

# I-PARC SYMPOSIUM REPORT



10th & 11th of June 2019

## Contents

Section 1. Introduction to the 1 <sup>st</sup> I-PARC Symposium.....	1
Section 2. Symposium Participants.....	2
Section 3. Day 1: I-PARC Symposium (10 <sup>th</sup> June 2019) .....	4
Section 3.1. Agenda for the I-PARC Symposium .....	4
Section 3.2. Participant Expectations .....	5
Section 3.3. Welcome to day 1 of the I-PARC Symposium .....	6
Section 3.4. Building a collaboration for increasing physical activity levels.....	7
Section 3.5. Keynote Speakers.....	9
Section 3.6. Post Symposium Evaluation .....	13
Section 4. Meeting with Project Team and Research Advisory Panel (11 <sup>th</sup> June 2019) .....	14
Section 4.1. Finalising the vision, aims and objectives of the collaboration. ....	14
Section 4.2 Agreeing on the key aspects of the standardised evaluation framework - version two. .....	14
Section 5. Next Steps and Additional Information.....	15

## Section 1. Introduction to the 1<sup>st</sup> I-PARC Symposium

The first Irish Physical Activity Research Collaboration (I-PARC) symposium was held on the 10<sup>th</sup> of June 2019. A half-day meeting was also held with members of the project team and research advisory panel on the 11<sup>th</sup> of June 2019. Below is a short overview of both days.

### 10<sup>th</sup> June 2019

Members of the project team, research advisory panel and practitioner advisory group (N=43) met in the Clock Tower, Department of Education and Skills, Marlborough St, Dublin 1 for the symposium titled “Effective Evaluation and Implementation of Physical Activity Initiatives”. The day involved informative presentations from members of project team and research advisory panel and interactive discussions with all those in attendance. The overall aim of this day was to build capacity around evaluation and implementation methods for physical activity initiatives. The following objectives for I-PARC were discussed at the symposium:

1. Increase understanding of evaluation methods for physical activity initiatives.
2. Increase understanding of implementation research and scale up of physical activity initiatives.
3. Develop an understanding of the outcomes required for different stakeholders to make decisions regarding the future of a physical activity initiative.
4. Report on the factors that have influenced the implementation of physical activity initiatives in Ireland.

Evaluation and Implementation of Physical Activity Initiatives in Ireland

Date: 10<sup>th</sup> June 2019

Time: 10:30 - 17:00 (registration opens at 10:00)

Location: Department of Education and Skills, Marlborough St, North City, Dublin 1, D01 RC96



### 11<sup>th</sup> June 2019

On the second day, members of the project team and research advisory panel met to discuss the outcomes of day 1. This day included activities to help the team come to conclusions regarding the next steps of the I-PARC project. The aim of this day was for the project team to work in collaboration with the research advisory panel to progress the I-PARC project and its deliverables. Using the feedback from the first day and previous workshops, the key objectives included:

1. Finalising the vision, aims and objectives of the collaboration.
2. Developing the second version of the standardised evaluation framework.

## Section 2. Symposium Participants

Below is a list of those who participated in the I-PARC Symposium on the evaluation and implementation of physical activity initiatives. Participants marked with a \* attended both days, which was open to members of the project team and research advisory panel. **Guide: PT = Project Team; RAP = Research Advisory Panel; PAG = Practitioner Advisory Group; G = Guest**

N	Name	Representing	Role
1	Fiona Mansergh*	Department of Health	PT
2	Catherine Woods*	University of Limerick	PT
3	Joey Murphy*	University of Limerick	PT
4	Michael Lawlor*	University of Limerick	PT
5	Marie Murphy*	Ulster University	PT
6	Niamh Murphy*	Waterford Institute of Technology	PT
7	Shirley O'Shea*	Health Service Executive	PT
8	Sarah O'Brien*	Health Service Executive	PT
9	Benny Cullen*	Sport Ireland	PT
10	Vydehi Muppavarapu*	Sport Ireland	PT
11	Emma Jane Clarke	Sport Ireland	PT
12	Ronan Kielt	Department of Education and Skills	PT
13	Enrique Garcia	University of Limerick	PT
14	Paul Kelly*	University of Edinburgh	RAP
15	Femke van Nassau*	Amsterdam UMC	RAP
16	Paula Carroll*	Waterford Institute of Technology	RAP
17	Mary Nolan	Department of Education and Skills	G
18	Morgan Buckley	University College Cork	PAG
19	Tara Curran	Irish Heart Foundation	PAG
20	Laura Hickey	Irish Heart Foundation	G
21	Seamus Nugent	Kilkenny Recreation and Sports Partnership	PAG
22	Colin Regan	GAA	PAG
23	Seamus Hogan	GAA	G
24	Rachel Ormrod	Cycling Ireland	PAG
25	Niall Cull	DLR Leisure	PAG
26	Shane Mc Ardle	DLRCOCO Sports Co Coordinator	G
27	Laura Tully	Moore Movers	PAG
28	Meabh McGuinness	Health Service Executive	PAG
29	Grainne Murphy	Swim Ireland	G
30	Mary Harkin	Age and Opportunity	PAG
31	Sue Guildea	Age and Opportunity	G
32	Nora Stapleton	Sport Ireland	G
33	Dylan Power	Waterford Institute of Technology	G
34	Mark McManus	LW Management Ltd	PAG
35	Christine Moloney	LW Management Ltd	G
36	Diane Cox	Sligo Sport and Recreation	PAG
37	David McHugh	Athlone Institute of Technology	G
38	Maura Coulter	Dublin City University	G
39	Lynda McGuinness	Health Service Executive	PAG
40	Caroline Murray	Health Promotion and Improvement	G
41	Odhran Doherty	CARA	G
42	Emer O'Leary	Health Service Executive	G
43	Jason King	Get Ireland Walking	PAG

The following members of the I-PARC team were unable to attend the symposium and provided apologies.

N	Name	Representing	Role
1	Peter Smyth	Sport Ireland	PT
2	James Lavelle	Department of Transport, Tourism and Sport	PT
3	Una May	Sport Ireland	PT
4	Colette Brolly	HSC Public Health Agency	PT
5	Caolan Ward	Sport Northern Ireland	PT
6	Orla McGowan	Health Service Executive	PAG
7	Greg Stratton	Healthy Ireland	PAG
8	Olwyn Dunne	VHI Women's mini Marathon	PAG
9	Joni Harding	Swim Ireland	PAG
10	John Sweeney	Clare Sports Partnership	PAG
11	Niamh Daffy	CARA	PAG
12	Matt Shields	parkrun Ireland	PAG
13	Jamie Turkington	IRFU	PAG
14	Padraig Healy	Sport Inclusion	PAG
15	Elaine O'Connor	UL Sport	PAG
16	Karen Cotter	Active School Flag	PAG
17	Frank Fahey	Fizzical Ltd	PAG

### Section 3. Day 1: I-PARC Symposium (10<sup>th</sup> June 2019)

#### Section 3.1. Agenda for the I-PARC Symposium

Time	Activity
10:00	Registration Open
10:30	<b>Welcome to the symposium on evaluation an implementation</b> <i>Dr. Fiona Mansergh</i>
11:00	<b>WP1: Building a collaboration for improving physical activity levels.</b> <i>Prof. Catherine Woods</i>
11:30	Activity Break
11:40	<b>Evaluation of physical activity initiatives; what, why and how?</b> <i>Dr. Paul Kelly</i>
12:25	<b>WP2: Identifying effective initiatives for promoting physical activity in Ireland</b> <i>Dr. Joey Murphy</i> <b>Discussion: What outcomes do you require to make decisions regarding the future of an initiative?</b> <i>Prof. Marie Murphy</i>
13:20	Lunch and networking
14:20	<b>Implementation research and scale up of physical activity initiatives; what, why and how?</b> <i>Dr. Femke van Nassau</i>
15:05	<b>Men on the Move: The story of a community based PA programme for inactive men.</b> <i>Dr. Paula Carroll</i>
15:20	<b>WP3: Identifying factors for implementing physical activity initiatives</b> <i>Dr. Joey Murphy</i> <b>Discussion: What have been the barriers and facilitators for implementing your initiatives?</b> <i>Dr. Niamh Murphy</i>
16:20	<b>Q&amp;A Session with members of the I-PARC Practitioner Advisory Panel and Project Team.</b>
16:45	Thank You and Close



Group photo of symposium participants outside the Clock Tower, Department of Education, Dublin.

### Section 3.2. Participant Expectations

Prior to the symposium, participants were asked to complete a short evaluation form asking about their area of work, knowledge of evaluation and implementation methods, and their expectations of the day.

When asked about the area they work in, the participants reported the following (more than one choice was allowed):

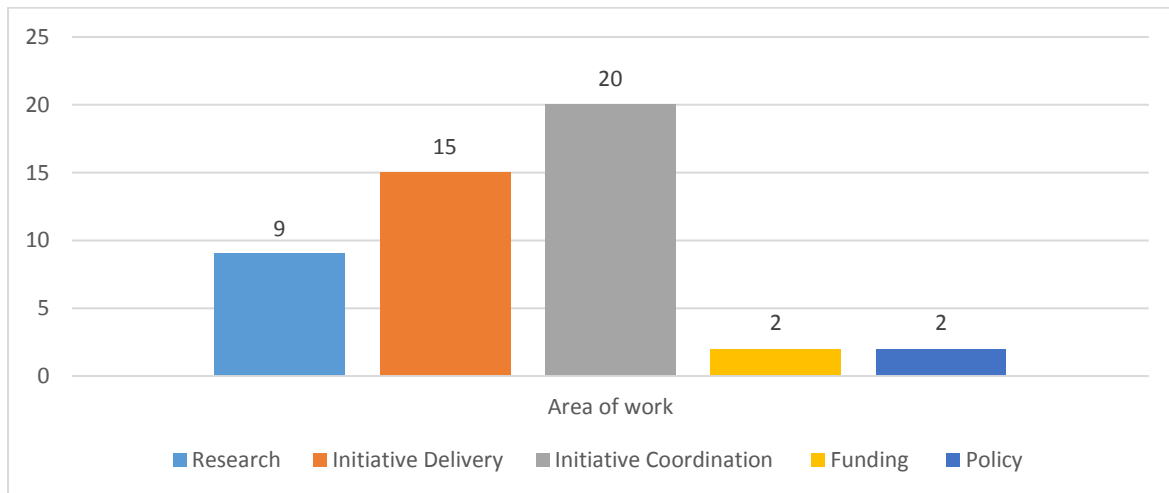


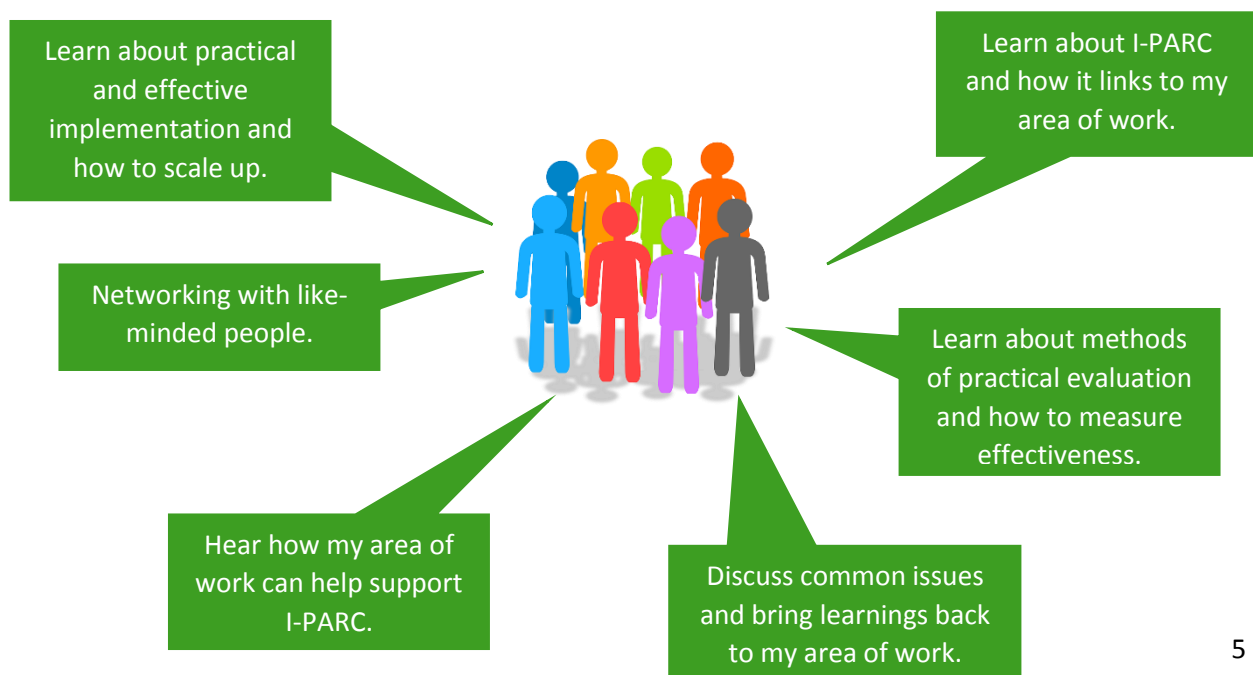
Figure 1. Participants reported area of work

Below are the mean participant scores for the following questions asked in the evaluation form (1= strongly disagree; 7 = strongly agree):

I have a very good understanding of evaluation for physical activity initiatives: 4.6

I have a very good understanding of implementation for physical activity initiatives: 5.0

***Participant expectancies of the symposium were as followed:***



### Section 3.3. Welcome to day 1 of the I-PARC Symposium

The day began with a welcome from Dr. Fiona Mansergh (Healthy Ireland, Department of Health). After showing the aims and objectives of the day (shown earlier), the need for the I-PARC project was highlighted through reports that show “insufficient numbers of children (15.5%)<sup>1</sup>, adults (32.6%)<sup>2</sup> and older adults (33%)<sup>3</sup> in Ireland achieve the recommended levels of physical activity”.

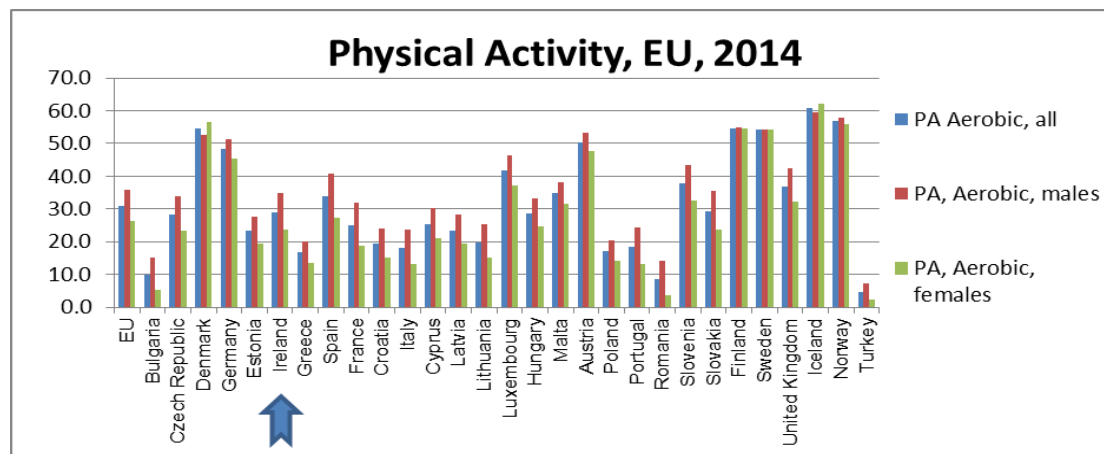


Figure 2. Participation rates in aerobic physical activity in EU countries.

Efforts to increase physical activity levels in Ireland were shown through the National Physical Activity Plan, which include thematic areas of “Research, Monitoring and Evaluation” and “Implementation through Partnership”. Furthermore, the need for relevant stakeholders to work together through collaboration for implementing effective initiatives to create a significant increase in population physical activity was highlighted.

This was followed by the overall aim and objectives of the I-PARC project:

#### Overall Aim

- The I-PARC project aims to address the following research question. How do we successfully implement (scale up) effective physical activity interventions designed to reduce physical inactivity in the Irish population?

#### Objectives

1. Learn how to develop, define and run a national PA collaboration set up to facilitate the implementation of effective physical activity interventions.
2. Develop a standardised evaluation framework (SEF) to facilitate the service provider/co-ordinator in assessing and improving the effectiveness and usability of their interventions. The information obtained from such a SEF will then provide decision makers with intelligence to encourage evidence-based decision making for publicly funded intervention development, implementation or discontinuation.
3. Create an implementation structure showing the barriers and facilitators for the successful implementation of PA interventions.

<sup>1</sup>Woods, C., Moyna, N., & Quinlan, A. (2010). The children’s sport participation and physical activity study (CSPPA study); <sup>2</sup>Sport Ireland. (2017). Irish Sports Monitor Annual Report 2017. Ipsos MRBI; <sup>3</sup>Turner, N., Donoghue, O., Kenny, RA. (2018). Wellbeing and Health in Ireland’s over 50s 2009-2016.



### Section 3.4. Building a collaboration for increasing physical activity levels.

Following the welcome, Prof. Catherine Woods (University of Limerick) presented a proposed vision, aims and objectives of the collaboration, which are shown below. Those attending the symposium were asked to provide input into the vision, aims and objectives, which are provided under each of the following headings. The talk also showed that a collaboration for increasing population physical activity levels involves various key stakeholders (Figure 1).

Stakeholder Level	Criteria	Purpose
Policy	Those working in government departments that have a remit for physical activity promotion.	Use learnings from the collaboration to building support through policy documents helping maintain an enabling context.
Funding	Those involved in funding initiatives that promote physical activity.	To offer insight into the funding process and enhance the available resources.
Service Provides	Those providing physical activity initiatives.	To provide information and use learnings to continue adapting and improving initiatives.
Service Developers	Those developing physical activity initiatives.	To use the available information to develop effective, evidence based interventions in the future.

Figure 3. Key stakeholders involved in a collaboration for increasing physical activity levels.

Below are initial drafts of the vision, aims and objectives of the collaboration. Included is the feedback provided by the symposium participants, which was used to create the final versions found in Section 4 (page 14).

#### 3.4.1. Vision of the collaboration

This collaboration will be the vehicle through which the insight, intelligence and innovation required to get more people in Ireland, more active, more often will be developed and become a reality.

#### ***Key areas of feedback from the symposium participants:***

- Will I-PARC play a role in implementing initiatives or provide a structure to gain insight, intelligence and innovation? This should be clarified in the vision.
- Can we say all people more active as opposed to more people?
- The term vehicle does show movement and a mechanism but the term is closely associated with the sedentary behaviour of motorised transport.
- Approve the idea of “turning words into actions”.

#### 3.4.2. Aims of the collaboration

This collaboration aims to make better use of evidence-based programmes/initiatives that employ effective delivery methods located within supportive environments for improving physical activity levels in the Irish population.

#### ***Key areas of feedback from the symposium participants:***

- Is the aim to provide evidence for all stakeholders or just one set of stakeholders?
- Focus on making better use of resources and knowledge.
- Use applicable language (i.e. how do people understand what evidence base is when developing practice and programs).
- Replace the word “better” with “the best”.

### 3.4.3. Objectives of the collaboration

1. This collaboration will involve multiple stakeholders, across policy, practice and research, who work together to:
2. Create innovative solutions to solve problems around physical inactivity in Ireland.
3. Communicate relevant, recent research on existing evidence-based initiatives or practices in a systematic and easily accessible way.
4. Identify gaps in our knowledge and skills on how to deliver these best practices or initiatives and seek ways to bridge these gaps.
5. Establish a mechanism for demonstrating the impact of our work in a widely disseminated, evidence-based yet easily understood manner.

#### ***Key areas of feedback from the symposium participants:***

- Are we creating innovative solutions or identifying where the gaps are and what is available.
- We also want to share and support capacity building.
- Can we show evidence from the top down and bottom up.
- Establish a mechanism for demonstrating impact.
- Evidence based practice vs. Practice based evidence.
- Do these objectives include practitioners?

All the feedback from the participants was then brought to the second day to finalise the vision, aims and objectives of the collaboration, which are found in Section 4.1.

### Section 3.5. Keynote Speakers

#### **Dr. Paul Kelly**



Dr. Paul Kelly is a Lecturer in Physical Activity for Health at the University of Edinburgh. He is based at the Physical Activity for Health Research Centre (PAHRC). In his current role, Paul is involved in research that focuses on evaluating initiatives aimed at increasing physical activity and the health benefits of these initiatives. Dr. Kelly is particularly interested in walking and cycling, and is currently involved in evaluating a new 20 mph schemes in Edinburgh and Belfast to see how speeds, collisions, walking and cycling may be impacted.

#### **Dr. Femke van Nassau**



Dr. Femke van Nassau currently works as a senior researcher at the Department of Public and Occupational Health and Amsterdam Public Health Research Institute at the Amsterdam UMC, VUmc in Amsterdam, the Netherlands. In her current role, Femke is involved in several health promotion projects in different settings, such as the EuroFIT lifestyle program for overweight men delivered at professional football clubs in Europe. Her research focuses on development, evaluation, implementation and scale up of physical activity and sedentary behaviour lifestyle interventions for adults and children.

#### **Dr. Paula Carroll**



Dr. Paula Carroll is a lecturer and researcher within the Department of Sport and Exercise Science at Waterford Institute of Technology (WIT). Paula is a member of the Centre for Health Behaviour Research Group at WIT and her focus is on developing facilitation skills and men's health promotion. Additionally, Paula has considerable experience of cross-sectoral collaboration regarding health policy and training and was the co-author of the first national Men's Health Policy (2008) and the subsequent National Men's Health Action Plan (2016).

### Section 3.5.1. Overview of keynote presentations and activities.

The first keynote speaker of the day, Dr. Paul Kelly presented the “Evaluation of physical activity initiatives; what, why and how?” The presentation covered six key concepts of pragmatic evaluation including:

1. What is evaluation?
2. How does evaluation differ from research?
3. Why do we evaluate?
4. What is pragmatic evaluation?
5. What should we measure and evaluate?
6. The initiative and the evaluation.



Following the presentation, Dr. Joey Murphy (I-PARC project manager) showed how evaluation methods would play an integral role in the I-PARC project. The key link is the standardised evaluation framework being developed as part of I-PARC in order to put in place a system for identifying effective initiatives for increasing physical activity levels.

This led to the second group discussion of the day (facilitated by Prof. Marie Murphy and Ms. Shirley O’Shea), where the symposium participants were asked the question “What outcomes do you require to make decisions regarding the future of an initiative?”

#### ***Feedback from the symposium participants***

Table 1 shows the outcomes noted as important for making decisions regarding the future of initiatives for increasing physical activity. The table also shows which outcomes are important for the different stakeholder groups: initiative delivery/coordination, funding, research, and policy.

Table 1. Important outcomes for deciding future of physical initiatives.

Outcomes	Agreed as important to:			
	Delivery	Funding	Research	Policy
Number of people physically active	✓	✓	✓	✓
Cost/ Return on Investment	✓	✓	✓	✓
Levels of physical activity		✓	✓	✓
Overall health impact	✓			✓
Sustainability	✓	✓		
Sustained behaviour change			✓	✓
Experience of participant	✓		✓	
Accessing target population	✓	✓		
Risk		✓		✓
Capacity to deliver		✓	✓	
Ongoing Monitoring/Surveillance	✓		✓	
Opportunity to be physically active	✓			
Publishable			✓	
Buy-in/ Partnerships				✓
Connections to policy agenda				✓
Long Term Impact			✓	
Innovative		✓		
Adaptable/Scalable		✓		

After lunch, Dr, Femke van Nassau provided information on “Implementation research and scale up of physical activity initiatives; what, why and how?” The presentation covered the following topics:

1. The science practice gap and barriers for translating research into practice.
2. What is implementation research?
3. Why should we do implementation research?
4. An overview of the Dutch Obesity Intervention in Teenagers (DOiT) including the implementation strategies used and the facilitators and barriers of the intervention.
5. How to implement a programme using the PRACTIS Guide?



Next, Dr. Paula Carroll gave an example of an initiative implemented in the Ireland; “Men on the Move: The story of a community based physical activity programme for inactive men.” The presentation led on from the previous talk, speaking about translation of research into practice and implementation strategies used in an Irish context. The presentation covered the following topics:

1. The rationale for Men on the Move.
2. Providing a solution through a gender sensitising service.
3. Adopting a real world approach to delivering Men on the Move.
4. Building partnerships and buy in from key stakeholders.
5. Capacity building within the delivery system.
6. Key recommendations from the successes of Men on the Move.



Again, Dr. Joey Murphy explained how the identification of implementation barriers and facilitators are important aspects of the I-PARC project. I-PARC aims to identify factors related to the successes and failures of implementing physical activity initiatives in Ireland.

This led to the next interactive discussion, facilitated by Dr. Niamh Murphy and Mr. Benny Cullen. Participants were asked to identify as an individual who either delivers/coordinates initiatives or funds/supports (i.e. at a policy level) initiatives. In these groups, participants were asked “From your experience, what elements have facilitated the successful implementation of initiatives for increasing physical activity.”

### ***Feedback from the symposium participants***

Table 2 on the following page presents the reported factors related to successful implementation of physical activity initiatives. The factors are ranked based on importance and cost from the perspective of different stakeholders: initiative delivery/coordination and policy.

Table 2. Factors reported to facilitate the implementation of physical activity initiatives.

Delivery/Coordination	Policy/Funding
<b>High Importance - Low Cost</b>	
Understand your context	Find a hook for the relevant policy makers
Avoid resistance to change	Identify how your work links to the current agenda
Define the values of your initiative	Buy in from local partners
Involvement from local partners	Seek local leaders who support the initiative
Agree on what is being delivered	
Find leaders who relate to target group	
Include relevant stakeholders as early as possible	
<b>High Importance - Mid Cost</b>	
Ensuring readiness from stakeholders	Collaboration and partnership
Training of personnel	Develop your brand
Support for staff	Deliver clear & consistent messages
Awareness raising of problem	Buy in from organisation heads
Running a pilot of the initiative	Awareness raising of the problem
<b>High Importance - High Cost</b>	
Access to adequate facilities	Communicating results
Having an enabling context	Demonstrating successes
Guidance for choosing resources	Identifying implementation drivers
Gaining adequate funding	Don't wait for policy to change
<b>Low Importance - Low Cost</b>	
	Approach all political parties and work with whoever is interested
<b>Low Importance - High Cost</b>	
	Use media to push your message



Symposium participants engaged in one of the activities.

### Section 3.6. Post Symposium Evaluation

Participants were asked to complete a post symposium evaluation asking if the event met their expectancies and to provide suggestions for future events. Below are the mean participant scores for the following questions asked in the evaluation form (1= strongly disagree; 7 = strongly agree):

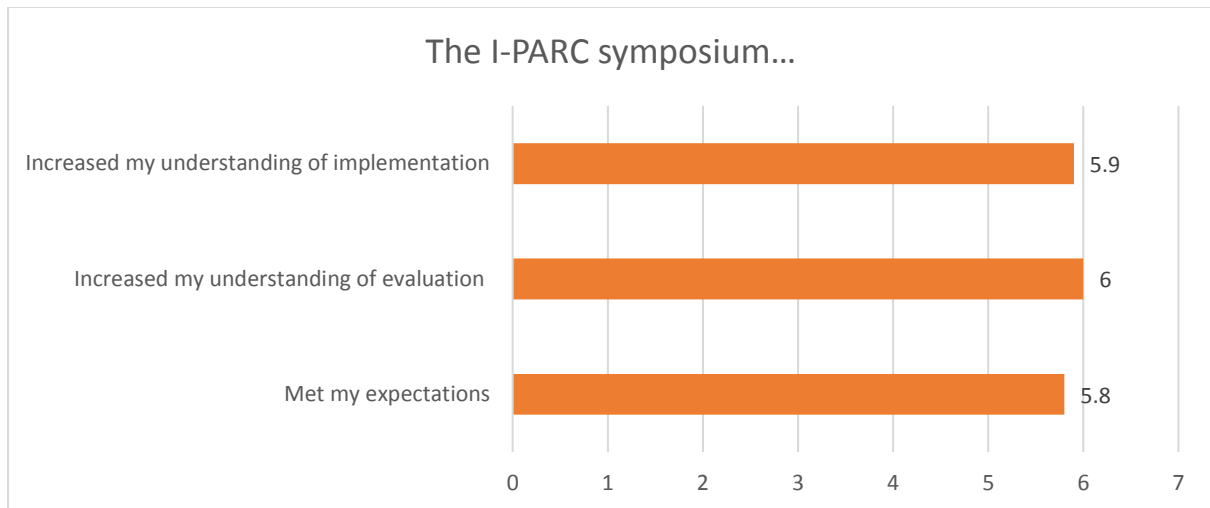
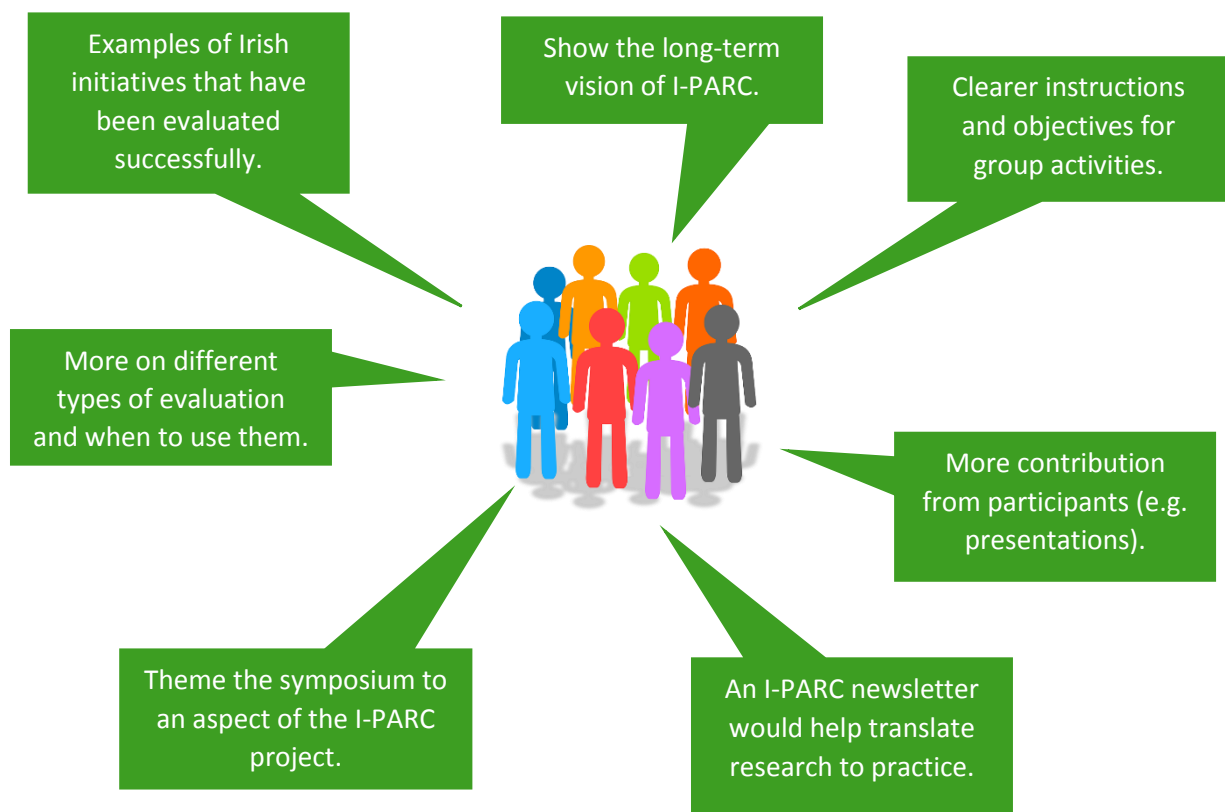


Figure 4. Responses to the post symposium evaluation.

#### ***Suggestions for future events run through I-PARC included:***





#### **Section 4. Meeting with Project Team and Research Advisory Panel (11<sup>th</sup> June 2019)**

A meeting was held the day after the I-PARC symposium with the project team and research advisory panel. The aim of this day was for the project team to work in collaboration with the research advisory panel to progress the I-PARC project and its deliverables. Using the feedback from the first day and previous workshops with the practitioner advisory group, the key objectives included:

1. Finalising the vision, aims and objectives of the collaboration.
2. Agreeing on the key aspects of the standardised evaluation framework - version two.

##### Section 4.1. Finalising the vision, aims and objectives of the collaboration.

The following statements were applicable based on feedback provided, but it was agreed that the vision, aims and objectives of the collaboration are flexible and can change over time.

##### ***Vision of the collaboration***

I-PARC fosters insight, intelligence and innovation to enable more people in Ireland to be more active, more often.

##### ***Aim of the collaboration***

The aim of I-PARC is to inspire the best use of evidence, effective delivery methods, and supportive environments for improving physical activity levels in Ireland.

##### ***Objectives of the collaboration***

I-PARC will involve multiple stakeholders, across Policy, Practice and Research, who work together to:

1. Identify gaps on how to develop and deliver *best practices* and seek ways to bridge these gaps.
2. Enable and support solutions to increase physical activity in Ireland.
3. Share learnings from research and best practice in a systematic and easily accessible way.
4. Establish mechanisms for demonstrating the impact of I-PARC.

##### Section 4.2 Agreeing on the key aspects of the standardised evaluation framework - version two.

The project team and research advisory panel used the feedback from the symposium and the practitioner advisory group workshops to revise the standardised evaluation framework. Each section of the standardised evaluation framework was reviewed by the team to ensure the questions asked in the next version are appropriate, feasible to answer and can provide usable data based on the stakeholder outcomes needed. Overall, the team agreed that the framework needs to be standardised and ask the same questions, where applicable, but some areas need to be flexible to allow for completion by different types of initiatives.

##### ***Key aspects needed in each section:***

Introduction to the standardised evaluation framework

- Needs to be short and straight to the point.
- Should sell the purpose of the framework.
- Include a section that allows different stakeholders to see what work is required, how the responses are used and what they get back in return.
- Use graphics and diagrams to explain the different elements of the framework.
- Include separate sections for different stakeholders who are required to input information.



- Consistent language and terminology used throughout.

#### Questions asked before the initiative starts

- Questions need to be simple and relevant.
- Focus on the purpose, setting and target population of the initiative.
- Avoid free text answers that take time to complete (e.g., dropdown options and check box responses should be used where possible).
- Questions asked to the participant should reflect the purpose of the initiative.

#### Questions asked during the initiative

- Focus on finding out what components are delivered as part of the initiative.
- Emphasise the need to collect essential data (e.g. attendance, dropouts, and adaptations) throughout the delivery of the initiative.
- Different measures needed based on the type of opportunity being evaluated. For example, different measures for programmes versus national marketing campaigns.
- Measure aspects that can provide practical data for those involved in delivering and coordinating, and informative data for those funding and supporting the initiative.

#### Questions asked after the initiative finishes

- Ensure the essential elements are realistic (e.g., it can be difficult to expect all initiatives to collect 12-month post data).
- Emphasise the importance of informing participants as to why survey completion after the initiative finishes is important for progress.
- Less questions should be asked in this section, with more indicators originating from the data gathered before and during the initiative.
- Ensure that the outcomes of the framework coincide with the important outcomes stated by different stakeholder groups.

### Section 5. Next Steps and Additional Information

The I-PARC project team will use the information and feedback provided in the future outputs of the project. A second I-PARC symposium is planned for January 2020 with more information to follow on the I-PARC website and twitter. For more information on the I-PARC project, including future updates and outputs, please find the website and twitter page at the following addresses.



**i-parc.ie**



**@IPARC\_1**