




FY19 P&P Training for The ACTive Living Policy GOals Assessment (ACT-GO)

A New Assessment to Measure Progress in
Active Living Policy

The background is a solid red color. In the four corners, there are decorative orange circuit-like lines. These lines consist of small circles connected by straight lines, resembling a stylized electronic circuit or a network diagram. The lines are more dense in the bottom-left and top-right corners and more sparse in the top-left and bottom-right corners.

If you do not know
where you want to go, it
doesn't matter which
path you take

Lewis Carroll

Lewis Carroll

hau loy iakc

P&P ACT-GO training will cover

- What is the ACT-GO?
- Choosing communities
- Choosing goals
- SMART goals and ACT-GO
- Advocacy wins (and Progress indicators)
- Next steps

What is the ACT-GO?

Center for Evaluation Innovation

Four Tools for Assessing Grantee Contribution to Advocacy Efforts

TANYA BEER & JULIA COFFMAN

March 2015

And How?

- Identify your community
- Set your goal
- Track progress toward selected advocacy wins
- Reflect at the end of FY19

When should I use the ACT-GO?

- If you have the Active Living Policy strategy (Strategy 6)
- If you are doing community-level work (not site-level)

Activities (Tracks) in SEEDs for Active Living Policy that Go with ACT-GO

Site Plan and Special Permit Review

Road Design

General/Comprehensive Plan Revision

Walking/Biking/Transit Networks

Smart Growth Development

Municipal Policies

How Do I Choose Which Communities I am Working in for Active Living Policy?

- What does your work plan say?
- If it does not specify communities, where are the most likely places Active Living Policy will have traction in FY19-FY20?
- Aim to complete at least ONE ACT-GO in FY19.
 - If you are policy pro, perhaps more.

Community Goal

Advocacy Win #1

Advocacy Win #2

Progress
indicator A

Progress
indicator B

Progress
indicator A

Progress
indicator B

How Do I Choose the Goals I am Approaching?

- Check your workplan!
- Think big! What would you like to see in the community? What might *reasonably happen* in 2-3 years?
- Community goals don't have to be one-year goals – but they need to be something you will work toward in that community in FY19.

Community-Level Goals

Discover what policies are in place - for each community.

Shared Use (District)

Town adopts Complete Streets.

Walk + Bike (consistent) (District)

Systems for planning input from SNAP-eligible communities (equity)

www.PrintablePaper.net

Community Goal

- ✓ Biggest accomplishment that creates or changes a policy in the community
- ✓ Set at start of FY19
 - ✓ Due Nov 5 to Kay & Ryan (draft)
 - ✓ Due Nov 19 to Kay (final)
- ✓ SMART!

What's a SMART Goal?

S - Specific

M - Measureable

A - Achievable

R - Relevant

I - Time-bound



Is Your Community Goal SMART?

- By September 20, 2020, [LIA] will review, revise and advocate for the adoption of evidence based policies that support Smart Growth Development in [number or specific] communities throughout the county.
- Is this SMART? Let's analyze the Goal

Advocacy Win #1

Advocacy Win #2

- ✓ Meaningful smaller step of progress that will support your ultimate community goal
- ✓ Set at start of FY19
 - ✓ Due Nov 19 to Kay

What is an Advocacy Win?

- A small step toward your goal.
- A short-term, measurable outcome that will help you move toward your ultimate goal in that community.







Progress
indicator A

Progress
indicator B

Progress
indicator A

Progress
indicator B



- ✓ Smallest indicator of measurable change toward advocacy wins and community goal(s)
 - ✓ Assessed at end of FY19
 - ✓ Progress indicators support each Advocacy Win
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Community Goal

Advocacy Win #1

Advocacy Win #2

Progress
indicator A

Progress
indicator B

Progress
indicator A

Progress
indicator B

Possible Advocacy Wins

**Just
Getting
Going**

Increase active living advocacy
capacity in your own
organization

Possible Advocacy Wins

Expanding
efforts

- Community Member Outreach
 - Better media coverage
 - Increased public will
- Decision-Maker Outreach
 - Development of champions

Possible Advocacy Wins

**Making
Changes**

Local or regional policies
created or updated

We Ask You...

To select at least two advocacy wins for each community goal that will be feasible to make some progress on in FY19.



ACT-GO: Timeline

- **October 2018, FY19 P&P** – ACT-GO Training, Part 1
- **Nov 5th, 2018** – ACT-GO **Community goal(s) draft** submitted to *Ryan and Kay*
- **Nov 8th, 2018** –ACT-GO Training, Part 2 (Webinar)
- **November 19th** – ACT-GO Goal-setting sheet(s) [**Community goal + Advocacy wins**] due to *Kay*
- **September 30, 2019** – FY19 ACT-GO Assessment due to *Kay*

Submitting Draft Community Goals to Kay and Ryan

- By November 5, 2018
- Please email to both of us: kmcelvee@email.arizona.edu & ryan.lang@azdhs.gov
- Goal can be written in the goal-setting sheet, or in email text (with a subject like: *MCDPH Draft Community Goals*)

Brainstorming & Asking Questions

On a piece of paper, write down:

- The community or communities where you work in community-level active living policy
- A potential goal for each community

Then choose:

- The most promising community + goal combinations for FY19

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Questions?

Reference

- Beer, T., and Coffman, J. (2015). *Four Tools for Assessing Grantee Contribution to Advocacy Efforts*. Center for Evaluation Innovation. <http://www.evaluationinnovation.org/publications/four-tools-assessing-grantee-contribution-advocacy-efforts>

Center for Evaluation Innovation

Four Tools for Assessing Grantee Contribution to Advocacy Efforts

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