

# Evaluation Report - Year 1 Healthy Communities Project

*Submitted to Special Olympics PEI  
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**Healthy Communities Project  
Year 1 - Evaluation Report**

April 4, 2019



Report prepared by The Quaich Inc.

THE **Quaich** INC.

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# 1. EXECUTIVE SUMMARY

In January 2018, [Special Olympics PEI](#) (SOPEI) received three-year funding for a Healthy Communities Project. The vision of the project is to create communities where Special Olympics athletes and others with intellectual disabilities (ID)<sup>1</sup> have the same access to health and wellness resources – and can attain the same level of good health – as all community members, and where there is no “wrong door for someone with ID to walk through”. Components of the Healthy Communities Project include:

- Leadership for Sustainable Change
- Health and Wellness programming
- Access to follow-up care
- Health provider engagement
- Partnership Development

This project is part of an international outreach of Special Olympics International to establish similar projects worldwide. Funding is provided by the [Golisano Foundation](#) (April 2018 – March 2021).

In October 2018, The Quaich Inc. was contracted by Special Olympics PEI to evaluate the Healthy Communities Project. This report includes a summary of the evaluation approach and a report card on project activities through to the end of the first year of the project. It provides a picture of how the activities unfolded to meet the objectives and outcomes of the project, and serves to inform the funders and SOPEI Board of Directors on the project achievements. It also provides recommendations to SOPEI for activities planned for the second year of the project.

## Approach:

Evaluation activities were initiated by SOPEI at the beginning of this project to assess its evaluability and ensure the project was well set up for evaluation. The Quaich Inc. worked with the Project Manager to consult on the evaluation planning process, development of the logic model, the evaluation framework, and data collection tools. The following short and long-term outcomes were outlined in the logic model:

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<sup>1</sup> **Intellectual disability** - A diagnosis of Intellectual Disability considers a combination of both intellectual functioning and adaptive functioning. In order to make a diagnosis of Intellectual Disability, health professionals will assess a child’s ability to perform tasks in these areas in comparison to other children their age. The assessment and diagnosis of Intellectual Disability is based on the [Diagnostic and Statistical Manual of Mental Disorders \(Fifth Edition\)](#), which is a standardized guide used by B.C. health authorities and professionals to help them make diagnoses. Online: <https://www2.gov.bc.ca/gov/content/health/managing-your-health/healthy-women-children/child-behaviour-development/special-needs/intellectual-disabilities>

**Short-term outcomes:**

- By 2021, the project will meet or exceed the minimum standards of becoming a certified Healthy Community as outlined by Special Olympics and will be closer to self-sustainability providing more resources to other growing programs.
- The number of athletes involved in health and wellness programs will have increased by 20% and health status of athletes and others participating in health and wellness programs has improved, measured by reduction in obesity and improved self-reporting of mental health.
- A streamlined follow-up process will have resulted in 70% of athletes having access to follow-up care as recommended in screening results.
- At least 25 healthcare professionals in the community have an increased awareness of the health work of Special Olympics, the unmet health needs of people with ID and have increased professional support for people with ID.
- By March 2021, 10 new or redefined sustainable partnerships will have influenced a change in provincial policy and services taking a more whole of government, whole society, holistic approach to health for SOPEI athletes, for all who have an Intellectual Disability, and for communities in general.

**Long-term outcomes:**

- SOPEI Healthy Communities Project is recognized for leadership in informing and advocating for policy and service change at local, regional and national levels.
- Systems change through policy and programs has resulted in communities that are healthier and more inclusive.

The evaluation framework guided the development of methods and tools to evaluate both the process and progress toward the stated outcomes in year one. Key methods used for data collection were document reviews, focus groups with the SOPEI Board, LETR Committee and Project Team.

**Conclusion:**

In a review of all the data collected, there emerged a clear sense of optimism and enthusiasm about the project and its potential to achieve its objectives and have a positive impact on the health of SOPEI athletes and beyond. While the project was just getting established this year, key stakeholders are excited and satisfied and would like to be more informed and engaged.

- *“I am very satisfied with the direction in which we are heading. It is amazing that there are so many athletes needing attention in many ways. I won’t be satisfied until our athletes can go for screenings the way the rest of the population can and when they get there they will be listened to. That is my dream of an end goal.” SOPEI Board Member*

At the same time, there was a recommendation that more information would be helpful, possibly a one-page summary about the project to share with others and a newsletter that keeps people up to date, and includes stories of athletes' experience. The Communications Plan contains several strategies and tactics that will be helpful in achieving communications goals. It is acknowledged that using Communications Plan more explicitly in the project work, as a foundational document for messaging, will assist with internal and external communications about the project.

The Environmental Scan and Golisano Award Luncheon generated a lot of awareness and partnership opportunities; while attendance at conferences and participation in external events increased the profile of the project with community groups and health providers.

From our analysis of the data, it appears that the project is well underway to meeting all objectives, and is monitoring activities against outcomes and Board ends on an ongoing basis. In fact, the project appears to be achieving beyond expectations, and is reaching more athletes than anticipated. One of the outcomes related to SOPEI being a certified program has already been met. Although the certification is a standard to be met annually, we feel confident that if the project maintains its focus and commitment, this is a standard that will be met through the life of the project and beyond.

The project is being led and managed by a team that demonstrates commitment, flexibility and passion while at the same time staying focused on outcomes. The Project Team has been creative in maximizing the use of project resources to ensure the necessary skills are available to support the project. They plan to formalize these arrangements at the beginning of Year 2.

There is a change documented in the culture of SOPEI and not only are the athletes enjoying themselves, it seems that the Healthy Communities Project Team is excited by the early impacts of the project. The mission of SOPEI is to improve quality of life through sport, however, through the Healthy Communities Project, they can already see a difference in the mental health of athletes and the view of health as being "*everybody's business*". That having been said, the team acknowledges that there is more work to do.

In reviewing documents for this evaluation, we found some gaps in data that made it challenging to answer several questions posed in the Evaluation Framework, and found the answers to other questions through secondary sources rather than primary sources. To address gaps in data, it would be beneficial for the evaluators to meet with the Project Team to review some of the reporting gaps from programs held in Year 1, and develop simple tools that can be used to track and compare attendance and results from each health and wellness event. That will ensure that the evaluation for activities in Year 2 have complete, clear and consistent data that can be compared.

Overall, the Project Team is pleased with the support being offered for the Healthy Communities Project by: the SOPEI Staff Team; from Special Olympics Canada, whose funding helps with the Healthy Athletes screenings; and from Special Olympics International, which offers resources to the project. The Project Team is also pleased with the quality of the project, believing they have "*set the bar high*", and report

positive indicators of achieving sustainability of the project when funding ends. The challenge is to keep the scope of the work within the capacity they have to offer.

### **Recommendations:**

#### ***Project Activities***

1. Revisit the logic model, workplan, Gantt Chart and Terms of Reference at the beginning of Year 2 to review project objectives and outcomes, evaluation recommendations before taking on additional activities and to formalize the roles of each staff member.
2. Continue to manage capacity and monitor emerging opportunities against a focus on project objectives and outcomes.
3. Initiate the proposed activity of surveying the Board of Directors, SOPEI staff and Clinical Directors to discover priority skill development issues to sustain the project.
4. Explore the benefits of having the SOPEI Board and LETR Committee assist with partnership development and take on a more advisory role to the project.
5. Provide an opportunity for athletes/caregivers to indicate whether they would like to receive more detailed information about screening results.
6. Strengthen pre-event preparation with athletes.
7. Continue to foster discussions with local health care professionals to raise awareness of SOPEI initiatives within the community, encourage an open dialogue about the needs of individuals with ID, and increase the number of health care providers willing to accept referrals of athletes for follow-up care.
8. Engage some of those health care professionals to act as champions, willing to speak publicly on panels and to the media.
9. Revisit the Communication Plan as a key driver of communication activity in the project. All communication (internal and external) about program activities should be reviewed against the Communications Plan to ensure that key messages are conveyed, and that considerations such as language, reading level, duplication, and target audiences are considered, and tools to evaluate the impact of the Communication Plan need to be developed.

#### ***Reporting and Data Collection***

1. Outline a data monitoring schedule at the beginning of Year 2 to ensure that the reporting tools are in place and being used.
2. Collaborate on developing and using reporting tools:
  - a. To complete a standard reporting form following each event, which would include data on the number of staff and volunteers who participated, including how many were new volunteers, along with space to share a debrief of successes and challenges from each event, and post-event action items.
  - b. To circulate a volunteer feedback form be circulated after each event, similar to the feedback survey for the Healthy Athletes screening, which asked questions about: training and expectations; pre-event marketing and communication; the volunteer

experience; suggestions for improvement, and a section to provide a memory or testimonial.

- c. To use a standard template as a formal record of meeting notes (and ensuring that someone is assigned to complete one for each meeting) would ensure that action items can be easily followed up on, and would allow for ongoing monitoring of progress against the project workplan and logic model, for evaluation in Year 2 and 3.

## 2. INTRODUCTION

In October 2018, The Quaich Inc. was contracted by the Special Olympics PEI (SOPEI) to evaluate the Healthy Communities Project. The work undertaken by The Quaich built on foundational work initiated in January 2018 when funding for the project was approved and the project leaders sought expertise in project planning. At that time, a logic model was developed to guide the workplan, terms of reference for the Project Team and role descriptions. In addition, The Quaich provided support to the development of an evaluation framework and environmental scan. Engaging The Quaich to take on the role of evaluator for the three year project provided an opportunity to build on the foundational work.

This report includes a summary of the evaluation approach and a report card on project activities through to the end of the first year of the project. It provides a picture of how the activities unfolded to meet the objectives and outcomes of the project, and serves to inform the funders and SOPEI Board of Directors on the project achievements. It also provides recommendations to SOPEI for activities planned for the second year of the project.

### 2.1 Background

In 2017, SOPEI received a 1-yr Healthy Communities Grant from the Golisano Foundation which allowed SOPEI to build on groundwork already laid for engaging athlete leaders in health initiatives and to establish a follow-up care process, enhance health and wellness program initiatives, and provide additional screenings to their Health Athletes event portfolio. SOPEI then applied for and received three-year funding from Special Olympics International and the Golisano Foundation to address health holistically and further reduce the disparities which exist, increase the access to health services or resources for people who have Intellectual Disabilities in our community and promote their overall health and well-being.

Drawing on the Circle of Health<sup>2</sup> as a guide, SOPEI plans to develop, communicate, implement, and evaluate programming over a three-year period, further developing partnerships, education, programs, events, and resources; while sharing the impact with stakeholders, including policy and decision making groups, to achieve a continued focus on the overall wellbeing of their athlete members and the communities they live in. The vision is that through this work in health, Special Olympics athletes can be better prepared to excel in their personal journeys in sport and in life through a holistic health approach.

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<sup>2</sup> The Circle of Health: Health Promotion Framework. PEI Department of Health and Social Services (2009). Charlottetown, Prince Edward Island: The Quaich Inc. Online: [www.circleofhealth.net](http://www.circleofhealth.net)

## 2.2 Project Description

In January 2018, SOPEI received three-year funding for a Healthy Communities Project. The vision of the project is to create communities where Special Olympics athletes and others with intellectual disabilities (ID)<sup>3</sup> have the same access to health and wellness resources – and can attain the same level of good health – as all community members, and where there is no “wrong door for someone with ID to walk through”.

This project is part of an international outreach of Special Olympics International to establish similar projects worldwide. Funding is provided by the [Golisano Foundation](#) (April 2018 – March 2021).

Objectives of the project include meeting or exceeding the minimum standards of becoming a certified Healthy Community as outlined by Special Olympics no later than 2021.

Components of the Healthy Communities Project include:

- Leadership for Sustainable Change
- Health and Wellness programming
- Access to follow-up care
- Health provider engagement
- Partnership Development

## 2.3 Project Objectives and Related Activities

The project plan for the three year Healthy Communities grant contains 5 main objectives which correspond to each component. These are outlined in more detail as follows:

### **Leadership for Sustainable Change**

**Objective 1:** To increase sustainability of changes achieved by this project while achieving Healthy Community status as defined by Special Olympics International.

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<sup>3</sup> **Intellectual disability** - A diagnosis of Intellectual Disability considers a combination of both intellectual functioning and adaptive functioning. In order to make a diagnosis of Intellectual Disability, health professionals will assess a child’s ability to perform tasks in these areas in comparison to other children their age. The assessment and diagnosis of Intellectual Disability is based on the [Diagnostic and Statistical Manual of Mental Disorders \(Fifth Edition\)](#), which is a standardized guide used by B.C. health authorities and professionals to help them make diagnoses. Online: <https://www2.gov.bc.ca/gov/content/health/managing-your-health/healthy-women-children/child-behaviour-development/special-needs/intellectual-disabilities>

## ***Planned Activities:***

### *Activity 1 - Project Management*

- Secure personnel - Project Coordinator, Consultant, Evaluator
- Develop Terms of Reference for project team
- Develop workplan and critical path
- Ensure completion of environmental scan
- Develop contracts, MOUs with partners, suppliers
- Ensure timelines, financial accountability to project budget

### *Activity 2 - Develop partnerships*

- Establish advisory committee for partnership development
- Engage Athlete Leaders in committees, training
- Develop communication strategy - integrate in project
- Engage the LETR to tell the "Health Story" of SOPEI
- Regular communication with SO International

### *Activity 3 - Evaluation*

- Ensure evaluation process
- Communicate results

### *Activity 4 - Sustainability*

- Confirm criteria for selection of new funding partners
- Explore multiple sources of funding, i.e. private/public
- Create a business case and make recommendations
- Receive more equipment and resources VIK
- Leverage Law Enforcement Torch Run (LETR) Funding & Expertise
- Setup Contingency Fund
- Integrate programs into existing systems

## **Health and Wellness Programming**

**Objective 2:** To improve the health status of athletes, and others in their communities, by offering health and wellness programming, involving coaches and partners, ensuring 20% of athletes are enrolled in a year.

### ***Planned Activities:***

#### *Activity 1 - Develop and Share Baseline*

- Review 2016 PEI health report
- Establish baseline of impact, compile data from last 3 years
- Share the impact of current programs with stakeholders, including policy & decision making groups\*

#### *Activity 2 - Program Design/Implementation/Evaluation with some fitness tracking*

- Seek out diverse opportunities (Schools, Athlete Leadership Programs (ALPs), community groups, variety of types of health and wellness programs)
- Engage Athlete Leaders with volunteers to build community capacity
- Negotiate special terms for participation as needed
- Organize opportunities throughout the year with at least 3 healthy athlete areas of screening Special Olympics Healthy Athlete Discipline
- Conduct 150 screenings (within those 3 areas)
- Submit HAS screening results to health database
- Incentive or badge program to work toward collective and personal goals
- Record results

#### *Activity 3 - Promote the Healthy Athlete events to coaches, athletes, caregivers and their communities*

### **Access to Follow-up Care**

**Objective 3:** To increase access to follow-up care by ensuring that a minimum 70% of athletes who receive referrals at Healthy Athletes (HA) Programs have a place to go for follow-up care

### ***Planned Activities:***

#### *Activity 1 - Provide Information*

- Send athletes, coaches and families information on referral process prior to engaging in screenings
- Print and provide a passport or supportive tools for self-management
- Create list of healthcare providers who will accept athletes as patients for follow-up care
- Create information package to take home from event describing intervention or next steps for follow-up\*
- Provide information in preparation for follow-up to athletes, caregivers, coaches and clinical director

*Activity 2 – Follow-up*

- Record athletes who require follow-up
- Contact athletes and/or families to track progress
- Complete follow-up spreadsheet

## **Health Provider Engagement**

**Objective 4:** To increase health care provider comfort & knowledge of how to treat people with ID; and acknowledge health professionals in our community who demonstrate best practice in working with individuals with ID.

***Planned Activities:***

*Activity 1 – Training*

- Compile training resources to meet identified needs
- Create training workshops
- Create promotional material; Promote workshops\*
- Offer workshops, training to a minimum of 25 health care providers, engaging Athlete Leaders

*Activity 2 - Outreach*

- Participate in health workshops, events, and conferences
- Provide input to curriculum of health care provider education
- Recruit health care providers and students to serve as SOPEI volunteers

*Activity 3 - Acknowledge peer excellence*

- Award at least 1 Golisano Health Leadership Award
- Establish a nomination and selection process and host an award ceremony and present plaques to award recipients by 31 July 2018.
- Media releases, social media announcements\*

## **Partnership Development**

**Objective 5:** To establish 10 sustainable partnerships to increase and sustain focus on holistic health in provincial services for athletes and the broader community.

*Activity 1 - Conduct environmental scan*

- Review research on contextual opportunities/ constraints

- Identify anticipated changes to the environment in the next 3-5 years
- Create a list of target associations/businesses/colleges/universities
- Identify key stakeholders and partnership opportunities

*Activity 2 – Expand networks within the system and community*

- Engage Partnership Dev. Advisory Committee
- Set up meeting of invited partners
- Develop a shared vision for PEI amongst partners
- Clarify policy, legal, political, regulatory, budgetary and other system changes to ensure collaboration

*Activity 3 - Integrate initiatives in established systems (with consideration of determinants of health)*

- Engage in health conferences/committees
- Share testimonies/stories about success or impact through newsletters, social media\*
- Public awareness activities (e.g. information booth, flyers, presentations, website, radio, etc.\*

## 3. EVALUATION DESIGN AND METHODOLOGY

### 3.1 Evaluation Approach

To ensure the evaluation plan would be as comprehensive as possible within available timelines and resources, The Quaich Inc. worked with the Project Team to consult on the planning evaluation process with development of the logic model, the evaluation framework, and data collection tools. Year 1 of the project was considered a critical year and these activities laid the foundation for achieving anticipated project outcomes in Year 2 and 3. The evaluation undertaken for this project involves both formative and summative evaluation, and thus is focused on both process and outcomes. Given the preparatory work, the Project Team has had the advantage of being able to focus on what should be measured while at the same time engaging in formative evaluation during project delivery, and adapting the delivery of the project, being mindful of the project objectives.

This preparatory work has also positioned the Healthy Communities project for a solid evaluation that is participatory in nature, engaging the Project Team in planning and measuring desired change. The summative evaluation in the final year of the project will help determine the impact of the project on the target population and the extent to which the project is successful in achieving the desired project objectives. Based on this report, the consultants will work with project management to set up reporting tools for the next two years of the project.

An overview of each of the evaluation planning activities and how they relate to the evaluation is provided below.

#### ***Program Logic Model:***

A logic model is a communication and organization tool that provides a picture of how a program theoretically works to achieve desired outcomes. It is typically diagrammed on a flow chart and clarifies the cause and effect relationship among program resources, activities, and outcomes. It also enables the evaluation consultants to see more clearly the underlying logic of the program, identify any problems in the program design, and determine which program components are ready/able to be evaluated. The program logic model for this project was developed from the program profile outlined in the SOPEI proposal and provides an outline of project components, activities, target groups, outputs, short-term outcomes, and long-term outcomes. The discussion of the logic model guided the development of the questions to be included in the evaluation framework and time and resources were allocated to each task in a project workplan. Once agreed that the program logic model represented the vision and scope of the project, the next step in planning the evaluation was to create an evaluation framework.

### ***Evaluation Framework:***

An evaluation framework guides the evaluation process and provides an overview of the data that needs to be collected. The evaluation framework was developed from the logic model and includes a detailed outline of the evaluation questions that need to be addressed, indicators of success, sources of data, data collection methods, and the year in which data will be collected. The evaluation framework guided the development of a data collection plan which has dates and times for collection of data.

### ***Data Collection Tools:***

Data collection tools are used to gather evaluative information about the project. They are derived from the data collection methods and evaluation questions outlined in the evaluation framework. As this is an interim evaluation, formative in scope, the tools we developed for this year's evaluation, i.e., focus group guides and a documentation review grid, are both informative and formative.

### ***Data Collection Plan:***

Once the evaluation planning process was completed, a data collection plan was developed. This plan provided the dates when specified data was to be collected and the data collection tools to be used. In order to ensure the data collection plan was complete and timelines were realistic, The Quaich consultants worked with the Project Team to confirm the data collection process and collect the data.

### ***Data Analysis:***

All textual (qualitative) information gathered through the data collection tools was analyzed for common themes (frequency and intensity of responses) to probe the experience of project participants. Existing measurement tools required by SOPEI programs were used where possible as sources of quantitative data. The evaluators observed themes that emerged in all data related to a project objective in order to make observations and draw conclusions.

In future evaluations, we will collect more quantitative data to assess impacts. This data will be analyzed using descriptive statistics (frequencies, cross-tabs, proportions, etc.).

### ***Interim Report and Interpretation Session:***

At the end of the first year of the project, the Draft Evaluation Report was submitted to the SOPEI Project Team to provide an opportunity to review and respond to the interpretation of the findings and make recommendations. In future, there will be a scheduled Interpretation Session to review findings prior to submission of the Year End Report.

## 3.2 Evaluation Planning Process

As outlined in the previous section, in planning the evaluation for this project, the first step was to develop a logic model to determine the project evaluability, i.e., whether the plan for the project was complete in its logic and could be evaluated (see Appendix A – Logic Model). The steps in developing the logic model included a review of the proposal and a draft logic model based on our understanding of the project. The logic model was reviewed by the Project Team, and edits were made to correct any errors in interpretation. The logic model was validated on February 14, 2018.

To guide the evaluation, the logic model outlined the five components with project objectives as outlined in Section 2.3 of this report. The following short and long-term outcomes were also outlined in the logic model.

### ***Short-term outcomes:***

- By 2021, the project will meet or exceed the minimum standards of becoming a certified Healthy Community as outlined by Special Olympics and will be closer to self-sustainability providing more resources to other growing programs.
- The number of athletes involved in health and wellness programs will have increased by 20% and health status of athletes and others participating in health and wellness programs has improved, measured by reduction in obesity and improved self reporting of mental health.
- A streamlined follow-up process will have resulted in 70% of athletes having access to follow-up care as recommended in screening results.
- At least 25 healthcare professionals in the community have an increased awareness of the health work of Special Olympics, the unmet health needs of people with ID and have increased professional support for people with ID.
- By March 2021, 10 new or redefined sustainable partnerships will have influenced a change in provincial policy and services taking a more whole of government, whole society, holistic approach to health for SOPEI athletes, for all who have an Intellectual Disability, and for communities in general.

### ***Long-term outcomes:***

- SOPEI Healthy Communities Project is recognized for leadership in informing and advocating for policy and service change at local, regional and national levels.
- Systems change through policy and programs has resulted in communities that are healthier and more inclusive.

Identifying the outcomes was critical for developing the evaluation framework (Appendix B - Evaluation Framework). Questions, data sources and methods were identified in the framework to measure achievement of the objectives and short-term outcomes. Consultation with the Project Team and

subsequent conference calls resulted in the evaluation framework being finalized August 8, 2018. A Data Collection Plan was confirmed on February 19, 2019 (Appendix C – Data Collection Plan).

### 3.3 Data Collection Methods

Data for the Year 1 evaluation was gathered on project activities through focus groups, document review and testimonials. Data collection instruments such as focus group guides (Appendix D – Focus Group Guides and Presentations) and a grid for document review (Appendix E – Document Review Grid) were developed by The Quaich Inc.

The key data collection methods used to gather evaluative information for the Year 1 report include:

#### **Focus Groups – SOPEI Board of Directors, LETR Committee, Project Team**

Focus groups were held on February 19, 2019 with the SOPEI Board of Directors and on February 28, 2019 with the LETR Committee<sup>4</sup> to gain their perspectives on the project. In addition, a focus group was held with the SOPEI Healthy Communities Project Team<sup>5</sup> on March 14, 2019 to probe more deeply into their experience in setting up the project and their plans for the next two years.

#### **Document Review**

As per the data collection plan, the Project Manager forwarded all essential documents for review by the evaluator. These are listed in the data collection plan and were compiled in Dropbox for review using the Document Review Grid as a guide.

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<sup>4</sup> The [Law Enforcement Torch Run® \(LETR\)](#) is the largest public awareness and grassroots fundraising organization for Special Olympics globally. The LETR hold a number of year-round fundraising and awareness events in communities across Canada. The LETR are supported by the Canadian Association of Chiefs of Police (CACP), and have been an active partner of Special Olympics Canada since 1981.

The Torch Run™ is the most well-known event that the LETR host. The Torch Run is an event in which officers run the Flame of Hope™ into an Opening Ceremony at local, regional and national competitions. Grown to include a wide range of regional and national events, the LETR have raised more than \$63 million in Canada, since its inception.

The PEI LETR Committee consists of 15 members representative of organizations such as RCMP, Parks Canada, Charlottetown Police, Summerside Police Services, UPEI Security, Atlantic Police Academy, PEI Highway Safety, PEI Community and Correctional Services, and the Department of Fisheries and Oceans. As LETR Committee members lead healthy lifestyles and care about their communities, it is a natural fit for them to connect with others, sharing heartfelt impact stories about the Healthy Communities Project, which will help to increase the funds raised for SOPEI.

<sup>5</sup> The SOPEI Healthy Communities Project Team consists of Matthew McNally, Project Manager; Kristen MacDonald, Community Engagement Specialist; and Charity Sheehan, CEO Special Olympics PEI.

### **3.4 Data Analysis**

All textual (qualitative) information gathered from the project were collated and a thematic analysis conducted (frequency and intensity of responses). All quantitative data gathered from the document review were analyzed in reference to the objectives and questions in the evaluation framework.

## 4. EVALUATION FINDINGS

The evaluation findings are presented by data collection methods within the project components outlined in the logic model and evaluation framework.

### 4.1 Leadership for Sustainable Change

Highlights of activities undertaken by SOPEI to provide leadership for sustainability are outlined in this section. The proposed activities included setting up and managing the project, planning for partnership development, engaging in a communications strategy, and initiating an evaluation process and a plan for sustainability in order to achieve **Objective 1: To increase sustainability of changes achieved by this project while achieving Healthy Community status as defined by Special Olympics International.**

The reporting on these activities at the end of Year 1 relies on a review of documentation received from the SOPEI Healthy Communities Project Team and focus groups held with the SOPEI Board of Directors, LETR Committee and the SOPEI Healthy Communities Project Team.

#### Focus Groups

##### Focus Group - Project Team

In the Focus Group with the Project Team (Program Director, Community Engagement Specialist and SOPEI Executive Director) held on March 14, 2019, each member described their history with the project and commitment to it. The ED explained that when she first came to SOPEI, the capacity to address health issues was not there. However, as capacity increased, staff conducted the first athlete screening, which had positive results. The Program Director now on staff was part of this process and wrote a report called *Healthy People, Healthy Athletes*. Special Olympics organizations in other provinces had embarked on this path before, and provided encouragement and support. With support from the ED, the Program Director led a one year Healthy Communities project and a natural transition to submitting a proposal to the Golisano Foundation for the three year Healthy Communities Project, now underway.

The ED is passionate about the direction this project has taken.

- *“I believe the population deserves more. I was available to make the change and engage athlete storytellers – we will mobilize the project; they will be the voice.”(Charity Sheehan, ED SOPEI)*

When asked whether the project activities were adequately staffed and resourced, the team responded that timing and opportunity worked to the advantage of the project. They credited having a partnership with a local consulting firm, The Quaich Inc. as helpful in laying the foundation for the project, working with the Program Director and ED to develop the logic model, workplan, terms of reference, job descriptions and evaluation framework. With the pre-work completed, SOPEI was better positioned to recruit and hire a Community Engagement Specialist in June 2018 (6 months into the project) in a part-

time position to take the work to the next level. The Community Engagement Specialist says her previous experience with SOPEI and the quality and passion of SOPEI staff were what attracted her to taking on the role. Both the ED and Program Director believe that it was well worth the six month wait, as SOPEI needed the right people in the right positions. Starting as late as June, the part-time position allowed SOPEI time to reassign staff to bring their unique skills to the project, and resources to benefit from an ongoing relationship with The Quaich. The composition and roles of the Project Team have expanded and six members of SOPEI staff are on board:

- Executive Director - Charity Sheehan
- Program Director - Matthew McNally
- Community Engagement Specialist - Kristen MacDonald
- Program Coordinator - Genna Phelan (now assists with Healthy Communities Project Events)
- Health & Member Management Coordinator - Ellen Murphy (now manages data related to Healthy Community Project events)
- Membership Services Coordinator - Sarah Profitt-Wagner (online and member communications)

Given the additions to the Project Team, there was consensus that one of the next steps in Year 2 is to revisit the workplan and job descriptions to reflect the expanded nature of the team.

When asked if the project was working toward the achievement of anticipated outcomes, the team responded positively and added that *“doors are opening as a result of the project”* and *“more opportunities have bloomed than expected”*. With exposure through the media and outreach through the environmental scan, they note that there is increased awareness of the project, so people and organizations are approaching SOPEI and want to be involved. The team is faced with the challenge of needing to be flexible but mindful of working toward project outcomes. It is exciting, but they are faced with two questions :*“Do we have the capacity? And does it fit with project outcomes?”*

Two factors were identified as helpful in building capacity and staying focused: 1) the support from other provinces and 2) the logic model. The Community Engagement Specialist keeps the logic model on the cover of her binder as a quick and constant reference. It helped her to fast-track her understanding of the project when she came on board and now helps her to communicate the project to others and monitor project progress.

- *“I would be lost without the logic model. It helps me to position new partnerships.”*

The Community Engagement Specialist indicated that the Communication Strategy developed for the project in August 2019 identified essential messages but was not fully utilized to its potential. She stated that communication activities were limited by organizational workload which influenced their capacity to collect stories and share information about the project. She also expressed a lack of confidence from not having a communications background. That being said, she is seeking guidance from Special Olympics International, which has offered to assist, and in spite of the stated limitations, the team described a great deal of communications activity. A three pager and a presentation describing the

project were prepared for the Environmental Scan Advisory Committee, and a one pager was circulated with the survey. In addition, social media is being used to promote Wellness Wednesdays; the Golisano Award luncheon was a good opportunity to share information and tell stories; the environmental scan was promoted through the SOPEI and partner newsletters and social media. When asked if there was an increase in awareness of the project as a result, the team acknowledged that there appears to be greater emphasis on health of athletes, which is seen as positive, but most people involved with the athletes do not yet see the need for policy change. So there is still work to do.

Meetings and events held during the project include internal team meetings, two Environmental Scan Advisory Committee meetings, the Golisano Award Luncheon, and Healthy Athletes screenings. In regard to organization and efficiency of meetings/events, the team acknowledged that there have been no exit surveys. However, feedback from the Golisano Award Luncheon and the debrief from the Environmental Scan Advisory Committee have been positive.

The Project Team also reported positive indicators of moving toward sustainability of the project when funding ends. SOPEI has increased its number of Clinical Directors from one to four this year (with a fifth to be confirmed),<sup>6</sup> and also has seen an increase in the number of professionals interested in being involved, up from 20 to 170 professionals [as per a MailChimp list of volunteers]. The team attributes the rise in numbers to the increased awareness of the project. The proposed activity of surveying the Board of Directors, SOPEI staff and Clinical Directors to discover priority skill development issues to sustain the project has not yet taken place, but is planned for the second year of the project. They believe that this will be helpful in focusing each group on the scope of their role and enhancing capacity.

In closing, the Project Team expressed confidence that the Healthy Communities Project will have a positive impact on the health of the athletes and beyond, and that attention to revisiting the job descriptions, refining their communication plan and measuring the impact of their communication activities will strengthen the project.

### ***Focus Group - SOPEI Board of Directors***

During a focus group with the SOPEI Board on February 19, 2019, evaluator Patsy Beattie-Huggan provided a PowerPoint presentation to update the Board on the evaluation process planned for the SOPEI Healthy Communities Project and outlined the questions to guide the focus group (Appendix D - Focus Group Guides and presentations). She also described the role of the Board in reviewing the

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<sup>6</sup> Clinical Directors participating with SOPEI initiatives:

- Dr. Joanne Reid (MedFest CD 2015)
- Tara Costello (Strong Minds CD Winter 2017)
- Haley MacDonald (FUNfitness CD May 2019)
- Marina Faye (Health Promotion CD March 2019)
- Tracey Demeulenaere (Special Smiles CD \*\*TBD\*\*)

formative evaluation each year during the three-year project to ensure that the activities are on track and are advancing Board ends.

In reviewing the logic model and evaluation framework, the reaction of the Board was positive, with comments on the scope of the project, evaluation and volume of data to be gathered, i.e., *“This is a lot of data to collect and analyse.”*

Board members were then asked *“Are Board members aware and supportive of the Healthy Communities Project?”* Although the Board had been provided with written information about the project when the project was first approved, Board members had several questions about the project. One Board member expressed interest in the outcome related to SOPEI being a certified program as *“we are already there”*. The Project Manager was able to clarify that certification is a standard to be met annually. Another question was related to what could be done differently through this project, compared to what is currently offered to competitive athletes. It was clarified that while the mission of SOPEI is to improve quality of life through sport, through the Healthy Communities Project non-competitive athletes can participate in the screening process, such as scheduling screenings for people with ID who live in group homes. Using the Circle of Health as a guide, the project will be looking at all dimensions of health and linking with other systems in the community. In attempting to understand the scope of the project, one Board member asked *“Would it be possible that Women’s Health Clinics will accommodate those with ID – as a separate day or at any time?”* The response was *“Yes – but it will take time.”* Another question posed was *“Will the project end in three years?”* The Project Manager responded that while the Golisano Funding will end in three years, there is a sustainability intent built into the workplan with actions proposed to ensure sustainability.

At the end of the discussion, they expressed the view that it was helpful to have the opportunity to clarify their understanding of the project. While they were aware of the SOPEI Healthy Communities Project, this session was helpful.

- *“Aware yes – but a lot more aware of the project now. Conversation creates awareness.”*

As the SOPEI Board is now becoming familiar with the project, it was hard for them to comment on its progress in meeting Board ends. Members were in agreement that they would be in a better position to answer this question at the end of Year 2 – after they had read the evaluation of Year 1 and had time to better engage with the Healthy Communities Project. However, that being said, they were satisfied with the direction being taken in the project.

- *“We need to go beyond teaching athletes about healthy food. We need to go to a different level.”*
- *“I am very satisfied with the direction in which we are heading. It is amazing that there are so many athletes needing attention in many ways. I won’t be satisfied until our athletes can go for screenings the way the rest of the population can and when they get there they will be listened to. That is my dream of an end goal.” SOPEI Board Member*

In terms of recommendations going forward, Board members expressed interest in addressing issues in the community that impact the health of SOPEI athletes. As an example, they discussed group home policies that have a perceived negative impact on activity and nutrition of athletes. They made the suggestion that the Healthy Communities Project research the current state of policies related to healthy diets and active lifestyles, and with this evidence the SOPEI Board could advocate for improved health related policies for organizations that serve individuals with ID.

### ***Focus Group – LETR Committee***

To open the Focus Group with the LETR Committee held on February 28, 2019, SOPEI Executive Director Charity Sheehan provided context, explaining that SOPEI has been building the project since January 2018, while at the same time LETR has been expanding its mandate to health. She explained that it is timely to merge the two initiatives; and as LETR and is a key partner, LETR is being included in the evaluation process. She explained the Healthy Communities Project as one that allows SOPEI to expand the healthy screening program from the athletes to the broader ID community.

Patsy Beattie-Huggan, the evaluator, provided a PowerPoint presentation that reviewed components of the project, the evaluation process over the next 3 years and the questions to be discussed during the focus group (Appendix D).

When LETR Committee members were asked how much awareness they have of the Healthy Communities Project, the Chair responded that they had been made aware of the project by Community Engagement Specialist Kristen MacDonald and have discussed the roles they can play in health screening.

- *“We have not circulated information on the program but speak about it at every meeting.”*

There was general agreement that more information would be helpful, possibly a one page summary about the project to share with others and a newsletter that keeps people up to date, and includes stories of athletes’ experience.

### ***Document Review***

Documents reviewed for this section of the evaluation include environmental scan meeting notes, pre-event correspondence, event volunteer lists, Healthy Communities reports submitted to SOI, SOI webinar correspondence and notes, the Communications Plan and social media plan for the Golisano award luncheon, copies of media coverage, social media posts, a volunteer feedback survey for the Healthy Athletes screening in May 2018, partnership lists, the workplan and logic model.

## Staffing and Resources

In a review of documents, it appears that in the past there were some difficulties in ensuring adequate volunteer resources for events. However, this appears to be improving. For example, in the volunteer feedback survey for the Healthy Athletes screening (May 2018), one of the respondents commented that it was well organized despite the lack of volunteers on the first day. Another indicated that there was a lack of optometrists and some athletes had to go without certain screenings. Before the next Opening Eyes screening held in March 2019, the Program Director told volunteers (via email) that volunteer numbers were the highest they had ever been for a single SOPEI screening event yet. It appears from this e-mail that volunteers for screening events are increasing, but there as there were no standard reporting mechanisms to verify these numbers amongst the documents provided, it is difficult to substantiate this.

With regard to staff resources, the necessity of existing staff managing HC tasks along with existing programs and competitions delayed some of the timelines in the initial Gantt chart [May HC monthly report]. In June 2018, Kristen MacDonald was hired as the Community Engagement Specialist, which has been a boost to Healthy Communities project, and allowed project activities to progress at a much faster rate. Prior to her hiring, in their monthly reports to SOI, SOPEI had indicated challenges in finding the right person to fill the position. They are pleased with her contributions to the project. Contracts with Kristen and consultants at The Quaich Inc. were signed promptly.

## Project Activities and Outcomes

SOPEI worked with The Quaich Inc. to prepare detailed foundational documents for the project [Terms of Reference, Logic Model, Evaluation Framework, Environmental Scan, Gantt Chart, Workplan]. The workplan was developed based on the logic model, and progress toward project outcomes and specific achievements is outlined in monthly reports on the Healthy Communities project.

While the Healthy Communities project team is constantly communicating about project activities and objectives, a record of many of the meetings and less formal discussions were not available for this evaluation report as they have not been formally documented with minutes.

Challenges in finding the right candidate meant that the hiring of a Community Engagement Specialist was delayed until June 2018. This, along with tight timelines due to previously scheduled SOPEI events resulted in the Golisano Health Leadership Award being presented later than anticipated – in December instead of July 2018 [Project workplan; May monthly HC report].

## Meetings

SOPEI aims to work towards its goal of building sustainable relationships through formal leadership committees like the Environmental Scan Advisory Committee. As noted in the record of the initial

meeting of the Advisory Committee, “community difference makers” were selected as members of the committee to help guide the environmental scan. Members represented the following organizations: Holland College, UPEI, Public School Board, Green Party of PEI, Health PEI, SOPEI, and a local Physiotherapist . Members were invited to stay on as Project Advisory Committee members following completion of the Environmental Scan in January. Subsequent to that meeting, it was decided that a Project Advisory Committee not be formally established at this time, for reasons described in section 4.5 Partnership Development (p. 35).

Meetings of the Environmental Scan Advisory Committee and progress meetings with consultants were organized and held, and formal debriefs were captured with a written summary. Internal team meetings and informal conversations between colleagues were not often captured electronically; rather, with handwritten notes and to-do lists. While this is sufficient for task management, it provides a challenge for evaluation of project activities.

With regard to organization and efficiency of meetings, there have been no exit surveys, but feedback from the Golisano Award Day and the debrief from the Environmental Scan Advisory Committee have been positive.

Environmental Scan Advisory Committee members were provided with background information about the Healthy Communities Project, as well as information about the goals of the environmental scan, and information about the specific tasks they were requested to undertake. This helped to increase and equalize the knowledge level among new or nearly new partner/participants. In addition, they were provided with tools (letters, scripts and documents) to facilitate their outreach to organization they approached to participate in the environmental scan. During the two ES Advisory Committee meetings, participants expressed appreciation for and satisfaction with the discussion opportunities, the tools provided, and the opportunity to review the findings and debrief at the completion of the environmental scan.

### Leadership and Engagement

The Project Team was very engaged in providing leadership on the environmental scan, in coordination with the consultants. They helped to provide literature, develop the survey, identify gaps in reporting, collaborate on additional tools, and maintain communication with Advisory Committee members and partner/potential partner organizations.

The Evaluation Scan Advisory Committee was composed of stakeholders from community organizations on PEI. This committee had the role of defining criteria for the scan, making connections to community organizations and programs, and reviewing the scan results. Due to busy schedules, the Advisory Committee was provided with additional time to make initial personal contact with stakeholders. To facilitate this, the consultants collaborated with SOPEI staff to create a script to easily guide Advisory Committee members through telephone calls with key stakeholders . The Advisory Committee also

addressed a key gap – that the survey questions that did not apply well to the education sector. To address this gap, an additional version of the survey was created and online and text versions were resent to key education stakeholders.

Athletes are engaged through volunteering and providing input to the project; for example, in events, committees and training. Correspondence with the Project Team revealed that five athletes have been involved in this capacity thus far. Athletes were involved in brainstorming about how to share their health stories and connect similar values with the LETR community.

Organizations that self-identified as “partners” on the environmental scan indicated a good level of knowledge of the Healthy Athletes Program and the health of individuals with ID and their caregivers, but they also indicated a desire to learn more about those challenges. They also indicated interested in learning more about the Healthy Communities Project in particular. SOPEI has begun follow-up meetings with partners, which is resulting in an increase in awareness and engagement.

### Communication and Reporting

Regular communication with SOI was held through email, webinars and monthly reports, with the opportunity to share successes, challenges, and ask questions both about their specific project process and to other sites that are receiving a HC grant.

A Communications Plan was developed in August 2018 which provided direction for internal and external communications about and within the project. It included goals, objectives, key messages, strategies, considerations, outputs, target audiences, key dates, evaluation of communications, and a style guide for external publications. SOPEI created an internal social media plan for sharing news about the Golisano Award; however, there were no additional communication tools on record to support the communications plan.

Social media announcements (text, photo and video) were made about the funding/project (including the Community Engagement Coordinator job opportunity), Healthy Athlete events, the Golisano Health Leadership awards, and the environmental scan. In addition, promotion assistance was provided by consultants from The Quaich Inc. and select SOPEI partner organizations. A media release and a media advisory was circulated to promote the Golisano Award presentation to Dr. Joanne Reid. News coverage about project activities included:

- CBC interview about the environmental scan (November 2018)
- Live from Studio 5 Podcast from Accessible Media Inc. about the environmental scan (November 2018)
- Guardian/Journal Pioneer article about the Golisano Health Leadership Award (December 2018)

The attendee list for the luncheon at which the Golisano Health Leadership Award was presented was diverse and included many groups of stakeholders, including government representatives, health care

professionals, partners, corporate supporters, educators, association representatives, selected environmental scan survey participants, SOPEI staff, athletes and their families. At the luncheon, connections were made with the CEO of the PEI Medical Society, and the PEI Minister of Health and Wellness. All attendees learned more about the Healthy Communities project activities, and participants were encouraged to write 'Dear Self' letters, for later mailing, to remind them of the actions they committed to take, to build a more welcoming environment for individuals with ID and provide greater access to health and wellness support for all community residents. These actions will support the Healthy Communities project in 2019.

#### **4.1.1 Evaluator Observations**

In all three focus groups, enthusiasm about the project and its potential impact was expressed. All expressed confidence that the Healthy Communities Project will have a positive impact on the health of the athletes and that the activities are aligned with Objective 1: *To increase sustainability of changes achieved by this project while achieving Healthy Community status as defined by Special Olympics International.*

Participants in all focus groups acknowledged that the project was just getting started this year, and while already having an impact, there will be even more opportunities for engaging athletes, providers and communities in partnership development and ensuring that the project achieves outcomes and meets Board ends in the future.

Currently the Healthy Communities Project meets the Healthy Community Status criteria; however, this is an annual standard to achieve which will need to be monitored throughout the project. While the proposed activity of surveying the Board of Directors, SOPEI staff and Clinical Directors to discover priority skill development issues to sustain the project has not yet taken place, it is planned for the second year of the project. It is believed that this initiative will be helpful in focusing each group on the scope of their role and enhancing capacity.

Both the SOPEI Board and the LETR Committee indicated that they would like to know more about the project to get more involved. Refining the communication plan and measuring the impact of communication activities will strengthen the project.

Based on the document review, it again is evident that much progress has been made in Year 1 of the project, particularly in setting up the project and in areas of communication. Some areas could be better acknowledged by creating and using standardized reporting tools. Examples include:

- Establishing a baseline of volunteers (by recording a tally of volunteers from each of the previous years' events, to compare volunteer numbers and returning volunteers) would be helpful in investigating volunteer rates for SOPEI events. It is recommended that SOPEI complete a standard reporting form following each event, which would include data on the number of staff and

volunteers who participated, including how many were new volunteers, along with space to share a debrief of successes and challenges from each event, and post-event action items. It is also recommended that a volunteer feedback form be circulated after each event, similar to the feedback survey for the Healthy Athletes screening, which asked questions about: training and expectations; pre-event marketing and communication; the volunteer experience; suggestions for improvement, and a section to provide a memory or testimonial. Even when the response rate for this type of volunteer survey is low, valuable information can be gleaned.

- Using a standard template as a formal record of meeting notes (and ensuring that someone is assigned to complete one for each meeting) would ensure that action items can be easily followed up on, and would allow for better monitoring of progress against the project workplan and logic model, for evaluation in Year 2.

The project is being managed with commitment, flexibility and passion, while at the same time staying focused on outcomes. The next step will be to revisit the workplan, Gantt Chart and Terms of Reference to formalize the roles of each staff member and to review evaluation recommendations before taking on additional activities.

Continual reference to the Communications Plan, as a foundational document for messaging, will assist with internal and external communications about the project.

## 4.2 Health and Wellness Programming

Highlights of activities undertaken by SOPEI regarding its health and wellness programming are outlined in this section. The proposed activities included: developing and sharing a baseline for showing impact of the program; program design, implementation and evaluation; and promotion of Healthy Athletes events to achieve **Objective 2: *To improve the health status of athletes, and others in their communities, by offering health and wellness programming, involving coaches and partners, ensuring 20% of athletes are enrolled in a year.***

The reporting on these activities at the end of Year 1 relies on a review of documentation received from the SOPEI Healthy Communities Project Team and a focus group held with the SOPEI Healthy Communities Project Team.

### *Focus Groups*

#### ***Focus Group Project Team***

The focus group with the Healthy Communities Project Team held on March 14, 2019 reported that SOPEI has experienced growth in wellness programming with noticeable gains in 2017 and 2018 using the 2016 Health Report as a baseline. They noted that there are more opportunities for fitness programs

in all regions of PEI including rural regions, with 190 participants reported by instructors as having been involved in wellness activities this year. The feedback from participants is positive – *they are having fun!* The SOPEI team also reported expanding programming through programs such as Walking Track and Open Swims which are supported by Sport Canada, and note that more communities are requesting wellness programs as a result of the exposure to Team PEI. In their opinion, these programs are having an impact on the mental health of athletes as well as their physical health – *“they love the program, and experience many positive interactions while participating”*.

The team also reports that increased efforts to educate volunteers is being made through developing an information package and having parents and professionals aware of the Passport, and that these efforts have been helpful in achieving this success. However, they acknowledge that they need to strengthen pre-event preparation with athletes, have more events, and increase education. In regard to measuring the impact on the health of athletes, they acknowledge that at present they rely on the Health Report. It was observed that when the Health Messengers take on their role, it will assist in measuring the impact of projects through the stories of athletes.

The Program Director credits the Healthy Communities Project and the training with the Circle of Health as having an impact on changing the culture of SOPEI and cementing the links between sport and health.

- *“When SOPEI started it focused on sport and competitive athletes – now we want everyone to participate”*. (Program Director)

He also notes that with the Circle of Health ingrained in the project, staff are speaking differently to stakeholders provincially and nationally. Examples of this are the Environmental Scan process, which included diverse sectors, and the upcoming Family Forum, which will include topics such as housing, nutrition and other determinants of health. He predicts that through the relationships and partnerships being established in the project, there will be a domino effect on system change.

### **Document Review**

Documents reviewed for this section of the evaluation include Healthy Athletes event materials and reports, Synergy fitness screening results, pre-event correspondence, Healthy Communities reports submitted to SOI, the final report from the 1-year Healthy Communities grant; the Communications Plan, a volunteer feedback survey for the Healthy Athletes screening in May 2018, volunteer lists, the workplan and logic model.

### **Baseline of Impact**

Although there was no formal exercise to establish a baseline of impact, the project built on what was in the 2016 Health Report, and SOPEI staff’s knowledge of how many athletes participated in community wellness programs from the 1-year Healthy Communities grant in 2017-18.

## Programming

The Project Team sought diverse opportunities to expand health and wellness programming. Circuit fitness, gymnastics, walking, and swimming programs are available, and SOPEI has a strong relationship with the public schools branch in PEI, with potential to expand on its work with sport development to other areas of health.

The Healthy Communities project gives SOPEI the opportunity to connect with partners they may not have otherwise reached out to. The potential partners identified in the environmental scan also provide many future opportunities for partnerships to expand health and wellness programs. Partners involved with the project this far have helped to reduce or eliminate costs, promote engagement of health professionals, educate caregivers and athletes, and implement health events. These factors contribute to targets for the Healthy Communities project, and positively impact the quality and quantity of services that SOPEI is able to offer to its members. Engaging and nurturing an increased number of diverse partnerships within community and systems will allow SOPEI to expand programs in a sustainable way.

Opportunities were organized throughout the year for more than the minimum of 3 Healthy Athlete areas of screening. At the Golisano award ceremony, 5 different SOPEI screening opportunities were profiled: Strong Minds; FunFitness; Health Promotion; MedFest; Opening Eyes. Screenings were either paired with competitions or as stand-alone events, supported by volunteers and partners. At screenings, athletes receive a sense of their follow-up needs, along with tools/equipment to support their needs, such as the passport received at each Healthy Athletes event which contained information about follow-up recommendations. They are encouraged to take this information home. Soon after, representatives from SOPEI phone athletes and/or caregivers to explain the next steps for follow-up.

Opening Eyes screenings have been held twice in the past year (May 16-17 during the SOC National Bowling Championships and March 2 during a stand-alone event), FunFitness was held once (at the SOC National Bowling Championships), Strong Minds has been held twice (May 16-17 during the SOC National Bowling Championships and February 7 and 14 during stand-alone events in partnership with Tremplay), and the Health Promotion screening was held on May 26, 2018.

In the mid-year Healthy Communities report, SOPEI indicated that the minimum of 150 athlete screenings April-September 2018 was exceeded. Screening results provided by SOPEI show that: 83 Opening Eyes screenings were completed in May 2018 and 23 in March 2019; 84 Strong Minds screenings were completed in May 2018 and 13 in February 2019; 76 Health Promotion screenings were completed in May 2018, and 56 FunFitness screenings were completed in May 2018. With regard to individual and collective results, the mid-year Healthy Communities report indicates that data is compiled using the SOPEI database. Due to the confidential nature of the information, evaluators did not have access to that database. Files were shared by SOPEI staff via DropBox and email.

SOPEI's mid-year Healthy Communities report indicates that members, athletes and caregivers have an increased awareness of SOPEI, coupled with increased athlete and family engagement, and an increased

number of active athlete leaders. It was also reported that the number of coaches addressing health during practices and bringing athletes to Healthy Athletes screenings has increased. SOPEI staff and volunteers have seen these increases through: the participation in screenings and wellness opportunities; the type and level of publicity; the conversations at events; the number of athletes with access to screenings; and the members of Team PEI 2018 who had coaches incorporating/addressing health in their training [mid-year report; correspondence with Project Team].

SOPEI has seen an improvement in the physical health of members. Building on learnings from the 1-year grant, SOPEI has made an effort to improve tracking of skill development and physical measurements to demonstrate the effects of programming. SOPEI data indicates an average decrease of 1 pound per athlete and an average difference in BMI of -6% across a group of 45 athletes [mid-year report; Synergy fitness screening results, fall 2017-summer 2018]. As a result of the Healthy Communities project, athlete screening data shows that by October 2018, 22% of 340 athletes had increased access to Healthy Athlete events and follow-up care provided as a result [mid-year report].

The Healthy Communities project has made positive impacts beyond purely physical health, as well. Athletes have shared testimonials about their enjoyment of and gratitude for the health and wellness programs offered, as well as their motivation to live a healthier lifestyle. Conversational testimonials indicate an increase in joy, confidence and positive lifestyle changes, showing anecdotal evidence of improved mental health, increased socialization and an increased sense of belonging. SOPEI has also seen an improvement in the culture of athletic training among SOPEI membership, and buy-in for health and wellness programming.

SOPEI staff communicates to volunteers that their time is appreciated, and they provide an expense form to volunteers to remove as many barriers to participation as possible. Transportation and expense reimbursement forms were emailed to volunteers participating in screening events.

#### **4.2.1 Evaluator Observations**

Both the focus group and the document review confirm that activities from Year 1 of the project are aligned with meeting Objective 2: *To improve the health status of athletes, and others in their communities, by offering health and wellness programming, involving coaches and partners, ensuring 20% of athletes are enrolled in a year.* In fact, from all data collected, the project appears to be achieving beyond expectations, reaching more athletes than anticipated. There is a change in the culture of SOPEI and not only are the athletes enjoying themselves, it seems that the Healthy Communities Project Team is excited by the early impacts of the project. That having been said, the team acknowledges that there is more work to do in strengthening pre-event preparation with athletes, holding more events, and increasing education.

It would be beneficial for the evaluators to meet with the Project Team to review some of the reporting gaps from programs held in Year 1, and develop simple tools that can be used to track and compare

attendance and results from each health and wellness event. That will ensure that the evaluation for activities in Year 2 have complete, clear and consistent data that can be compared.

All communication (internal and external) about program activities should be reviewed against the Communications Plan to ensure that key messages are conveyed, and that considerations such as language, reading level, duplication, and target audiences are considered. The Communications Plan also contains several strategies and tactics that will be helpful in achieving communications goals.

### 4.3 Access to Follow-up Care

Highlights of activities undertaken by SOPEI regarding access to follow-up care are outlined in this section. The proposed activities included: providing information and tools to athletes, coaches and families; and processes for ensuring follow-up with athletes to achieve **Objective 3: *To increase access to follow-up care by ensuring that a minimum 70% of athletes who receive referrals at Healthy Athletes (HA) Programs have a place to go for follow-up care.***

The reporting on these activities at the end of Year 1 relies on a review of documentation received from the SOPEI Healthy Communities Project Team.

#### *Document Review*

Documents reviewed for this section of the evaluation include Healthy Athletes event materials and reports, Synergy fitness screening results, pre-event correspondence, Healthy Communities reports submitted to SOI, materials from the Golisano Award Luncheon, Follow-Up Care Logbook Template, a volunteer feedback survey for the Healthy Athletes screening in May 2018, volunteer lists, the workplan and logic model.

#### Information and Tools

Athletes, coaches and families were recruited for screening through email, social media, and in-person communication. The recruitment process does not yet include sending them information on the referral process prior to engaging in screenings.

Supportive tools for self-management were created and made available to participants at Healthy Athletes events. For example, during screenings, athletes are given a passport which encourages them to visit all screening areas offered. Each passport summarizes the results from the particular screening event they participated in, and indicates whether follow-up care is recommended in certain areas. Some participants would like to receive more detailed information about their screening, however. In the post-event survey for the SOC Bowling Championships Healthy Athletes screening event, a respondent

indicated that they would like to see an option to forward the testing data from the electronic stations to athletes as many wanted to know their specific results.

### Follow-Up

SOPEI now has an established process for follow-up care that athletes, caregivers and health volunteers are becoming more aware and comfortable with. To track athletes receiving referrals from Healthy Athletes screenings, SOPEI uses the follow-up resource provided by SOI, with the addition of a few extra columns [Follow-Up Care Logbook Template].

Follow-up care is available to all after an athlete examination; however, due to personal barriers, SOPEI estimates that 70% are able to access that follow-up care [Healthy communities metrics presented at Golisano awards].

A record of athletes requiring follow-up care was created for each screening event, and follow-up suggestions were written on athletes' passports. After screenings, athletes identified as requiring follow-up were contacted (by phone, email or letter) about the screening and the results. SOPEI tracks the method of contact and the number of contacts, along with the type of care recommended (e.g. cataracts, heart conditions, mental health, general health needs) [Follow-Up Care Logbook Template]. Eight athletes were referred for follow-up care between April-September 2018 [mid-year report]. SOPEI does not keep data on the type of follow-up care offered as a result of follow-up, but athletes and caregivers who have connected to health and wellness opportunities following screenings are grateful for the identification of their follow-up needs [SOPEI mid-year report; testimonials; volunteer feedback form from Healthy Athletes event at Bowling championship].

SOPEI's Clinical Directors are the health care providers who will connect with athletes who do not already receive follow-up care from another doctor. In the case of urgent referrals, Clinical Directors in some disciplines will see an athlete as soon as possible (for example, during an event) [athlete testimonial during the Golisano award ceremony], or connect them with a nearby colleague.

#### **4.3.1 Evaluator Observations**

Based on the document review, it appears that the SOPEI Healthy Communities Project is making progress in achieving **Objective 3**: *To increase access to follow-up care by ensuring that a minimum 70% of athletes who receive referrals at Healthy Athletes (HA) Programs have a place to go for follow-up care.*

Although there were some gaps in data available to evaluators, the Program Director has concluded that the project has met and in some cases exceeded expectations. Our initial suggestion is to outline a data monitoring schedule at the beginning of Year 2 to ensure that the reporting tools are in place and being used. However, the Program Director advises us that while this may help, much of the material contains

sensitive data that cannot be shared. The source of the data will need to be found in SOI reports. Another suggestion is providing an opportunity for athletes/caregivers to indicate whether they would like to receive more detailed information about screening results.

## 4.4 Health Provider Engagement

This section highlights activities undertaken by SOPEI regarding the engagement of local health care providers, to increase health care provider comfort and knowledge of how to treat people with ID, and demonstrate best practices. The proposed activities included: training; outreach within the community and amongst health care providers; and acknowledging peer excellence to achieve **Objective 4: To increase health care provider comfort & knowledge of how to treat people with ID; and acknowledge health professionals in our community who demonstrate best practice in working with individuals with ID.**

The reporting on these activities at the end of Year 1 relies on a review of documentation received from the SOPEI Healthy Communities Project Team and a focus group held with the SOPEI Healthy Communities Project Team.

### *Focus Groups*

#### **Focus Group Project Team**

During the Focus Group held with The Healthy Communities Project Team on March 14, 2019, the Project Team reported that it was represented in a number of workshops and conferences to promote the project and network with health providers. Attendance and presentation at the 2018 Atlantic Summer Institute's Forum on Developing a Whole Society Approach to Child and Youth Mental Health Promotion and participation in the planning committee for ASI 2019 is one example of reaching out to a broad range of providers. In addition, the Project Team acknowledges the public profile achieved through the Golisano Award Luncheon.

The team remembered one of the observations made during the environmental scan, i.e., that there was a lack of response, and therefore input, from professional associations. This gap is recognized by the team with plans to establish links with professional health and social care organizations in Year 2.

### *Document Review*

Documents reviewed for this section of the evaluation include pre-event correspondence, Healthy Communities reports submitted to SOI, Golisano award luncheon materials such as the script and media release, copies of media coverage, and social media posts.

## Outreach

A number of local events (public and organizational) were attended to increase awareness of SOPEI initiatives and athlete needs. For instance, SOPEI staff and athletes participated in panels, media interviews, and conferences.

Attendance, presentation and an exhibit at the Atlantic Summer Institute on Healthy and Safe Communities (with a focus on child and youth mental health promotion) in August 2018 allowed SOPEI to share information about the Healthy Communities project and Strong Minds screening. The event was open to representatives from many disciplines, and SOPEI representatives learned broad language that can be used to engage sustainability partners and healthcare providers.

## Training and Acknowledging Peer Excellence

SOPEI intends to develop training in 2019 to increase healthcare providers' knowledge of how to treat people with ID. The aim is to offer this training to at least 25 healthcare providers.

Efforts were made to acknowledge peer excellence and best practice of health providers working with SOPEI athletes. The Golisano Health Leadership award was presented in December 2018 to Dr. Joanne Reid for her work as a Healthy Athletes Champion, diligently connecting athletes to the follow-up care they need to live longer, healthier lives. The award was presented at a luncheon at the Delta PEI, attended by government representatives, local healthcare providers, community partners and supporters, and athletes.

### **4.4.1 Evaluator Observations**

Based on the focus group discussion and document review, the Healthy Communities Project is moving forward in achieving **Objective 4: *To increase health care provider comfort & knowledge of how to treat people with ID; and acknowledge health professionals in our community who demonstrate best practice in working with individuals with ID.***

Given the fact that the Community Engagement Specialist did not come on board until 6 months into the project, and spent the next 6 months focused on the environmental scan, the achievements are nothing short of amazing! Continuing partnership discussions with local health care professionals will raise awareness of SOPEI initiatives within the community, encourage an open dialogue about the needs of individuals with ID, and hopefully increase the number of health care providers willing to accept referrals of athletes for follow-up care. Engaging some of those health care professionals to act as champions willing to speak publicly on panels and to the media, will increase awareness of both the public and other health professionals about SOPEI goals and initiatives.

## 4.5 Partnership Development

This section highlights partnership development activities undertaken by SOPEI to achieve **Objective 5: To establish 10 sustainable partnerships to increase and sustain focus on holistic health in provincial services for athletes and the broader community.** The proposed activities included: conducting an environmental scan to identify opportunities, constraints, and potential partners; expanding networks within systems and communities; and integrating initiatives into established systems, through awareness activities.

The reporting on these activities at the end of Year 1 relies on a review of documentation received from the SOPEI Healthy Communities Project Team and focus groups held with the SOPEI Board of Directors, LETR Committee and the SOPEI Healthy Communities Project Team.

### Focus Groups

#### Focus Group Project Team

In the focus group with the Project Team on March 14, 2019, the team reflected on the Environmental Scan. The Community Engagement Specialist finds that the executive summary is key to opening doors with new partners. The two themes that emerged from the scan: 1) Awareness and 2) Connectivity, are important guides in engaging new partners. They also feel that the Environmental Scan came at a good time in the project and served two purposes. First, SOPEI invited new people, thus engaging diverse sectors; and second, the scan results confirmed previous impressions held by SOPEI. A lesson learned from this process was that those invited to serve on the Advisory Committee are busy people who provided valuable input to the process but in reality not everyone had time to make this work a priority. This begs the questions: *Is an Advisory Committee needed for the Healthy Communities Project? Could the SOPEI Board and LETR Committee fill the advisory role? Or could specific people be contacted for ad hoc consultation?* The team agrees that they need to continue integrating athlete input in the project.

Work is now underway to integrate some new initiatives in established systems through engaging in new partnerships such as UPEI and Holland College.

- *“These initiatives are exciting and would not be happening if it were not for the Environmental Scan.” (Community Engagement Specialist)*

### **Focus Group - SOPEI Board of Directors**

At the time of the focus group with the SOPEI Board on February 19, 2019, Board members had just received the Environmental Scan Report and they were looking forward to reviewing it in terms of ways in which it could strengthen the project.

### **Focus Group – LETR Committee**

During the focus group with the LETR Committee held on February 28, 2019, LETR Committee members had received the Environmental Scan Report, and some had reviewed it. However, there was a sense that it is a large report and that it will be important to go back and read it again.

- *“It looked like it had useful information in it – but I would need to go back and review it” (Member, LETR Committee)*

When asked in what ways could LETR expand its partnership with SOPEI to sustain the impacts of the project, there was general agreement that the LETR Committee needs to understand it more. One participant expressed the view that he *“does not have enough information about the project to come up with ideas”*. LETR representatives are engaging in health screenings now, and want to be part of the project’s success.

- *“It is a natural evolution for LETR to have our departments to be more engaged.”*

One member asked how to get buy-in of the respective organizations represented in LETR. SOPEI ED Charity Sheehan suggested that stories of athletes’ experiences will be helpful, as well as the partnerships resulting from the Environmental Scan.

### **Document Review**

Documents reviewed for this section of the evaluation include the environmental scan data, summary report and PowerPoint presentation, Advisory Committee meeting notes, emails between the consultants and Project Team, tools created to assist with response collection for the environmental scan (e.g. letters, background documents and scripts), the SOPEI Project Plan, Healthy Communities reports submitted to SOI, partnership lists, the workplan and logic model.

### **Environmental Scan**

Prior to the start of the project, in a review of the mid-year report dated October 2018, SOPEI did not feel that they had sufficient available resources for sustainability. A goal of the environmental scan was to identify future partnerships that would be useful in sustaining Healthy Communities work, working

towards a goal of establishing 10 new or redefined sustainable partnerships to advance provincial services, influencing holistic health for athletes and communities by May 2021.

The environmental scan was designed to solicit information about resources people with ID, and investigate potential partnerships for SOPEI. The results of the environmental scan will guide the next two years of the project.

Contacts were made to organizations and individuals through a variety of sources – Environmental Scan Advisory Committee members, SOPEI staff and volunteers, consultant contacts, word-of-mouth and through the media. Wide publicity meant that it would have been impossible to keep accurate records about how many organizations were approached to complete the survey. Initial response rates were lower than expected, and multiple follow-up contacts needed to be made.

The project team learned that a survey is more effective when tailored to different sectors. An initial community-based survey was created, and a second shorter survey was later added to more easily and accurately capture data from educators. Unfortunately, the need for two targeted surveys (the practice sector vs the education sector) became apparent midway through the data collection period. Separate surveys from the outset would have reduced time spent on tool creation. While creating an adaptation increased the time and work involved in data collection and analysis, it did yield a higher survey response, which increased knowledge about the activities and projects of other organizations, and identified potential partnerships, and thus was useful in strengthening the project.

A total of 27 environmental scan surveys were completed by a wide range of stakeholders – 15 completed the general survey; 12 completed the education survey. The information collected through the scan illustrated synergies and duplication with regard to programs addressing needs of people with ID, identified potential partners for SOPEI, and identified areas where SOPEI can help to shape how organizations provide additional training/support to allow athletes and others with ID to have better health and education.

Changes in the environment/society, as well as contextual opportunities/constraints for future partnerships were identified in the scan. Questions were asked about: suggestions for societal change that could impact those with ID; future trends (positive and negative) that could impact the health of people with ID; potential partners; and their own organization's interest in partnering with SOPEI on the Healthy Communities Project. Transportation, housing and education are elements of the social determinants of health which were identified in the environmental scan as key concerns for health and wellness of individuals with ID and others in the community. The Environmental Scan Report contains a detailed record of user responses and recommendations.

### Expanding Networks and Integrating into Systems

The Environmental Scan Advisory Committee developed a shared vision for PEI at their initial meeting on June 20, 2018 and agreed that in 3 years they would like to see improvements in information

management, integrated services, and communication, plus sustainable funding, so that less staff and volunteer time would need to be spent on funding. This vision has to be substantiated, as a HC Project Advisory Committee has not been created, but is on record as one developed in the life of the project.

The environmental scan increased SOPEI’s knowledge about the activities and projects of other organizations, and was useful in strengthening the project. The information has allowed SOPEI to begin reaching out to those organizations to establish or strengthen relationships, and the information and contact details provided in the scan provided a starting point for the conversations. Foundations for relationships have been established by following up with potential partners identified through connections with the Environmental Scan Advisory Committee and from completed surveys, and work has begun on outreach on specific programs. SOPEI feels that progress towards the partnership goal is on track.

SOPEI acknowledges the challenge of having adequate human resources to work on so many partnership and program possibilities. Since the environmental scan was completed, SOPEI’s Community Engagement Specialist has had many requests for meetings with potential partners, which is very encouraging! The challenge is staffing resources/time to attend meetings and implement new initiatives with partners. She now meets with UPEI weekly, will be attending a second meeting with Canada’s Smartest Kitchen in the near future, and has met with other individuals to discuss their past experiences and potential for future collaboration.

26 organizations self-identified as potential partners in the environmental scan. Many of these were different than previous SOPEI partners. The table below shows partnership lists documented in the December 2017 Project Plan, the October 2018 mid-year Healthy Communities report, and organizations who indicated interest in partnering via the environmental scan.

*Green text indicates partners for multiple years.*

<b>Partner List (December 2017, indicated on Project Plan)</b>	<b>Partner List (October 2018, pre-scan, indicated in mid-year report)</b>	<b>Organizations interested in partnering (fall 2018 environmental scan)</b>
Ahead in the Game	Ahead in the Game	Autism Society of PEI
ALPs	Bell Aliant Centre	Boys and Girls Club of Summerside
BellAliant Centre	Boys and Girls Club of Summerside	CHANCES
Boys and Girls Club of Summerside	Canadian Cancer Society	City of Charlottetown
Canadian Cancer Society (PEI Division)	Cavendish Wellness Centre	Cooper Institute
Cavendish Wellness Centre	City of Charlottetown	Crossfit 782
City of Charlottetown	City of Summerside	Family Vision Centre
City of Summerside	Crossfit 782	Health PEI (Long Term Care)
Coca-Cola	Dr. Jane Toombs	Health PEI (Provincial Children with Complex

		Needs)
CrossFit 782	Dr. Joanne Reid	Health PEI (Public Health and Children's Developmental Services)
Dr. Jane Toombs	Dr. Tanya Routledge	Holland College (Health & Community Studies)
Dr. Joanne Reid	Holland College	Holland College (Sport & Leisure Management)
Dr. Tanya Routledge	Island Gymnastics Academy	Inclusions East
Government of Canada	Montague Intermediate	Joyriders Therapeutic Riding Association of PEI
Holland College	Murphy's Community Centre	Junior Achievement
Island Gymnastics Academy	RBC	PEERS Alliance (formerly AIDS PEI)
Montague Intermediate	Saltos Gymnastics	PEI Association for Community Living
Murphy's Community Centre	Sobeys	QEH Social Work
RBC	Synergy Fitness and Nutrition	Sierra Club (Wild Child)
Saltos Gymnastics	TCAP Fitness Centre	Synergy Fitness and Nutrition
Sobeys Better Food Fund	UPEI	
Synergy Fitness and Nutrition		
TCAP Fitness Centre		
UPEI		

The table below indicates potential partners that SOPEI can consider collaborating with in the future.

Potential Partners identified by SOPEI (Project Plan, December 2017)	New potential partners suggested by environmental scan respondents (fall 2018)
Atlantic Summer Institute on Healthy and Safe Communities	AccessAbility
Autism and Down Syndrome Societies	ACL
Canadian Mental Health Association	Acute Care
Caregivers, Family, and Community	Autism Society of PEI
Cross Fit Summerside	Citizen Advocacy
Dentistry Association of PEI	Go PEI
Go! PEI	Joyriders
Government of PEI	Partners for Change
Health PEI	PEI Coalition for Supported Decision-Making
Holland College Ambulatory Care	People First
Holland College Practical Nursing	Stars for Life

Holland College Resident Care Workers	
LETR	
Paediatrician Association of PEI	
Physiotherapy Association of PEI	
Professional Association of Optometrists PEI	
Program Volunteers and Coaches	
Rapier Cross Fit	
Teachers Federation of PEI	
UPEI Department of Kinesiology	
UPEI Department of Nursing	
UPEI Department of Psychology	

The Environmental Scan Report stated that during the Advisory Committee Interpretation Session, members expressed that they learned a great deal from the environmental scan process, with a member sharing that their *“greatest insight is that health is everyone’s business!”* It appears that potential partners participating in the environmental scan also gained greater awareness of SOPEI initiatives and the Healthy Communities project. Many respondents indicated that they would like to learn more, both about the project, and in general about the health challenges facing people with ID and their caregivers.

Another positive result of the Healthy Communities project is that partners are beginning to include ID perspectives in their events/panels, such as the PEI Mutual Insurance Director’s luncheon (December 3, 2018) which included athlete voices, and the Atlantic Summer Institute, which featured a speaking opportunity for SOPEI staff to share information about the program and stories of athletes.

#### **4.5.1 Evaluator Observations**

Based on the discussion during the focus groups and the document review, we are optimistic that Objective 5: *To establish 10 sustainable partnerships to increase and sustain focus on holistic health in provincial services for athletes and the broader community*, is well on its way to being achieved, with the Environmental Scan completed in Year 1 as the key to opening a conversation with new partners.

Media coverage of the environmental scan, including interviews with SOPEI staff and social media posts, helped to increase awareness of SOPEI and the project.

Integrating initiatives into established systems can be a challenge, but the gaps in the scan show where opportunities lie. In addition, over the past two years, many partners and potential partners have been identified. These lists show a lot of potential for SOPEI to make connections in the community and in

systems, to publicize their programs increase access to health and wellness resources for individuals with ID.

The goal of the environmental scan was *to identify future partnerships that would be useful in sustaining Healthy Communities work, working towards a goal of establishing 10 new or redefined sustainable partnerships to advance provincial services, influencing holistic health for athletes and communities by May 2021*. From the data collected in this evaluation process, it is clear that the Environmental Scan opened doors for SOPEI to more than achieve its intended goal, with greater awareness of SOPEI initiatives, both by partners, and in the community.

Given the value of the Environmental Scan to increasing awareness of the project and connectivity with potential partners, and the fact that both the SOPEI Board and LETR Committee expressed such interest in delving into the Environmental Scan Report, it could be beneficial for the HC Project Team to work with these two groups to multiply the reach and impact of the partnership development potential of the project. This could help to address the team's capacity challenge and in all possibility increase the input of these two groups in an advisory role.

## 5. CONCLUSION

In a review of all the data collected, there emerged a clear sense of optimism and enthusiasm about the project and its potential to achieve its objectives and have a positive impact on the health of SOPEI athletes and beyond. While the project was just getting established this year, key stakeholders were excited and satisfied and would like to be more informed and engaged.

- *“I am very satisfied with the direction in which we are heading. It is amazing that there are so many athletes needing attention in many ways. I won’t be satisfied until our athletes can go for screenings the way the rest of the population can and when they get there they will be listened to. That is my dream of an end goal.” SOPEI Board Member*

At the same time there was a recommendation that more information would be helpful, possibly a one-page summary about the project to share with others and a newsletter that keeps people up to date, and includes stories of athletes’ experience. The Communications Plan contains several strategies and tactics that will be helpful in achieving communications goals. It is acknowledged that using the Communications Plan more explicitly in the project work, as a foundational document for messaging, will assist with internal and external communications about the project.

The Environmental Scan and Golisano Award Luncheon generated a lot of awareness and partnership opportunities; while attendance at conferences and participation in external events increased the profile of the project with community groups and health providers.

From our analysis of the data, it appears that the project is well underway to meeting all objectives, and is monitoring activities against outcomes and Board ends on an ongoing basis. In fact, the project appears to be achieving beyond expectations, and is reaching more athletes than anticipated. One of the outcomes related to SOPEI being a certified program has already been met. Although the certification is a standard to be met annually, we feel confident that if the project maintains its focus and commitment that this is a standard that will be met through the life of the project and beyond.

The project is being led and managed by a team that demonstrates commitment, flexibility and passion while at the same time staying focused on outcomes. The Project Team has been creative in maximizing the use of project resources to ensure the necessary skills are available to support the project. They plan to formalize these arrangements at the beginning of Year 2.

There is a change documented in the culture of SOPEI and not only are the athletes enjoying themselves, it seems that the Healthy Communities Project Team is excited by the early impacts of the project. The mission of SOPEI is to improve quality of life through sport; however, through the Healthy Communities Project they can already see a difference in the mental health of athletes and the view of health as being *“everybody’s business”*. That having been said, the team acknowledges that there is more work to do.

In reviewing documents for this evaluation, we found some gaps in data that made it challenging to answer several questions posed in the Evaluation Framework, and found the answers to other questions through secondary sources rather than primary sources. To address gaps in data, it would be beneficial for the evaluators to meet with the Project Team to review some of the reporting gaps from programs held in Year 1, and develop simple tools that can be used to track and compare attendance and results from each health and wellness event. That will ensure that the evaluation for activities in Year 2 has complete, clear and consistent data that can be compared.

Overall, the Project Team is pleased with the support being offered for the Healthy Communities Project by: the SOPEI Staff Team; from Special Olympics Canada, whose funding helps with the Healthy Athletes screenings; and from Special Olympics International, which offers resources to the project. The Project Team is also pleased with the quality of the project, believing they have “*set the bar high*”, and report positive indicators of achieving sustainability of the project when funding ends. The challenge is to keep the scope of the work within the capacity they have to offer.

## 6. RECOMMENDATIONS

### *Project Activities*

1. Revisit the logic model, workplan, Gantt Chart and Terms of Reference at the beginning of Year 2 to review project objectives and outcomes, evaluation recommendations before taking on additional activities and to formalize the roles of each staff member.
2. Continue to manage capacity and monitor emerging opportunities against a focus on project objectives and outcomes.
3. Initiate the proposed activity of surveying the Board of Directors, SOPEI staff and Clinical Directors to discover priority skill development issues to sustain the project.
4. Explore the benefits of having the SOPEI Board and LETR Committee assist with partnership development and take on a more advisory role to the project.
5. Provide an opportunity for athletes/caregivers to indicate whether they would like to receive more detailed information about screening results.
6. Strengthen pre-event preparation with athletes.
7. Continue to foster discussions with local health care professionals to raise awareness of SOPEI initiatives within the community, encourage an open dialogue about the needs of individuals with ID, and increase the number of health care providers willing to accept referrals of athletes for follow-up care.
8. Engage some of those health care professionals to act as champions, willing to speak publicly on panels and to the media.
9. Revisit the Communication Plan as a key driver of communication activity in the project. All communication (internal and external) about program activities should be reviewed against the Communications Plan to ensure that key messages are conveyed, and that considerations such as language, reading level, duplication, and target audiences are considered, and tools to evaluate the impact of the Communication Plan need to be developed.

### *Reporting and Data Collection*

1. Outline a data monitoring schedule at the beginning of Year 2 to ensure that the reporting tools are in place and being used.
2. Collaborate on developing and using reporting tools:
  - . To complete a standard reporting form following each event, which would include data on the number of staff and volunteers who participated, including how many were new volunteers, along with space to share a debrief of successes and challenges from each event, and post-event action items.
  - . To circulate a volunteer feedback form be circulated after each event, similar to the feedback survey for the Healthy Athletes screening, which asked questions about: training and expectations; pre-event marketing and communication; the volunteer

experience; suggestions for improvement, and a section to provide a memory or testimonial.

- . To use a standard template as a formal record of meeting notes (and ensuring that someone is assigned to complete one for each meeting) would ensure that action items can be easily followed up on, and would allow for ongoing monitoring of progress against the project workplan and logic model, for evaluation in Year 2 and 3.

## **7. APPENDICES**

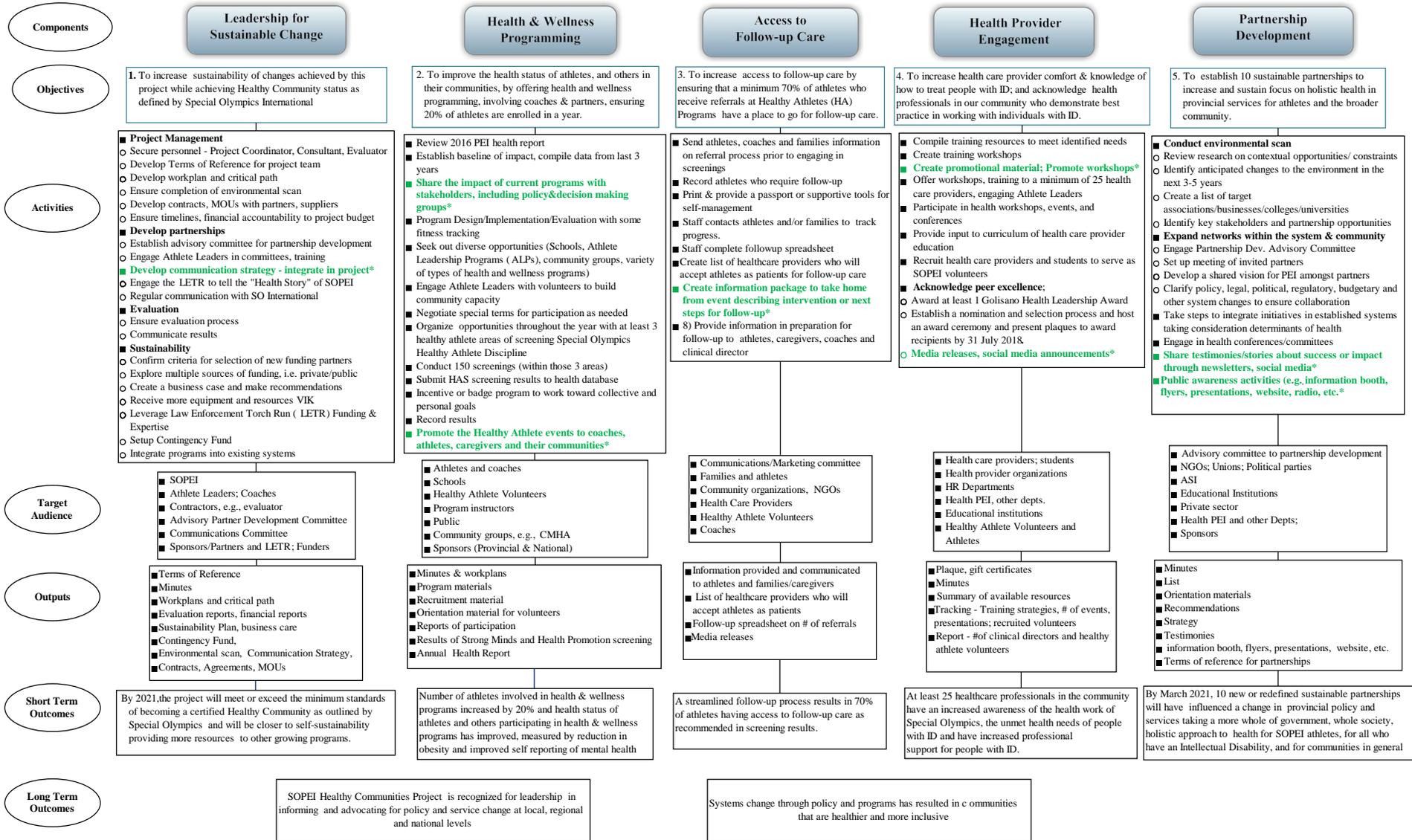
### **APPENDIX A - LOGIC MODEL**

# Special Olympics Prince Edward Island Healthy Communities Project

February 14, 2018

**VISION: To create communities where Special Olympics athletes and others with ID have the same access to health and wellness resources - and can attain the same level of good health - as all community members and where there is no "wrong door" for someone with ID to walk through.**

**GOAL: To reduce disparities in health status and increase access to community health resources for Special Olympics athletes and others with Intellectual Disabilities.**



## **APPENDIX B - EVALUATION FRAMEWORK**

**Healthy Communities Project - Special Olympics PEI  
EVALUATION FRAMEWORK - Final - August 8, 2018**

<b>LEADERSHIP FOR SUSTAINABLE CHANGE</b>			
<i>Objective: To increase sustainability of changes achieved by this project while achieving Healthy Community status as defined by Special Olympics International</i>			
<b>Project Management</b>			
<b>EVALUATION QUESTIONS</b>	<b>SUCCESS INDICATORS</b>	<b>SOURCES OF DATA</b>	<b>DATA COLLECTION METHODS</b>
Are Board members aware and supportive of the project?	Board members report they are aware, supportive and serve as champions of the Project	ED, Board Chair, Media coverage, event volunteer list, board minutes, directors report	Interview Board Chair, focus, online survey, document review
Is the project advancing achievement of Board ends?	Anticipated outcomes and activities of the project are reported to helping SOPEI achieve Board ends.	Project logic model, workplan, required reports to Board and funders, SOPEI Board ends, May Board Package, Website Stories, Healthy Athlete Event Statistics, Healthy	Document review,
Is the LETR Executive aware and supportive of the project?	LETR executive report being engaged as a supportive partner in the project	ED, Executive, Staff and volunteers, records of LETR member at events, LETR Minutes, Website stories	Interviews, document review,
Were activities of the project adequately staffed and resourced?	Skilled staff were hired and assigned to the project and activities were adequately resourced	Project Manager, Project Coordinator, HC tracking tool, Event volunteer List, SOI HA Event Report	Interviews, Document review

Are project activities working toward achievement of anticipated outcomes?	Project activities are monitored for their progress against the workplan and logic model	Project Manager, Project Coordinator, reports to Board and funders, Funding reports, Healthy Athlete Event Reports, Member Database	Interviews, document review
Were the Project Team, ED, Board and funders open to opportunities and flexible in adapting to changes in the environment yet staying focused on outcomes?	Flexibility to take new information into account and make adjustments to meet project outcomes is evident	Project Team listed in Terms of Reference, Board Chair, Funders	Interviews, Focus group
Did the ED, Board President provide good support and guidance to each other and to the project team?	Good support and guidance provided, meetings occurred, regular communication/discussions were established	Project Team, Project Manager, Project Coordinator, ED, Board President	survey (about project management)
Has the upfront work invested in establishing the project been of value? What has been the impact?	The early assessment and consultation and helped to improve the project	Project Manager, Project Coordinator, ED	Interview, focus group
Is the SOPEI Board satisfied with how the project unfolded and its impact on the PEI community?	Board reports that it is satisfied with the number of athletes impacted, partners established, thoughtful planning work completed	SOPEI Board	focus group, survey
Are funders satisfied that reports are timely and indicate progress on the project?	Funders express satisfaction and offer to showcase the project as an example of best practice -	Special Olympics International	Interview via phone/email, document review
Is the project team satisfied with the work? Progress?	Team members are satisfied with the management and impact of the project	Project Manager, Project coordinator, other team members	focus group
Were contracts with contractors signed in a timely, and accountable manner?	ED, Funders and contractors are satisfied that contracts were signed in a timely and accountable manner.	ED, Project Manager, reports, MOUs	Interview, document review

Are there aspects of the project that have worked well?	Key areas of the project that work well are acknowledge in objective and subjective data	Project Manager, Project Coordinator, ED, Board President, exit surveys, funding reports, Healthy Communities Tracking tool	Interviews, focus group, survey about project management, document review
Are there areas of improvement that could be recommended?	Key recommendations are made to improve the project	Project Manager, Project Coordinator, ED, Board President, exit surveys, funding reports	Interview, document review

**Meetings**

<b>EVALUATION QUESTIONS</b>	<b>SUCCESS INDICATORS</b>	<b>SOURCES OF DATA</b>	<b>DATA COLLECTION METHODS</b>
Were meetings held in an organized manner with key personnel assigned to set up the meetings?	Meetings are well organized with a clear and stated purpose and agenda	Project Coordinator, Minutes/Agendas,	Document review
How many people were invited to each meeting?	A record exists of people invited to the meeting	Invitation lists, minutes, Healthy Communities Tracking Tool	document review
Was there a registration process for each meeting?	Process for keeping track of invitees, attendees and their personal information	Project Coordinator, email	Interview
How many people attended?	hoped for apx. # attendees, organizations represented	Participant list, minutes, Healthy Communities Tracking Tool	document review
Which organizations were represented?	Appropriate stakeholders were included in each meeting	Minutes	document review
How were the meetings structured and reported?	used an agenda; kept on track	Minutes/Agendas, Reach Report	document review, survey (exit survey)
Did participants feel that the meetings were well organized and chaired?	majority felt pleased with organization and chairing	Participants	survey (exit survey)
Did participants feel comfortable taking part in the meetings and sharing their thoughts and ideas?	majority felt happy with the communication and comfortable participating	Participants	survey (exit survey)

Were participants provided with background information on the Healthy Communities Project to increase and equalize knowledge level among new or nearly new partner/participants	Participants were provided with background information to increase and equalize knowledge about the project	Project Manager, information package	Interview, document review
Did participants feel that their contributions were heard and respected?	Majority felt that their contributions were heard and respected	participants	survey (exit survey)
Were physical, emotional, mental and spiritual needs met (holistic planning)?	Participant express satisfaction that their needs were met (orange ring of	participants, observation, agenda	survey (exit survey)
Were participants satisfied that the meeting was productive?	Participant level of satisfaction	Participants	Exit surveys, document review

**Establishing Process for Partnership Development, Environmental Scan & Evaluation**

<b>EVALUATION QUESTIONS</b>	<b>SUCCESS INDICATORS</b>	<b>SOURCES OF DATA</b>	<b>DATA COLLECTION</b>
Was an Advisory Committee established for partnership development?	An Advisory Commitete was established through a consultative process	Project Coordinator, Letters of invitation, Minutes, Healthy Communities Tracking Tool	Interview, document review
Were SOPEI athletes engaged in committees, training?	SOPEI athletes were invited to participate in the project	Project Coordinator, Letters of invitation, Minutes, committee lists	Interview, document review
Did committee members feel their contributions were valued?	Committee members report that they made a contribution to the project and felt valued.	Project Coordinator, Committee members	Interview, focus group or survey
Was leadership provided to an environmental scan by the HC Project Team and Advisory Committee?	Team and Committee members report that they provided leadership to the environmental scan	Project Coordinator, Advisory Committee members	Interview, focus group or survey
Was there an investment made in evaluation and project planning at the onset of the project?	There is record of investment being made in planning and evaluation from Day 1	ED,Project Manager, Project Coordinator	focus group

Did the evaluation assessment (logic model) help to guide the project workplan and evaluation?	The logic model provided a reference point throughout the project helping to keep the project on track.	ED, Project Manager, Project Coordinator	focus group
Was the HC Project evaluation used to validate and /or improve the project?	Information gained from the evaluation was used to realign the project and improve resources	ED, Project Manager, Project coordinator, funding reports, Healthy Communities Tracking Tool	focus group, document reviews

**Communication**

<b>EVALUATION QUESTIONS</b>	<b>SUCCESS INDICATORS</b>	<b>SOURCES OF DATA</b>	<b>DATA COLLECTION METHODS</b>
Was a communications strategy developed that provided direction for internal and external communications about and within the project?	Communication strategy is established	Project Coordinator, communications strategy	document review
Was the communications strategy integrated throughout the project?	strategy was executed throughout the project	Logic Model, Workplan, Project Coordinator	methods of communication (e-news, emails, social media)
Was regular communication established with Special Olympics International?	trail of communication with SOI contacts	email, webinar receipts, reports, SOC Chapter Quarterly Calls with SOI	document review
Was LETR engaged to tell the "Health Story" of Special Olympics PEI	LETR uses their platforms to share HA info; branding established and stories are developed	LETR Meeting agendas, LETR Social Media, Scheduled Visits,	document and Social Media review
Was the impact of current programs shared with stakeholders, including policy and decision making groups?	reports completed ontime, stories developed and shared with stakeholders and DM groups	methods of communication (e-news, emails, social media)	email review, document review
Were Healthy Athlete events promoted to coaches, athletes, caregivers and their communities?	documents /meetings for coaches to share HA event info and inform of Follow-up	Project Mgr and Coordinator; email	document review
Has awareness of the Healthy Athlete events increased each year?	Increase in awareness each year	SOPEI Membership; Public	survey - pre and post
Has the number of people screened/volunteering in SOPEI HA programs increased each year?	Increase in Athlete/Volunteer Membership	SO Database	Data review

Was promotional material created to engage health care providers in providing follow-up care and promoting training workshops? What is meant by training workshops?	Documents developed and used	Project Coordinator and Project Manager	Survey with health care providers
Were media releases, social media announcements made to promote events, the project and the Golisano Health Leadership Award?	Number of actions followed-up, Media releases, social media posts, attendance at events	Attendance, Social Media channels, print stories	social media stats, document review
Were testimonies/stories about success or impact of the project partnerships shared through newsletters, social media?	testimonials and success stories are shared through newsletters and social media	Channels of media used	Media review
Were public awareness activities (e.g. information booth, flyers, presentations, website, radio, etc.) increasing focus on holistic health and integration in the system?	Staff or HA champions attend public awareness activities to promote the HC work being done by SOPEI	Materials, Conference agendas, HC Tracking Tool	document review
Has the communications strategy been effective in reaching its targets and delivering key messages?	strategy goals - quantitative and qualitative stats		Survey - knowledge of program targets and purpose
Was Internal communication effective in informing the project team and SOPEI Board about activities and changes in the project?	SOPEI Board and project team report being satisfied that they received timely and accurate information with which to make	SOPEI Board and Project Team	interview, topics of discussion at meeting,
Within partners – is there a greater understanding, awareness, or engagement, of the project in the community	more partners are aware of the project	Environmental Scan committee, program advisory committee, SOPEI partners,	Survey, list of partners or indicators of awareness
<b>Sustainability</b>			
<b>EVALUATION QUESTIONS</b>	<b>SUCCESS INDICATORS</b>	<b>SOURCES OF DATA</b>	<b>DATA COLLECTION</b>

Were the Board of Directors, SOPEI staff and Clinical Directors surveyed to discover priority skill development issues to sustain the project?	A survey was conducted to determine priority skills for sustaining the project	Project Coordinator, survey	interview, document review
Were the survey results used to develop an agenda for a SOPEI sustainability training session?	Survey results guided the development of an agenda	Project Manager, agenda	interview, document review
Was a training session delivered for the Board, staff and volunteers based on the needs identified in the Sustainability Discovery?	A training session was held	ED, Project Manager, minutes	interview, document review
Did participants feel the workshop was productive in increasing their knowledge and skills to sustain the work?	Participants report increased knowledge and capacity to better plan and sustain the Project	ED, Project Manager, Project Coordinator, Board Chair, participants	interview, survey (exit survey)
Were additional sustainability activities identified at the session?	Additional sustainability activities were identified	Training session report	document review
Was a business case made for a sustainability plan?	A business case was developed and approved by the SOPEI Board	Project Manager, business case, Healthy Communities Tracking tool	Document review
Were criteria developed for new funding sources?	Criteria for new funding partners were based on values of the organization, and approved by the SOPEI	ED, Project Manager, Criteria, Board minutes, Healthy Communities Tracking Tool	interview, document review
Were multiple sources of funding explored and reviewed against the established criteria?	Multiple sources of funding were explored and selection decisions based on criteria	Project Manager, Project Coordinator, record of selection of funders, funding reports, Healthy Communities Tracking	Interview, document review
Were grants for funding to sustain the project submitted in a timely manner?	Grants were submitted and new grants were sought	ED, Project manager, grant proposals, funding reports, Healthy Communities Tracking tool	Interviews, document review

Did LETR and SOPEI expand their partnership and commit to working together to sustain the impacts of the project?	LETR and SOPEI have an expanded partnership as a result of the project	ED SOPEI, Executive LETR,	Interviews
As a result of the project, was SOPEI able to set up a contingency fund to support integrating programs into existing systems?	A contingency fund has been established to support sustainability	ED, Project Manager, Minutes, SOPEI Budget	Interviews, document review

<b>HEALTH AND WELLNESS PROGRAMMING</b>			
<i>Objective: To improve the health status of athletes and others in their communities, by offering health and wellness programming, involving partners, coaches &amp; partners, ensuring 20% of athletes are enrolled in a year.</i>			
<b>EVALUATION QUESTIONS</b>	<b>SUCCESS INDICATORS</b>	<b>SOURCES OF DATA</b>	<b>DATA COLLECTION METHODS</b>
Was time taken to establish baseline of impact, compile data from last 3 years, review the 2016 Health Report?	File was compiled with data from the last 3 years including review of the 2016 Health Report.	Healthy Athlete event data, funding reports, stories, 2016 Health	document review
Was this information considered in the design of the Health and Wellness program?	The design of Health and Wellness programming reflects the information gathered in baseline impact.	program design	document review
Did the Health and Wellness program design, Implementation, and evaluation include fitness tracking?	Fitness tacking was used.	fitness testing results	document review
Did the project team seek out diverse opportunities (Schools, Athlete Leadership Programs (ALPs), community groups, variety of types of health and wellness programs) to expand the Health and Wellness program?	Diverse oppertunities were targeted and requested.	Project Team, MOUs, Program Schedule	document review
Was an information package created for athletes and caregivers to take home from a Healthy Athletes event describing recommended intervention or next steps for follow-up?	info package created and provided to athletes and caregiver	Project Coordinator, information package	document review

Were terms for engagement with new partners formalized as needed?	Agreements (MOUs, verbal, Letter of Offer, email, etc.) are formalized as needed.	Project Coordinator, MOUs, Letter of Offer, Email	document review
Were volunteers engaged with athletes?	Increased comfort level in working with individuals with an intellectual disability	Athlete Leaders, Volunteers, and Project Coordinator	interview, event evaluation survey
Were opportunities organized throughout the year with at least 3 healthy athlete areas of screening	3 different HA areas of focus offered	HAS Forms, event reports	document review
Were 150 screenings (within those 3 areas) conducted and screening results compiled in the health database?	150 athlete screenings completed between Apr-Mar each year	HAS Forms, event reports	document review
Was an incentive or badge program created as a reward for working toward collective and personal goals?	Program for athletes created	Project Coordinator	interview
Was a record of individual and collective results compiled?	results compiled and	SOI Health database	Data review
What determinants of health have been addressed?	All of the COH determinants of health have been satisfied.	COH, Project Team, HC project surveys	interview and document review
What is the impact of the project on the health of members?	Health reports provide a statistical record of health interventions and their impact	Project manager, health reports, reporting documents,	Interview and document review, pre-post survey and results from members
Do athletes have improved physical health?	Health status reports reflect progress on Board End #1	Health Reports, reporting documents, Tracking tools, fitness testing results, Stories/Testimonies	document review
Do athletes have an increased sense of belonging?	Health status reports reflect progress on Board End #2	Health Reports, reporting documents, Tracking tools, Stories/Testimonies, ALPs survey	document review

Do athletes have improved mental health?	Health status reports reflect progress on Board End #2	Health Reports, reporting documents, Tracking tools, Stories/Testimonies, ALPs survey	document review
Do athletes demonstrate increased socialization as a result of engagement in the project?	Board End # 5	Health Reports, reporting documents, Tracking tools, Stories/Testimonies, ALPs survey	document review
Are more members and caregivers aware of programs that will support health?	The project is achieving its target of 20% member participation each year Board End #6	Project Manager, Project Coordinator, program stats	Interviews, document review
Is the public more aware of Special Olympics and the abilities of Special Olympic athletes?	Islanders are more aware of SOPEI and the abilities of SO athletes. Board ENDS #6	Board Ends Report, communications pan reporting, social media metrics	Interviews, document review, social media statistics
How has consideration of determinants of health changed the interventions for athletes?	providers and coaches report a change in their practice, athletes express a notciable change to how their needs are met	providers, coaches, and athletes	interview, evaluation, or survey
Has the project facilitated the integration of mental health in all programs? How?	programs have adopted an eliment of mental health in their plan	coaches, volunteers, program staff	interview, document review, survey
How has this project changed the relationship with current systems, e.g., Health PEI? Role in prevention? Viewed as a resource?	Change to the partnership with Health PEI. Improvements to policy development and financial support for access to healthcare for people with ID	Health PEI contact, Project Manager, Project Coordinator	focus group
Are athletes, volunteers and caregivers feeling more supported as a result of the change in services?	Board ENDS #7. Athletes, volunteers, and caregivers express that they feel more supported by SOPEI beyond sport through health programming	Board Ends Report, Athletes, volunteers and cargivers, HC tracking tool (follow-up)	interview, document review, survey
<b>ACCESS TO FOLLOW-UP CARE</b>			

*Objective: To increase access to follow-up care by ensuring that a minimum 70% of athletes who receive referrals at Healthy Athletes (HA) Programs*

EVALUATION QUESTIONS	SUCCESS INDICATORS	SOURCES OF DATA	DATA COLLECTION METHODS
How were athletes, coaches and families recruited for screening?	Minimum expectations are met or exceeded for athletes attending the event	Pre-event information docs, SM promotion, communications strategy, email	HAS data or registration information
Were athletes, coaches and families sent information on the referral process prior to engaging in screenings?	people received information on the referral process prior to screenings	SOI Follow-up care tool, email, newsletters, SM promotion, Pre-event information docs	Question during event registration; mailchimp metrics
Was a record kept of athletes who require follow-up?	document with required follow-up care and needs	SOI Follow-up care tool, HAS Forms	SOI HA Database
Were supportive tools for self-management created and made available, e.g., print & provide a passport?	materials available onsite or sent following to all participants	HA Resource Pages, SO Chapter Resources, Public Health Resources, Event	document review
Were athletes and/or families contacted by program staff to track progress?	follow-up email or phone was made	SOI Follow-up care tool	document review
Did staff complete follow-up spreadsheet on # of referrals for follow-up care?	SOI Follow-up care tool completed	SOI Follow-up care tool,	document review
Was a list of healthcare providers who will accept athletes as patients for follow-up care created?	SOI Follow-up care tool completed	SOI Follow-up care tool,	document review
How were athletes, coaches and families assigned a healthcare provider for follow-up?	SOI Follow-up care tool completed	SOI Follow-up care tool	document review
Was information provided to athletes, caregivers, coaches and clinical director in preparation for follow-up?	Documents provided following a screening to supplement HA Passport Information received at the event	SOI Follow-up care tool, email, addressed letter, document templates	document review
Are athletes, volunteers and caregivers receiving appropriate follow-up care as a result of the project?	Follow-up is considered purposeful and important by Athlete, caregiver, and service provider	Athlete, Caregiver, and Service Provider	Interview/questionnaire

Are athletes, volunteers and caregivers feeling more supported as a result of the follow-up care they receive?	Board End #7; Athletes, Volunteers, and Caregivers feel supported	Athletes, Volunteers, and Caregivers	Interview/questionnaire
<b>HEALTH PROVIDER ENGAGEMENT</b>			
<i>Objective: To increase health care provider comfort &amp; knowledge of how to treat people with Intellectual Disabilities (ID); and acknowledge health</i>			
<b>EVALUATION QUESTIONS</b>	<b>SUCCESS INDICATORS</b>	<b>SOURCES OF DATA</b>	<b>DATA COLLECTION METHODS</b>
Were training resources compiled for health care providers so they could better meet the needs of athletes?	Training materials were created based on evidence of needs and best practice interventions	Project Coordinator, training manual	Interview, document review
Were health care provider training workshops created and promoted, engaging Athlete Leaders?	Workshops were offered to a minimum of 25 health care providers and engaged Athlete Leaders	Project Coordinator, workshop program, attendee list, promotional material	interview, document review
How effective was the training in increasing health provider comfort level in working with SOPEI athletes?	Health providers report increased awareness of need and comfort in working with SOPEI athletes	Project Coordinator, exit survey	Interview, document review
Did the HC Project Team participate in health workshops, events, and conferences to increase awareness of athlete need?	Members of the HC Project Team were proactive in seeking conferences, and other events to promote awareness	Project Manager, Project Coordinator, Record of events, photos, # of inquiries post event	Interview, document review
Did the number of health care providers and students recruited to serve as SOPEI volunteers increase?	The number of health care providers and students volunteering for SOPEI increased	Record of new volunteers, Healthy Communities Tracking	Document review
In what ways did new volunteers have an impact on SOPEI and its athletes?	New volunteers offered their skills in a number of ways that made an impact on SOPEI programs	Project Manager, Project Coordinator, Volunteers	interview, focus group
Were there efforts made to acknowledge peer excellence, and best practice of health providers in working with SOPEI athletes?	A number of initiatives were launched to provide acknowledge best practice and of health providers	Project Manager, Project Coordinator, Record of acknowledgements, Healthy Communities Tracking Tool	Interview, online survey, document review

Establish a nomination and selection process and host an award ceremony and present plaques to award recipients by 31 July 2018	An award ceremony was hosted to acknowledge peer excellence and at least 1 Golisano Health Leadership Award was awarded	Project Coordinator, minutes of meetings, Award ceremony program, media coverage	Interview, document review
What impact did acknowledgement of peer excellence have on health provider engagement?	Health providers report increased motivation to better engage with SOPEI athletes, and mentor students in the health professions	Project Manager, health providers, volunteer numbers, Healthy Communities Tracking Tool	interview, focus group, document review
<b>PARTNERSHIP DEVELOPMENT</b>			
<i>Objective: To establish 10 sustainable partnerships to increase and sustain focus on holistic health in provincial services for athletes and the broader</i>			
<b>EVALUATION QUESTIONS</b>	<b>SUCCESS INDICATORS</b>	<b>SOURCES OF DATA</b>	<b>DATA COLLECTION METHODS</b>
Was an environmental scan survey conducted with partner/member groups to identify resources and potential partners in the community?	Survey was conducted identifying resources and potential partners in the community	Environmental Scan Report	document review
Was the HC Partnership Dev. Advisory Committee engaged in this process?	The HC Advisory Committee was actively engaged in the project, suggesting contacts, assisting with the survey and its interpretation.	Project Coordinator, Advisory Committee, Minutes	Interviews, Focus group or survey, document review
How many organizations that were targeted in the environmental scan survey?	# of desired respondents	Environmental Scan Report	document review
Were contextual opportunities/ constraints for future partnerships identified in the scan?	Environmental scan resulted in analysis of opportunities and constraints to consider going forward.	Advisory Committee, Environmental Scan Report	Focus group, document review
Were anticipated changes to the environment identified that could impact the project in the next 3-5 years?	Analysis of the findings of the scan identified contextual shifts that need to be planned for	Advisory Committee, Environmental Scan Report	Focus group, document review
What partnership opportunities were identified?	List of potential collaborations were suggested	Environmental Scan Report	document review

Was the survey report shared widely amongst the project team, SOPEI Board Members, LETR and participating organizations?	The Environmental Scan survey report is shared amongst participating organizations	ED, SOPEI Board, Project Manager, Project Coordinator, LETR, communications	Interviews, document review
Was the increase in knowledge about the activities and projects of other organizations useful in strengthening the project?	Project team reports broader knowledge and uses this information to plan future partnerships and adjust the workplan	ED, SOPEI Board, Project Manager, Project Coordinator, LETR, communications	Interviews, document review
Did the HC Partnership Dev. Advisory Committee develop a shared vision for PEI?	The Advisory Committee reflected on the analysis of the environmental scan report to create a vision for a healthy PEI	Advisory Committee, Minutes	Focus group, document review
Is there an Increase in networking and increased planning among networks as a result of the Project?	Project team reports broader more collaboration in the community	Project team	focus group
Were policy, legal, political, regulatory, budgetary and other system barriers addressed changes to ensure future collaboration?	Project team addressed any barriers to collaboration and strategized means to address them	Project team, minutes, agreements, stories, budget, funding reports	Focus group, document review
Is there an increase in the number of SOPEI athletes who are engaged in committees in the community?	Board end #2 AND #5	ALPs members trained, Healthy Communities Tracking Tool	document review
Has the project team engaged in health conferences and health system committees?	List of PD, workshop, conferences and committees is tracked	Healthy Communities Tracking Tool, registration documents, minutes, emails	document review
Have steps been taken to integrate initiatives in established systems taking into consideration determinants of health?	Project team ensured consideration to the determinants of health when integrating initiatives into established systems	Circle of Health	document review

Within partners – is there a greater understanding and awareness of the project in the community	Board end #6	Media releases, veiws, topics on agendas, invites to speak, Healthy Communities Tracking Tool	document review
What progress is being made on creating sustainable partnerships?	There are more formal partnerships that are focused on the long term	Healthy Communities Tracking Tool, Funding reports, MOUs Health Reports	document review
How many partners are now engaged? What are their commitments?	10 new partners have come on board and are committing resources	Healthy Communities Tracking Tool, Funding reports, Health Reports	document review

## **APPENDIX C - DATA COLLECTION PLAN**

# SOPEI Healthy Communities Project

## Data Collection Plan (February 19, 2019)

Method	Source	Date Received
Document review	Project Logic Model	February 1
(*Documents to be received from Project Manager)	Project Workplan: timelines, job descriptions, Terms of Reference	March 4
	Communication Strategy	March 4
	Correspondence (meeting minutes, records of attendance, invitations, contact logs, list of key contacts)	March 4
	SO International Links – record of webinars, reports, SOC Chapter Quarterly Calls	March 4
	Record of Golisano Awards Event, registration, attendees, promotions	March 4
	Promotional Materials: Public Information/ Dissemination, social media events	March 4
	Record of Public Information/ Dissemination Sessions	March 4
	Baseline – SO Database, pre-post surveys	March 4
	Documents: HC tracking tool, Event volunteer List, SOI HA Event Report, funding reports, ALPs survey	March 4
	Year 1 Evaluation Report	March 31
Interviews/Focus Group	SOPEI Executive Director Project Manager Project Coordinator	March 14
Focus Group	SOPEI Board LETR Executive	February 19, 2019 February 28, 2019
On-line Surveys	Advisory Committee – Environmental Scan Identified Partners re Increased understanding, visibility Board of Directors re need for skill development Athletes, volunteers, caregivers	To be confirmed
Exit Surveys	Meetings?	

## **APPENDIX D - FOCUS GROUPS**

### **PRESENTATIONS AND GUIDES**

**SOPEI Board of Directors**

**LETR Committee**

**SOPEI Healthy Communities Project Team**



**Special Olympics**  
Prince Edward Island

**Healthy Communities Evaluation Introduction**

Focus Group with LETR Executive  
Patsy Beattie-Huggan  
February 28, 2019



THE Quaich INC.

**Project Overview**

**Vision:**  
To create communities where Special Olympics athletes and others with intellectual disabilities (ID) have the same access to health and wellness resources – and can attain the same level of good health – as all community members and where there is no “wrong door for someone with ID to walk through”

**Components:**

- Leadership for Sustainable Change
- Health and Wellness programming
- Access to follow-up care
- Health provider engagement
- Partnership Development

- Logic Model
- Evaluation Framework
- Data Collection Plan – dates and methods
- Data Collection Tools – Interviews, surveys, reviews
- Data Collection and Analysis
- Qualitative and Quantitative Data
- Year 1 Report – March 31, 2019

**Formative and Summative**

- **Awareness**

1. How aware are you of the Healthy Communities Project?
  - a. Have you received information on the project?
  - b. What questions do you have about the project?
2. In what ways could LETR expand your partnership with SOPEI to sustain the impacts of the project?

- **Environmental Scan**

- I understand that the Environmental Scan survey report was shared with the LETR Executive.

1. Have you had a chance to review it?
  - a. If yes - Do you think the knowledge about the activities and projects of other organizations reported in the Environmental Scan Report will be useful in strengthening the Healthy Communities project?
  - b. If no, as you read it can you consider how the information can be used by you or others to strengthen the project?

- **Final Comments and Discussion**

**LETR Questions**

**Contact Information**  
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Tel: 902-894-3399

**Thank you**

## **Group Interview Questions – LETR Executive**

**February 28, 2019**

### **Awareness**

1. How aware are you of the Healthy Communities Project?
  - a. Have you received information on the project?
  - b. What questions do you have about the project?
2. In what ways could LETR expand your partnership with SOPEI to sustain the impacts of the project?

### **Environmental Scan**

I understand that the Environmental Scan survey report was shared with the LETR Executive.

1. Have you had a chance to review it?
  - a. If yes - Do you think the knowledge about the activities and projects of other organizations reported in the Environmental Scan Report will be useful in strengthening the Healthy Communities project?
  - b. If no, as you read it can you consider how the information can be used by you or others to strengthen the project?

### **Final Comments and Discussion**



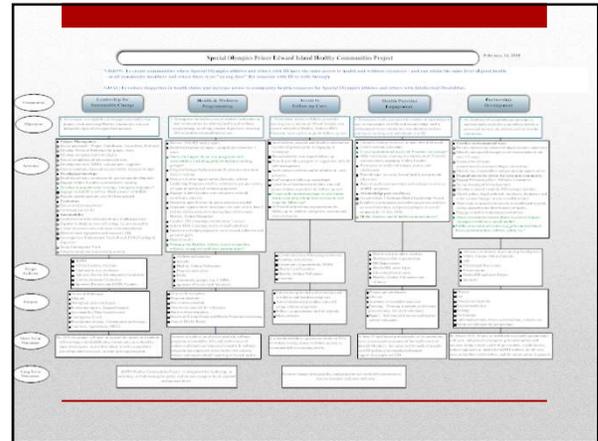
**Special Olympics**  
Prince Edward Island

**Healthy Communities Evaluation Introduction**

Focus Group with SOPEI Board of Directors  
Patsy Beattie-Huggan  
February 19, 2019



THE Quaiich INC.



**Project Overview**

**Vision:**  
To create communities where Special Olympics athletes and others with intellectual disabilities (ID) have the same access to health and wellness resources – and can attain the same level of good health – as all community members and where there is no “wrong door for someone with ID to walk through”

**Components:**

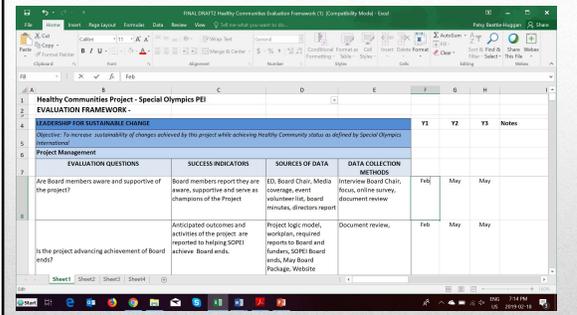
- Leadership for Sustainable Change
- Health and Wellness programming
- Access to follow-up care
- Health provider engagement
- Partnership Development

- **Evaluation Framework**– to guide the evaluation process and provide an overview of the data that needs to be collected. It is developed from the logic model and includes a detailed outline of the evaluation questions that need to be addressed, indicators of success, sources of data, and data collection methods.

**Evaluation Process**

- **Evaluability Assessment** – to ensure that the project is clearly articulated and can be evaluated, we created a logic model, which is a communication and organization tool that provides a picture of how a program theoretically works to achieve desired outcomes.

**Evaluation Process**



**Evaluation Framework**

- Data Collection Plan – dates and methods
- Data Collection Tools – Interviews, surveys, reviews
- Data Collection and Analysis
- Qualitative and Quantitative Data
- Year 1 Report – March 31, 2019

## **Formative and Summative**

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### **Awareness**

1. Are Board members aware and supportive of the Healthy Communities Project?
2. Is Internal communication effective in informing the SOPEI Board about activities and changes in the project?
3. Is the project advancing achievement of Board ends? If so, please describe

### **Environmental Scan**

1. Was the ES survey report shared with SOPEI Board Members?
2. Does the knowledge about the activities and projects of other organizations reported in the Environmental Scan Report appear useful in strengthening the project? If yes, please describe.

### **Satisfaction**

1. Is the SOPEI Board satisfied with how the project is unfolding and its impact on the PEI community?
  - a. Are there aspects of the project that are working well?
  - b. Are there areas of improvement that could be recommended?

## **Board Questions**

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### **Contact Information**

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The Quaich Inc.  
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Tel: 902-894-3399

## **Thank you**

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## **Group Interview Questions – SOPEI Board of Directors**

**February 19, 2019**

### **Awareness**

1. Are Board members aware and supportive of the Healthy Communities Project?
2. Is Internal communication effective in informing the SOPEI Board about activities and changes in the project?
3. Is the project advancing achievement of Board ends? If so, please describe

### **Environmental Scan**

1. Was the ES survey report shared with SOPEI Board Members?
2. Does the knowledge about the activities and projects of other organizations reported in the Environmental Scan Report appear useful in strengthening the project? If yes, please describe.

### **Satisfaction**

1. Is the SOPEI Board satisfied with how the project is unfolding and its impact on the PEI community?
  - a. Are there aspects of the project that are working well?
  - b. Are there areas of improvement that could be recommended?

### **Final Comments and Discussion**

## **Focus Group Questions – Project Team: Project Manager, Coordinator, ED**

**March 14, 2019**

### **Leadership for Sustainable Development**

- **Project Management**

1. Were activities of the project adequately staffed and resourced? Contracts signed in a timely manner?
2. Are project activities working toward achievement of anticipated outcomes?
3. Were the Project Team, ED, Board and funders open to opportunities and flexible in adapting to changes in the environment yet staying focused on outcomes? (All)

- **Meetings**

1. Were meetings held in an organized manner with key personnel assigned to set up the meetings?
2. Was there a registration process for each meeting?
3. Were the meetings evaluated? Participants feel satisfied?

- **Communication**

1. Was a communications strategy developed that provided direction for internal and external communications about and within the project?
2. Were Meeting participants provided with background information on the project?
3. Were media releases, social media announcements made to promote events, the project and the Golisano Health Leadership Award?
4. Are more members and caregivers aware of programs that will support health? **96.**

- **Sustainability**

1. Were the Board of Directors, SOPEI staff and Clinical Directors surveyed to discover priority skill development issues to sustain the project?

### **Wellness Programming**

1. Was time taken to establish baseline of impact, compile data from last 3 years, review the 2016 Health Report
2. Did the project team seek out diverse opportunities (Schools, Athlete Leadership Programs (ALPs), community groups, variety of types of health and wellness programs) to expand the Health and Wellness program?
3. Was an information package created for athletes and caregivers to take home from a Healthy Athletes event describing recommended intervention or next steps for follow-up?
4. What is the impact of the project on the health of members?
5. What determinants of health have been addressed?

### **Health Provider Engagement**

1. Did the HC Project Team participate in health workshops, events, and conferences to increase awareness of athlete need?
2. In what other ways did the project engage health providers?

### **Environmental Scan**

1. On reflection, how would you evaluate the Environmental Scan process and results?
2. Were you satisfied with the leadership provided to the Environmental Scan? (40)
3. Did committee members feel their contributions were valued? (39)
4. Does the knowledge about the activities and projects of other organizations reported in the Environmental Scan Report appear useful in strengthening the project? If yes, please describe.
5. How widely was the report circulated?
6. How was it received by the SOPEI Board and funders?

### **Partnership Development**

1. Has the Advisory Committee been established for partnership development?
2. Were SOPEI athletes invited to engage in committees, training? Impact?
3. Did LETR and SOPEI expand their partnership and commit to working together to sustain the impacts of the project? How did this happen?
4. Did the HC Partnership Dev. Advisory Committee develop a shared vision for PEI?
5. Have steps been taken to integrate initiatives in established systems taking into consideration determinants of health?

### **Evaluation**

1. How would you describe the investment made in evaluation and project planning at the onset of the project?
2. Has the upfront work in establishing the project been of value? What has been the impact?
3. Did the evaluation assessment (logic model) help to guide the project workplan and evaluation?
4. Was the HC Project evaluation used to validate and /or improve the project?

### **Satisfaction**

1. Are you satisfied with how the project is unfolding and its impact on the PEI community?
  - a. Are there aspects of the project that are working well?
  - b. Are there areas of improvement that could be recommended?

### **Final Comments and Discussion**

## APPENDIX E – DOCUMENT REVIEW GRID

**SOPEI Document Review Grid –Numbering is identifying the line in the Evaluation Framework**

Document	Question	Section	Comments
HC tracking tool, Event volunteer List, SOI HA Event Report	11. Were activities of the project adequately staffed and resourced?	<b>Leadership for Sustainable Change - Project Management</b>	
Reports to Board and funders, Funding reports, Healthy Athlete Event Reports, Member Database	12. Are project activities working toward achievement of anticipated outcomes? (monitored for their progress against the workplan and logic model)	Leadership for Sustainable Change - Project Management	
reports, MOUs	19. Were contracts with contractors signed in a timely, and accountable manner?	Leadership for Sustainable Change - Project Management	
exit surveys, funding reports	21. Are there areas of improvement that could be recommended?	Leadership for Sustainable Change - Project Management	
Minutes/Agendas	24. Were meetings held in an organized manner with key personnel assigned to set up the meetings?	<b>Leadership for Sustainable Change - Meetings</b>	
Environmental scan meeting notes	28. Which organizations were represented?	Leadership for Sustainable Change - Meetings	
Environmental scan meeting notes	32. Were participants provided with background information on the Healthy Communities Project to increase and equalize knowledge level among new or nearly new partner/participants	Leadership for Sustainable Change - Meetings	
Environmental scan Advisory Committee meeting notes	35. Were participants satisfied that the meeting was productive?	Leadership for Sustainable Change - Meetings	

Environmental scan Advisory Committee meeting notes	41. Was leadership provided to the environmental scan by the HC Project Team and Advisory Committee	<b>Leadership for Sustainable Change</b> – Establishing process for partnership, ES	
Letters of invitation, minutes, Healthy Communities tracking tool	39. Were SOPEI athletes engaged in committees, training?	Leadership for Sustainable Change – Establishing process for partnership, ES	
funding reports, Healthy Communities Tracking Tool	44. Was the HC Project evaluation used to validate and /or improve the project?	Leadership for Sustainable Change – Establishing process for partnership, ES	
Communications Strategy	47. Was a communications strategy developed that provided direction for internal and external communications about and within the project?	Leadership for Sustainable Change – <b>Communication</b>	
	Was a baseline established to measure the increase in awareness of the HC programs, # of people volunteering as a result of the increase in communications effort?		
email, webinar receipts, reports, SOC Chapter Quarterly Calls with SOI	49. Was regular communication established with Special Olympics International?	Leadership for Sustainable Change – Communication	
Attendance, Social Media channels, print stories	56. Were media releases, social media announcements made to promote events, the project and the Golisano Health Leadership Award?	Leadership for Sustainable Change – Communication	

Environmental scan, list of SOPEI partners engaged	61. Within partners is there a greater understanding, awareness, or engagement of the project?	Leadership for Sustainable Change – Communication	
Healthy Athlete event data, funding reports, stories, 2016 Health Report, fitness testing results	79. Was time taken to establish baseline of impact, compile data from last 3 years, review the 2016 Health Report?	<b>Health and Wellness</b>	
MOUs, Program Schedule	82. Did the project team seek out diverse opportunities (Schools, Athlete Leadership Programs (ALPs), community groups, variety of types of health and wellness programs) to expand the Health and Wellness program?	Health and Wellness	
Information package for athletes and caregivers	83. Was an information package created for athletes and caregivers to take home from a Healthy Athletes event describing recommended intervention or next steps for follow-up?	Health and Wellness	
HAS Forms, event reports	86. Were opportunities organized throughout the year with at least 3 healthy athlete areas of screening?	Health and Wellness	
HAS Forms, event reports	87. Were 150 screenings (within those 3 areas) conducted and screening results compiled in the health database?	Health and Wellness	

SOI Health database	89. Was a record of individual and collective results compiled?	Health and Wellness	
HC project surveys	90. What determinants of health have been addressed?	Health and Wellness	
health reports, reporting documents,	91. What is the impact of the project on the health of members?	Health and Wellness	
Health Reports, reporting documents, Tracking tools, fitness testing results, Stories/Testimonies	92. Do athletes have improved physical health?	Health and Wellness	
Health Reports, reporting documents, Tracking tools, Stories/Testimonies, ALPs survey	93. Do athletes have an increased sense of belonging?	Health and Wellness	
Health Reports, reporting documents, Tracking tools, Stories/Testimonies, ALPs survey	94. Do athletes have improved mental health?	Health and Wellness	
Health Reports, reporting documents, Tracking tools, Stories/Testimonies, ALPs survey	95. Do athletes demonstrate increased socialization as a result of engagement in the project?	Health and Wellness	

program stats	96. Are more members and caregivers aware of programs that will support health?	Health and Wellness	
Pre-event information docs, SM promotion, communications strategy, email	105. How were athletes, coaches and families recruited for screening?	<b>Access to Follow-up Care</b>	
SOI Follow-up care tool, e-mail, newsletters, SM promotion, pre-event information docs	106. Were athletes, coaches and families sent information on the referral process prior to engaging in screenings?	Access to Follow-up Care	
SOI Follow-up care tool, HAS Forms	107. Was a record kept of athletes who require follow-up?	Access to Follow-up Care	
HA Resource Pages, SO Chapter Resources, Public Health Resources, Event Passport	108. Were supportive tools for self-management created and made available, e.g., print & provide a passport?	Access to Follow-up Care	
SOI Follow-up care tool	109. Were athletes and/or families contacted by program staff to track progress?	Access to Follow-up Care	
SOI Follow-up care tool	110. Did staff complete follow-up spreadsheet on # of referrals for follow-up care?	Access to Follow-up Care	
SOI Follow-up care tool	111. Was a list of healthcare providers who will accept athletes as patients for follow-up care created?	Access to Follow-up Care	
SOI Follow-up care tool	112. How were athletes, coaches and families assigned a	Access to Follow-up Care	

	healthcare provider for follow-up?		
SOI Follow-up care tool, email, addressed letter, document templates	113. Was information provided to athletes, caregivers, coaches and clinical director in preparation for follow-up?	Access to Follow-up Care	
Record of events, photos, # of inquiries post event	123. Did the HC Project Team participate in health workshops, events, and conferences to increase awareness of athlete need?	<b>Health Provider Engagement</b>	
Records of Golisano dinner and health leadership award presentation - response	126. Were there efforts made to acknowledge peer excellence and best practice of health providers in working with SOPEI athletes?	Health Provider Engagement	
Environmental Scan Survey Report	133. Was an environmental scan survey conducted with partner/member groups to identify resources and potential partners in the community?	<b>Partnership Development</b>	
Environmental Scan Survey Report	135. How many organizations that were targeted in the environmental scan survey?	Partnership Development	
Environmental Scan Survey Report	136. Were contextual opportunities/ constraints for future partnerships identified in the scan?	Partnership Development	
Environmental Scan Survey Report	137. Were anticipated changes to the environment identified that could impact the project in the next 3-5 years?	Partnership Development	

Environmental Scan Survey Report	138. What partnership opportunities were identified?	Partnership Development	
Environmental Scan Survey Report	140. Was the increase in knowledge about the activities and projects of other organizations useful in strengthening the project?	Partnership Development	
ES Advisory Committee minutes – June 2019	141. Did the HC Partnership Dev. Advisory Committee develop a shared vision for PEI?	Partnership Development	
ES Minutes – final session	146. Have steps been taken to integrate initiatives in established systems taking into consideration determinants of health?	Partnership Development	
ES Advisory Committee minutes, ES report	147. Within partners – is there a greater understanding and awareness of the project in the community	Partnership Development	