

Age Group	Pre				Post			
	Sedentary	Moderate	Very Active	Total	Sedentary	Moderate	Very Active	Total
Children	42.2%	40.8%	17.0%	100.0%	27.9%	60.1%	12.0%	100.0%
Adolescents	25.0%	75.0%	0.0%	100.0%	57.1%	42.9%	0.0%	100.0%
Adults	59.7%	38.6%	1.7%	100.0%	61.8%	36.2%	2.0%	100.0%

Types of Activity

Individuals were observed participating in aerobics, jogging or running, and walking during the pre-observation (Table 6). Individuals were observed participating in jogging or running, playing soccer, walking, and participating in no identifiable activity (i.e., sitting) during the post-observation.

Activity	Pre-Observation	Post-Observation
Aerobics	present	absent
Baseball/Softball	absent	absent
Basketball	absent	absent
Biking	absent	absent
Jogging/Running	present	present
Other playground games	absent	absent
Racquet Sports	absent	absent
Soccer	absent	present
Walking	present	present
Weight Training	absent	absent
No identifiable activity	absent	present
None of the above	present	present

Coolidge Park

Rates of Activity across Age Groups

During the pre-observation the majority of activity observed was among children (57.8%) (Table 7). Most of the activity observed across all age groups was sedentary (52.4%), followed by very active (25.3%) and moderate (22.3%) behaviors. Sedentary children were the most observed group (30.2%).

Similar observations were made during the post-observation where the majority of behavior was observed among children (66.9%). Sedentary behavior was most commonly observed (51.4%) across all age groups, followed by very active behavior (28.8%). Sedentary children were again the most observed group (28.0%), followed by very active children (24.7%).

Table 7: Coolidge Park (Pre- and Post- Observations) Activity Level Across Age Groups (per hour)

Age Group	Pre				Post			
	Sedentary	Moderate	Very Active	Total	Sedentary	Moderate	Very Active	Total
Children	30.2%	13.1%	14.4%	57.8%	28.0%	14.2%	24.7%	66.9%
Adolescents	9.8%	6.4%	9.5%	25.7%	17.8%	1.8%	2.2%	21.9%
Adults	12.3%	2.8%	1.4%	16.5%	5.5%	3.8%	1.9%	11.2%
Total	52.4%	22.3%	25.3%	100.0%	51.4%	19.8%	28.8%	100.0%

Rates of Activity within Age Groups

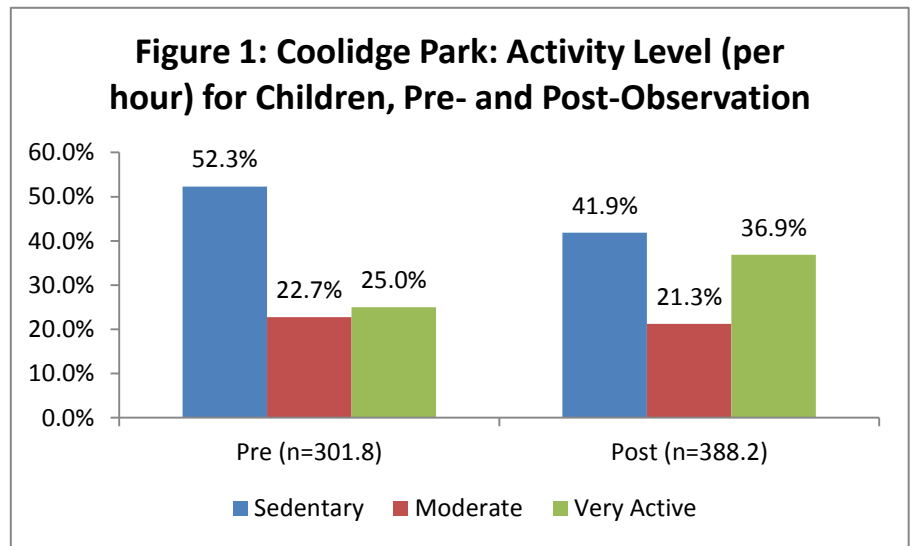
Activity levels within age groups (Table 8) indicate that during the pre-observation, activity levels of children were mostly sedentary (52.3%), followed by moderate (22.7%) and very active (25.0%). During the post-observation the majority of behavior was sedentary (41.9%), followed by very active (36.9%) and moderate (21.3%) behavior (Figure 1).

Table 8: Activity Level Rates (activity counts/hour) Within Each Age Group Observed at Coolidge Park

Age Group	Pre				Post			
	Sedentary	Moderate	Very Active	Total	Sedentary	Moderate	Very Active	Total
Children	52.3%	22.7%	25.0%	100.0%	41.9%	21.3%	36.9%	100.0%
Adolescents	38.3%	24.7%	37.0%	100.0%	81.5%	8.4%	10.1%	100.0%
Adults	74.7%	17.0%	8.3%	100.0%	49.5%	33.5%	17.0%	100.0%

Among adolescents observed 38.3% of activity was sedentary and 37.0% was very active during the pre-observation. During the post-observation the majority of activity was sedentary (81.5%).

Adult activity levels during the pre-observation were primarily sedentary (74.7%). During the post-observation almost half of adults observed were sedentary (49.5%) but moderate (33.5%) and very active (17.0%) behavior increased.



Types of Activity

Individuals were observed participating in aerobics, other playground games, jogging or running, and walking during the pre-observation (Table 9). Individuals were jogging or running, participating in other playground games, swimming, and walking post-observation.

Table 9: Types of Activity Observed at Coolidge Park		
Activity	Pre-Observation	Post-Observation
Aerobics	present	absent
Baseball/Softball	absent	absent
Basketball	absent	absent
Biking	absent	absent
Jogging/Running	present	present
Other playground games	present	present
Racquet Sports	absent	absent
Soccer	absent	absent
Swimming	absent	present
Walking	present	present
Weight Training	absent	absent
No identifiable activity	absent	absent
None of the above	absent	present

Crocker Park

Rates of Activity across Age Groups

During the pre-observation the majority of activity was observed among children (72.8%) (Table 10) and most of the activity observed across all age groups was sedentary (65.5%).

During the post-observation about half of the activity (50.6%) observed was among children. Adolescents were not observed during the post-observation. Moderate activity (62.0%) was most commonly observed across all age groups. Very active behavior was not observed during the post-observation.

Table 10: Crocker Park (Pre- and Post- Observations) Activity Level Across Age Groups (per hour)

Age Group	Pre				Post			
	Sedentary	Moderate	Very Active	Total	Sedentary	Moderate	Very Active	Total
Children	45.0%	14.2%	13.7%	72.8%	6.6%	44.0%	0.0%	50.6%
Adolescents	10.5%	3.9%	0.5%	14.8%	0.0%	0.0%	0.0%	0.0%
Adults	10.0%	1.6%	0.7%	12.3%	31.3%	18.1%	0.0%	49.4%
Total	65.5%	19.6%	14.8%	100.0%	38.0%	62.0%	0.0%	100.0%

Rates of Activity within Age Groups

During the pre-observation, activity levels within age groups (Table 11) indicate that children were most commonly observed being sedentary (61.8%). During the post-observation, the majority of activity among children was moderate (86.9%), followed by sedentary (13.1%). Very active behavior was not observed.

Among adolescents, the majority of activity observed was sedentary (70.8%) followed by moderate (26.2%). Only a small proportion of activity observed was very active (3.1%). Adolescents were not observed during the post-observation.

Adult activity levels were primarily sedentary during the pre- (81.5%) and post- observation (63.4%).

Table 11: Activity Level Rates (activity counts/hour) Within Each Age Group Observed at Crocker Park

Age Group	Pre				Post			
	Sedentary	Moderate	Very Active	Total	Sedentary	Moderate	Very Active	Total
Children	61.8%	19.4%	18.8%	100.0%	13.1%	86.9%	0.0%	100.0%
Adolescents	70.8%	26.2%	3.1%	100.0%	No activity observed			
Adults	81.5%	13.0%	5.6%	100.0%	63.4%	36.6%	0.0%	100.0%

Types of Activity

Individuals were observed participating in aerobics, baseball or softball, and basketball, jogging or running, and walking (Table 12) during the pre-observation. Individuals were observed playing other playground games and “none of the above” during the post-observation.

Activity	Pre-Observation	Post-Observation
Aerobics	present	absent
Baseball/Softball	present	absent
Basketball	present	absent
Biking	absent	absent
Jogging/Running	present	absent
Other playground games	absent	present
Racquet Sports	absent	absent
Soccer	absent	absent
Swimming	absent	absent
Walking	present	absent
Weight Training	absent	absent
No identifiable activity	absent	absent
None of the above	absent	present

Gateway Park

Rates of Activity across Age Groups

During the pre-observation only adults were observed (Table 13). The majority of activity among adults was sedentary (95.3%). Adults were observed participating in aerobics and jogging/running.

During the post-observation, adolescents were the only age group observed. All adolescents were sedentary. Types of activity observed among this group were not specified.

Table 13: Gateway Park (Pre- and Post- Observations) Activity Level Across Age Groups (per hour)

Age Group	Pre				Post			
	Sedentary	Moderate	Very Active	Total	Sedentary	Moderate	Very Active	Total
Children	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Adolescents	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	100.0%
Adults	95.3%	2.3%	2.3%	100.0%	0.0%	0.0%	0.0%	0.0%
Total	95.3%	2.3%	2.3%	100.0%	100.0%	0.0%	0.0%	100.0%

Goodrich Park

Rates of Activity across Age Groups

During the pre-observation, children were the most observed group (56.8%) and most of the activity across all groups was sedentary (73.3%) (Table 14).

During the post-observation, the majority of activity was observed among children (83.3%). No adults were observed during the post-observation. All activity observed was very active.

Table 14: Goodrich Park (Pre- and Post- Observations) Activity Level Across Age Groups (per hour)

Age Group	Pre				Post			
	Sedentary	Moderate	Very Active	Total	Sedentary	Moderate	Very Active	Total
Children	34.2%	22.0%	0.6%	56.8%	0.0%	0.0%	83.3%	83.3%
Adolescents	17.1%	2.5%	0.3%	19.9%	0.0%	0.0%	16.7%	16.7%
Adults	22.0%	1.2%	0.0%	23.3%	0.0%	0.0%	0.0%	0.0%
Total	73.3%	25.8%	0.9%	100.0%	0.0%	0.0%	100.0%	100.0%

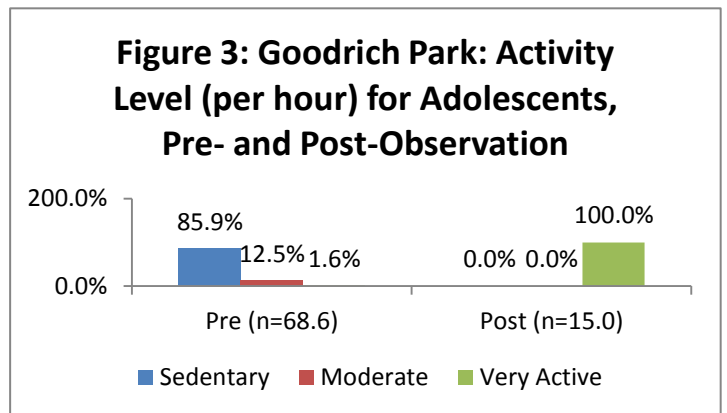
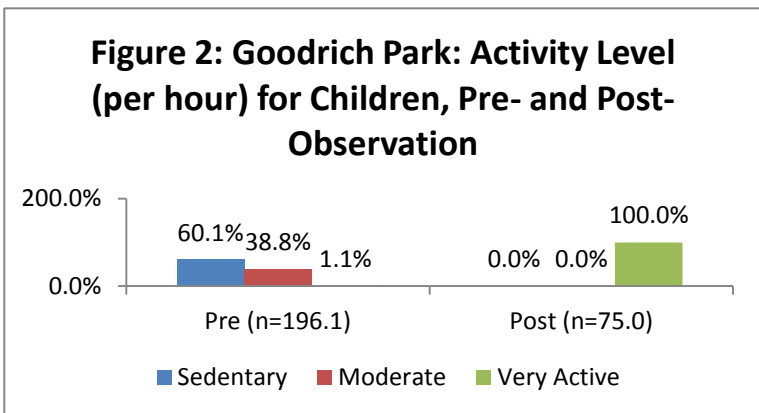
Rates of Activity within Age Groups

Activity levels within age groups (Table 15) indicate that the rates of very active behavior increased from pre-observation to post-observation. Within children, 1.1% were observed being very active during the pre-observation (Figure 2). During the post-observation all activity observed was very active (100%).

Among adolescents, the majority observed during the pre-observation were sedentary (85.9%) (Figure 3). During the post-observation all adolescents were observed being very active.

Table 15: Activity Level Rates (activity counts/hour) Within Each Age Group Observed at Goodrich Park

Age Group	Pre				Post			
	Sedentary	Moderate	Very Active	Total	Sedentary	Moderate	Very Active	Total
Children	60.1%	38.8%	1.1%	100.0%	0.0%	0.0%	100.0%	100.0%
Adolescents	85.9%	12.5%	1.6%	100.0%	0.0%	0.0%	100.0%	100.0%
Adults	94.7%	5.3%	0.0%	100.0%	No activity observed			



Types of Activity

During the pre-observation individuals were observed doing aerobics, participating in other playground games, jogging or running, walking, and participating in no identifiable activity (i.e., sitting) (Table 16). During the post park-goers were seen playing other playground games.

Activity	Pre-Observation	Post-Observation
Aerobics	present	absent
Baseball/Softball	absent	absent
Basketball	absent	absent
Biking	absent	absent
Jogging/Running	present	absent
Other playground games	present	present
Racquet Sports	absent	absent
Soccer	absent	absent
Swimming	absent	absent
Walking	present	absent
Weight Training	absent	absent
No identifiable activity	present	absent
None of the above	present	absent

Green Street Park

Rates of Activity across Age Groups

During the pre-observation, the majority of activity was observed among children (78.9%) and most of the activity observed across all age groups was sedentary (58.9%) followed by moderate (34.6%) (Table 17).

During the post-observation, most of those observed were adults (42.3%) and children (39.8%). Most of the activity observed was sedentary (59.3%) followed by very active (38.9%).

Table 17: Green Street Park (Pre- and Post- Observations) Activity Level Across Age Groups (per hour)

Age Group	Pre				Post			
	Sedentary	Moderate	Very Active	Total	Sedentary	Moderate	Very Active	Total
Children	46.3%	25.9%	6.7%	78.9%	16.7%	0.7%	22.4%	39.8%
Adolescents	3.4%	5.3%	1.1%	9.8%	7.5%	0.7%	9.6%	17.8%
Adults	7.2%	3.3%	0.8%	11.3%	35.1%	0.3%	6.9%	42.3%
Total	56.9%	34.6%	8.5%	100.0%	59.3%	1.8%	38.9%	100.0%

Rates of Activity within Age Groups

Activity levels within age groups (Table 18) indicate that children were mostly sedentary (58.7%) during the pre-observation, but very active (56.3%) during the post-observation (Figure 4).

Among adolescents, very active behavior increased from 10.7% during the pre-observation to 53.7% during the post-observation (Figure 5). Sedentary behavior also increased from 34.8% during the pre-observation to 42.1% at post.

Among adults, sedentary activity was most frequently observed during both the pre- and post-observations (63.6% and 82.9%). Very active behavior increased from pre- to post-observation from 7.0% to 16.4%.

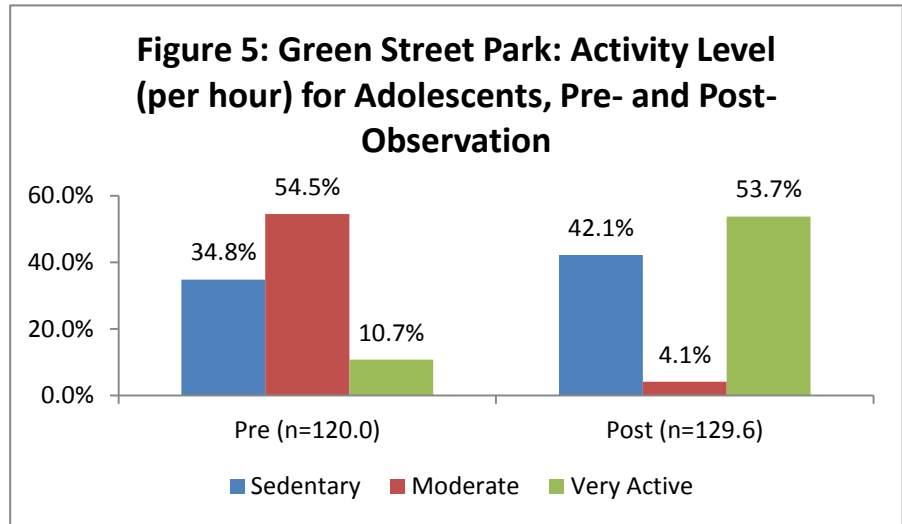
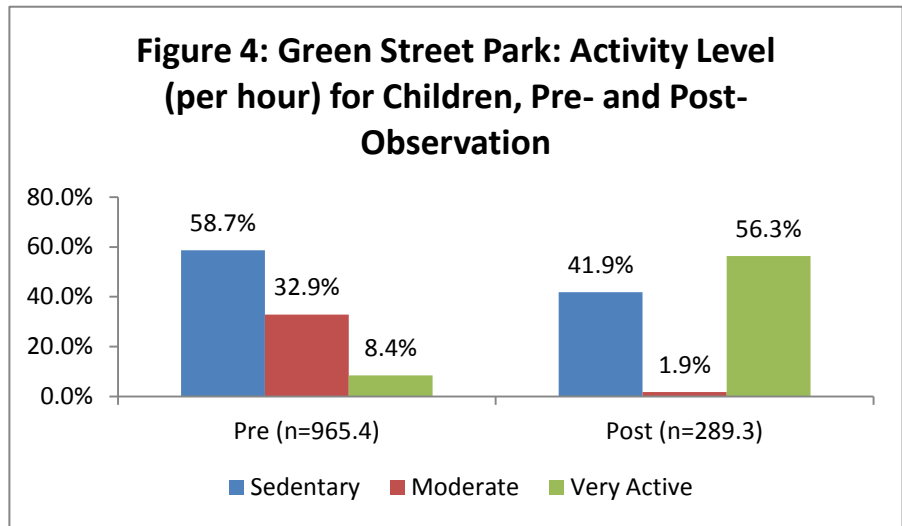


Table 18: Activity Level Rates (activity counts/hour) Within Each Age Group Observed at Green Street Park

Age Group	Pre				Post			
	Sedentary	Moderate	Very Active	Total	Sedentary	Moderate	Very Active	Total
Children	58.7%	32.9%	8.4%	100.0%	41.9%	1.9%	56.3%	100.0%
Adolescents	34.8%	54.5%	10.7%	100.0%	42.1%	4.1%	53.7%	100.0%
Adults	63.6%	29.5%	7.0%	100.0%	82.9%	0.7%	16.4%	100.0%

Types of Activity

Individuals were observed doing aerobics, dancing, jogging or running, playing other playground games, and walking (see Table 19) during the pre-observation. Individuals were observed engaged in basketball, other playground games, and walking during the post-observation.

Activity	Pre-Observation	Post-Observation
Aerobics	present	absent
Baseball/Softball	absent	absent
Basketball	absent	present
Biking	absent	absent
Dance	present	absent
Jogging/Running	present	absent
Other playground games	present	present
Racquet Sports	absent	absent
Soccer	absent	absent
Swimming	absent	absent
Walking	present	present
Weight Training	absent	absent
No identifiable activity	absent	absent
None of the above	present	present

Howarth Playground

Rates of Activity across Age Groups

During the pre-observation, activity was observed among all three age groups in similar proportions (Table 20). The majority of activity was observed among adults (39.3%), followed by adolescents (36.0%), and children (24.7%). Most of the activity was sedentary (59.6%) or moderate (37.6%).

During the post-observation only very active adolescents (55.2%) and sedentary adults (44.8%) were observed.

Table 20: Howarth Playground (Pre- and Post- Observations) Activity Level Across Age Groups (per hour)

Age Group	Pre				Post			
	Sedentary	Moderate	Very Active	Total	Sedentary	Moderate	Very Active	Total
Children	5.6%	16.3%	2.8%	24.7%	0.0%	0.0%	0.0%	0.0%
Adolescents	21.3%	14.6%	0.0%	36.0%	0.0%	0.0%	55.2%	55.2%
Adults	32.6%	6.7%	0.0%	39.3%	44.8%	0.0%	0.0%	44.8%
Total	59.6%	37.6%	2.8%	100.0%	44.8%	0.0%	55.2%	100.0%

Types of Activity

Individuals were observed participating in aerobics, gymnastics, other playground games, walking and no identifiable activity (i.e., sitting) during the pre-observation. During the post-observation, individuals were observed playing basketball.

Low Park

Rates of Activity across Age Groups

During the pre-observation, the majority of activity observed was among adolescents (70.9%) followed by children (22.3%) (Table 21). Most of the activity observed was sedentary (55.4%), followed by moderate (28.4%) and very active (16.2%) behavior.

During the post-observation the majority of activity was observed among children (78.1%). About half of the activity observed was sedentary (52.5%).

Table 21: Low Park (Pre- and Post- Observations) Activity Level Across Age Groups (per hour)

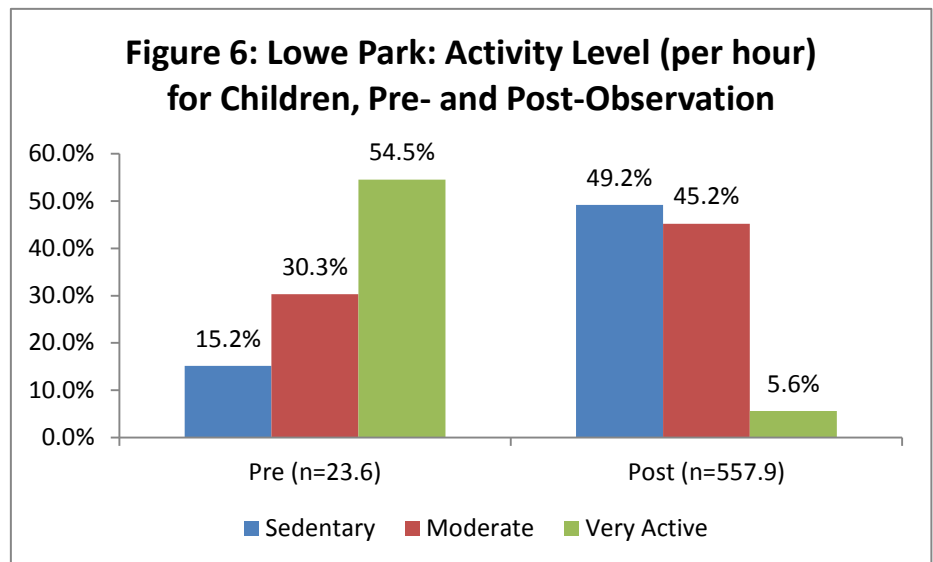
Age Group	Pre				Post			
	Sedentary	Moderate	Very Active	Total	Sedentary	Moderate	Very Active	Total
Children	3.4%	6.8%	12.2%	22.3%	38.4%	35.3%	4.4%	78.1%
Adolescents	49.3%	17.6%	4.1%	70.9%	13.1%	6.0%	0.1%	19.2%
Adults	2.7%	4.1%	0.0%	6.8%	1.0%	1.7%	0.0%	2.7%
Total	55.4%	28.4%	16.2%	100.0%	52.5%	43.0%	4.5%	100.0%

Rates of Activity within Age Groups

Activity rates within age groups (Table 22) indicate that children were most frequently observed being very active (54.5%) during the pre-observation (see Figure 6).

Sedentary behavior increased from pre-observation to post-observation from 15.2% to 49.2% and only 5.6% of children were observed being very active during the post-observation.

Among adolescents, activity levels were similar during the pre-observation and post-observation. The majority of activity at both observations was sedentary (69.5% for pre, 68.2% for post).



Activity levels among adults, like adolescents, was similar from pre-observation to post-observation. Moderate behavior was most commonly observed for both observations (60.0% for pre, 63.0% for post). Sedentary behavior was also observed (40.0% for pre, 37.0% for post). No very active behavior was observed.

Table 22: Activity Level Rates (activity counts/hour) Within Each Age Group Observed at Lowe Park

Age Group	Pre				Post			
	Sedentary	Moderate	Very Active	Total	Sedentary	Moderate	Very Active	Total
Children	15.2%	30.3%	54.5%	100.0%	49.2%	45.2%	5.6%	100.0%
Adolescents	69.5%	24.8%	5.7%	100.0%	68.2%	31.3%	0.5%	100.0%
Adults	40.0%	60.0%	0.0%	100.0%	37.0%	63.0%	0.0%	100.0%

Types of Activity

Individuals were observed participating in aerobics, walking, and no identifiable activity (i.e., sitting) during the pre-observation (Table 23). Individuals were observed participating in basketball, jogging or running, other playground games, walking, and no identifiable activity during the post-observation.

Activity	Pre-Observation	Post-Observation
Aerobics	present	absent
Baseball/Softball	absent	absent
Basketball	absent	present
Biking	absent	absent
Dance	absent	absent
Jogging/Running	absent	present
Other playground games	absent	present
Racquet Sports	absent	absent
Soccer	absent	absent
Swimming	absent	absent
Walking	present	present
Weight Training	absent	absent
No identifiable activity	present	present
None of the above	present	present

Memorial ParkRates of Activity across Age Groups

At Memorial Park activity was most often observed among children (79.0%) followed by adults (21.0%) (Table 24). No adolescents were observed. Most of the activity was sedentary (66.4%).

During the post-observation, no individuals were observed.

Table 24: Memorial Park (Pre- and Post- Observations) Activity Level Across Age Groups (per hour)

Age Group	Pre				Post			
	Sedentary	Moderate	Very Active	Total	Sedentary	Moderate	Very Active	Total
Children	46.2%	23.5%	9.2%	79.0%	No activity observed			
Adolescents	0.0%	0.0%	0.0%	0.0%				
Adults	20.2%	0.8%	0.0%	21.0%				
Total	66.4%	24.4%	9.2%	100.0%				

Types of Activity

During the pre-observation, individuals were observed participating in aerobics, walking, and participating in no identifiable activity (i.e., sitting).

Middle Street Playground

Rates of Activity across Age Groups

During the pre-observation at the Middle Street Playground all activity was observed among adults. No adolescents or children were observed (Table 25). Adults were observed being moderately active (57.1%) and sedentary (42.9%).

No individuals were observed during the post-observation.

Table 25: Middle Street Playground (Pre- and Post- Observations) Activity Level Across Age Groups (per hour)

Age Group	Pre				Post			
	Sedentary	Moderate	Very Active	Total	Sedentary	Moderate	Very Active	Total
Children	0.0%	0.0%	0.0%	0.0%	No activity observed			
Adolescents	0.0%	0.0%	0.0%	0.0%				
Adults	42.9%	57.1%	0.0%	100.0%				
Total	42.9%	57.1%	0.0%	100.0%				

Types of Activity

During the pre-observation individuals were observed walking and participating in no identifiable activity (i.e., sitting).

Parkhill

Rates of Activity across Age Groups

The majority of activity observed during the pre-observation was among children (77.7%) (Table 26). Most of the activity observed across all age groups was sedentary (51.9%) and moderate (37.1%).

During the post-observation, the majority of activity was observed among children (63.4%). Most of the activity observed across age groups was sedentary (67.2%) followed by moderate (21.6%).

Table 26: Parkhill Park (Pre- and Post- Observations) Activity Level Across Age Groups (per hour)

Age Group	Pre				Post			
	Sedentary	Moderate	Very Active	Total	Sedentary	Moderate	Very Active	Total
Children	35.3%	31.5%	10.9%	77.7%	41.7%	12.9%	8.7%	63.4%
Adolescents	8.3%	4.7%	0.1%	13.1%	24.6%	7.9%	2.5%	35.0%
Adults	8.3%	0.9%	0.0%	9.2%	0.9%	0.7%	0.0%	1.7%
Total	51.9%	37.1%	11.0%	100.0%	67.2%	21.6%	11.2%	100.0%

Rates of Activity within Age Groups

Activity rates within age groups (Table 27) indicate that among children, adolescents, and adults, sedentary behavior was most commonly observed for the pre-observation as well as the post-observation. Very active behavior was observed in very small proportion for children and adolescents, and not observed at all among adults during both the pre- and post-observation.

Table 27: Activity Level Rates (activity counts/hour) Within Each Age Group Observed at Parkhill Park

Age Group	Pre				Post			
	Sedentary	Moderate	Very Active	Total	Sedentary	Moderate	Very Active	Total
Children	45.4%	40.5%	14.0%	100.0%	65.8%	20.4%	13.8%	100.0%
Adolescents	63.2%	36.0%	0.8%	100.0%	70.3%	22.6%	7.1%	100.0%
Adults	90.6%	9.4%	0.0%	100.0%	55.6%	44.4%	0.0%	100.0%

Types of Activity

Individuals were observed engaged in aerobics, basketball, jogging or running, other playground games, racquet sports, walking, and no identifiable activity during the pre-observation (Table 28). Individuals were observed engaged in basketball, jogging or running, racquet sports, walking, and no identifiable activity during the post-observation.

Activity	Pre-Observation	Post-Observation
Aerobics	present	absent
Baseball/Softball	absent	absent
Basketball	present	present
Biking	absent	absent
Dance	absent	absent
Jogging/Running	present	present
Other playground games	present	absent
Racquet Sports	present	present
Soccer	absent	absent
Swimming	absent	absent
Walking	present	present
Weight Training	absent	absent
No identifiable activity	present	present
None of the above	present	absent

Phillips Street Playground

Rates of Activity across Age Groups

During the pre-observation all activity was observed among adolescents, who were moderately active (Table 29).

During the post-observation, children, adolescents, and adults were observed at equal rates. The majority of activity observed across all age groups was very active behavior (83.3%).

Table 29: Phillips Street Playground (Pre- and Post- Observations) Activity Level Across Age Groups (per hour)

Age Group	Pre				Post			
	Sedentary	Moderate	Very Active	Total	Sedentary	Moderate	Very Active	Total
Children	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	33.3%	33.3%
Adolescents	0.0%	100.0%	0.0%	100.0%	0.0%	2.4%	31.0%	33.3%
Adults	0.0%	0.0%	0.0%	0.0%	11.9%	2.4%	19.0%	33.3%
Total	0.0%	0.0%	0.0%	100.0%	11.9%	4.8%	83.3%	100.0%

Types of Activity

Individuals were observed playing other playground games during the pre-observation. Individuals were observed playing basketball, walking, and participating in no identifiable activity (i.e., sitting) during the post-observation.

Stanley Park.

Rates of Activity across Age Groups

The majority of activity observed during the pre-observation was among adults (91.7%) (Table 30). No adolescents were observed. Most of the activity was sedentary (83.3%) and among adults.

During the post-observation all activity observed was among sedentary adults.

Table 30: Stanley Park (Pre- and Post- Observations) Activity Level Across Age Groups (per hour)

Age Group	Pre				Post			
	Sedentary	Moderate	Very Active	Total	Sedentary	Moderate	Very Active	Total
Children	0.0%	8.3%	0.0%	8.3%	0.0%	0.0%	0.0%	0.0%
Adolescents	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Adults	83.3%	8.3%	0.0%	91.7%	100.0%	0.0%	0.0%	100.0%
Total	83.3%	16.7%	0.0%	100.0%	100.0%	0.0%	0.0%	100.0%

Types of Activity

Individuals were observed participating in aerobics and no identifiable activity (i.e., sitting) during the pre-observation. During the post-observation, activity types were not specified.

Parks and Play Spaces Direct Observation Tool

Park or Play Space Name/Address: _____ Observer Name: _____

Community Partnership: _____ Weather Condition: _____ Date: _____

Start Time	Play Space	Children 3-12 (# of children)				Adolescent 13-18 (# of youth)				Adults 19+ (# of adults)			
		Sedentary	Moderate	Very Active	Activity Code	Sedentary	Moderate	Very Active	Activity Code	Sedentary	Moderate	Very Active	Activity Code
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Activity Codes: **0** = No identifiable activity (i.e. not moving); **1**= Aerobics; **2** = Baseball/Softball; **3**= Basketball; **4** = Dance; **5** = Football; **6** = Gymnastics; **7** = Martial Arts; **8** = Racquet sports; **9** = Soccer; **10** = Swimming; **11**= Volleyball; **12** = Weight training; **13** = Other playground games; **14** = Walking; **15** = Jogging/Running; **16** = None of the above; **17** = Biking