

**Mid-Term Evaluation of the Physical Activity
Benchmarks / Monitoring Program**

**Prepared for
The Canadian Fitness and Lifestyle Research Institute**

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TDV Global Inc.

Executive Summary

Background

The Physical Activity Benchmarks/Monitoring Program is a major initiative of the CFLRI and is a joint venture with the Active Living Unit of PHAC, and the Inter-provincial Sport and Recreation Council (ISRC). The CFLRI monitoring program serves as a tool to help PHAC, ISRC, and other policy makers' measure progress in reducing population levels of physical inactivity and provides information for monitoring the results of implementation strategies and initiatives.

The Program consists of two major data gathering, analysis and reporting streams:

- The Physical Activity Monitor (PAM) and Capacity Studies which collect and analyze CFLRI and other sources of data (such as Statistics Canada) and produces a series of reports. Data are collected on specific topics based on pre-established cycles; and
- The Canadian Physical Activity Levels among Youth (CanPLAY) which is a nation-wide assessment of physical activity levels among youth, using pedometers.

This report contains a mid-term evaluation of the program in accordance with the CFLRI Terms of Reference for the Evaluation. The evaluation utilized a multi-method approach, including:

- document review;
- review of web-based information;
- key management interviews within CFLRI (3 interviews);
- key management interviews within provinces and territories (12 interviews);
- interviews with key federal government partners (3 interviews); and
- other stakeholders (1 interview).

Conclusions

Relevance:

The mandate of the Physical Activity Benchmarks / Monitoring Program is meeting the core needs of the key stakeholders. With the publication of the 2005 Integrated Pan-Canadian Healthy Living Strategy, the mandate of this Program has been strongly reinforced. The CFLRI has been responsive to emerging priorities subject to the availability of resources from the key funding partners. Additional priorities are emerging within key stakeholders.

Success:

The Benchmarks/Monitoring program is widely used and valued by a primary target audience of 10 provincial, 3 territorial governments and 2 federal government departments. Despite little targeted engagement, the program also has broad use and acceptance among a secondary target audience thought to be comprised of national, provincial and municipal physical activity and health organizations, the media, other health related groups and the general public. In all over 400,000 documents will be requested by these stakeholders this year.

Stakeholders generally have a high degree of satisfaction with the program. They view the data as credible, reliable, and relevant. There is an additional appetite to 'mine' the data further through increased sample size and increased analysis. Many stakeholders would welcome more specific regional and community data within their jurisdictions, but understand that this is a resource constraint. Stakeholders would also welcome more user friendly translation of the data through a number of mechanisms.

Primary stakeholders rely on CFLRI data as a unique and primary source for physical activity information. However they are also all gathering additional national and international data from a variety of sources to meet their needs. The CFLRI may consider acting as a data portal for primary stakeholders to provide summaries of other national, provincial and international physical activity sources including GSS, CDC, WHO, academic and provincial research in order to streamline this process of data gathering. An analysis of stakeholder needs in this area may be helpful.

The Benchmarks/Monitoring program has increased knowledge and awareness of physical activity issues among stakeholders and decision makers and has informed targets, program design and policy decisions.

Design and Delivery:

The Program is currently able to meet its core mandate with the resources available. Funding uncertainties impact the ability to plan and implement the Program; however CFLRI has been successful in cash managing the situation. There is a broadly expressed desire for increased sample sizes to enable further analysis within a province/territory, stakeholders recognize that availability of additional resources limit this. The Program is highly valued by the key stakeholders and is viewed as an essential program in the monitoring of physical activity.

The Program has established technical and governance structures through the Physical Activity and Sport Monitoring Advisory Committee, PARC and ISRC. Improvements could be made to formalise the structures, in particular the reporting relationships and functions of the Physical Activity and Sport Monitoring Advisory Committee.

Recommendations

Recommendation # 1:

CFLRI should continue to monitor:

- Emerging priorities of key stakeholders for level of commitment and opportunities to respond.
- Needs of and means to engage secondary stakeholders.

Recommendation # 2:

CFLRI should explore means to provide data in easy to understand formats for use by stakeholders and media/public.

Recommendation # 3:

The success of the program has created increased opportunities and demands for the organization which will need to be considered in future strategic planning.

Recommendation # 4:

CFLRI should work with key stakeholders to formalize and strengthen the governance structure by:

- Revising the Advisory Committee Terms of Reference to reflect the current programs, expectations, roles of the representatives, rotation of representatives;
- Approach PARC for a more formal relationship; and
- Explore opportunities to enhance data user input and sharing of knowledge.

Table of Contents

Executive Summary	i
1. Background	1
1.1 Program Description.....	1
1.2 Program Objectives.....	1
1.3 Program Activities	2
1.4 Resource Levels.....	3
1.5 Structure of the Report	4
2. Evaluation Approach and Methodology	5
2.1 Evaluation Framework	5
2.2 Evaluation Methodology.....	5
2.3 Evaluation Issues.....	6
3. Relevance.....	7
3.1 Mandate	7
3.2 Conclusions and Recommendations	8
4. Success / Objective Achievement.....	9
4.1 Products and Services.....	9
4.2 Needs Met.....	10
4.3 Uniqueness	12
4.3 Outcomes.....	13
4.4 Unintended Impacts	14
4.5 Conclusions and Recommendations	15
5. Effectiveness of Design and Delivery	16
5.1 Level of Resourcing.....	16
5.2 Committee Structure.....	17
5.3 Conclusions and Recommendations	19
6. Conclusions and Recommendations	20
6.1 Conclusions.....	20
6.2 Recommendations	21

List of Annexes

- Annex A – Evaluation Framework
- Annex B – Interview Guides
- Annex C – Document Review List

List of Acronyms and Abbreviations

BMAC	Benchmarks Monitoring Advisory Committee, renamed the Physical Activity and Sport Monitoring Advisory Committee
CANPLAY	Canadian Physical Activity Levels Among Youth
CCHS	Canadian Community Health Survey
CDC	Centre for Disease Control
CFLRI	Canadian Fitness and Lifestyle Research Institute
CIHI	Canadian Institute for Health Information
FPT	Federal – Provincial - Territorial
FPTSC	Federal Provincial Territorial Sport Committee
ISRC	Inter-provincial Sport and Recreation Council
NGOs	Non-governmental Organizations
PAM	Physical Activity Monitor
PARC	Physical Activity and Recreation Committee
PHAC	Public Health Agency of Canada

1. Background

1.1 Program Description

The Physical Activity Benchmarks/Monitoring Program is a major initiative of the CFLRI and is a joint venture with the Active Living Unit of PHAC, and the Inter-provincial Sport and Recreation Council (ISRC). The CFLRI monitoring program serves as a tool to help PHAC, ISRC, and other policy makers' measure progress in reducing population levels of physical inactivity and provides information for monitoring the results of implementation strategies and initiatives.

The Program consists of two major data gathering, analysis and reporting streams:

- The Physical Activity Monitor (PAM) and Capacity Studies which collect and analyze CFLRI and other sources of data (such as Statistics Canada) and produces a series of reports. Data are collected on specific topics based on the following cycles:
 - 1998, 2003, 2008 – A focus on communication strategies, awareness
 - 1999, 2004, 2009 – A focus on local community opportunities, Municipalities Survey
 - 2000, 2005, 2010 – A focus on children and youth, School Survey
 - 2001, 2006, 2011 – A focus on the workplace
 - 2002, 2007, 2012 – Assessing trends, targets
- The Canadian Physical Activity Levels Among Youth (CANPLAY) which is a nation-wide assessment of physical activity levels among youth, using pedometers.

The Program is currently in its second phase of monitoring, with the original series of benchmarks established from 1997 – 2002. CANPLAY was initiated in April 2005, and is currently producing the first set of baseline data for the period of April 2005 to March 2006. The study commitment is scheduled to continue collecting data until 2008.

1.2 Program Objectives

The Benchmarking / Monitoring Program is intended to:

- advance understanding of physical activity and its determinants/correlates, and how these change over time;
- improve practice through interpretation of data in the context of scientific findings on effective interventions and recommendations to increase physical activity;
- input into strategic planning with recommended actions applicable to a variety settings;
- shape public policy by identifying differential access and uptake of physical activity among various populations groups;
- provide performance and accountability measures for assessing the impact of government policy and activities of their partners in achieving the physical activity goal;
- help to expand partnerships by identifying potential roles through data gathered on the provision of and access to opportunities through various settings (i.e. municipalities, schools, workplaces) and by increasing understanding of the link between physical activity and other issue areas.

1.3 Program Activities

The Program contains two separate but linked projects. Activities are planned in detail on an annual basis, recognising that the data collection, analysis and reporting cycles may extend over two to three fiscal years. As an example of the activities, the project objectives and the associated planned activities for the 2006-07 fiscal year are shown in Table 1.

Table 1 – Project Activities and Planned Activities

Objectives	Planned Activities 2006-07
Physical Activity Monitor (PAM)	
<ul style="list-style-type: none"> ▪ Using a knowledge exchange process, the Program identifies benchmark indicators and tracks associated trends. The Federal, Provincial-Territorial (FPT) Ministers were updated on the status of physical activity in Canada using Program findings and set the target of a 10 percentage point increase in physical activity levels by 2010. The Institute was mandated to monitor: participation levels; individual-, organizational- and systemic-level determinants; and associated outcomes. 	<p>PAM-Focus on Children</p> <ul style="list-style-type: none"> ▪ Receive data set ▪ Analyze preliminary data ▪ Write report ▪ Review draft report ▪ Translation ▪ Report layout, formatting ▪ Printing ▪ Release Report <p>Schools Capacity</p> <ul style="list-style-type: none"> ▪ Receive data set ▪ Analyze preliminary data ▪ Write report ▪ Internal review ▪ External review ▪ Copy editing and translation ▪ Report layout, formatting ▪ Printing ▪ Post first review of data ▪ Release Report <p>PAM 2006-Workplace</p> <ul style="list-style-type: none"> ▪ Data collection <p>Capacity 2006-Workplace PAM</p> <ul style="list-style-type: none"> ▪ Data Collection Phase 1 <p>Updated Professional's Corner</p> <ul style="list-style-type: none"> ▪ Revise statistics, recommendations and references <p>Project Management & Evaluation</p> <ul style="list-style-type: none"> ▪ Liaising with Advisory Committee and FPT ▪ Plan and evaluate Benchmark and Monitoring Program
Canadian Physical Activity Levels Among Youth (CANPLAY)	
<ul style="list-style-type: none"> ▪ To measure children and youth's physical activity levels across Canada and to report, inform, assist and recommend to policy makers on increasing the current activity patterns of our children and youth. The study collects objective measures of physical activity throughout the entire day over a 7-day period. Nationally, 	<p>Data Collection</p> <ul style="list-style-type: none"> ▪ Participant Recruitment ▪ Objective measurement data collection ▪ Purchase Pedometers (replacements as needed) ▪ Supplies, postage, equipment, translation and printing ▪ Data base management <p>Project Management and Evaluation</p>

Objectives	Planned Activities 2006-07
<p>roughly 10,000 children and youth will be selected annually to wear a pedometer for a week and report on their daily steps. Reporting of national data will be released annually. The study will have the capacity to report provincial data biannually. The study will collect demographic information from the participants along with several other key policy related questions.</p>	<ul style="list-style-type: none"> ▪ Liaising with Advisory Committee and FPT ▪ Analyze preliminary data ▪ Prepare preliminary brief for communication to F-PT Ministers <p>National data for 3 annual periods</p> <ul style="list-style-type: none"> ▪ National Data And East, ON, Quebec, West and North

1.4 Resource Levels

Funding for the program is shared between the PHAC and ISRC. Funding from PHAC in the past has been applied for and approved on an annual basis, through the Physical Activity Contribution Program. In 2005-06 the Program was identified as a designated partner. The funding process for 2007-08 is unclear at this time. ISRC supports the program annually as well.

In 2004/05, Sport Canada also began contributing funds to expand the monitoring to sport. The table below shows the historical trend in funding for the projects and its distribution over five years. While Sport Canada's contribution is shown here, this evaluation is limited to the Benchmark / Monitoring Program and CANPLAY supported by PHAC.

Table 2 – Physical Activity Benchmarking / Monitoring Program Funds

	2002-03	2003-04	2004-05	2005-06	2006-07 (Estimate)
Benchmark Monitoring Program					
Public Health Agency of Canada	400,000	475,000	490,000	500,000	500,000
ISRC	111,375	111,375	111,375	284,375 ¹	284,275 ¹
Sport Canada			168,000		
Total Benchmark / Monitoring	511,375	586,375	769,375	784,375	784,375
CANPLAY					
Public Health Agency of Canada					375,060 ²
ISRC			658,000	658,000	282,940
Total CanPLAY	-	-	658,000	658,000	658,000

Notes:

¹ Funds for Sport Canada's portion included with ISRC.

² Health Canada's portion separated from ISRC for this fiscal year.

1.5 Structure of the Report

The purpose of the study is to prepare a mid-term, or formative, evaluation focusing on the issue areas of relevance, success and design and delivery/cost effectiveness. The report is organized as follows:

- Section 2 describes the evaluation framework;
- Section 3 reviews the ongoing relevance of the program to stakeholder needs;
- Section 4 reviews the success to date in achieving the program objectives;
- Section 5 reviews the program design and delivery; and
- Section 6 presents a summary of the study recommendations.

2. Evaluation Approach and Methodology

2.1 Evaluation Framework

The evaluation was conducted in accordance with the evaluation framework for the CFLRI Physical Activity Monitoring Program and with Treasury Board policies and guidelines. The Framework outlines a logic model and the associated performance indicator, evaluation issues and indicators and is contained in Annex A. The key objectives of the evaluation of the Physical Activity Benchmarks/Monitoring Program are to assess the ongoing relevance of the Program to its key stakeholders and the success in achieving its outcomes and impacts.

2.2 Evaluation Methodology

An investigation was conducted into each of the projects as well as the overall program. Projects were reviewed individually because their activities and outputs are unique although their ultimate outcomes are common.

The evaluation was conducted using a multi-method approach, including:

- document review;
- review of web-based information;
- key management interviews within CFLRI;
- key interviews within provinces and territories;
- interviews with key federal government partners; and
- key non-government stakeholder interviews.

Verification of project activities was made through a review of hard copies of documents such as:

- Annual funding proposals and reports;
- Financial summaries; and
- Minutes of committee meetings.

The CFLRI web-site (<http://www.cflri.ca>) was also reviewed for the publications related to Physical Activity Monitor, Capacity Studies and the Canadian Physical Activity Levels among Youth study. This web-site contains a range of publications going back in time over the current and previous sets of funding.

Table 3 shows the groups interviewed by telephone or in-person.

Table 3 – Interview Groups

Interview Groups	Number of Interviews
CFLRI Management and Employees	3
Provincial and Territorial Stakeholders	12
Federal Stakeholders	3
Other Stakeholders	1
Total	19

2.3 Evaluation Issues

This evaluation focused on the relevance, success and effectiveness of design and delivery of CFLRI's Physical Activity Benchmarks / Monitoring Program. The list of evaluation issues outlined below was based on the Evaluation Plan. Interview guides (Annex B refers) were developed from these issues and were confirmed with CFLRI.

Relevance: The continued relevance of the Program, including whether or not it is consistent with stakeholder priorities

- Does the mandate of the Program continue to meet the priorities of the key stakeholders?

Success: An assessment of the success of the Program; to what extent it has achieved its outcomes?

- What are the products and services produced by the Program?
- Does the suite of products and services meet the needs of the target audiences?
- What is unique about the CFLRI suite of services in the market?
- Is the Program achieving its intended short term outcomes?
- What are the unintended impacts of the work of the Monitoring Program?

Effectiveness of Design and Delivery

- Is the current level of resourcing adequate for the mandate and activities of the program?
- Is the current Committee structure an effective method of managing the Program?

3. Relevance

This portion of the evaluation examines the continued relevance of the Program, including whether or not it is consistent with stakeholder priorities.

The primary stakeholders are the Federal and Provincial /Territorial partners, specifically the policy and decision makers in the ministries responsible for physical activity and recreation. Funding for the program flows from two bodies: the Interprovincial Sport and Recreation Council (ISRC) and the Healthy Living Unit of the Public Health Agency of Canada.

Secondary stakeholders are:

- Federal and Provincial /Territorial ministries for health and sport; and
- Non-profit organizations involved in physical activity promotion, advocacy or programming at the national, provincial and local levels.

3.1 Mandate

Does the mandate of the Program continue to meet the priorities of the key stakeholders?

Document Review:

In 2003, the Ministers responsible for Physical Activity, Recreation and Sports set a target to increase physical activity by 10 percentage points in Canada by the year 2010. Linked to this, the CFLRI was mandated to monitor:

- Participation levels;
- Individual, organizational and systemic level determinants; and
- Associated outcomes.

A review of the publications of CFLRI against the priorities found a strong relationship, particularly for participation levels and determinants, with slightly less focus on associated outcomes.

The PARC workplan clearly identifies the Program as one of its annual activities. The intended outcomes stated in the workplan align well with the Program's mandate.

In 2005, the Integrated Pan-Canadian Healthy Living Strategy was approved by the Federal, Provincial and Territorial Ministers of Health. This Strategy identified the following additional target for Physical Activity:

"By 2015, increase by 20% the proportion of Canadians who participate in regular physical activity based on 30 minutes/day of moderate to vigorous activity as measured by the CCHS and the Physical Activity Benchmarks/Monitoring Program"

In addition, an integrated research and surveillance agenda on healthy eating and physical activity is another critical component of the Healthy Living Strategy.

Secondary stakeholders such as the Coalition for Active Living (CAL) which represents over 100 physical activity related organisations also identify the need for integrated research and monitoring related to physical activity in the Pan-Canadian Physical Activity Strategy.

Interviews:

Key stakeholders report that the Program provides essential information and that it meets the core needs. The majority of stakeholders are using the Program reports as their primary source for reporting to the 10% target. A small number of stakeholders indicate that due to capacity within their own departments, the information provided by the Program may not be fully analysed and used. Secondary stakeholders, such as the government officials in areas outside of sport and physical activity, are reportedly less aware of the Program and possible uses of the research within their departments and organisations.

Interviews found a significant number of emerging stakeholder priorities specific to each province and territory. However some broad themes did emerge including:

- Sub-population specific information especially for Aboriginal people and specific age groups such as seniors;
- Additional information on a geographic basis such as rural vs urban, municipalities, regional health unit basis; and
- Links with outcomes such as obesity and health outcomes.

3.2 Conclusions and Recommendations

Conclusions:

The mandate of the Physical Activity Benchmarks / Monitoring Program is meeting the core needs of the key stakeholders. With the publication of the 2005 Integrated Pan-Canadian Healthy Living Strategy, the mandate of this Program has been strongly reinforced. The CFLRI has been responsive to emerging priorities subject to the availability of resources from the key funding partners. Additional priorities are emerging within key stakeholders.

Recommendations:

CFLRI should continue to monitor:

- Emerging priorities of key stakeholders for level of commitment and opportunities to respond.
- Needs of and means to engage secondary stakeholders.

4. Success / Objective Achievement

This section provides an assessment of the success of the Program in terms of the products and services produced and to what extent it has achieved its outcomes.

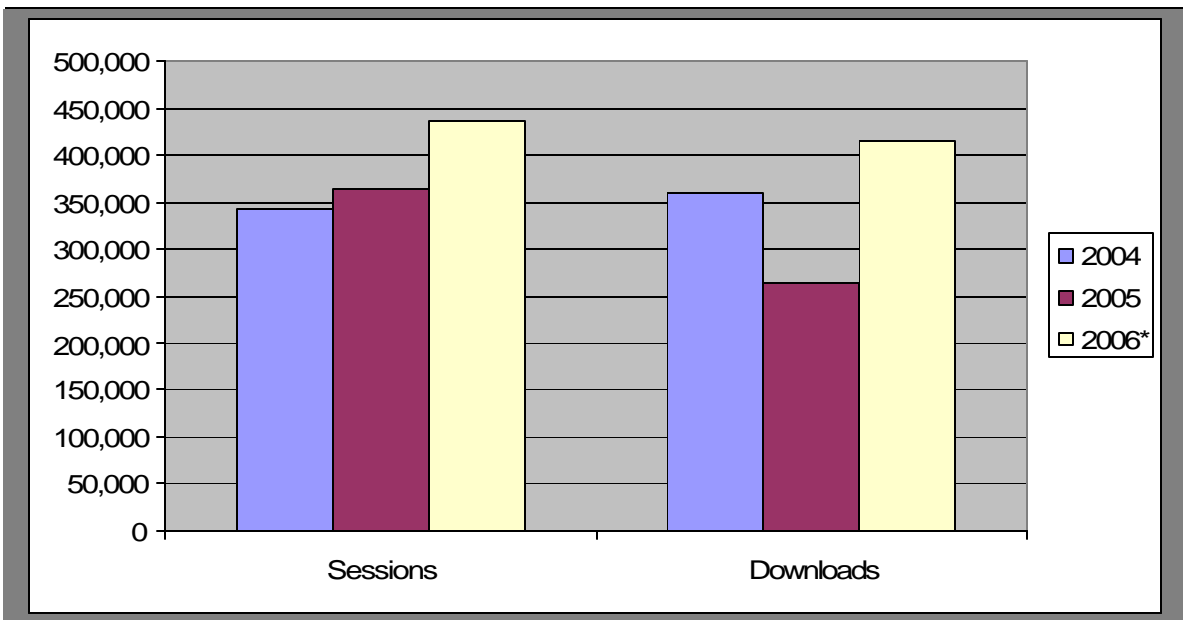
4.1 Products and Services

What are the products and services produced by the Program?

Document Review:

The Physical Activity Monitor, Capacity Studies and the CAN PLAY pedometer study are the basis of large statistical reports that include an analysis of data against key demographic variables and detailed tables. Each section of a report includes a set of recommendations for policy and practice. Typically, one report is created for each survey. Each section of the report follows a staggered release monthly. Reports are all posted on the CFLRI web site and available for download free of charge.

A review of web site use and downloads revealed that products of the monitoring program are well used. Use and downloads have increased over the past three years to over 436,000 sessions, and over 416,000 downloads, projected for 2006 (based on statistics to June 2006).



As might be expected, downloads of newer reports increased over time compared to those from earlier time periods, which decreased. For example in 2006 the report with the fewest number of downloads was the year 2000 capacity report, while the 2004 Physical Activity Monitor report had the greatest number of downloads.

Interviews:

Distribution of the program's reports to the 15 primary stakeholders is via both electronic and hard copy. The reports are distributed to stakeholders by email each month. At the end of the year hard copies of reports are distributed to the FPT stakeholders, upon completion.

Distribution to secondary stakeholders is both through email distribution, or announcement via 'e-news', and through a significant web audience of over 300,000 users.

Primary stakeholders universally reported that they used and valued the Physical Activity Monitor. Most use it to track progress against the Ministers 10% goal and for national and inter-provincial/territorial comparisons.

All but one stakeholder used the Capacity Studies and CAN PLAY Pedometer Study, but the one non-user was stakeholder specific, related to the mandate of that respondent.

The web site is valued and used as a central source of information for CFLRI reports and data on an ongoing basis among both primary and secondary stakeholders.

4.2 Needs Met

Does the suite of products and services meet the needs of the target audiences?

Document Review:

While specific information is not available about who web users are, it is evident by the volume of use that utilization of the web site and downloading of reports extends well beyond the primary target audience of the Benchmark/Monitoring program, with more than 1 million downloads over the past 3 years. This would indicate a very broad secondary target audience. This broad audience was reinforced in interviews.

Opportunities have been identified for the CFLRI to produce more user friendly data summaries including:

- Plain language bulletins
- Interventions summaries and promising practices
- References to current literature
- Implications and more specific recommendations
- Report Cards

Interviews

The primary target audience for the products and services of the Monitoring program are the federal, provincial and territorial governments. This target group's needs are identified through the PARC committee of the ISRC. While the ISRC is made up of regional representatives, it maintains direct links with all provincial/territorial governments. The CFLRI also maintains an effective relationship with all provinces and territories which is operationalized through a staff liaison with a designated government representative within the department responsible for Physical Activity.

The audience being served by the program is broader than those targeted. Secondary non-targeted audiences include the media, national, provincial and local organizations in physical activity, sport, recreation and health, as well as professionals from each of these sectors and the general public via the CFLRI web site.

All three products of the Monitoring program were widely used by the target audience, these include:

- The Physical Activity Monitor
- The Capacity Studies
- The CANPLAY Pedometer Study

It was noted that the pedometer data have limited applicability for sport since the monitors are removed during participation in some sport activities.

The target audience indicates a high degree of satisfaction with the longitudinal data on physical activity for Canada and for individual provinces and territories. Most, but not all, use this data to track progress against the 10% goal for physical activity agreed to by Ministers responsible for physical activity, and to track trends over time, magnitude of change and for activity levels among specific population groups. They also use the data for planning and policy purposes within their departments as well as to rationalize investments in physical activity proposals such as treasury board submissions. A few use the data to track against other internal or national targets, such as healthy living.

The Physical Activity Benchmarks/Monitoring program is viewed very positively by most stakeholders. The program is seen as credible and therefore helpful in increasing awareness and understanding among decision makers regarding physical activity levels in Canada, trends and implications. The information is viewed as reliable, useful, and meeting the current mandate and resources of the program. Several of those interviewed indicated that the potential of the program is to do more, but that the Monitoring program delivers high value for the level of resources that are currently available to the program.

Stakeholders indicated some data needs not currently served by the program. A significant number of respondents indicated the need for more regional data within a province or territory, as well as a greater sample size regardless of whether the sample is statistically viable or not. Small sample sizes are often questioned by decision makers who are not willing to make policy decisions based on data from a handful or residents in their province. There is an understanding that greater sample sizes would require greater investment by the stakeholders.

There is a desire to increase data on specific populations and settings. In particular several respondents indicated a need for more data on Aboriginal people both on and off reserve, different socio-economic groups, barriers, and linkages with obesity and other chronic conditions. In additions there continues to be a desire to develop more user friendly data summaries as described in the document review section above.

At least two of the provincial/territorial stakeholders would like to access the Benchmarks data sets to allow them to undertake their own analysis of the data.

It should be noted that a concern identified in the 2004/2005 evaluation of the Benchmarks program regarding lower than desired ratings on timeliness of reports, was *not identified by any stakeholders* in this evaluation period. This seems to indicate that efforts in this area, combined with the monthly release of data, have addressed this issue and raised the level of satisfaction of stakeholders.

4.3 Uniqueness

What is unique about the CFLRI suite of services in the market?

Document Review:

The Canadian Community Health Survey (CCHS) and the Canadian Institute for Health Information (CIHI) were identified by stakeholders as other Canadian sources for their information on physical activity.

The CCHS is conducted by Statistics Canada to provide regular and timely cross-sectional estimates of health determinants, health status and health system utilization for 136 health regions across the country. The CCHS has a very significant sample size. The CFLRI utilizes this data for analysis and translation of physical activity patterns

CIHI collects and analyzes information on a wide variety of health and health care issues in Canada and makes it publicly available. CIHI's goal is to provide timely, accurate and comparable information. CIHI's data and reports inform health policies, support the effective delivery of health services and raise awareness among Canadians of the factors that contribute to good health.

The CFLRI is unique in its longitudinal focus on physical activity and sport in Canada and has a depth of information on the topic that has been recognized as among the best in the world by groups including the U.S. Centers for Disease Control and Prevention (Int'l Congress for Physical Activity and Public Health). It defines this unique role as having established and now monitoring...

... "changes of physical activity benchmark indicators to enable governments to be accountable for expenditures with respect to the outcomes and impacts achieved by the investment of public dollars in support of physical activity. The benchmarks/monitoring program serves as a tool to help policy makers measure progress in increasing the population levels of physical activity and provides information for setting policies and strategies for joint action, and monitoring the results of implementation strategies and initiatives within the joint governmental framework"

Interviews:

The CFLRI Monitoring Program data are recognized as the key and primary source of information on physical activity in Canada with a depth of information which is not available from any other source. However, all of those interviewed do access other additional data on physical activity from other sources. These include:

- Canadian Community Health Survey – Statistics Canada
- Canadian Institute for Health Information

- The Centers for Disease Control and Prevention (American)
- Other provincial and international data.

Most stakeholders reported reviewing these data sources to supplement the Benchmarks/Monitoring data. These sources are utilized for several reasons. In some cases a number of sources of research are used to demonstrate consistency across a number of studies related to the need to address physical activity. Statistics Canada is valued because of the huge sample size of the Canadian Community Health Survey. This allows for an examination of physical activity levels at regional health levels rather than the provincial levels reported on by Monitoring Program. Well known data sources, including international sources such as the WHO and CDC also add perceived legitimacy to products, reports and briefings produced by stakeholders.

Several provinces were identified (Alberta, Saskatchewan, Nova Scotia and BC) as having also conducted research contributing useful data to the body of evidence in physical activity.

Despite using additional data sources, the Monitoring Program stakeholders view the CFLRI data as unique and extremely valuable. It is recognized as a comprehensive examination of physical activity in Canada which examines "a host of associated factors, adopting a socio-ecological approach for examining individual, social and environmental factors associated with physical activity".

Respondents valued the Benchmarks/Monitoring data as physical activity specific longitudinal data, which is reliable, relevant and comprehensive. It is also noted as one of the few sources of reliable northern data that exists.

4.3 Outcomes

Is the Program achieving its intended short term outcomes?

Document Review

All stakeholder provinces and territories, as well as the federal government have established targets to increase physical activity level in adults by 10 percent. Some provinces have established additional targets related to physical activity levels among children and youth.

Interviews

Stakeholders attribute an increase in their knowledge and awareness about physical activity status, issues, barriers and incentives to the Benchmarks/Monitoring program. Knowledge and awareness has also been enhanced among senior government decision makers.

" The program has been key in helping raise the awareness in (province) with the Deputy Minister and the department. Physical activity has become a priority."

There is little evidence to suggest that increased knowledge and awareness about physical activity extends to secondary stakeholders in health.

All provinces have set primary targets for increases in physical activity which are consistent with the data monitored by CFLRI and the 10% target set by Ministers. Some provinces have set secondary physical activity targets for specific populations or activities, however while these are often consistent with the recommendations of the program they are not directly attributed to the program. Recommendations are considered as part of the governmental decision making process. It appears the program has influenced, but not driven, policy development among most FPT stakeholders.

"The program has certainly influenced our programs and policies..."

" There have been recommendations that have been implemented, but I can't honestly say if they are attributable to the program..."

"The recommendations are referred to but not adopted. They are built upon"

"Yes, has certainly influenced programs and policies..."

4.4 Unintended Impacts

What are the unintended impacts of the work of the Monitoring Program?

Document Review

The CFLRI Benchmarks/Monitoring data are widely reported and recognized beyond its primary stakeholder group. The data have been downloaded by over 1 million users over the past three years.

A review of key national and international policy documents including the Integrated Pan-Canadian Healthy Living Strategy, the Pan-Canadian Physical Activity Strategy, Canadian Institute for Health Information, the Centres for Disease Control and The World Health organization as well as a variety of Canadian NGO publications indicate impact well beyond the 14 government partners.

Interview results

Stakeholders indicate that the program provides credible physical activity statistics with data of comparable quality to that of other sectors in health. Canada is recognized internationally for its physical activity monitoring methods as a result of the program. The quality of the data has contributed to an increase in the perceived relevance of physical activity as a risk factor among stakeholders in chronic disease prevention.

Stakeholders voiced appreciation of the role that the CFLRI has played in acting as a spokesperson for the physical activity sector regarding research methodology. This has been demonstrated in the relationship that CFLRI has developed with Statistics Canada in ensuring useable data that can be used in longitudinal comparisons.

The expansion of the program to include sport and more objective physical activity measures is also valued by many stakeholders.

The success and credibility of the Benchmarks/Monitoring program has created other demands on the organization. Governments, organizations and the media increasingly turn to the CFLRI to translate and interpret data, and while these services are consistent with the organizational mandate they are not resourced to provide the capacity to provide these additional services.

4.5 Conclusions and Recommendations

Conclusions

The Benchmarks/Monitoring program is widely used and valued by a primary target audience of 10 provincial, 3 territorial governments and 2 federal government departments. Despite little targeted engagement, the program also has broad use and acceptance among a secondary target audience thought to be comprised of national, provincial and municipal physical activity and health organizations, the media, other health related groups and the general public. In all over 400,000 documents will be requested by these stakeholders this year.

Stakeholders generally have a high degree of satisfaction with the program. They view the data as credible, reliable, and relevant. There is an additional appetite to 'mine' the data further through increased sample size and increased analysis. Many stakeholders would welcome more specific regional and community data within their jurisdictions, but understand that this is a resource constraint. Stakeholders would also welcome more user friendly translation of the data through a number of mechanisms.

Primary stakeholders rely on CFLRI data as a unique and primary source for physical activity information. However they are also all gathering additional national and international data from a variety of sources to meet their needs. The CFLRI may consider acting as a data portal for primary stakeholders to provide summaries of other national, provincial and international physical activity sources including GSS, CDC, WHO, academic and provincial research in order to streamline this process of data gathering. An analysis of stakeholder needs in this area may be helpful.

The Benchmarks/Monitoring program has increased knowledge and awareness of physical activity issues among stakeholders and decision makers and has informed targets, program design and policy decisions.

Recommendations:

CFLRI should explore means to provide data in easy to understand formats for use by stakeholders and media/public.

The success of the program has created increased opportunities and demands for the organization which will need to be considered in future strategic planning.

5. Effectiveness of Design and Delivery

5.1 Level of Resourcing

Is the current level of resourcing adequate for the mandate and activities of the program?

Document Review

A review of recent and current year budgets for both components finds the largest component cost is for the actual collection, evaluation and dissemination of the research results. CANPlay has higher proportion of costs of services related to the purchase of pedometers and shipping and postage.

CFLRI has been able to leverage funding from PHAC and the ISRC. The program has recently been expanded to include the CANPLAY component. In addition, the provinces and territories periodically purchase oversamples in their jurisdictions or fund additional questions on surveys. As of 2004-05, Sport Canada has also been contributing approximately \$168,000 annually for benchmarking and monitoring specifically related to sport.

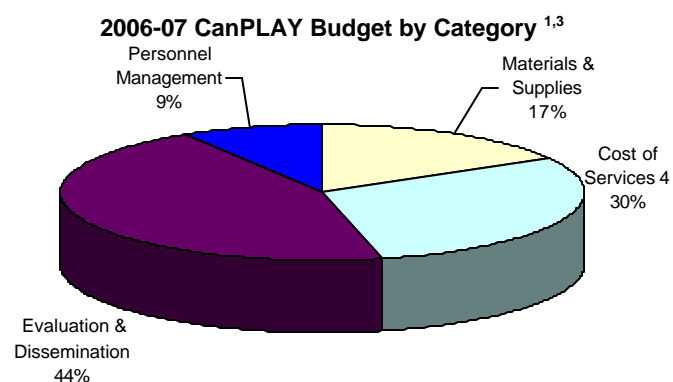
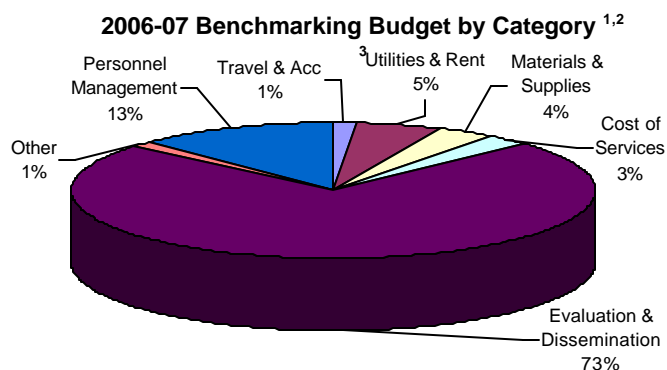
No evidence was found in year-end reports to PHAC of significant shortfalls or overfunding of mandated activities.

Interviews

Funding levels are fixed annually and program scope is adjusted periodically to address shortfalls.

All key stakeholders stated that the Program provides good to high value for the investment. Common themes in the statements made by stakeholders as to the value of the program are:

- Key to measuring progress or lack of progress on physical activity;
- Provides proof or evidence;
- Provides national data that can be compared across the country;
- Assists in the setting of priorities; and
- Generates evidence and transfers knowledge that can assist in the development of policy



Notes:

1. Source: 2006/07 CFLRI Funding Proposal
2. Excludes Sport Canada Funding
3. Includes PHAC and ISRC Funding
4. Cost of services for CANPlay includes costs of pedometers.

Some stakeholders also indicated that they believe the Program is also a very cost-effective way of providing national, reliable, comparable data on physical activity. Further, some provincial stakeholders indicated that they would not be able to conduct this kind of research themselves.

There is a broadly expressed desire for increased sample sizes to enable further analysis within provinces and territories, stakeholders recognize that availability of additional resources will continue to limit this.

5.2 Committee Structure

Is the current Committee structure an effective method of managing the Program?

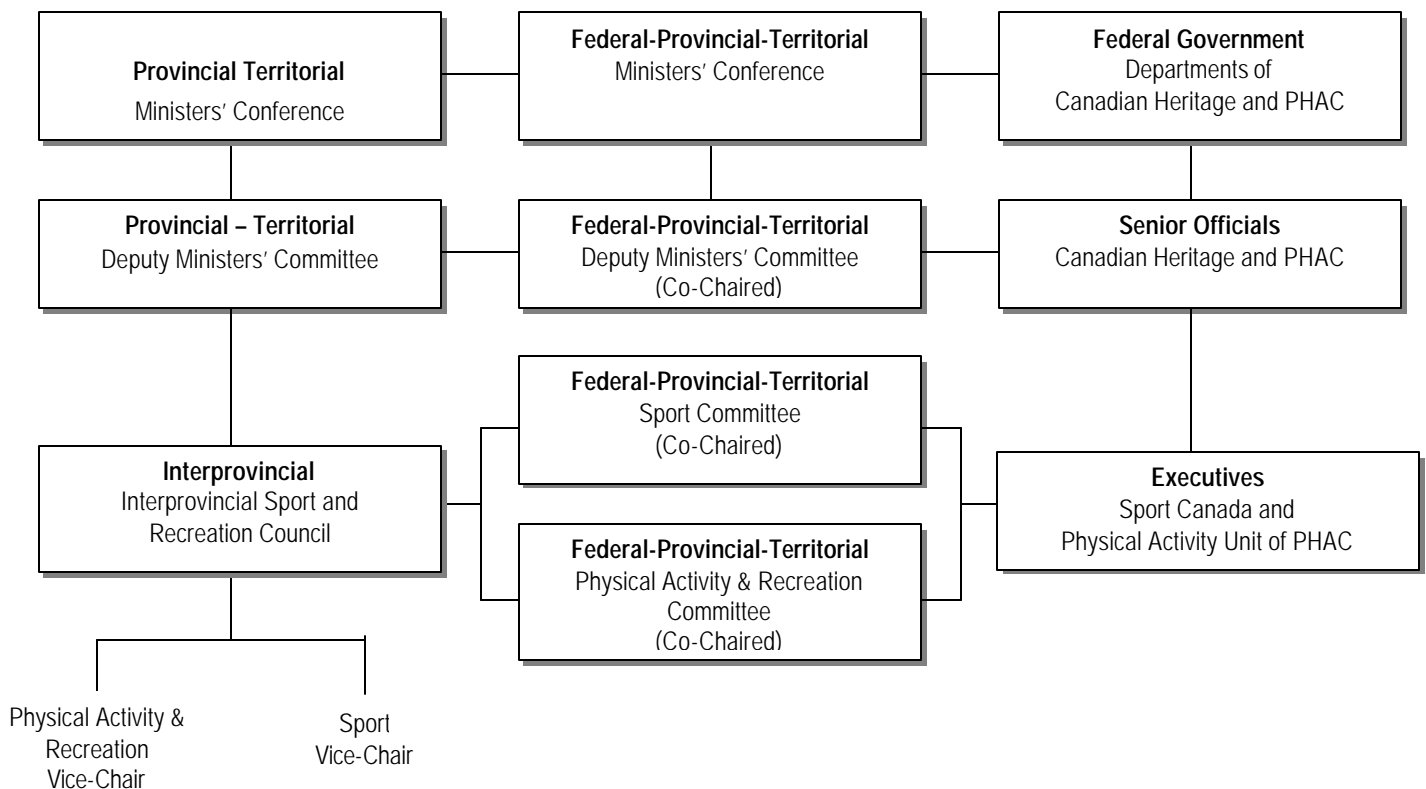
Document Review

The Physical Activity and Sport Monitoring Advisory Committee (previously known as Benchmark Monitoring Advisory Committee, BMAC) was established by the CFLRI to provide technical guidance on the Benchmarking and later the CANPLAY project. It is meant to represent the user group and as such its members are composed of CFLRI, PHAC, ISRC (five representatives) and Sport Canada. It meets on an as-and-when required basis by teleconference. Input is provided on the needs assessment, methodology, review of draft reports, and sharing of information. While two members of PARC participate on this committee, it does not have a formal relationship with PARC. No Terms of Reference were available.

PARC is an FPT committee comprised of the ISRC Vice-Chair for Physical Activity and Recreation, a senior official appointed by PHAC, five delegates appointed by the Provinces/Territories and two delegates appointed by PHAC. It has the major responsibility for the development and implementation of a yearly plan for F/P/T initiatives in physical activity and recreation. The workplan identifies Benchmarks / Monitoring Program as a key activity.

As outlined in the ISRC handbook, the **ISRC** "acts as an interprovincial-territorial government forum to enhance the exchange and sharing of experience, knowledge, skills and resources, and to facilitate the collective direction of Ministers and Deputy Ministers on the development of sport, physical activity and recreation programs locally, provincially-territorially, interprovincially-territorially and nationally." Its handbook indicates that it will appoint one member to the Board of Directors and two members to the Benchmarks project. Currently no ISRC member participates on the Board. CFLRI by-laws provide the opportunity for ISRC to be a nominating source for the Members-at-Large however the ISRC has not chosen to nominate someone at this time. Five members of ISRC are currently sitting on the Physical Activity and Sport Monitoring Advisory Committee. All members report through the Physical Activity and Recreation Co-Chair. ISRC's relationship to other committees and subcommittees is shown below.

**PROVINCIAL – TERRITORIAL and
FEDERAL - PROVINCIAL – TERRITORIAL**
Mechanisms for Co-operation



Interviews

Interviewees included members of all three committees. Broadly, it is felt that Physical Activity and Sport Monitoring Advisory Committee does an adequate job of providing direction and technical advice to both of the projects. The majority of stakeholders believe that the links from the Program to PARC and the ISRC are an effective method of both providing direction to the Program and providing information to the Committees. Concerns expressed with Physical Activity and Sport Monitoring Committee include:

- Attendance and level of participation are variable by stakeholder, resulting in less than optimal input from the users of the data;
- Specific provinces report a lack of influence, involvement and understanding, particularly those with neither a place on this Committee nor PARC; and
- Success of the links and communication reliant on specific individuals, resulting in a risk with a change in representatives.

One of the designated ISRC representatives provides the official line of communication between the Program and PARC and ISRC.

CFLRI is invited to attend PARC and more recently, ISRC on an occasional basis.

The formal links from PARC to ISRC to the Ministers provides a forum for physical activity issues, including the Benchmarking / Monitoring Program, to be discussed at an F/P/T, senior-level table.

5.3 Conclusions and Recommendations

Conclusions:

The Program is currently able to meet its core mandate with the resources available. Funding uncertainties impact the ability to plan and implement the Program; however CFLRI has been successful in cash managing the situation. There is a broadly expressed desire for increased sample sizes to enable further analysis within a province/territory, stakeholders recognize that availability of additional resources limit this. The Program is highly valued by the key stakeholders and is viewed as an essential program in the monitoring of physical activity.

The Program has established technical and governance structures through the Physical Activity and Sport Monitoring Advisory Committee, PARC and ISRC. Improvements could be made to formalise the structures, in particular the reporting relationships and functions of the Physical Activity and Sport Monitoring Advisory Committee.

Recommendation:

CFLRI should work with key stakeholders to formalize and strengthen the governance structure by:

- Revising the Advisory Committee Terms of Reference to reflect the current programs, expectations, roles of the representatives, rotation of representatives;
- Approach PARC for a more formal relationship; and
- Explore opportunities to enhance data user input and sharing of knowledge.

6. Conclusions and Recommendations

6.1 Conclusions

Major conclusions reached during the evaluation are summarized as follows:

Relevance:

The mandate of the Physical Activity Benchmarks / Monitoring Program is meeting the core needs of the key stakeholders. With the publication of the 2005 Integrated Pan-Canadian Healthy Living Strategy, the mandate of this Program has been strongly reinforced. The CFLRI has been responsive to emerging priorities subject to the availability of resources from the key funding partners. Additional priorities are emerging within key stakeholders.

Success:

The Benchmarks/Monitoring program is widely used and valued by a primary target audience of 10 provincial, 3 territorial governments and 2 federal government departments. Despite little targeted engagement, the program also has broad use and acceptance among a secondary target audience thought to be comprised of national, provincial and municipal physical activity and health organizations, the media, other health related groups and the general public. In all over 400,000 documents will be requested by these stakeholders this year.

Stakeholders generally have a high degree of satisfaction with the program. They view the data as credible, reliable, and relevant. There is an additional appetite to 'mine' the data further through increased sample size and increased analysis. Many stakeholders would welcome more specific regional and community data within their jurisdictions, but understand that this is a resource constraint. Stakeholders would also welcome more user friendly translation of the data through a number of mechanisms.

Primary stakeholders rely on CFLRI data as a unique and primary source for physical activity information. However they are also all gathering additional national and international data from a variety of sources to meet their needs. The CFLRI may consider acting as a data portal for primary stakeholders to provide summaries of other national, provincial and international physical activity sources including GSS, CDC, WHO, academic and provincial research in order to streamline this process of data gathering. An analysis of stakeholder needs in this area may be helpful.

The Benchmarks/Monitoring program has increased knowledge and awareness of physical activity issues among stakeholders and decision makers and has informed targets, program design and policy decisions.

Design and Delivery:

The Program is currently able to meet its core mandate with the resources available. Funding uncertainties impact the ability to plan and implement the Program; however CFLRI has been successful in cash managing the situation. There is a broadly expressed desire for increased sample sizes to enable further analysis within a province/territory, stakeholders recognize that

availability of additional resources limit this. The Program is highly valued by the key stakeholders and is viewed as an essential program in the monitoring of physical activity.

The Program has established technical and governance structures through the Physical Activity and Sport Monitoring Advisory Committee, PARC and ISRC. Improvements could be made to formalise the structures, in particular the reporting relationships and functions of the Physical Activity and Sport Monitoring Advisory Committee.

6.2 Recommendations

Recommendation # 1:

CFLRI should continue to monitor:

- Emerging priorities of key stakeholders for level of commitment and opportunities to respond.
- Needs of and means to engage secondary stakeholders.

Recommendation # 2:

CFLRI should explore means to provide data in easy to understand formats for use by stakeholders and media/public.

Recommendation # 3:

The success of the program has created increased opportunities and demands for the organization which will need to be considered in future strategic planning.

Recommendation # 4:

CFLRI should work with key stakeholders to formalize and strengthen the governance structure by:

- Revising the Advisory Committee Terms of Reference to reflect the current programs, expectations, roles of the representatives, rotation of representatives;
- Approach PARC for a more formal relationship; and
- Explore opportunities to enhance data user input and sharing of knowledge.

Annex A: Evaluation Framework: Issues and Data Sources

Evaluation Issue	Questions	Indicators	Data Collection Method	Source
Relevance: The continued relevance of the Program, including whether or not it is consistent with stakeholder priorities	1. Does the mandate of the Program continue to meet the priorities of the key stakeholders?	<ul style="list-style-type: none"> • What are the current priorities in physical activity within FPT jurisdictions? • How well does the Monitoring Program's mandate match the needs and priorities of the key FPT stakeholders? • Why? Why not? • What is the match between activities undertaken and the mandate? • Where are the differences? 	Document Review	Published Monitoring Program goal statements Funding proposals FPT Ministers' statements ISRC workplan Federal and provincial policies
			Interviews	CFLRI PHAC ISRC, PARC, BMAC President, CFLRI Board
Success: An assessment of the success of the Program; to what extent it has achieved its outcomes?	2. What are the products and services produced by the Program?	<ul style="list-style-type: none"> • What is the volume and method of product distribution? • What are the most popular/ least popular resources? • What services are utilized? 	Document Review	Review of Web site statistics Distribution Lists On-line survey results
			Interviews	CFLRI PHAC ISRC, PARC, BMAC
	3. Does the suite of products and services meet the needs of the target audiences?	<ul style="list-style-type: none"> • Who are the target audiences of the products and services? • Do those being served match those targeted? • Who else, other than target audiences, uses the products and services? • What do the target audiences find most/least useful? • What needs of the target audience do the products and services meet? • What needs of the target audience are not met with the current products and services? 	Document Review	Review of Web site statistics Distribution Lists On-line survey results
			Interviews	CFLRI PHAC ISRC, PARC, BMAC President, CFLRI Board
4. What is unique about the CFLRI suite of services in the market?	<ul style="list-style-type: none"> • What other similar products and services are available and when? • Which are used and for what purposes and what can CFLRI learn from the products and their 	Document Review	Review of alternate products	
		Interviews	CFLRI PHAC ISRC, PARC	

Evaluation Issue	Questions	Indicators	Data Collection Method	Source
		<p>presentation?</p> <ul style="list-style-type: none"> Where are there gaps or overlap? What does the Program produce that is unique compared to other products? 		
	5. Is the Program achieving its intended short term outcomes?	<ul style="list-style-type: none"> To what degree has the Program increased knowledge of stakeholders regarding PA status, issues, barriers and incentives? What impact has the Program had in increasing awareness amongst key stakeholders? What is the mechanism for informing policy and what influence has the Program had on federal and provincial programs and policies? What targets have been developed and monitored at the national and provincial level as a result of the Program? What evidence is there that the recommendations developed by the Program have been adopted or implemented at a national or provincial level? 	<p>Document Review</p> <p>Interviews</p>	<p>Program Recommendations FPT Ministers' statements Federal and provincial policies and programs</p> <p>CFLRI PHAC ISRC, PARC, BMAC President, CFLRI Board</p>
	6. What are the unintended impacts of the work of the Monitoring Program?	<ul style="list-style-type: none"> What impact does the work of the Program have beyond those intended e.g. positioning CFLRI nationally, internationally? How do other Institute activities tie into or add benefit to the Monitoring Program and how does the Monitoring program add benefit to other activities? 	<p>Document Review</p> <p>Interviews</p>	<p>Publications Presentations at external fora</p> <p>CFLRI PHAC ISRC, PARC, BMAC President, CFLRI Board WHO, CDC</p>
Effectiveness of Design and Delivery	7. Is the current level of resourcing adequate for the mandate and activities of the program?	<ul style="list-style-type: none"> How is the program valued by stakeholders relative to expenditures in other areas of PA? What are the funding sources and how is the budget directed to various activities? Where are the discrepancies in terms of activities not being completed due to shortfalls 	Document Review	Budget Submissions and Approvals Quarterly and Annual Reports
			Interviews	CFLRI PHAC ISRC, PARC, BMAC

Evaluation Issue	Questions	Indicators	Data Collection Method	Source
		and/or activities that are over funded? • Are other ways of making up any shortfalls identified and accessed successfully?		President, CFLRI Board
	8. Is the current Committee structure an effective method of managing the Program?	• What is the current Committee Structure and what is its role? • Is this Committee an effective method of providing direction and sharing of information between CFLRI and the key stakeholders (i.e. F/P/T governments)? • Are there any gaps or unmet needs?	Document Review	Terms of Reference, Agenda and Meeting Minutes of ISRC, PARC and BMAC
			Interviews	CFLRI PHAC ISRC, PARC, BMAC President, CFLRI Board

Annex B – Interview Guides

Interview Guide (For CFLRI)

Introduction:

TDV Global, a management consulting firm, has been engaged by CFLRI to conduct a mid-term evaluation of their Physical Activity Benchmarks/Monitoring Program. The Physical Activity Benchmarks Program is a major initiative of the CFLRI and is a joint venture with the Physical Activity Unit of PHAC, and the Inter-provincial Sport and Recreation Council (ISRC). The CFLRI benchmarks program serves as a tool to help PHAC, ISRC, and other policy makers' measure progress in reducing population levels of physical inactivity and provides information for monitoring the results of implementation strategies and initiatives.

The Program consists of two major data gathering, analysis and reporting streams:

- The Physical Activity Monitor (PAM) which collects and analyzes CFLRI and other sources of data (such as Statistics Canada) and produces a series of reports. Data are collected on specific topics based on the following cycles:
 - 1998, 2003, 2008 – A focus on communication strategies, awareness
 - 1999, 2004, 2009 – A focus on local community opportunities, Municipalities Survey
 - 2000, 2005, 2010 – A focus on children and youth, School Survey
 - 2001, 2006, 2011 – A focus on the workplace
 - 2002, 2007, 2012 – Assessing trends, targets
- The Physical Activity Levels Among Youth (PLAY) which is a nation-wide assessment of physical activity levels among youth, using pedometers.

The CFLRI produces a number of products and services under this program, including:

- Reports such as the Physical Activity Monitor
- Briefing Notes

The objectives of this evaluation are to assess the ongoing relevance of the Program to its key stakeholders and to assess the success in achieving its outcomes and impacts.

Discussion Guide:

We will be interviewing key CFLRI program personnel and stakeholders including ISRC, PHAC, and CFLRI Board members. We would like to discuss the program with you using the questions outlined below. The guide is for partners and stakeholders associated with program implementation. We will require approximately 60 minutes of your time. If you have any specific documents related to the questions, we would like to obtain a copy from you to review after the interview.

Next Steps:

The report and recommendations resulting from the evaluation will be used by CFLRI for reporting to funding partners and to improve the Benchmarks Program going forward.

Relevance - An assessment of the continued relevance of the program, including how consistent it is with stakeholder priorities.

1. Is the program consistent with stakeholder priorities?
 - What is the mandate of the program?
 - What is the match between activities undertaken and the mandate?
 - What are the information and knowledge needs related to Physical Activity monitoring and benchmarks in the key stakeholders?
 - How important is what the Program produces to the stakeholders? How well does the program meet these needs?
 - What is the gap between the stakeholder needs and what the Program is currently mandated to do?

Success - An assessment of the success of this program; to what extent has this funding achieved its outcomes.

2. What CFLRI products and services are used and why?
 - What are your key target audiences?
 - What products and services do you produce and in what volumes?
 - How are they distributed?
 - Which ones do the stakeholders not use and why not?
 - Are there any other similar information/knowledge needs of stakeholders that are not being met?
 - Who are the other users of the products and services? What are they using the products and services for?
3. What other products and services are in the market and how do they compare?
 - What other data sources or reports do know about related to physical activity levels or to support the development of policies and programs?
 - What does the CFLRI provide that is unique or superior to these other products?
 - What do they provide that the CFLRI does not?
4. Is the CFLRI meeting its intended outcomes?
 - Do you think that the Benchmarks Program has increased knowledge of stakeholders regarding PA status, issues, barriers and incentives? Why or why not?
 - Do you think that the Program has increased awareness of physical activity issues, barriers and incentives amongst key stakeholders? Why or why not?
 - What is the mechanism for informing policy and what influence has the Program had on federal and provincial programs and policies?
 - Are you aware of any new targets that have been developed / monitored at the national and provincial level as a result of the Program?

- Are the recommendations developed by the Program being adopted or implemented at a national or provincial level?
5. Have there been any unexpected outcomes?
- Are there any other unanticipated benefits from the Program?
 - What impact does the work of the Program have beyond those intended e.g. positioning CFLRI nationally, internationally?
 - Have there been any unanticipated issues with the Program?

Effectiveness of Program Design and Delivery – an assessment of how effective the design and delivery of the program is being managed by CFLRI

6. Is the current level of resourcing adequate for the mandate and activities of the program?
- How valuable is the program compared to other programs/initiatives in other areas of Physical Activity?
 - Are there any significant activities not being completed due to resource limitations or shortfalls?
 - Are other ways of making up any shortfalls identified and accessed? How successful has this been?
 - Are you aware of any activities that are over funded?
7. Is the current Committee structure an effective method of managing the Program?
- How does the Committee structure provide direction to the CFLRI from key stakeholders (i.e. F/P/T governments) and is it effective?
 - How does the Committee structure allow CFLRI to share information and strategies with the key stakeholders (i.e. F/P/T governments) and how effective is it?
 - Are there any overlaps, gaps or unmet needs?

Other Issues

8. Are there any other things that we should be aware of? Is there anything you would like to raise?

Physical Activity Benchmarks/Monitoring Program Evaluation: Interview Guide (For Stakeholders)

Introduction:

TDV Global, a management consulting firm, has been engaged by CFLRI to conduct a mid-term evaluation of their Physical Activity Benchmarks/Monitoring Program. The Physical Activity Benchmarks Program is a major initiative of the CFLRI and is a joint venture with the Physical Activity Unit of PHAC, and the Inter-provincial Sport and Recreation Council (ISRC). The CFLRI benchmarks program serves as a tool to help PHAC, ISRC, and other policy makers' measure progress in reducing population levels of physical inactivity and provides information for monitoring the results of implementation strategies and initiatives.

The Program consists of two major data gathering, analysis and reporting streams:

- The Physical Activity Monitor (PAM) which collects and analyzes CFLRI and other sources of data (such as Statistics Canada) and produces a series of reports. Data are collected on specific topics based on the following cycles:
 - 1998, 2003, 2008 – A focus on communication strategies, awareness
 - 1999, 2004, 2009 – A focus on local community opportunities, Municipalities Survey
 - 2000, 2005, 2010 – A focus on children and youth, School Survey
 - 2001, 2006, 2011 – A focus on the workplace
 - 2002, 2007, 2012 – Assessing trends, targets
- The Physical Activity Levels Among Youth (PLAY) which is a nation-wide assessment of physical activity levels among youth, using pedometers.

The CFLRI produces a number of products and services under this program, including:

- Reports such as the Physical Activity Monitor
- Briefing Notes

The objectives of this evaluation are to assess the ongoing relevance of the Program to its key stakeholders and to assess the success in achieving its outcomes and impacts.

Discussion Guide:

We will be interviewing key CFLRI program personnel and stakeholders including ISRC, PHAC, and CFLRI Board members. We would like to discuss the program with you using the questions outlined below. The guide is for partners and stakeholders associated with program implementation. We will require approximately 60 minutes of your time. If you have any specific documents related to the questions, we would like to take a copy to review after the interview.

Next Steps:

The report and recommendations resulting from the evaluation will be used by CFLRI for reporting to funding partners and to improve the Benchmarks Program going forward.

Relevance - An assessment of the continued relevance of the program, including how consistent it is with stakeholder priorities.

9. Is the benchmarks program consistent with stakeholder priorities?
 - What are your information and knowledge needs related to Physical Activity monitoring and benchmarks?
 - How important is what the benchmarks Program produces to you? How well does the program meet these needs?
 - What is the gap between these needs and what the Program is currently mandated to do?

Success - An assessment of the success of this program; to what extent has this funding achieved its outcomes.

10. What CFLRI products and services are used and why?
 - What products and services do you use?
 - What do you use these for?
 - Which ones don't you use and why not?
 - Are there any other similar information/knowledge needs that you have that are not being met?
11. What other products and services are in the market and how do they compare?
 - What other data sources or reports do you use to assess physical activity levels or to support the development of policies and programs?
 - What do you use these for?
 - What does the CFLRI provide that is unique or superior to these other products?
 - What do they provide that the CFLRI does not?
12. Is the CFLRI meeting its intended outcomes?
 - Do you think that the Benchmarks Program has increased knowledge of stakeholders regarding PA status, issues, barriers and incentives? Why or why not?
 - Do you think that the Program has increased awareness of physical activity issues, barriers and incentives amongst key stakeholders? Why or why not?
 - What is the mechanism for informing policy in your jurisdiction and what influence has the Program had on federal and/or provincial programs and policies?
 - Are you aware of any new targets that have been developed / monitored at the national and provincial level as a result of the Program?
 - Are the recommendations developed by the Program being adopted or implemented at a national or provincial level?
13. Have there been any unexpected outcomes?

- Are there any other unanticipated benefits from the Program?
- Have there been any unanticipated issues with the Program?

Effectiveness of Program Design and Delivery – an assessment of how effective the design and delivery of the program is being managed by CFLRI

14. Is the current level of resourcing adequate for the mandate and activities of the program?
 - How valuable is the program compared to other programs/initiatives in other areas of Physical Activity?
 - Are there any significant activities not being completed due to resource limitations or shortfalls?
 - Are you aware of any activities that are over funded?
15. Is the current Committee structure an effective method of managing the Program?
 - Are you aware of the committee structure to manage the Program?
 - How does the Committee structure provide direction to the CFLRI from key stakeholders (i.e. F/P/T governments) and is it effective?
 - How does the Committee structure allow CFLRI to share information and strategies with the key stakeholders (i.e. F/P/T governments) and how effective is it?
 - Are there any overlaps, gaps or unmet needs?

Other Issues

Are there any other things that we should be aware of? Is there anything you would like to raise?

Annex C – Document Review List

CFLRI Reports	2006 Capacity Study, Evaluation of Physical Activity and Sport Programming
	2005 Physical Activity Monitor, Physical Activity and Sport: Encouraging Children to be Active
	2004 Physical Activity Monitor, Local Opportunities for Physical Activity: Trends from 2002 – 2004
	2004 Capacity Study, A Municipal Perspective on Opportunities for Physical Activity: Trends from 2000 - 2004
	2003 Physical Activity Monitor, Increasing Physical Activity: Trends for Planning Effective Communication
	2003 Capacity Study, Communicating the benefits of Physical Activity for Children: A Parent's Perspective
	2003 Capacity Study, Increasing Physical Activity: Building Active Workplaces
	2002 Physical Activity Monitor, Increasing Physical Activity: Assessing trends from 1998 – 2003
	2001 Physical Activity Monitor, Increasing Physical Activity: Supporting and Active Workforce
	2001 Capacity Study, Increasing Physical Activity: Encouraging Physical activity through School, Adjunct to the 2000 Physical Activity Monitor
CFLRI Program Management Documents	2006/07 Physical Activity Contribution Program Proposal
	2005/06 Physical Activity Contribution Program Proposal, Revised Workplan, Narrative Report, Cashflow Report, Final Narrative Report
	2004/05 Physical Activity Contribution Program Proposal, Revised Workplan, Narrative Report, Cashflow Report
	Benchmark Program Evaluation Report, April 1 2004 – March 31, 2005
	BMAC Meeting Minutes, Consultations, 2005 through 2006
Policy Documents	Integrated Pan Canadian Healthy Living Strategy, 2005
	Pan-Canadian Physical Activity Strategy, 2005
Miscellaneous	Toward Comprehensive Physical Activity Surveillance for Public Health: The Canadian Experience, CFLRI, April 18, 2006
	Twenty-year Trends in Physical Activity Among Canadian Adults, Canadian Journal of Public Health: January/February 2004.
	Orientation and Procedures Handbook, Interprovincial Sport and Recreation Council, 2004
	Physical Activity and Recreation Committee Workplan, 2006-07