

Measurement and Evaluation

Using the RE-AIM Framework to Evaluate the Impact of NSO Initiatives

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Introductions

- Who are you?
- What do you want to 'get out' of this workshop?

Objectives

- **We will:**

- Introduce the RE-AIM Framework
- Show how RE-AIM can be used to evaluate a program or policy

- **You will:**

- Select an initiative that you would like to evaluate
- Identify performance indicators using RE-AIM
- Identify measures for targeted performance indicators

GOAL: Use RE-AIM to create a template that you can use to evaluate the impact of a program or policy within your organization

Programs vs. Policies

- **Policy** = A statement of intent that guides decisions or actions with respect to a specific objective or outcome
- **Program** = An organized system of services, activities, or opportunities that help people achieve something
- **Example:** Increase the number of women in coaching
 - Policy: “All teams must have at least one female coach on staff”
 - Program: A series of PD workshops for coaches who are women

Evaluating Impact

- Increasing recognition of need to evaluate *impact* of programs and policies ('initiatives') in the Canadian Sport System
- **Impact** = combined effect of an initiative across multiple levels and dimensions
- Even if an initiative is effective, it will have little impact if it is not widely adopted and implemented as intended

The RE-AIM Framework (Glasgow, Vogt, & Boles, 1999)

- Used to evaluate impact across five dimensions: **Reach, Effectiveness, Adoption, Implementation, and Maintenance**
- Originated in public health, but adapted for use in sport
 - Sports injury prevention efforts (e.g., Finch & Donaldson, 2010)
 - CCES True Sport initiative
 - Ringette Canada's guidelines for structuring Children's Ringette
- Can be applied at multiple levels of the sport system: NSO, PTSO, LSO, club, team, participant, etc.

RE-AIM Sport Setting Matrix (Finch & Donaldson, 2010)

RE-AIM Dimension	Level of assessment/intervention setting or target					
	National Sporting Organisation (NSO)	State/Provincial Sporting Organisation (SSO)	Regional Association or League	Club	Team	Participant
Reach						
Effectiveness						
Adoption						
Implementation						
Maintenance						

Note: This table shows all possible intervention points. The relevance of each point will depend on the nature and target of each intervention

Reach

The number, proportion, and representativeness of people who are aware of (or affected by) the initiative

Sample Indicators by Level

NSO	% of NSO relevant administrators aware of the programme % of NSO relevant administrators think the programme is a good idea
SSO	% of SSO relevant administrators aware of the programme % of SSO relevant administrators think the programme is a good idea
Association/league	% of association/leagues participating in the programme representativeness of participating association/leagues (eg size, geographical location etc) % of association/leagues offering education about the programme
Club	% of clubs aware of the programme representativeness of clubs
Team	% of coaches aware of the programme % of coaches attending education about the programme representativeness of coaches
Participant	% of participants exposed to the programme via educated coaches representativeness of participants

Effectiveness

The positive and negative outcomes of the initiative

Sample Indicators by Level

NSO	% reduction in lower limb injuries in SSO association/leagues implementing programme compared with other SSO association/leagues affiliated with the NSO
SSO	% reduction in lower limb injuries in association/leagues implementing programme compared with other association/leagues affiliated with the SSO
Association/league	% reduction in lower limb injuries in clubs implementing programme compared with other clubs affiliated with association/league
Club	% reduction in lower limb injuries in club compared with other seasons % clubs believing the programme reduces injury risk in participants % clubs believing the programme has other benefits for their participants (eg technique or performance gains)
Team	% coaches believing the programme reduces participant injury risk % coaches believing the programme has other benefits for participants (eg technique or performance gains)
Participant	% reduction in lower limb injury rates compared to previous seasons % participants able to perform programme-related exercises appropriately

Adoption

The number, proportion, and representativeness of people who are participating in the initiative

Sample Indicators by Level

NSO	extent to which programme is part of NSO overall safety strategy
SSO	extent to which programme is part of SSO overall safety strategy
Association/league	promotion of programme by association/league resources invested in programme by association/league
Club	% of clubs with formal policy about the programme in place resources invested in programme by club
Team	% of coaches who deliver the programme to their participants
Participant	% of participants participating in the programme-related coach-led activity

Implementation

The cost and extent to which the initiative was delivered as intended

Sample Indicators by Level

NSO	extent to which programme is implemented as planned by NSO investment in program by NSO (eg infrastructure, documentation, resources)
SSO	extent to which programme is implemented as intended by SSO investment in the programme by SSO
Association/league	extent to which programme is implemented as intended by association/league investment in the programme by association/leagues % of association/leagues offering programme training to coaches distribution of programme resources and support material
Club	% of clubs implementing the programme as intended % of clubs investing adequately in the programme
Team	% of coaches delivering the programme as intended number of programme sessions delivered % of coaches who modified or adapted the programme
Participant	% of participants who undertake programme as intended % of participants who receive promotional and support material

Maintenance

Extent to which the initiative and associated outcomes are sustained over time (i.e., beyond 6 months)

Sample Indicators by Level

NSO	NSO has, or intends to develop, a formal policy on the programme NSO has programme integrated into strategic or business plans
SSO	SSO has, or intends to develop, a formal policy on the programme SSO has programme integrated into strategic or business plans
Association/league	% of association/leagues with, or intending to develop, a formal policy on the programme % of association/leagues with programme integrated into strategic or business plans % of association/leagues implementing the programme as intended 3 years after introduction
Club	% of clubs with, or intending to develop, a formal policy/guidelines on the programme % of clubs implementing the programme as intended 3 years after introduction
Team	% of coaches implementing the programme as intended 3 years after receiving training % of coaches intending to implement the programme with participants in the future
Participant	% of participants doing the exercises contained in the programme 3 years after being introduced to it % of participants intending to do the exercises contained in the programme on an ongoing basis

Example: True Sport

- True Sport provides information and tools to enhance the quality of sport experiences across Canada
- We evaluated the reach, effectiveness, adoption, implementation, and maintenance of the True Sport principles via the True Sport website
- We evaluated the RE-AIM dimensions across multiple levels based on True Sport member-type (e.g., communities, sport organizations, schools, citizens)
- The evaluation was based on existing data within the organization with the goal of providing recommendations for future data collection and monitoring

True Sport RE-AIM Evaluation

- **Reach**

- The number of visitors to the website, the number of resources on the website, the number of times resources have been downloaded, etc.

- **Adoption**

- The proportion of Canadian athletes, coaches, teams, organizations, etc. that have signed up to be True Sport members (0.012%)

- **No data available for other dimensions** → recommended as targets for future evaluation

Example: Ringette Canada

- During the 2019-2020 season, Ringette Canada introduced new guidelines for structuring Children's Ringette (e.g., half-ice)
- The guidelines are based on extensive consultations with experts and stakeholders, and were pilot tested in 2018-2019
- BUT the goal of enhancing children's development and experiences in ringette cannot be realized unless the guidelines are adopted and implemented in local ringette associations

Ringette Canada RE-AIM Evaluation

GOAL:

Evaluate the impact of Ringette Canada's new guidelines for structuring Children's Ringette (i.e., small-area games for players under the age of 8) using the RE-AIM Framework

Ringette Canada RE-AIM Evaluation

Phase 1: Assess RE-AIM indicators at PTSO level

Phase 2: Assess RE-AIM indicators at LSO and team level

Phase 3: Assess participant outcomes (effectiveness)

Phase 1

- Interviews will be conducted with technical directors in PTSOs

Dimension	Sample Questions
Reach	<p>Are you aware of the <i>Children's Ringette Guidelines</i>?</p> <p>Do you think the <i>Children's Ringette Guidelines</i> are a good idea? Why or why not?</p>
Effectiveness	<p>In your opinion, what are some of the benefits of small-area games?</p> <p>In contrast, what are some of the drawbacks of small-area games?</p>
Adoption	<p>Does your organization have a policy to guide the implementation of small-area games?</p> <p>Are small-area games addressed in any other resources, policies, or practices within your organization (e.g., LTAD)?</p>
Implementation	<p>To what extent, if at all, has your organization supported the implementation of small-area games?</p> <p>What resources, if any, has your organizations invested in small-area games?</p>
Maintenance	<p>Does your organization plan to begin or continue using small-area games for children under the age of 8 beyond the 2019-2020 season?</p> <p>Does your organization address the issue of small-area games in its strategic plan?</p>

Phase 2

- Online surveys will be administered to administrators in local ringette associations and coaches of children's ringette teams

Dimension	Sample Questions
Reach	Are you aware of the <i>Children's Ringette Guidelines</i> ? (Yes/No) Do you think the <i>Children's Ringette Guidelines</i> are a good idea? (Yes/No)
Effectiveness	When compared to full-ice games, how do you think that small-area games affect the number of opportunities for players to make passes? (Increase/Decrease/No change)
Adoption	Does your local association have a policy to guide the implementation of small-area games? (Yes/No) In your local association, are players under the age of 8 years old currently participating in small-area games? (Yes, all of the time/Yes, some of the time/No, none of the time/Not sure)
Implementation	During the 2019-2020 season, what proportion of the total games played by children under the age of 8 years old in your local association were on ice surfaces that did not exceed half the ice? (0-100%)
Maintenance	Will your local association develop a formal policy to guide the implementation of small-area games in the next three years? (Yes/No/There is already a policy in place/Not sure) If you are a coach of players under the age of 8 years old in your local association, do you plan to implement small-area games in the next three years? (Yes/No/Unsure)

Phase 3

- We will evaluate participant outcomes (effectiveness) using video observation of children's ringette practices
- We will compare teams who are using small-area games against teams who are using the full ice surface
- Sample outcomes: # of passes made, # of passes received, # of shots taken, time spent with the ring

Ringette Canada RE-AIM Evaluation

Phase 1:

Assess RE-AIM indicators at PTSO level using **interviews**

Phase 2:

Assess RE-AIM indicators at LSO and team level using **surveys**

Phase 3:

Assess participant outcomes (effectiveness) using **observation**

Questions?

Identifying NSO Needs

Using worksheet:

1. Identify an initiative (e.g., policy or program)
2. Identify levels at which this initiative needs to be evaluated
3. Identify performance indicators for each RE-AIM dimension

Identifying NSO Needs

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1. Identify an initiative (e.g., policy or program)
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3. Identify performance indicators for each RE-AIM dimension

How can you measure these indicators at each level?

Narrow It Down

- Select the indicators (and measures) that are most feasible for you to assess within your organization
- The result? A tailored list of RE-AIM indicators and measures that you can use to evaluate your chosen initiative
- Next steps... develop measures!

Wrap-up