STEPS | Evaluation Update

Risers Meeting

7/14/25

Alys Mann Consulting, LLC

Agenda

- STEPS Evaluation and longer-term sustainability of evaluation pieces
- Overview of Observation Data
- Questions

STEPS Evaluation and longer-term sustainability of evaluation pieces

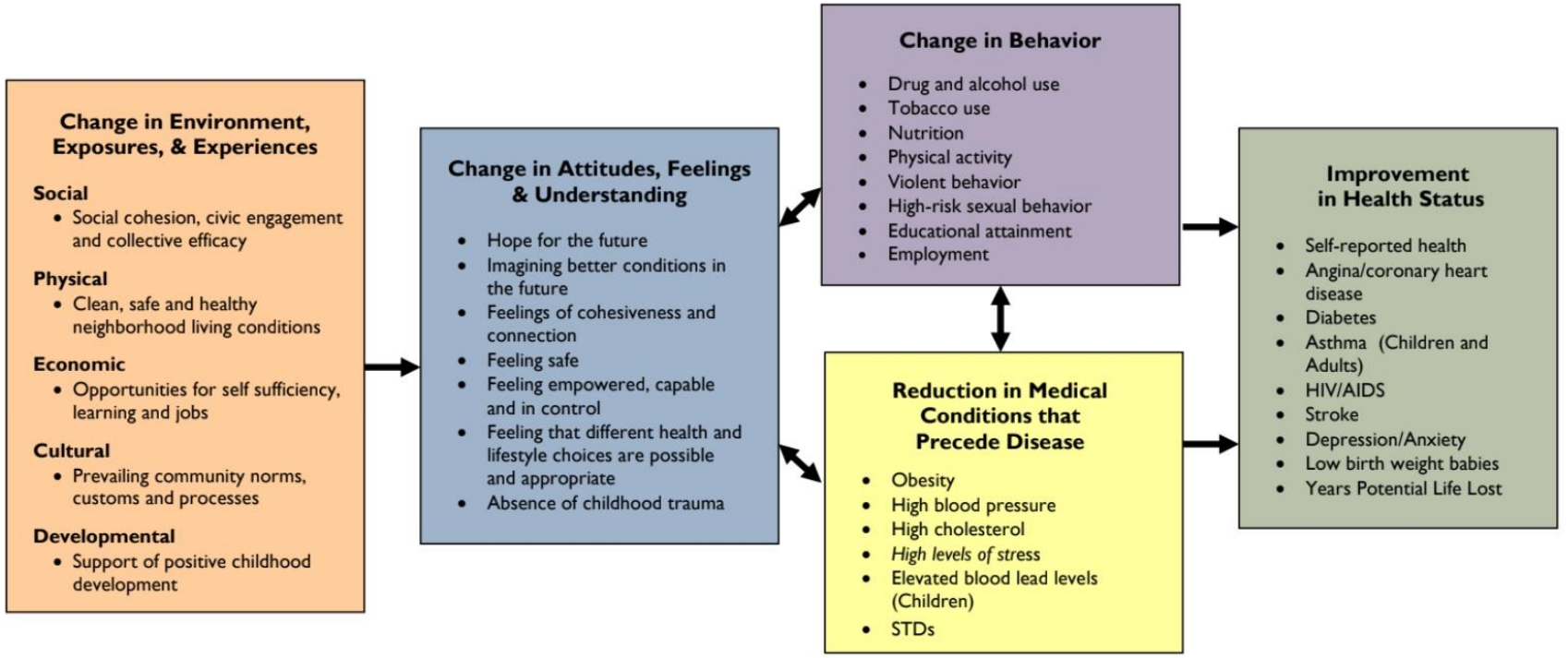
Theory of Change

- What is a theory of change?
  - Theory of how the work or intervention will create change or impact
  - Can be shown as a one-page visual

- Why are the useful or important?
  - Convey a lot of information in a simple way
  - Funders like them - often ask for an entity's theory of change
  - Create a framework to measure success

GRHF Theory of Change

GRHF Neighborhood Health Status Improvement Project Evaluation Framework and Measurement Plan



Ongoing

Outputs -- Production measures (i.e., activities undertaken)

1-2 Years

Participant Outcomes -- Indicators of community conditions using participant and NHSI community surveys about these exposures & experiences

3-6 Years

Community Outcomes -- Indicators of participant and resident attitudes, feelings, and understanding using participant and NHSI community surveys

3-6 Years

Community Outcomes -- Indicators of behavior using NHSI community surveys and state, county, and city secondary data sources

10-15 Years

Long-Term Outcomes -- Indicators of medical conditions using NHSI custom adult health surveys and state and county secondary sources

10-15 Years

Long-Term Outcomes -- Indicators of health status using NHSI custom adult health surveys and state and county secondary sources

April 2012
Revised December 2015

STEPS
Theory of Change

Seneca Towns Engaging People for Solutions

Strategies/ Approaches/ Activities → Short-term & Mid-term outcomes → Long-term outcomes → Vision/overall goals

STEPS responds to and supports residents to work together on things they care about.

- Resident work groups
  - Improving health and wellness
  - Increasing economic & educational opportunities
  - Improving the physical environment
- Social activities & celebrations
- Community gardens
- CommUniversity
- Resident health promotion projects
- Micro Enterprise loans

Through fostering social connections STEPS is working to build social infrastructure

- Involved residents build confidence
- Residents get to know one another
- Residents feel connected to each other
- Residents imagine better conditions in the future
- Residents have hope for the future
- Residents work together to problem solve
- Residents feel safe
- Residents feel empowered, capable, and in control

Building sustainable social infrastructure will lead to enduring community health

Residents make decisions that lead to healthier behaviors and improved health status.

Residents have a "can do" attitude and residents are empowered and working together toward positive change - both small changes and policy level change

Towns and residents in South Seneca County work together in both celebration and to solve problems. Villages and towns have individual in addition to collective successes

South Seneca County has a strong social infrastructure that supports several dimensions of health: physical, social, mental, economic, environmental

Current Evaluation Support

STEPS has had access to high level evaluation support

- Develop annual participatory evaluation plans
- Tailor data collection tools
- Collect data using consistent, rigorous methodologies
- Provide data analysis, hold discussions on findings
- Help to make findings available to different audiences
- Think through sustainability aspects of the evaluation piece

Data collection has included:

- Annual Participant Survey
- Community Survey – every three years (random sample)
- Community Health Survey – every five years (random sample)
- Discussion groups
- Interviews
- Section and Parcel observations – every two years

Organizing prior data collection with STEPS Theory of Change

- Working with Pivotal and their Clear Impact System
- Easily access baseline data and trends
- Provide a framework for the data to make sense

Framework for creating dashboards for evaluating the STEPS project

This lays out three proposed dashboards that incorporates the evaluation data STEPS has collected to support the STEPS project.

Dashboard 1: One of the long-term goals of the STEPS project is that residents make decisions that lead to healthier behaviors and an improved health status

- **In the short-term and mid-term STEPS hopes to influence the following factors:**
  - **Involved residents build confidence**
  - **Residents feel empowered, capable, and in control**

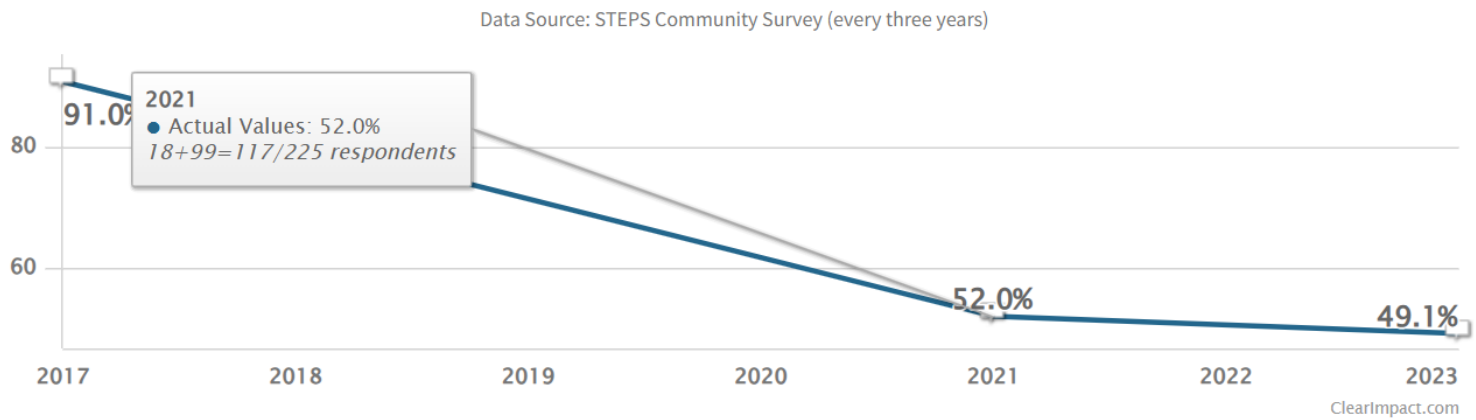
Healthy Habits:

- Participant Survey – annually (habits)
  - The number of fruits and vegetables I regularly eat
    - Metric: # of people that do this a lot more or a little more now
  - How many home-cooked meals I eat
    - Metric: # of people that do this a lot more or a little more now
  - How often I try new types of food
    - Metric: # of people that do this a lot more or a little more now)
  - The amount of exercise I get on a regular basis
    - Metric: # of people that do this a lot more or a little more now)

- Community-wide Survey – every 3 years (habits)
  - Overall Health
    - Metric: distribution year over year? Or % of respondents that rate their health "excellent" or "very good"?
    - *Metric (according to county health rankings) % "poor" or "fair" health*
  - Days of Physical Exercise in the past week
    - Metric: % of respondents that exercise 3 or more days per week
  - Fruits and Vegetables Yesterday
    - Metric: % of respondents that ate 5 or more servings of fruits and veggies yesterday
  - Stress during the past 30 days
    - Metric: % of respondents that report being often stressed

R Covert/Lodi/Ovid/Romulus Residents Feel Connected, Empowered, and Safe

I % of STEPS Residents Feeling Able to Make a Positive Difference

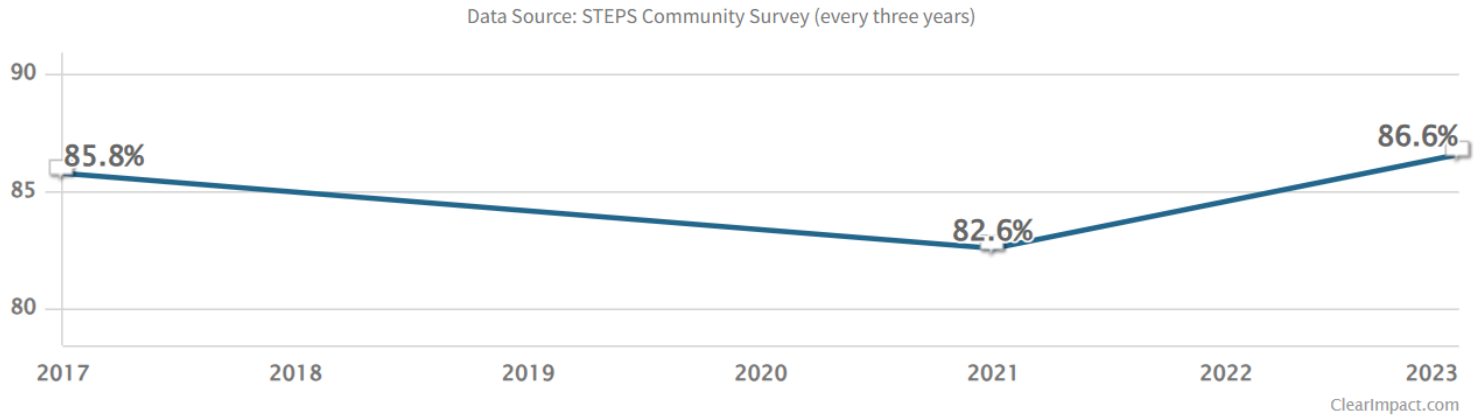


Data Sources and Measure Methods

Most Recent Period	Current Actual Value	Current Target Value	Current Trend	Baseline % Change
2023	49.1%	—	↘ 2	-46% ↘
2021	52.0%	—	↘ 1	-43% ↘
2017	91.0%	—	→ 0	0% →

All Data Showing...

I % of STEPS Residents Reporting They Can Count on Each Other



Most Recent Period	Current Actual Value	Current Target Value	Current Trend	Baseline % Change
2023	86.6%	—	↗ 1	1% ↗
2021	82.6%	—	↘ 1	-4% ↘
2017	85.8%	—	→ 0	0% →

Evaluation moving forward

Mostly online data collection directly into Clear Impact system

Continue annual participant survey

Modify community survey to shorten questionnaire and use convenience sample and online data collection rather than mailing to a random sample of households

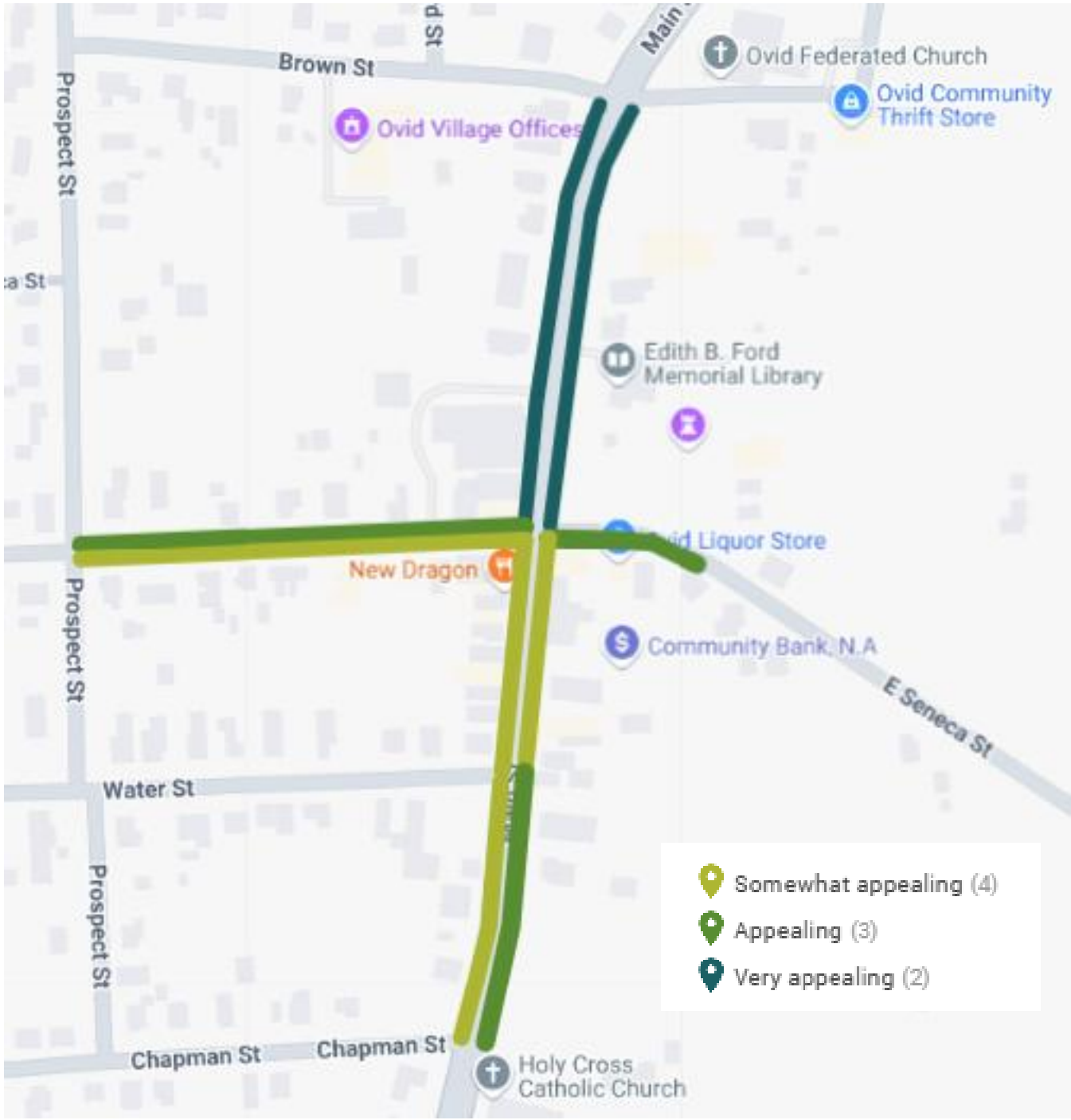
Overview of Observation Data

Key Findings

- Since 2016 – many sections in Ovid, Lodi, and Interlaken have seen improvements in overall visual appeal.
- In 2024, nearly all sections observed were rated appealing.

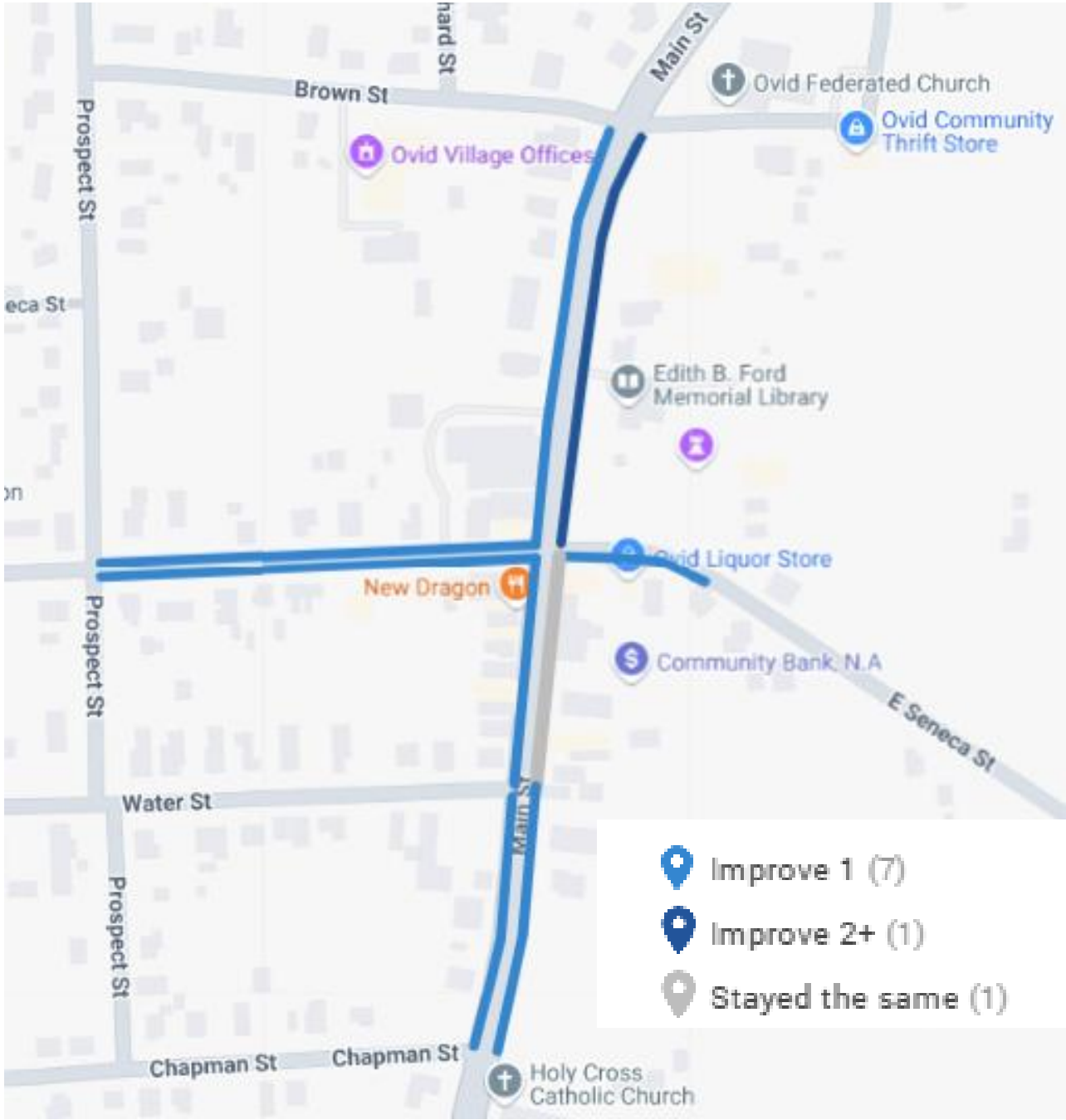
Overall visual appeal - Ovid

- 2 out of 9 sections were very appealing
- 3 out of 9 were appealing



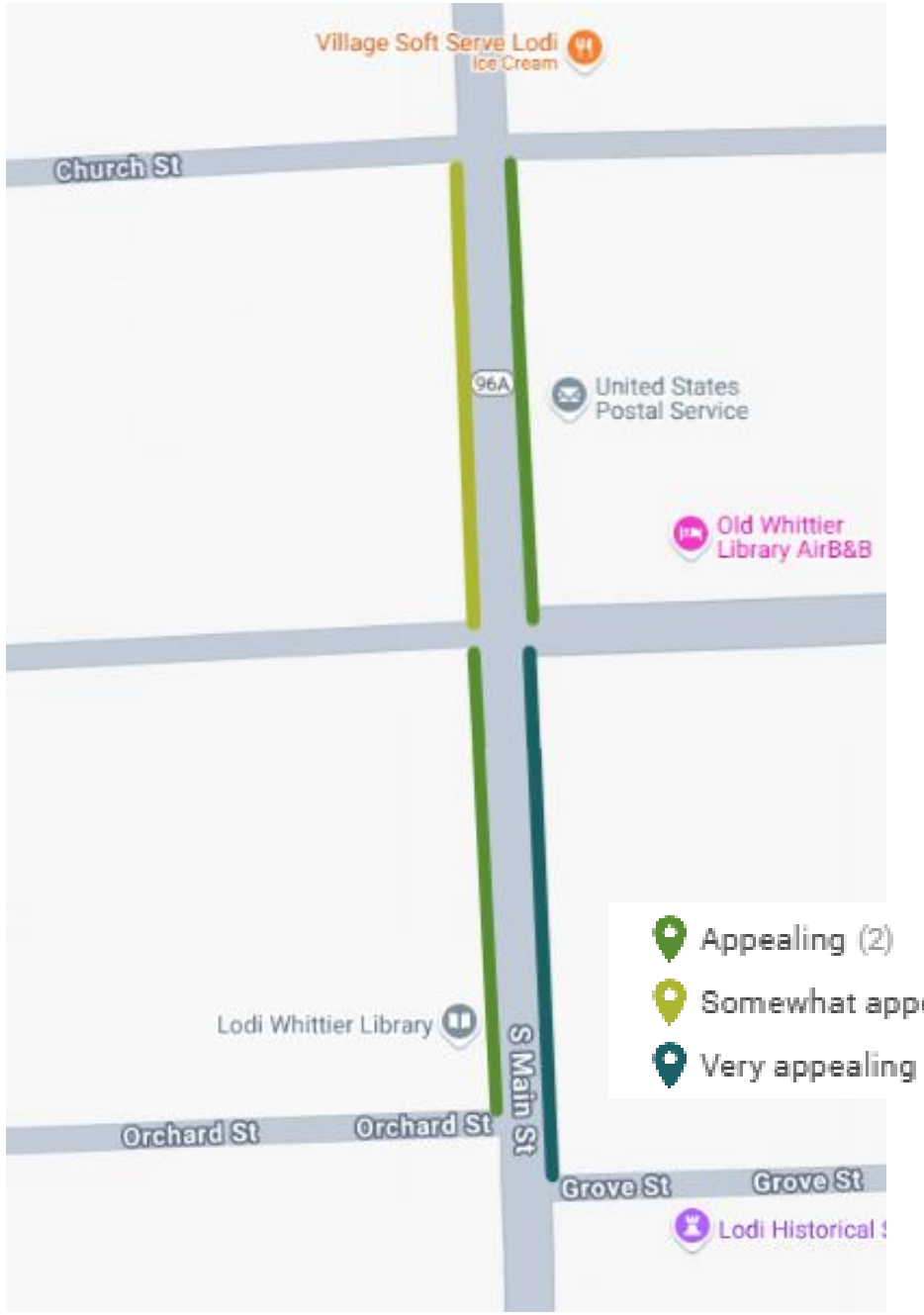
Change in Visual appeal - Ovid

- 8 out of 9 sections improved in overall visual appeal since 2016
- 1 section stayed the same



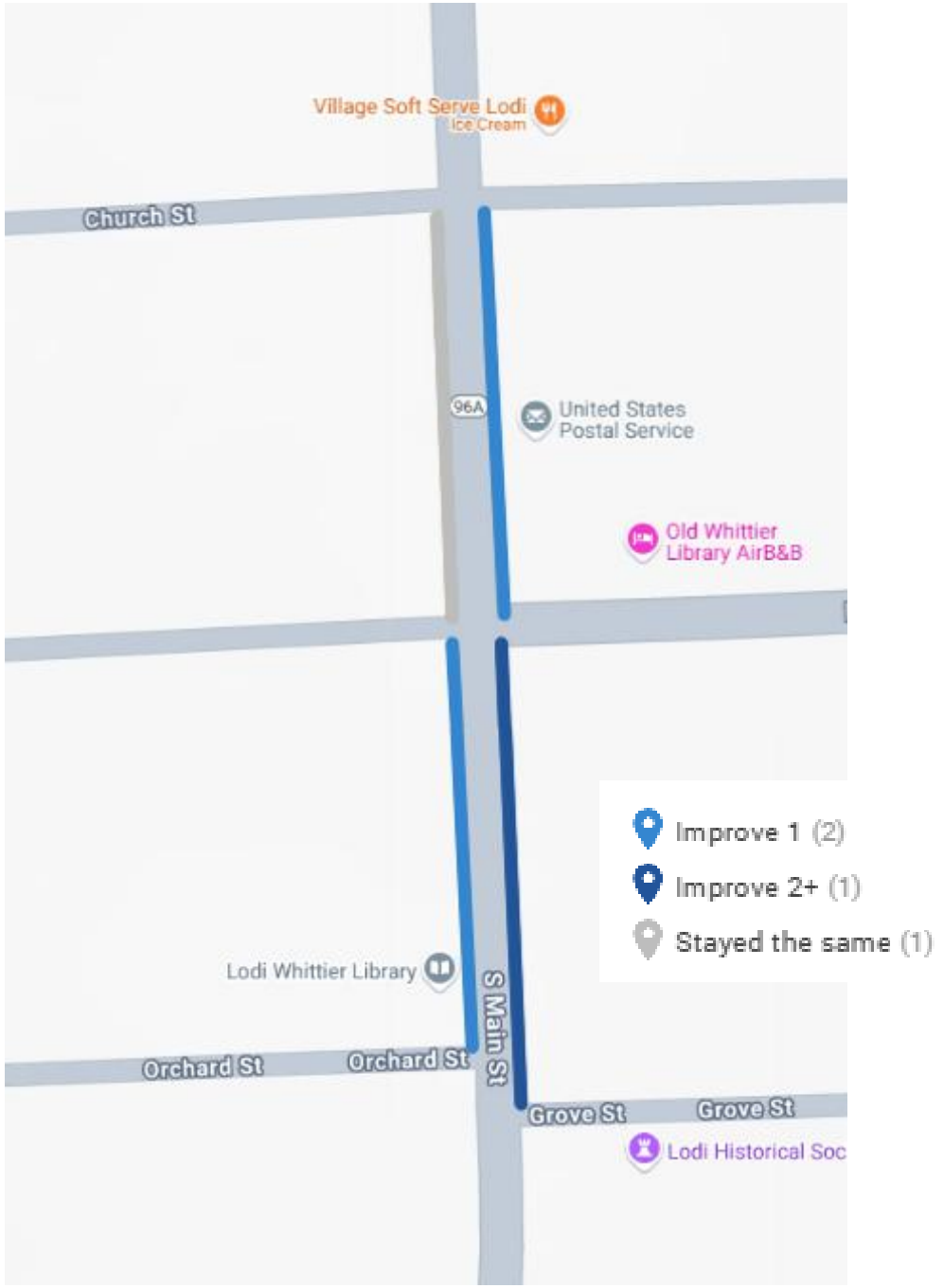
Overall visual appeal - Lodi

- All sections in Lodi are appealing
  - 1 section – very appealing
  - 2 sections – appealing
  - 1 section – somewhat appealing



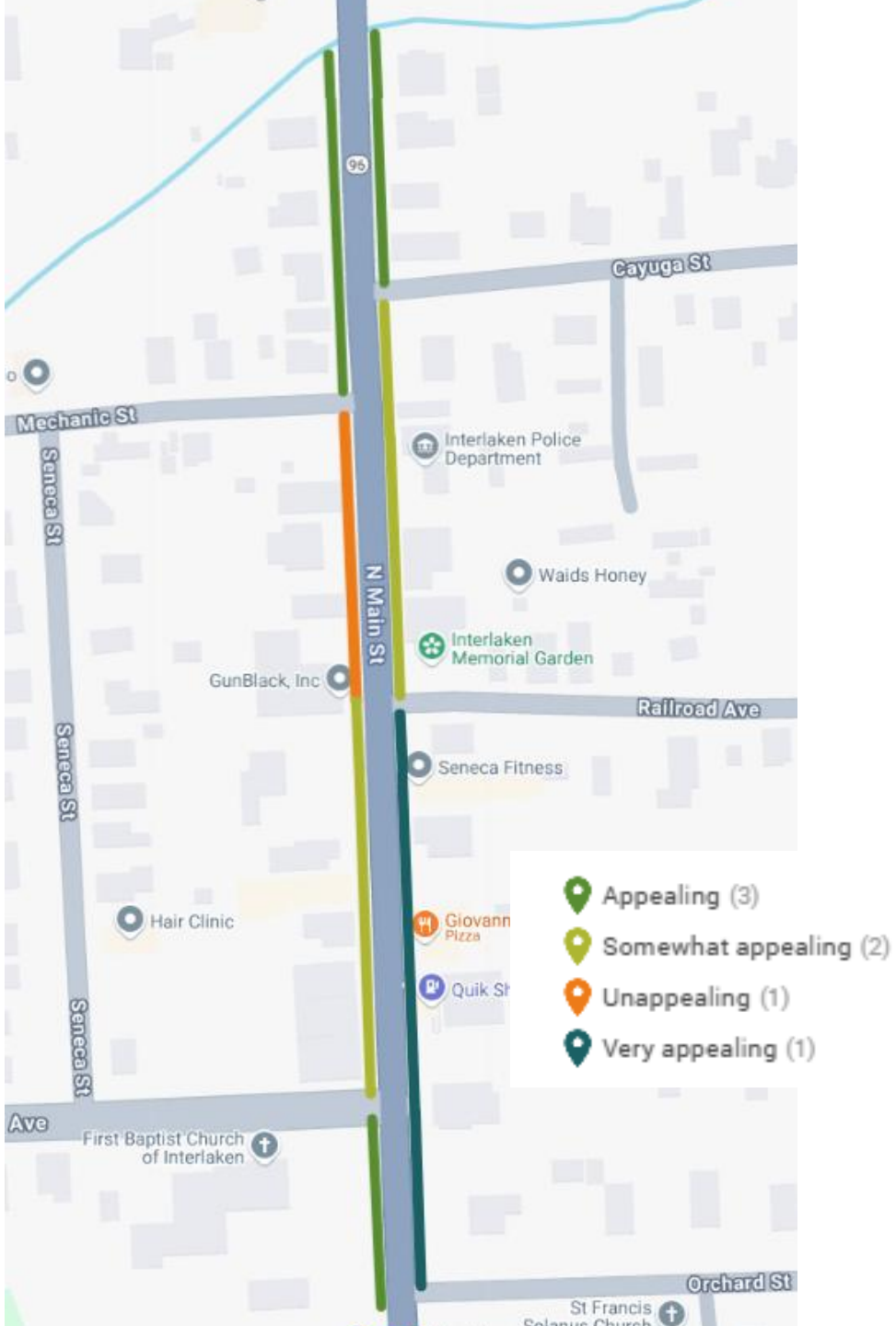
Change in visual appeal - Lodi

- 3 out of 4 sections improved in visual appeal since 2016
- 1 section stayed the same



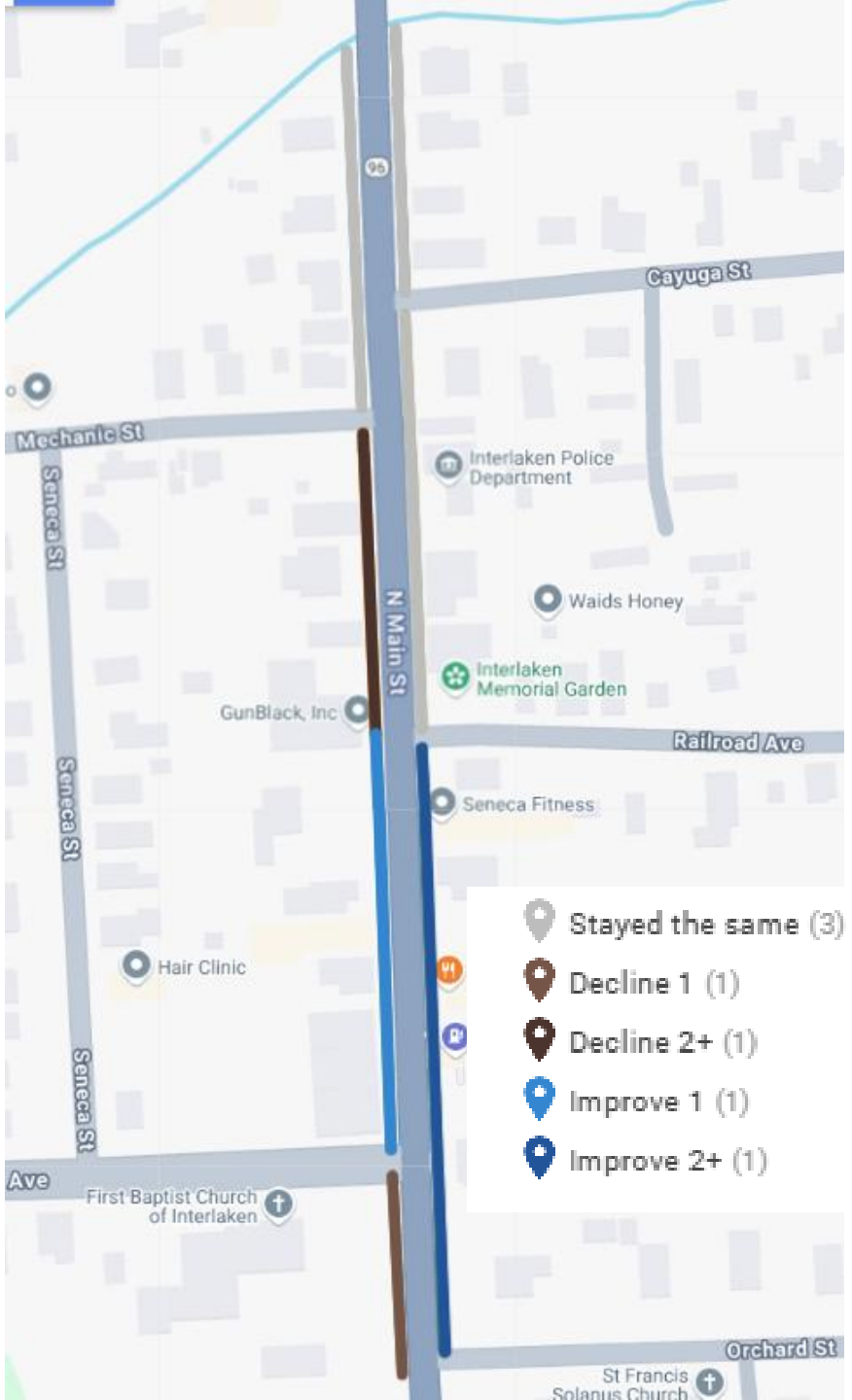
Overall visual appeal - Interlaken

- 6 out of 7 sections rate appealing
  - 1 section rates very appealing
  - 3 sections rate appealing
  - 2 sections rate somewhat appealing
- 1 section rates unappealing



Change in visual appeal - Interlaken

- Since 2016:
  - 2 sections improved in visual appeal
  - 2 sections declined in visual appeal
  - 3 sections stayed the same



Interactive Observations

https://www.google.com/maps/d/u/0/edit?mid=1d1oJjzwXv5_6lntkm8t_rAFAhIau2lA&usp=sharing

Discussion & Questions

How might the observation data be helpful?