



Keeping the Momentum Moving Forward: An Evaluation of the Get Moving Fund

Prepared by: MPH Students at the University of Washington's Community Oriented Public Health Practice (COPHP) program, in collaboration with Lakema Bell and her colleagues at the City of Seattle Parks and Recreation Department and Get Moving grantees and participants

The Get Moving Fund

The Get Moving fund is a City of Seattle Parks and Recreation Department initiative started in 2016 that seeks to "increase participation and opportunities for physical activities, prioritizing neighborhoods where health disparities are prevalent."¹ This fund provides grants to community groups who, with the support of the funding, offer physical activity programs for communities that are historically underserved by parks programs and who experience disproportionate poor health outcomes. Grants are awarded to 15 community groups each year and range from \$2,500 to \$15,000. The Get Moving fund is intended to strengthen neighborhood programs that support community members to¹:

- Increase and sustain their physical activity
- Build relationships with one another and with community groups
- And improve the overall health of communities of color, immigrant communities, people with disabilities, individuals from the LGBTQ community, youth, and seniors.

In addition to awarding grants to community groups, the Get Moving fund employs Community Engagement Ambassadors (CEAs) — individuals from the neighborhoods and communities participating in Get Moving — who support their peers in accessing Get Moving programs and serve as liaisons who bridge cultural gaps between community groups and the Get Moving administrative team.

Our Work Together

Lakema Bell, Director of the Get Moving fund, and her colleagues at the City of Seattle Parks and Recreation Department reached out to us, University of Washington Masters of Public Health students in the Community Oriented Public Health Practice program, to collaborate with them in evaluating the strengths and challenges of the Get Moving fund, as well as the methods and tools used to evaluate the funding program each year.

To complete this evaluation, we:

- Reviewed data from the 2016 evaluation of the Get Moving fund
- Met with community groups receiving grants from Get Moving ("grantees") to hear their perspectives on the program and the previous evaluation process
- Met with a Get Moving Community Engagement Ambassador
- Consulted with experts in community-based evaluations and youth-friendly evaluation tools
- Studied public health research about culturally-tailored and

community-led physical activity programs

- Examined other Parks and Recreation Department physical activity programs around the country
- Updated and designed new evaluation tools to collect information about the Get Moving fund
- Piloted a number of these evaluation tools with Get Moving grantees
- And summarized our findings and recommendations for Get Moving to consider as the fund continues its work

The Grantees¹

We collaborated with the following community groups to hear about their experiences with the Get Moving fund and perspectives on how to improve the fund's evaluation process:

[Austin Foundation](#), which provides physical fitness activities for youth and adults, including a fitness class for East African women and their children

[Fathers and Sons Together](#), which offers activities for fathers and sons, especially those from African American communities

[Garinagu Houna](#), which organizes dance classes for the Garifuna community

[Lao Women Association](#), which hosts dance and cultural activities to support the Lao community

[Nailah Harris \(Cross Ethnic Exchange\)](#), who designs and runs multi-ethnic, culturally-tailored dance classes for youth and adults

[Sea Mar](#), which coordinates a youth soccer program designed for Latino youth

[Vision Loss Connections](#), which manages a Goal Ball league for blind and low-vision community members

[Young Women Empowered](#), which leads African Diaspora dance classes for girls and young women

Our Findings

The first year of the Get Moving fund was very successful. A high percentage (96%) of surveyed participants reported their physical activity increased because of the program. Virtually all (99%) of these participants indicated that they will continue to be physically active after the program and 75% named specific strategies they will use to do so. A high percentage (96%) of participants reported being satisfied or very satisfied with the program.

Public health research supports Get Moving's success, as public health researchers believe culturally-tailored interventions, especially when developed and led by peers of participants, are successful in improving participants' levels of physical activity.

Get Moving has a unique funding and program structure. We reviewed scientific research, examined the course catalogs, strategic plans, and websites of 30 Parks and Recreation departments and the National Recreation and Park

Association, and spoke with staff from 13 Parks and Recreation departments and the National Recreation and Park Association. While some cities offer programs that are community-led, culturally-tailored, and include peer-to-peer mentorship, we didn't find anyone else who combines these elements with grants for community groups.

Get Moving grantees and participants are elated to have the financial and institutional support of the Get Moving fund to strengthen and sustain their physical activity programs. They also have a **few suggestions** for how Get Moving can improve. After over a dozen conversations with grantees, we heard:

- The grantees physical activity programs would not be possible without Get Moving, and the funding allows them to do more to serve their communities
- The physical activity programs are about more than just exercise – they are a social time for participants to be together as a community
- This fund allows grantees to run culturally-responsive physical activity programs that help people in their communities feel comfortable exercising because they are surrounded by people from their communities
- The previous Get Moving evaluation process was burdensome; the collection and submission process did not work well for all programs
- The survey was not successful in some communities because it was not translated into the

language participants feel most comfortable using

- It would be valuable to have other options to “tell our stories” about the impact of Get Moving, like stories or interviews
- The evaluation process was not “kid friendly” and we [the grantees] did not have a good way to evaluate the experiences of youth
- Grantees want to collaborate with one another
- Grantees would appreciate more feedback and communication from the Get Moving administrative team

Get Moving grantees appreciated the new relational questions in the survey, as well as guides for focus groups and interviews that we piloted at their sites. Focus groups, interviews, arts-based evaluation tools and video testimonials are research supported options that can be personalized for each grantee to be culturally-appropriate and welcoming approaches to evaluation.

Recommendations

Based on our research, conversations, and evaluation tool pilots, we offer Lakema and her colleagues at the City of Seattle Parks and Recreation Department the following recommendations:

- 1) Grantee organizations want to have a better understanding of how the Get Moving application and award process works.

→ 1.1) Action Step: At contract signing, supply all grantee organizations with directions and information on how to reapply for the grant at the end of the cycle.

→ 1.2) Action Step: Familiarize grantees with Get Moving's governance and funding structure.

2) Grantee organizations need to be able to choose an evaluation tool (or a combination of tools) that supports and reflects their programs/activities and the communities they each serve.

→ 2.1) Action Step: Provide each grantee organization with the full package of evaluation materials (e.g. arts-based, interviews and focus groups, and survey) and let them select the type of evaluation they want to use.

→ 2.2) Action Step: Allow each grantee organization to add 2-3 individualized questions to the survey, interview, or focus group.

3) Grantee organizations and their leadership desire more opportunities to share feedback on how Get Moving can better support their work.

→ 3.1) Action Step: Gather feedback from grantee organizations and their leadership (staff or volunteers), not just feedback from participants.

4) Grantees want to see any data that Get Moving collects about their programs and communities, and many want to use this data to strengthen their organizations.

→ 4.1) Action Step: Deliver a full copy of this report to each grantee organization.

→ 4.2) Action Step: Provide disaggregated (separated out by grantee), easy-to-read data to each grantee organization at the end of each Get Moving evaluation period.

→ 4.3) Action Step: Share disaggregated pilot findings data from this program evaluation project with each of the grantees.

5) Grantee organizations would like more opportunities to share ideas, skills, and best practices with one another on how to improve the health of their communities.

→ 5.1) Action Step: Facilitate 2 meetings per grant cycle, one at the beginning and one at the end, where grantees can share knowledge and lessons learned.

6) The Get Moving administrative team is incredibly invested in the success of the Fund, but is at capacity for providing support to grantees.

Summary and Future Collaboration

→ 6.1) Action Step: Hire additional paid staff to support Get Moving and ensure implementation of these recommendations.

The Get Moving fund is a powerful initiative that connects a city institution, Parks and Recreation, with community groups who understand what their communities want and need to participate in physical activity, build trust and companionship, and improve the population health of their neighborhoods. We hope our work reinforces the outstanding work of all

those involved in Get Moving and encourages continued dialogue and collaboration between the City of Seattle Parks and Recreation Department and neighborhood community groups.

We are honored to have met and worked alongside Lakema Bell, her colleagues at the City of Seattle Parks and Recreation Department, grantees, a Community Engagement Ambassador, and participants of programs supported by the Get Moving fund. We are confident Get Moving will continue to be a model program for eliminating health inequities and improving community health.

For questions about our evaluation or for a more detailed version of our report, please contact Peter House, faculty in the University of Washington Community-Oriented Public Health Practice program: phinney6@uw.edu.

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Thank You!

1. Seattle Parks and Recreation. Get Moving - Parks | seattle.gov. <https://www.seattle.gov/parks/about-us/special-initiatives-and-programs/get-moving>. Accessed January 16, 2017.

