



Michael Smith Foundation for
Health Research

The BC Healthy Living Alliance Evaluation Facilitation Project

In March 2007, the BC Health Living Alliance (BCHLA) entered into an agreement with the Michael Smith Foundation for Health Research (MSFHR) to facilitate the evaluation of health promotion and population health initiatives across BC. The initiatives are currently being implemented by the BCHLA members in support of the provincial government's ActNow BC initiative.

About BCHLA

Formed in February 2003, the [BC Healthy Living Alliance](#) (BCHLA) is a group of organizations that have come together with a mission to improve the health of British Columbians through leadership that enhances collaborative action to promote physical activity, healthy eating, and living smoke-free. BCHLA membership includes:

- BC Lung Association
- BC Pediatric Society
- BC Recreation and Parks Association
- Canadian Cancer Society, BC and Yukon Division
- Canadian Diabetes Association
- Dietitians of Canada, BC Region
- Heart and Stroke Foundation of BC and Yukon
- Public Health Association of BC
- Union of BC Municipalities

Representatives from all BC Health Authorities and the provincial government, including [ActNowBC](#) also participate in the BCHLA as non-voting members.

Collectively, BCHLA members capture the attention of over 40,000 volunteers, 4,300 health and recreation professionals, and 184 local governments across British Columbia. BCHLA activities focus on reaching out to and mobilizing this network to achieve shared targets. As an advocacy group, BCHLA is working with government to promote wellness and prevent chronic disease.

About MSFHR's Role

MSFHR was created in 2001 to provide a strong and effective health research support organization in BC. Since that time, the organization has awarded and committed more than \$234 million to support health research across the province through grants to individuals (trainee and career salary awards) and awards to groups of investigators (research teams, units, networks and institutions). The organization has also engaged in a range of special initiatives, many of them mandated and funded by the provincial government to address a specific component of the organization's efforts to improve the health of British Columbians, to enhance the quality and effectiveness of the provincial health system, and to contribute to the provincial economy.

Building on MSFHR's mandate to contribute to the expansion of capacity in the province for population health and health promotion research, BCHLA has chosen to partner with MSFHR to facilitate evaluation of BCHLA-funded projects. As a third-party facilitator, MSFHR's position lends rigorous, credible, independent processes for evaluation.

About the Evaluation

As of March 2009, the evaluation is focusing on the following BCHLA initiatives:

Stay Active, Eat Healthy

Making changes to the food and beverage selections in local government buildings and recreation facilities. [Learn more...](#)

Tobacco-Free Workplace

Targeting young adults where they work to reduce tobacco use.

Sip Smart!

Teaching BC kids to choose alternatives to artificially sweetened beverages. [Learn more...](#)

Farm to School Salad Bar

Bringing fresh, locally grown produce directly to BC kids. [Learn more...](#)

WalkBC

Encouraging adults to walk regularly through community walking programs, and supporting physicians to encourage patients with health risks due to inactivity to get walking. [Learn more...](#)

Smoke-Free Living

Supporting housing providers to create more smoke-free living spaces.

Community Capacity Building Strategy

Creating a strong foundation for healthier communities to grow by.

To implement evaluation activities, MSFHR has contracted with the [Social Research and Demonstration Corporation](#). The SRDC were selected through a competitive RFP (Request for Proposals) process in July 2007, in which proposals were reviewed by an External Expert Advisory Panel.

External Expert Advisory Panel

Guidance for evaluation has been provided throughout the process by an External Expert Advisory Panel struck by MSFHR. The Panelists, with expertise or perspectives in health promotion, population health, public policy, community development, program evaluation, and communications, provide MSFHR with advice and recommendations on the evaluation strategies, activities, processes and other matters related to the BCHLA evaluation facilitation. The membership is comprised of:

Dr. Lawrence Green: (Chair) Adjunct Professor in the Department of Epidemiology and Biostatistics at the University of California at San Francisco; Co-Leader of the Society, Diversity, and Disparities Program at the UCSF Comprehensive Cancer Center

Dr. Roy Cameron: Executive Director of the Centre for Behavioural Research and Program Evaluation and a Professor in Applied Health Sciences at the University of Waterloo

Dr. Patricia Crawford: (Joined September 2007) Co-Director of the Center for Weight and Health, and Adjunct Professor in the School of Public Health and Department of Nutritional Sciences and Toxicology at the University of California, Berkeley

Dr. Renée Lyons: Assistant Professor at the School of Kinesiology and Health Studies at Queen's University

Dr. Lucie Lévesque: Professor in the School of Health and Human Performance and Director of the Atlantic Health Promotion Research Centre at Dalhousie University; Canada Research Chair in Health Promotion

Dr. Judith Ottoson: Evaluation Consultant; lecturer in the Department of Health Education, San Francisco State University

Dr. Beverly Parsons: Executive Director of InSites, Colorado

Ms. Marilyn Shinto: (Joined January 2008) Director of Performance Management and Evaluation, ActNow BC, in the Ministry of Tourism, Sport and the Arts (BC Government)

Mr. Robert Smith: Adjunct Professor and Director of Education of the Centre for Health Care Management, Sauder School of Business; President of Perform Management Consulting Inc.