

MPAAP Evaluation – April 2021

Background

In 2016 PACM developed an evaluation plan for the MPAAP with the assistance of Health in Common.

The evaluation sought to understand progress toward three outcomes:

- Increased knowledge, capacity and access to PA evidence and research among members to align with and support new and existing PA efforts
- Shared understanding and commitment to PACM and MPAAP goals
- Task group engagement and accomplishment of identified activities to support PACM and MPAAP goals

The evaluation plan covered the period from fall 2016 to fall 2020. Included in the plan was the identification of a series of indicators to be measured and tracked over time. The indicators gathered in fall 2016 would provide a baseline, while the indicators tracked to fall of 2020 would provide an indication of the general progress toward the MPAAP Goals.

Methodology

In fall 2016, with the support of Health in Common, a mixed method approach used research, document and data review, surveys, interviews and focus groups to gather information related to the identified indicators. Quantitative and qualitative data was collated, coded thematically and analyzed. Qualitative themes were identified based on emerging themes; preliminary findings were reviewed and validated by the PACM evaluation committee; a report providing the background information and the results and analysis of the evaluation actions.

Since the fall of 2016 a series of indicators identified in the plan have been gathered through document and data reviews on a quarterly basis. The information has been analyzed to identify themes and trends.

Within the evaluation plan was the intent to gather input from PACM members and stakeholders directly in fall 2016, fall 2018 and fall 2020. The 2020 survey was delayed until 2021 due in part to the COVID pandemic. Due to limited resources the data gathering from PACM members and stakeholders in fall 2018 and 2021 was limited to an online survey.

The online survey developed in 2016 provided the base for the 2018 and the 2021 survey, with a significant portion of the survey questions being virtually identical in all versions to allow some comparison of the results. The 2021 survey was distributed to the PACM distribution list in March 2021. The results have been analyzed and general themes and trends identified.

Limitations

The ability to measure PACM's impact is challenged by the anecdotal nature of evidence provided by respondents.

Respondents had varied depth of knowledge about PACM and provided subjective perspectives.

A direct comparison of the survey results from 2016, 2018 and 2021 was not possible as the surveys were not paired, and few respondents indicated their names or organizations. Therefore, the results of

the 2021 survey provide a snapshot in time from which only general comparisons to the 2016 and 2018 results were possible.

The number of responses to the 2021 survey was limited – 16 respondents.

Findings

PACM Services and Benefits

- Two thirds of the respondents (12/16) use PACM resources and information, a slight increase over the 2018 and 2016 results, but with a slight decrease in the extent to which the materials are used.
- 11 of 16 respondents take advantage of training and educational activities, a slight increase over both 2018 and 2016
- 2/3 of respondents (12/16) indicate enhanced knowledge of PA developments (the same as 2018) and of increased awareness of funding opportunities (an increase over 2018)
- Getting to know other agencies/staff; Awareness of sector developments & Awareness of training/education were the strongest benefits identified by respondents with Building organizational capacity & Getting help from or helping other organizations being the lowest. This is similar to the 2018 & 2016 responses.
- 13/16 respondents indicated their level of involvement with PACM has remained about the same with 2 indicating it has increased and 1 indicating it has decreased.

Mission & Goals

- 15/16 respondents indicated that PACM achieved its mission to support increased physical activity among Manitobans through Collaboration; through Promotion; and through Education: a similar response to 2018 and a somewhat stronger response than 2016.
- Comments on the mission included that PACM has fostered an environment that allows organizations from various sectors to come together and that time limitations have reduced some involvement in PACM recently.
- Support for the relevance of the MPAAP Goals was quite strong – Forge Innovative Partnerships 15/16; Connect People to Physical Activity Opportunities 15/16; Cultivate a Healthy Public Policy Environment 14/16. This is similar to the support in 2018 and 2016.
- The results related to PACM's effectiveness in pursuing these goals was not as strong - Forge Innovative Partnerships 11/16; Connect People to Physical Activity Opportunities 13/16; similar to 2018 with Cultivate a Healthy Public Policy Environment 10/16, a bit of drop from 2018.

Partnership & Collaboration

- PACM creates opportunities for almost 2/3 of stakeholders (11/16) to connect with partners and involvement with PACM has resulted in opportunities to partner or collaborate with others, a slight increase over 2018.
- Partnerships for training/education were clearly most common undertaken in the 2021 response with all other partnership activities identified as decreasing.

Leveraging Resources

- Less than a fifth of the respondents (3/16) felt being a PACM member / stakeholder has helped them to leverage resources (in-kind or financial), illustrating a continuing drop from 2016 through 2018.

Connecting People to Physical Activity Resources – only in 2021 survey

- 69% (11/16) respondents felt their involvement with PACM assisted in connecting people to physical activity opportunities.
- Providing awareness of activities and Identifying resource were the PACM supports that provided the most assistance.

Healthy Public Policy – only in 2021 survey

- ½ of respondents felt that PACM assisted with policy and/or procedures to support and encourage physical activity.
- The provision of webinars/educational sessions was clearly identified as providing the most assistance.
- ½ of respondents indicated that updating existing policies/procedures vs. developing or expanding new policies was the primary approach taken.

PACM Services Effectiveness – only in 2021 survey

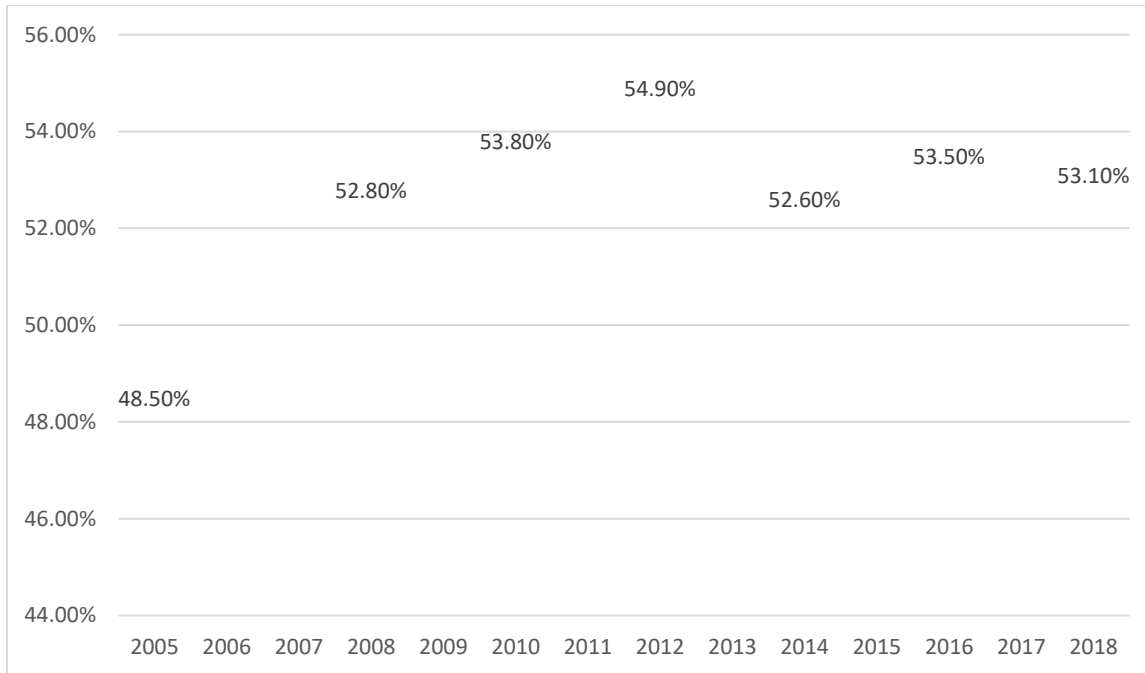
- The effectiveness of PACM services from most to least effective were – Newsletter; Webinars; Information/Education sessions; Member/Stakeholder updates; Web Site; Membership meetings; with Twitter Feed being considered by far the least effective service.

Tracked indicators – Fall 2016 to Winter 2021

- PACM as an organization temporarily suspended operations from mid-April to mid-August 2020 due to the COVID pandemic and uncertain funding. The tracked indicators reflect that suspension of activity.
- Memberships in PACM decreased from 26 to 24 with 17 being the lowest level during that time period. Decreases were seen in both Coalition and Network membership categories with an increase in Associate members.
- Active participation by members (Executive, Task Group membership) fluctuated during the time period with a high of 10 and a low of 4.
- General Membership Meeting attendance numbers between 8 -15 attendees, with an average of 12 attendees.
- With 13 workshops/presentations the attendance varied from 7 to 14 participants at each and an average of close to 11 attendees.
- The participation in task groups, beyond Executive members, ended in fall 2018. The PACM Executive assumed the responsibilities of the one remaining task group in fall 2019 with the task group meeting being essentially a component of regular Executive meetings.
- Website usage reflects a somewhat downward trend with some recovery in fall 2020/winter 2021 with a new website coming online in November 2020.

- Newsletter subscriber levels were fairly consistent with moderate fluctuations in readership over the time period.
- The Twitter feed following and usage has increased somewhat during the time period.

The number of adult Manitobans who are physically active has levelled off since 2008



Source: Statistics Canada Table 13-10-0096-13 Physical activity, self reported, adult, by age group. (Accessed March 26, 2021)

Detailed survey results and indicators are available below.

2021, 2018 & 2016 Survey Results

Survey Respondents

Number of Respondents	2021	2018	2016
	16	23 (16 complete)	30 (29 complete)

Type of Respondents	2021	2018	2016
Member	10	14	13
Stakeholder	3	4	10
Don't know status	3	5	8

PACM Services/Benefits

Use material and information	2021	2018	2016
To a great extent - 4	0	4	2
Somewhat - 3	12	7	12
Very little - 2	3	7	15
Not at all - 1	1	2	1
Weighted Result	2.69	2.65	2.5

Take advantage of training or educational opportunities	2021	2018	2016
To a great extent - 4	3	4	1
Somewhat - 3	8	7	13
Very little - 2	4	4	11
Not at all - 1	1	5	4
Weighted Result	2.8	2.5	2.38

PACM enhances knowledge about Physical Activity developments	2021	2018	2016
To a great extent - 4	4	7	6
Somewhat - 3	8	8	13
Very little - 2	2	3	9
Not at all - 1	2	2	2
Weighted Result	2.9	3	2.77

PACM enhances awareness of funding opportunities	2021	2018	2016
To a great extent - 4	2	3	1
Somewhat - 3	10	7	6
Very little - 2	3	5	19
Not at all - 1	2	5	4
Weighted Result	2.9	2.45	2.13

PACM has helped connect with Partners	2021	2018	2016
To a great extent - 4	4	3	8
Somewhat - 3	7	11	9
Very little - 2	3	3	10
Not at all - 1	2	3	3
Weighted Result	2.8	2.7	2.73

What are the benefits of being a PACM member / stakeholder?	2021	2018	2016
Getting to know other agencies / staff	13 - 81%	12 - 60%	17 - 74%
Awareness of sector developments	13 - 81%	13 - 65%	16 - 70%
Awareness of training/education	13 - 81%	13 - 65%	14 - 61%
Working together toward shared goals	11 - 69%	9 - 45%	11 - 48%
Building my organizational capacity to help increase physical activity in Manitoba	7 - 44%	5 - 25%	9 - 39%
Getting help from or helping other organizations	8 - 50%	5 - 25%	6 - 26%
Not applicable	1 - 6%	4 - 20%	6 - 26%
Other (please explain)	0 - 0%	0 - 0%	0 - 0%

In the years as a PACM member / stakeholder, has your level of engagement with PACM:	2021	2018	2016
Increased	2 - 12.5%	2 - 10.53%	4 - 13%
Stayed about the same	13 - 81%	13 - 68.42%	15 - 50%
Decreased	1 - 6.3%	4 - 21.05%	11 - 37%

Mission & Goals

To what degree has PACM achieved its mission to support increased physical activity among Manitobans through Collaboration	2021	2018	2016
To a great extent - 4	6	5	0
Somewhat – 3	9	10	19
Very little -2	1	0	10
Not at all - 1		1	1
Weighted Result	3.3	3.19	2.6

To what degree has PACM achieved its mission to support increased physical activity among Manitobans through Promotion	2021	2018	2016
To a great extent - 4	2	3	1
Somewhat – 3	13	12	14
Very little -2	1	0	12
Not at all - 1		1	2
Weighted Result	3.06	3.06	2.48

To what degree has PACM achieved its mission to support increased physical activity among Manitobans through Education	2021	2018	2016
To a great extent - 4	6	8	2
Somewhat – 3	9	7	17
Very little -2	1	0	9
Not at all - 1		1	1
Weighted Result	3.31	3.37	2.69

Comments on Achieving Mission:

I have participated as much as I can, but time limitations have reduced my involvement recently.

PACM has fostered an environment that allows various organizations from different sectors to come together.

Relevance of MPAAP Goals

How relevant is the MPAAP Goal “Forge Innovative Partnerships”	2021	2018	2016
To a great extent - 4	5	9	13
Somewhat – 3	10	8	12
Very little -2	1	0	3
Not at all - 1		0	0
Don’t know - 0		1	1
Weighted Result	3.25	3.53	3.36

How relevant is the MPAAP Goal “Connect People to Physical Activity Opportunities”	2021	2018	2016
To a great extent - 4	9	9	13
Somewhat – 3	6	6	10
Very little -2	1	1	5
Not at all - 1	1	2	0
Don’t know - 0		0	1
Weighted Result	3.56	3.22	2.93

How relevant is the MPAAP Goal “Cultivate a Healthy Public Policy Environment...”	2021	2018	2016
To a great extent - 4	8	7	18
Somewhat – 3	6	11	8
Very little -2	1		1
Not at all - 1	1		1
Don’t know - 0			1
Weighted Result	3.31	3.39	3.54

Comments on Relevance of MPAAP Goals

No additional comments in 2021

Effectiveness of work toward goals

How effectively has PACM pursued the goal “Forge Innovative Partnerships”	2021	2018	2016
To a great extent - 4	3	0	2
Somewhat – 3	8	13	10
Very little -2	2	1	6
Not at all - 1		1	3
Don’t know - 0	3	2	8
Weighted Result	2.5	2.47	2.52

How effectively has PACM pursued the goal “Connect People to Physical Activity Opportunities”	2021	2018	2016
To a great extent - 4	7	4	3
Somewhat – 3	6	7	9
Very little -2	1	1	6
Not at all - 1	1	1	4
Don't know - 0	1	4	7
Weighted Result	3.06	3.07	2.5

How effectively has PACM pursued the goal “Cultivate a Healthy Public Policy Environment...”	2021	2018	2016
To a great extent - 4	5	3	2
Somewhat – 3	5	8	10
Very little -2	3	1	6
Not at all - 1	1	1	4
Don't know - 0	2	4	7
Weighted Result	2.63	3	2.45

Comments on Effectiveness of work towards goals

No additional comments in 2021

Partnership and Collaboration

Involvement with PACM has resulted in opportunities to partner or collaborate with others	2021	2018	20016
Yes	11 – 69%	13 – 68%	13 – 43%
No	5 – 31%	6 – 32%	17 – 57%

Types of partnerships undertaken	2021	2018	2016
Program delivery	4 – 36.4%	9 – 64.29%	7 - 50%
Advocacy	3 – 27.3%	5 – 42.86%	6 - 43%
Training / education	9 – 81.8%	8 – 57.14%	6 - 43%
Resource development	3 – 27.3%	5 – 42.86%	6 - 43%
Policy development	0 – 0%	5 – 42.86%	3 - 21%
Research	1 – 9.1%	3 – 21.43%	1 - 7%
Program evaluation	0 – 0%	3 – 21.43%	1 - 7%
Other (please specify)	0 – 0%	1 – 7.14%	0 - 0%

Leveraging Resources

Being a PACM member / stakeholder has helped me to leverage resources (in-kind or financial)	2021	2018	2016
To a great extent - 4	1 – 6.3%	1 – 5%	1 - 8%
Somewhat – 3	2 – 12.5%	8 – 40%	5 - 38%
Very little -2	7 – 43.8%	4 – 20%	4 - 31%
Not at all - 1	6 – 37.5%	7 – 35%	3 – 23%
Weighted Result	1.87	2.2	2.31

Types of resources accessed – only one response to this question – physical activity guidelines

Connecting People to Physical Activity Resources

My involvement with PACM has assisted my organization in connecting people to physical activity opportunities	2021
To a great extent - 4	0 – 0%
Somewhat – 3	11 – 69%
Very little -2	4 – 25%
Not at all - 1	1 – 6%
Weighted Result	2.6

How has PACM assisted your organization in connecting people to physical activity opportunities	2021
Providing awareness of activities	14 – 93.3%
Through webinars/educational sessions	10 – 66.7%
By identifying resources	13 – 86.7%
Providing linkages to service delivery organizations	7 – 46.7%
Other (please specify)	0 – 0%

Healthy Public Policy

My involvement with PACM has assisted my organization with policy and/or procedures that support and encourage physical activity	2021
To a great extent - 4	0 – 0%
Somewhat – 3	8 – 50%
Very little -2	6 – 37.5%
Not at all - 1	2 – 12.5%
Weighted Result	2.37

How has PACM assisted your organization with policy and/or procedures that support and encourage physical activity – 12 responses	2021
Through webinars/educational sessions	9 – 75%
By identifying policy development resources	1 – 8%
By identifying sample policies/procedures	1 – 8%
Providing linkages to organizations	1 – 8%

What policy/procedure activity has been supported – 10 responses	2021
Updated existing policies/procedures	5 – 50%
Developed new policies/procedures	2 – 20%
Expanded existing policies/procedures	2 – 20%
Providing training to staff on policies/procedures	1 – 10%

PACM Services Effectiveness 2021

Rate the effectiveness of the following services PACM provides to support the MPAAP goals	Highly effective 4	Somewhat effective 3	Low effectiveness 2	Not effective 1	Don't know 0	Weighted Result
PACM Newsletter	10	3	1	1	1	3.25
Web Site	2	10	1	1	2	2.69
Twitter Feed	0	2	1	3	10	.69
Webinars	8	6	0	1	1	3.19
Membership Meetings	4	6	1	2	3	2.37
Member/Stakeholder Updates at Meetings	7	5	1	2	2	2.94
Informational/Educational Sessions	8	4	2	1	1	3.06

Additional General Comments

No comments in 2021

Tracked Indicators Fall 2016 to Winter 2021

	Oct. 2016 – Mar. 2017	Apr. – Sept. 2017	Oct. 2017 – Mar. 2018	Apr. – Sept. 2018	Oct. 2018 – Mar. 2019	Apr. – Sept. 2019	Oct 2019 – Mar 2020	Apr – Sept 2020	Oct 2020 – Mar 2021
Memberships									
Coalition	13	12	11	12	11	11	11	11	10
Network	8	3	2	2	4	4	4	4	5
Associate	N/A	N/A	1	1	2	2	2	2	6
Government	5	3	3	3	3	3	3	3	3
Total	26	18	17	18	20	20	20	20	24
Active Members	7	5	8	4	10	5	5	5	5
General Meetings Attendance	Feb – 15	May AGM – 13	Feb. – 9	May AGM - 14	Nov – 13 Feb – 8	May AGM – 10	Dec – 13 Mar - 12	Sept AGM - 8	Jan - 15
Webinars/ Workshops									
Number	3	2	1	1	2	1	2	*	2
Attendance	20	26	9	14	20	10	25		16
Task Groups	2	0	1	1	1	0	1 (Executive)		1 (Executive)
Membership	9	0	10	10	8		5		5
Meetings	6	0	6	0	4		3		3
Communications									
Website Usage									
Sessions	856	375	541	739	575	238	403	234* ²	682* ³
Users	620	305	455	552	503	203	343	218* ²	449* ³
Newsletter									
Issues	6	7	6	8	6	6	6	1*	6
Avg. subscribers	144	139.5	132.7	133	128.5	130.5	132.7	128	133
Avg. opens	36.5%	32.7%	34.2%	37.82%	39.3%	39.6%	42.1%	35.9%	37.8%* ⁴
Notices	14	6	8	6	8	5	8	2	8
Twitter									
Tweets	33	50	31	37	50	14	40	17*	132
Followers	33	36	36	41	43	43	43	50	58

* PACM stopped operations mid -April to mid- August due to pandemic and funding uncertainty.

*² PACM website shut down by service provider in August 2021

*³ new PACM website came online November 2021

*⁴ Newsletter tracking not available for Dec 2020 and Jan 2021 due to transition to new newsletter platform

