

TNO report

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**Evaluation of the PASEO project
Final report**

**Behavioural and Societal
Sciences**

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Summary

This report describes the evaluation of the whole PASEO project. After the first year the project was evaluated in an interim report (Etman et al., 2010). This report evaluates all the work packages and the second year. For evaluation of the three project meetings three questionnaires were distributed among all associated partners. Work packages and the second year of the project were evaluated by questionnaires which were sent to work package leaders and associated partners. The policy makers workshop held in Brussels was evaluated by a questionnaire which was sent to the participants. Finally, the impact of the project was measured by using data on the use of the PASEO website.

In general, the work packages have been carried out successfully and the specific objectives were achieved. Most problems were faced with carrying out the work for the different work packages in time. The project meetings in Luxembourg, Erlangen and Brussels were judged to contribute the most in carrying out the work. Participants were generally satisfied with the organization and contents. Participants also were satisfied with the organization and contents of the workshop for policy makers. No problems were encountered according to the WP8 leader concerning the coordination of the project. Both WP8 and WP9 leaders were able to achieve their specific objectives.

The impact of the project was evaluated by using information concerning the PASEO website. Compared to the first year the number of sites and hits considerably increased in the second year. The website is also visited by other countries than the PASEO partners and most visitors work in the private sector. Most interest was shown in the flyers of the different partners. The WP partners visited the website not much but there was an increase in visits in the second year compared to the first year. This is in line with the result that the internet platform is judged to contribute the least to achieve the objectives.

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1 Introduction

The PASEO project stands for building policy capacities for health promotion through Physical Activity among SEdentary Older people. The project started in January 2009 and is funded by the European Commission. At the start, the PASEO project group included 15 participating European nations. Nations are represented by a scientific institution (associated partner) and (in most nations) a (non-) governmental institution (collaborating partner).

The general objective of the project is to strengthen capacities for the promotion of health through physical activity among sedentary older people. Capacity strengthening is primarily focused on building intersectoral structures (i.e. structures linking organizations across sectoral boundaries) and intra organizational means for the promotion of physical activity among sedentary older people. Mechanisms to strengthen capacities are intended to be sustained after the project has ended. In order to reach the general objective of the PASEO project, four content related work packages (1-4) and 3 organizational work packages (8-10) have been specified.

1.1 Content related work packages

Work Package 1 (WP1)

'Assessing existing capacities for physical activity among sedentary older people'

WP leader: Catholic University Leuven (KU Leuven), Belgium

Duration: January - June 2009

The objective is to obtain an overview of existing capacities for the promotion of physical activity among sedentary older people in the participating nations. All partners (1) conducted qualitative interviews; (2) hosted focus group meetings with older persons to better identify their needs and points of view, and (3) organized a national feedback workshop.

Work Package 2 (WP2)

'Building national alliances to strengthen capacities for physical activity among sedentary older people'

WP leader: Porto University, FADEUP, Portugal

Duration: July - December 2009

The objective of WP2 is to set up national or (where appropriate) regional alliances to strengthen capacities for health promotion through physical activity among sedentary older people, or to extend the scope of suitable existing alliances by this issue. An alliance is defined as 'a partnership between two or more parties that pursue a set of agreed upon goals in health promotion' (WHO Health promotion glossary).

Work Package 3 (WP3)

'Developing capacities for physical activity among sedentary older people through national alliances'

WP leader: University of Erlangen-Nürnberg (UERL), Germany

Duration: December 2009 - September 2011.

The objective of WP3 is to conduct a cooperative planning within the national alliances to strengthen capacities for physical activity promotion among sedentary older people. The associated and collaborating partners will jointly prepare and

moderate a series of 5-6 alliances meetings. In case where an existing national alliance is extended, the process and the meeting agenda will be discussed and agreed upon together with the alliance coordinator.

Work Package 4 (WP4)

'Monitoring the strengthening of capacities for physical activity among sedentary older people'

WP leader: Netherlands organization for applied research (TNO), The Netherlands

Duration: January 2010 - June 2011

The objective is to monitor the capacity building process initiated by the national alliances. Assisted by the associated and collaborating partners, the national alliances will continue to meet on a regular basis (3-4 times per year) in order to support the implementation process.

1.2 Organizational work packages

Work Package 8 (WP8)

'Coordination of the project'

WP leader: UERL, Germany

Duration: January 2009 - June 2011

The objectives of this work package are to ensure that the PASEO project meets its goals in time, the project attains a high quality of work in addressing its specific objectives and deliverables, and that the project can make the envisioned contribution to building capacities for the promotion of physical activity among sedentary older people in Europe. The WP8 leader also organized two project meetings (Luxembourg, January 2009; Erlangen, December 2009).

Work Package 9 (WP9)

'Dissemination of the project'

WP leader: Oslo university college (HiO), Norway

Duration: January 2009 - June 2011

The objective of this work package is to disseminate project results among policy makers at different levels and relevant sectors, providers and professionals in the field of ageing, physical activity and health, and scientists.

Work Package 10 (WP10)

'Evaluation of the project'

WP leader: TNO, The Netherlands

Duration: January 2009 - June 2011

The objective of this work package is to evaluate the work of the PASEO project, the quality of its deliverables, and its effectiveness in reaching its objective. The work package leader will prepare two reports: an interim report and a final evaluation report (May 2010 and August 2011 respectively) that will be available to the project partners and EAHC only.

Overall, the evaluation is assessed on three main indicators:

- A. Processes including the quality and effectiveness of project management by the project coordinator, work routines and project meetings
- B. Output including the quality and effectiveness of project deliverables:
 - D1 Report on existing capacities (WP1)
 - D2 Collection of minutes of constituent meetings of national alliances (WP2)
 - D3 Report on catalogues of actions of the national alliances (WP3)
 - D4 Final report on the development of capacities (WP4)
 - D5 Interim and final progress reports by the project coordinator (WP8)
 - D6 Internet platform (WP9)
 - D7 Policy-maker workshop (WP9)
 - D8 Summative policy-makers report (WP9)
- C. Outcome including impact and the project's overall contribution to building capacities

Appendix A contains the complete PASEO Evaluation Plan. Based on the original time schedule of the PASEO project a planning for all evaluation activities was developed (Appendix B).

2 Methods

In this chapter the methods for the evaluation are described.

2.1 Evaluation of the Work Packages (WP)

For evaluating WP1, WP2, WP3, WP4, WP8 and WP9 questionnaires were developed in order to address the issues of relevance for WP project leaders and/or partners.

The questionnaires for the WP leaders contained an evaluation on meeting objectives, delivered work, satisfaction with results and contribution of partners. The questionnaires for WP contained an evaluation on the satisfaction with the work and results. In addition, the questionnaires for WP leaders and partners contained a judgment of several factors contributing to achieving the objectives of the WP's using a 5-point Likert scale ranging from 1 (=very poor) to 5 (=excellent). For the scores of the partners mean scores were computed.

All questionnaires can be found in Appendix C.

The evaluation of WP1 is based on:

- Results of the Questionnaire for WP1 project leader
- Results of the Questionnaire for WP1 partners
- Final report of WP1

The evaluation of WP2 is based on:

- Results of the Questionnaire for WP2 project leader
- Results of the Questionnaire for WP2 partners

The evaluation of WP3 is based on:

- Results of the Questionnaire for WP3 project leader
- Results of the Questionnaire for WP3 partners

The evaluation of WP4 is based on

- Results of the Questionnaire for WP4 project leader
- Results of the Questionnaire for WP4 partners

The evaluation of WP8 is based on:

- Evaluation of the project meetings (Luxembourg, Erlangen and Brussels) based on the results of questionnaires which were sent to all associated partners of the project who attended the meetings: attendance, satisfaction with the meeting (organization, presentation and discussion) and expectations about the project
- Results of the Questionnaire for WP8 project leader. The questionnaire was filled out two times.
- Results of the Questionnaire for WP9 partners

The evaluation of WP9 is based on:

- Results of the Questionnaire for WP9 project leader. The questionnaire was filled out two times.

In addition, the questionnaire for the evaluation of WP2 for partners contained some questions concerning the evaluation of the first year. The results of the first year were described in the interim report (Etman et al., 2010). The questionnaire for the evaluation of WP4 for partners contained some questions concerning the evaluation of the second year of the PASEO project.

2.2 Impact of the PASEO project

The impact of the PASEO project was measured mainly by data on the use of the website derived through the webmaster (HiO, Norway). Data provided information on:

- Number and background of the website visitors
- Which information was downloaded by visitors to the PASEO website

In addition, some questions from the questionnaire for the evaluation of the WP's for partners were analyzed. Also, a search engine ranking was carried out.

3 Results

3.1 Response to the questionnaires

Table 1 describes the response levels on the different questionnaires. For all questionnaires data collection was terminated if at least one representative from each associated partner (15 in total) had answered the questionnaire.

Table 1: Response levels of the different questionnaires

Questionnaire	Response
1. First project meeting (Luxembourg)	25
2. Second project meeting (Erlangen)	19
3. Final project meeting (Brussels)	17
3. Work package 1 for partners	17
4. Work package 2 for partners	25
5. Work package 3 for partners	28
6. Work package 4 for partners	27
7. Leaders of WP1, WP2, WP3, WP4, WP8 and WP9	8*
8. Workshop for policy makers (Brussels)	29

*The leaders of WP8 and WP9 filled out the questionnaires 2 times

Next, results on the evaluation of WP1, WP2, WP3, WP4, WP8 and WP9 respectively are presented. For the work packages, the evaluation of the WP leader are given followed by the evaluation of the project partners, ending with the factors contributing to achieve the specific objectives of the work package according to both leader and partners. The evaluation of WP8 also includes an evaluation of the three project meetings and the workshop.

3.2 **WP1: Assessing existing capacities for physical activity among sedentary older people**

3.2.1 *Evaluation by WP1 project leader*

The objective of WP1 was achieved with no changes made to the original description of the contents. The WP project leader experienced no problems in carrying out the work. Nevertheless, the WP project leader was not able to start the WP on time because the first meeting was planned later and they had difficulties in finding a research assistant for the project.

Moreover, the project was not able to finish the deliverables of the work package in time because 50% of the countries did not deliver their reports in time. Countries involved in the WP needed about an extra month and two countries needed more than one month extra to finalize their reports. The final report on existing capacities (deliverable D1) was completed in May 2010 in stead of August 2009. Overall, this work package needed more work than anticipated.

3.2.2 *Evaluation by partners*

At start of this WP, five partners did not know what exactly was expected from them and what work had to be done for WP1. They missed information on recording techniques and information on filling out the datasheet was not available on time.

Carrying out the work

Of all participants 18% were unable to find a research assistant in time. And only 31% did complete the national focus group meeting in time, 25% managed to organize a national feedback workshop in time, and 40% did deliver the national report on the national workshop meeting in time. Main reasons for the delays were lack of personnel and difficulties in finding a date for the meeting (due to summer holidays).

Furthermore, 33% of the responding partners did encounter problems in carrying out the work due to a delay in receiving templates, time constraints and difficulties concerning interviewing (governmental) organizations (e.g. due to unwillingness). Of all responding partners, 60% encountered a delay starting or ending WP1.

Of all responding partners, 47% put more work in this work package than was planned and provided for (i.e. collecting, transcribing and analyzing the data). Nevertheless, 14 out of 15 partners were satisfied with the results in their own country. The partner not satisfied, expected more interest in the topic by national health and welfare organizations.

All partners were generally satisfied with the communication by the WP leader.

3.2.3 *Factors contributing to the achievement of the objectives*

The WP project leader scored the contribution of 8 factors and the partners scored the contribution of 6 factors to the achievement of the objectives of the WP on a 5-point Likert scale, ranging from 1 (=very poor) to 5 (=excellent). Figure 1 shows the scores of the WP leader and the mean scores of partners.

According to the project leader the support from the PASEO coordinator website, communication between partners and the internet platform contributed poorly in achieving the objectives.

According to the partners most factors did contribute at least adequately to achieving the objectives. Contribution of the internet platform was scored somewhat less.

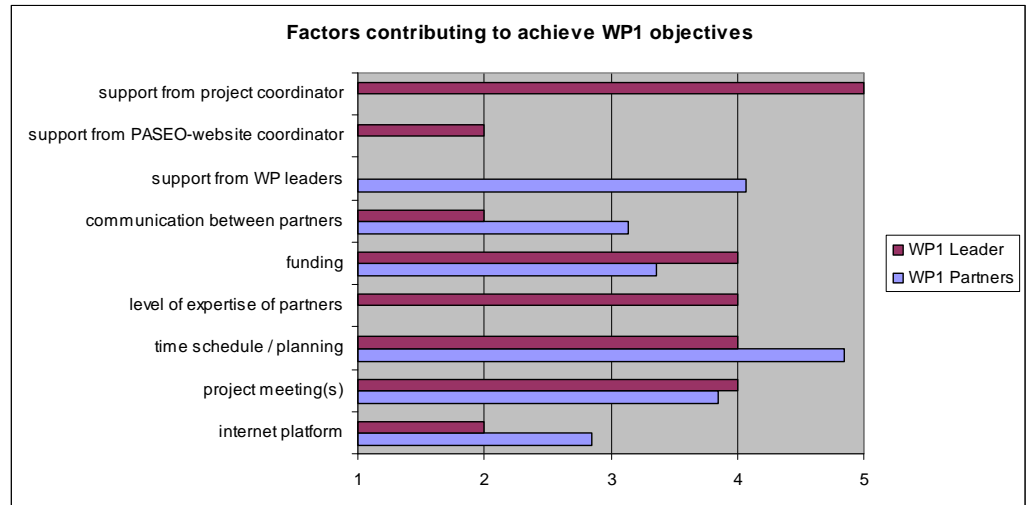


Figure 1: Level of contribution of several factors to achieving the objectives of WP1 according to the WP leader (single score) and partners (mean scores) (five point scale 1=very poor, 2=poor, 3=adequate, 4=good, 5=excellent).

3.2.4 Evaluation of the final report

The final report of WP1 showed that the WP partners managed to reveal the current offer, needs, barriers and opportunities regarding the activities for promotion of physical activity and health among sedentary older people. Furthermore, potential partners for the national alliances were identified successfully.

The main problem mentioned was getting in contact with the target group, sedentary older people. Setting up an alliance is generally seen as a way to accomplish this. In addition, several partners mentioned that an alliance of different organizations can contribute to a significant increase of shared knowledge and information between sectors and organizations. Mainly organizations from the health and welfare sector are seen as most suited partners for the alliance in order to reach sedentary older people.

It is also advised to involve national governments for extra funding of the activities of the alliance. Governments can also play an important role concerning national policy making.

Several countries do have a large offer of facilities and programs for the promotion of physical activity; however there is a lack of overview.

3.3 **WP2: Building national alliances to strengthen capacities for physical activity among sedentary older people**

3.3.1 *Evaluation by WP2 leader*

The WP leader was satisfied with the contribution of each participating country and the objective of this work package has been achieved. However, there was some delay on the collection of the minutes of the meetings due to delays of some countries. The WP leader stated that the guiding document was not clear due to a lack of specifications on the main results to include in the reports. The integrated report on the collection of minutes of constituent meetings of national alliances (deliverable D2) is not completed yet. Completion was originally planned in February 2010.

3.3.2 *Evaluation by partners*

All partners were satisfied with the communication by the WP leader. One partner was not satisfied with the support of the leader. This partner organization stated that there could be more coordination concerning the progress of WP2 implementation.

Carrying out the work

Four partners (16%) were not able to complete the minutes of the first meeting of the (new formed) alliance on time mostly due to a delayed meeting. More than 80% of the partners were able to complete the other work (i.e. identify and hold bilateral talks) in time.

Of all partners, 36% experienced problems in carrying out the work due to lack of interest by national organizations, organizations not willing to commit and difficulties in planning a meeting. As a consequence, 36% had problems with starting or ending the work to be done for this work package.

Of all partners 40% did put more work in this work package, mainly because conducting bilateral talks needed more time than foreseen. Nevertheless, 22 partners (88%) were satisfied with the results. Three partners who were not satisfied did not achieve the goals, were not satisfied with the number of organizations participating or were only satisfied on a regional level.

3.3.3 *Factors contributing to achieve the objectives*

The WP project leader scored the contribution of 8 factors and the partners scored the contribution of 6 factors to the achievement of the objectives of the WP on a 5-point Likert scale, ranging from 1 (=very poor) to 5 (=excellent). Figure 2 shows the scores of the WP2 leader and the mean scores of partners.

According to the WP leader all factors contribute adequate to excellent to the achievement of the objectives. The project meetings were rated highest. The internet platform was rated lowest.

The partners scored all factors between adequate to good. They scored the project meetings to contribute the most followed by the time schedule. The support from the project coordinator and the internet platform were rated lowest.

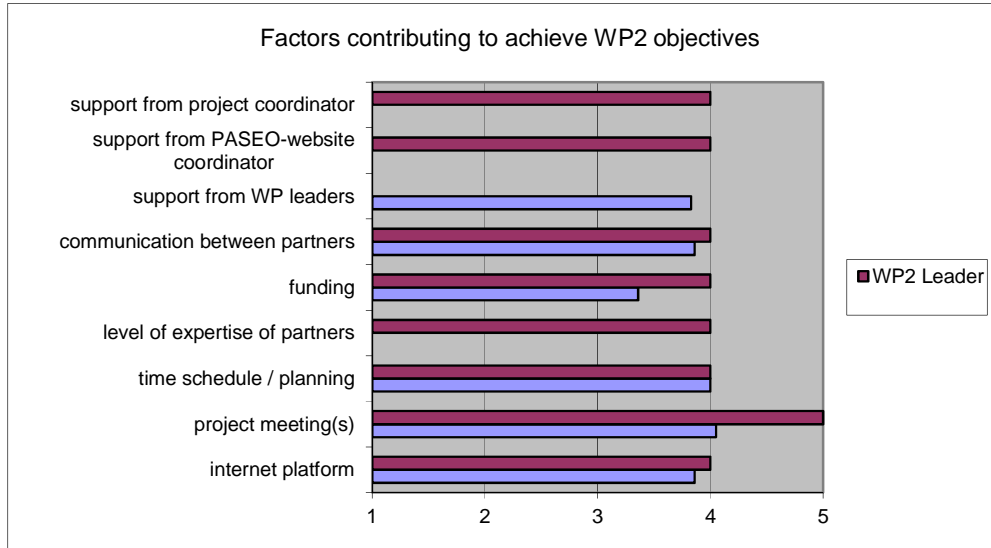


Figure 2: Level of contribution of several factors to achieving the objectives of WP2 according to the WP leader (single scores) and partners (mean scores) (five point scale 1=very poor, 2=poor, 3=adequate, 4=good, 5=excellent).

3.4 **WP3: Developing capacities for physical activity among sedentary older people through national alliances**

3.4.1 *Evaluation by WP3 leader*

The WP leader was satisfied with the contribution of each participating partner and the objective of this work package has been achieved. The Catalogue of Actions of national alliances was completed on time. However, there was delay in the completion of the report of the Catalogue of actions.

3.4.2 *Evaluation by partners*

Most partners were satisfied with the communication and support of the WP leader except for 2 partners. Comments were that the information was quite scarce and came late.

Most associated partners (92.4%) were satisfied with the role and participation of the collaborating partner during WP3. Most collaborating partners (77.9%) were satisfied with the role and cooperation of the associated partner so far (3 scored neutral).

Carrying out the work

Most partners were able to reach at least partly the objectives of WP3. All partners were able to raise at least partly awareness for the importance of building capacities for the promotion of PA among older people. More than two-third of the partners was able to develop at least partly intersectoral structures that link organizations across sectors. Two-thirds of the partners was able to sustain at least partly the national alliances beyond the project time of PASEO, however 7 partners (25%) did not know that (yet). Almost two-thirds of the partners were able to develop at least partly intra-organizational capacities within participating organizations. Most problems were faced with funding. Almost half of the partners were not able to secure financing for the implementation of the action plan. Reasons stated for not (fully) reaching the objectives (yet) were lack of time and the political situation. Developing intersectoral structures is a complex process and needs time. One partner stated that it is hard to focus on development of intersectoral structures and sustainability of a regional alliance at the same time.

More than half of the partners completed the deliverables on time. Most problems were faced with the completion of the Catalogue of Actions. Six partners (21,4%) delivered the catalogue of actions not on time and incomplete. More than half of the partners (60%) stated that the work in this WP was more than anticipated.

Factors contributing to the objectives

The WP project leader scored the contribution of 8 factors and the partners scored the contribution of 6 factors to the achievement of the objectives of the WP on a 5-point Likert scale, ranging from 1 (=very poor) to 5 (=excellent). Figure 3 shows the scores of the WP leader and the mean scores of partners.

According to the WP leader all factors contribute good or excellent tot the achievement of the objectives. The project meetings were rated highest.

The partners scored all factors from adequate to good. Project meetings scored highest followed by the time schedule. Funding scored lowest.

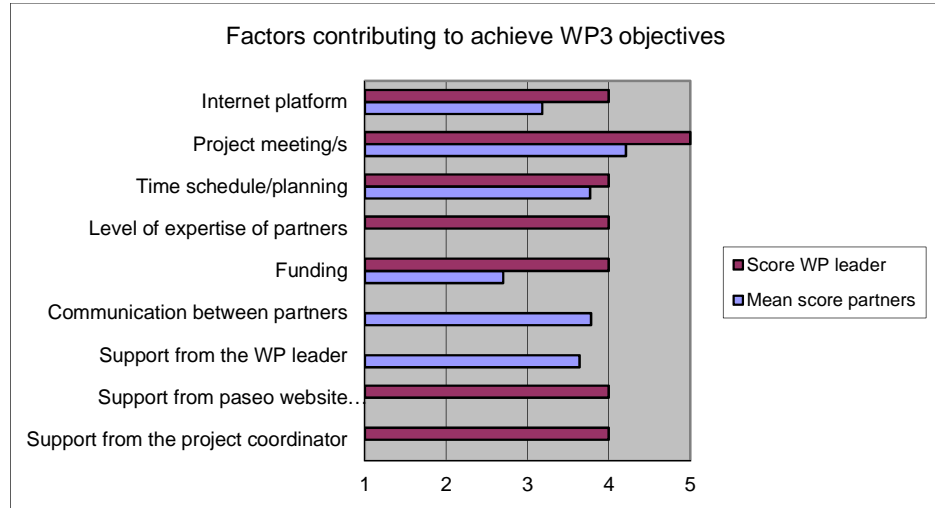


Figure 3: Level of contribution of several factors to achieving the objectives of WP3 according to the WP leader (single scores) and partners (mean scores (five point scale 1=very poor, 2=poor, 3=adequate, 4=good, 5=excellent)).

3.5 **WP4: Monitoring the strengthening of capacities for physical activity among sedentary older people**

3.5.1 *Evaluation by WP4 leader*

The WP leader was satisfied with the contribution of each participating country except for one, and the objectives of this work package have been achieved. The final report on development of capacities completed on time.

3.5.2 *Evaluation by partners*

Most partners were satisfied with the communication and support of the WP leader. Three partners were not satisfied with the communication and the support of the WP leader. Comments were that there was not much interaction and that the only support was a web-based template for the meeting minutes.

Most associated partners were satisfied with the role and participation of the collaborating partner. Four partners were unsatisfied (no comments could be given to the answers to this question so we don't know why). All collaborating partners were satisfied by the role and cooperation of the associated partner in the project.

All partners but one are satisfied with the results of WP 4 in their countries.

Carrying out the work

All partners but one were able to reach the objectives of WP4, namely to remonitor the capacity building process and to continue meetings of national alliance.

All partners but one completed the deliverables. Some partners had difficulties to complete the deliverables on time. Five partners (28%) were not able to complete the minutes of the meetings on time and four partners (19%) were not able to monitor the implementation process on time. Four partners (19%) were not completely able to provide assistance to alliance members in the strengthening of their capacities. Two partners organized less than 3-4 meetings.

Nine partners (39.1%) stated that they had problems in carrying out the work. Problems were lack of enthusiasm among alliance partners, not enough time and/or financial resources, political changes.

3.5.3 *Factors contributing to the objectives*

The WP project leader scored the contribution of 8 factors and the partners scored the contribution of 6 factors to the achievement of the objectives of the WP on a 5-point Likert scale, ranging from 1 (=very poor) to 5 (=excellent). Figure 4 shows the scores of the WP leader and the mean scores of partners.

The WP leader scored all factors to contribute adequate or good to the achievement of the objectives except for the internet platform which was scored as poor. The partners scored all factors to contribute to the achievement of the objectives from adequate to excellent. Support from the WP leader scored highest followed by the project meetings. Funding scored lowest.

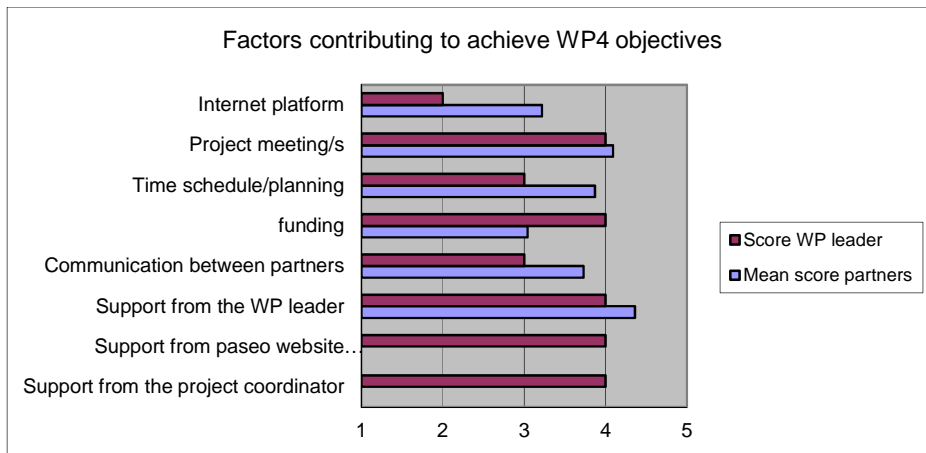


Figure 4: Level of contribution of several factors to achieving the objectives of WP4 according to the WP leader (single scores) and partners (mean scores) (five point scale 1=very poor, 2=poor, 3=adequate, 4=good, 5=excellent).

3.6 WP8: Coordination of the project; and WP9: Dissemination of the project

3.6.1 Evaluation of Luxembourg meeting

The meeting was evaluated by 25 representatives from all associated partners.

Organization of the meeting

The partners were generally satisfied with the organization of the meeting concerning the social program and the time schedule. Four partners were poorly satisfied with the accommodation (i.e. room too small, issues with light, too far from home). A comment was made about the lack of a hosting institution creating some discomforts and a general “bureaucratic” environment.

Contents

Participants were generally satisfied with the contents of the meeting. No specific topics or discussions had been missed during the meeting.

All presentations were found to be adequate to excellent with one exception: the presentation of WP2 was evaluated as poor by one partner (Figure 5). All discussions of the work packages were evaluated as adequate to excellent.

All respondents indicated that after the meeting they knew what was expected from their country in the different work packages.

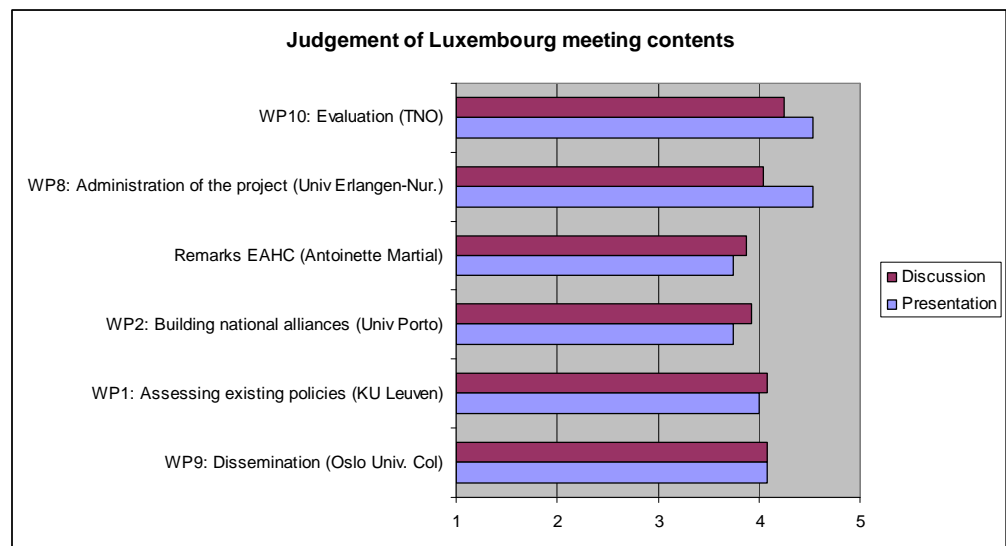


Figure 5: Judgment of Luxembourg meeting contents by participants (mean scores) (five point scale 1=very poor, 2=poor, 3=adequate, 4=good, 5=excellent).

Carrying out the project and work packages

In total, 68% of participants expected the total project to be carried out as planned (e.g. in time, within the budget and reaching its objectives). Remaining respondents thought that there might be time and budget constraints.

Most partners thought that all separate work packages could be carried out as planned except for WP2 (i.e. time or budget constraints or no faith in achieving the objectives of the work package). Most obstacles were seen when carrying out WP2 in the partners' own countries.

3.6.2 Evaluation of Erlangen meeting (December 2009)

The meeting was evaluated by 19 representatives from all associated partners.

Organization of the meeting

Respondents were generally satisfied with the organization of the meeting. One participant complained about a long journey to Erlangen.

Contents

All responding participants were satisfied with the contents of the program. There were no specific topics or discussions missed during this meeting. One comment was made on the information overload from the projects in other countries.

Overall, the participants were satisfied with the contents of the presentations and the discussion on the work packages (Figure 6). Most important comments were that the presentations were too vague and that it was not really clear what was expected from the countries in the upcoming WP's.

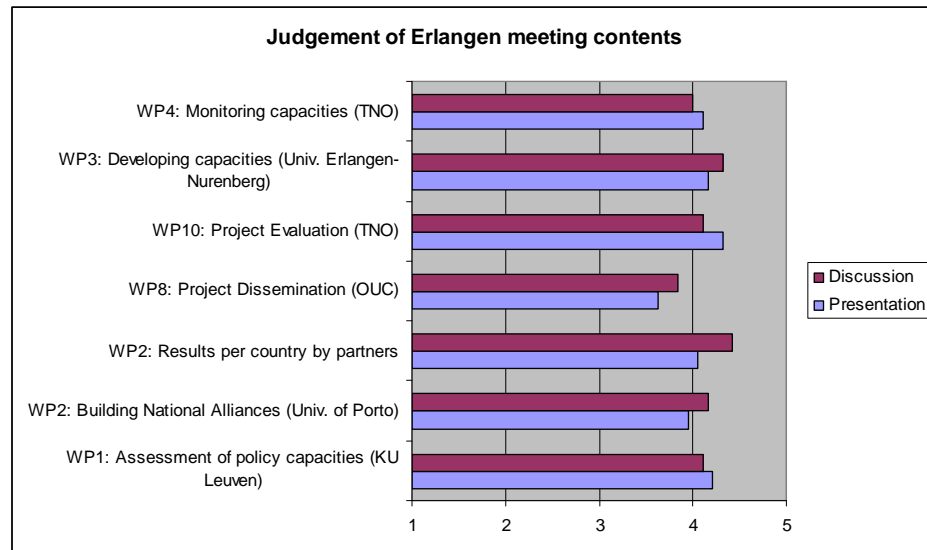


Figure 6: Judgment of Erlangen meeting contents by participants (mean scores) (five point scale 1=very poor, 2=poor, 3=adequate, 4=good, 5=excellent).

Carrying out the project and work packages

Responding participants indicated that it was clear for all of them what was to be expected after the meeting except for one participant.

Most participants thought that conducting the remaining work packages can be done as planned. Three participants thought that WP4 will not be carried out as planned due to a lack of time. Over 80% did not expect any problems in carrying out the work packages in their own countries.

3.6.3 Evaluation of the Brussels meeting

The meeting was evaluated by 17 representatives from all associated partners.

Organization of the meeting

Respondents were generally satisfied with the organization of the meeting. Some were less satisfied with the afternoon location and tight time schedule of the workshop in the afternoon.

Contents

All responding participants were satisfied with the contents of the program (82%). There were no specific topics or discussions missed during this meeting. One comment was made on the information overload in short time .

Overall, the participants were (at least adequately) satisfied with the contents of the presentations and the discussions (Figure 7). One participant was poorly satisfied with the presentation of the results from WP3. One participant commented that overview was given but details were missing. There was not enough time for reflection and discussion especially for the briefing for the policymaker's workshop and the final discussion. Two participants missed details and discussion on the kind of alliances in the different countries, sharing good practices and experiences.

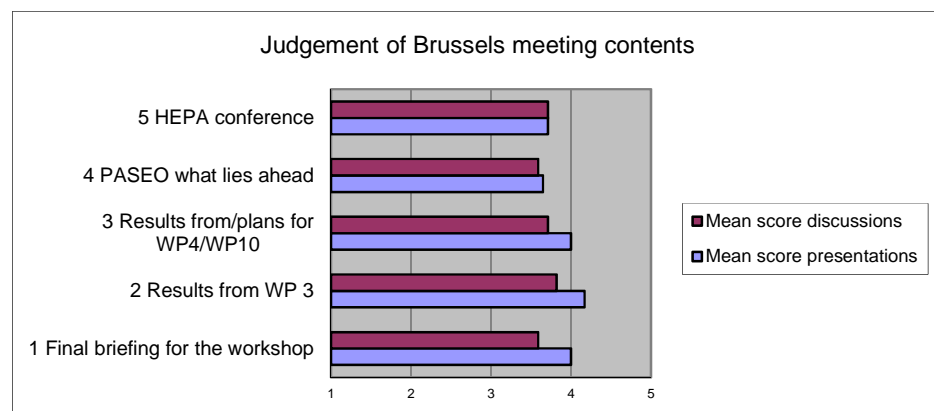


Figure 7: Judgment of Brussels meeting contents by participants (mean scores) (five point scale 1=very poor, 2=poor, 3=adequate, 4=good, 5=excellent).

3.6.4 Evaluation of the Brussels policy makers workshop

For most participants the workshop did meet the expectations entirely (69%) or partly (27,6%). Different reasons were given why the workshop didn't meet the expectations (entirely): too much one-sided information/no interaction or discussion (2); not enough time; too little attention to the PASEO project; too theoretical, no new vision; some speeches/presentations were not interesting.

As can be seen in figure 8 the participants judged the contributions from neutral to very interesting. The participants think that the conference organization at least partly has reached its objectives.

The participants expected that the outcomes of the workshop would influence their daily work mainly through ideas for promotion of physical activity for older persons (48.1%); (new) contacts made (44.4%) and newly acquired knowledge or insights (37%).

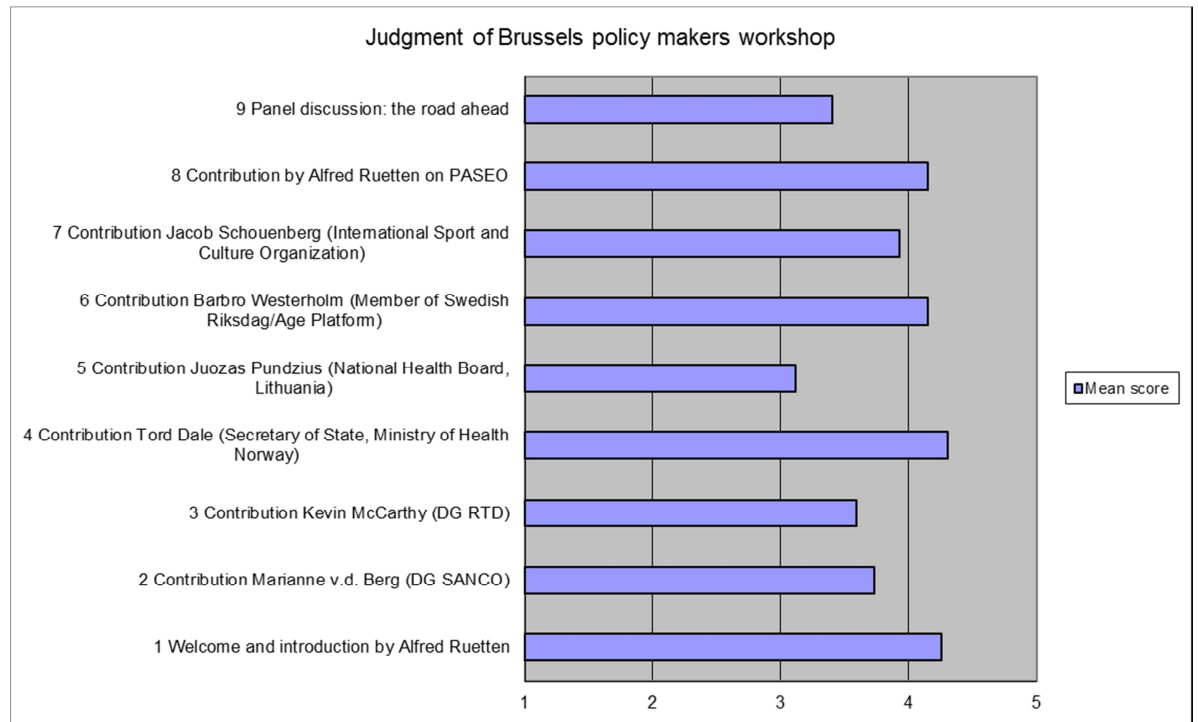


Figure 8: Judgment of Brussels policymaker's workshop contents by participants (means scores) (five point scale 1=very uninteresting, 2=uninteresting, 3=neutral, 4=interesting, 5=very interesting).

3.6.5 Evaluation of WP8 by WP leader

The project leader stated that no problems were encountered concerning achieving the objectives of this work package and carrying out the work (with no changes made concerning the original description of the contents of this work package). The amount of work was as anticipated. The WP leader was satisfied with the contribution of the participating countries (one country was scored neutral). The interim and final progress reports (deliverables D5) were completed on time.

3.6.6 Evaluation of WP9 by WP leader

The project leader stated that no changes were made to the original contents of this work package, and the objective of the work package was achieved without problems in carrying out the work. The amount of work was as anticipated. The WP leader was satisfied with the contribution of all the participating countries. The internet platform (deliverable D6) was delivered in time, March 2009. The policy maker workshop (deliverable D7) was planned in June 2011 and held in May 2011. The summative policy maker report (deliverable D8) was completed in time in June 2011.

3.6.7 *Factors contributing to achieve the objectives*

Figure 9 shows the judgments of both WP8 and WP9 leaders about several factors contributing to achieve WP8 and WP9 objectives. WP8 project leader scored all factors as good and the project meetings as excellent. WP9 project leader scored all factors as excellent with exception of the funding, which was scored adequate in achieving the objectives of the work package.

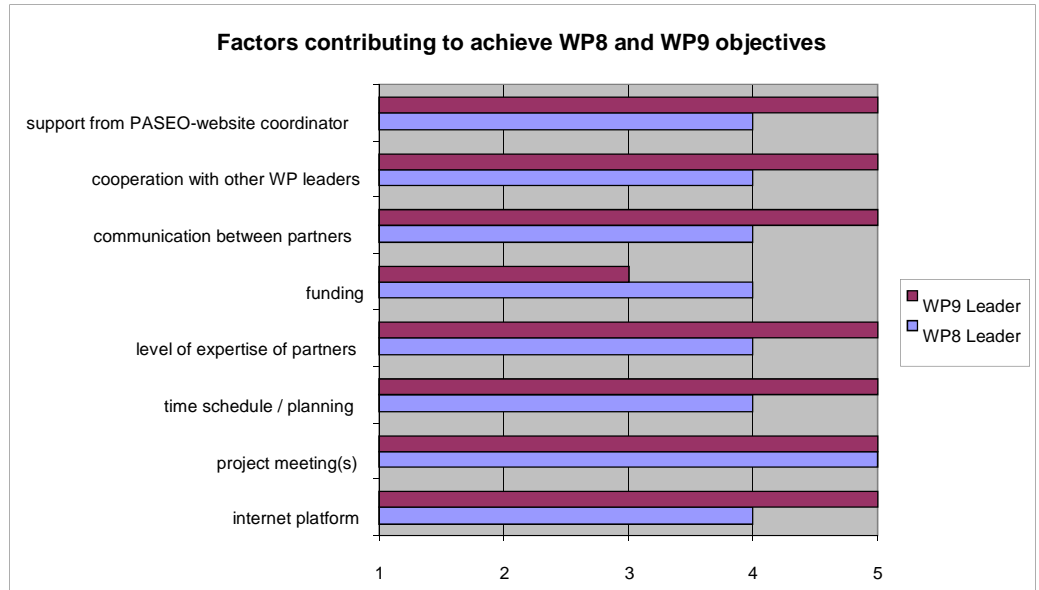


Figure 9: Level of contribution of several factors to achieving the objectives of WP8 and WP9 according to the WP leaders (single scores) (five point scale 1=very poor, 2=poor, 3=adequate, 4=good, 5=excellent).

3.7 Evaluation of the second year

Looking back on the second year figure 10 shows the satisfaction of the partners with the work done in the Work Packages. Most partners are satisfied with the work in the different work packages. Partners were most satisfied with the coordination of the project and least satisfied with the dissemination of the results.

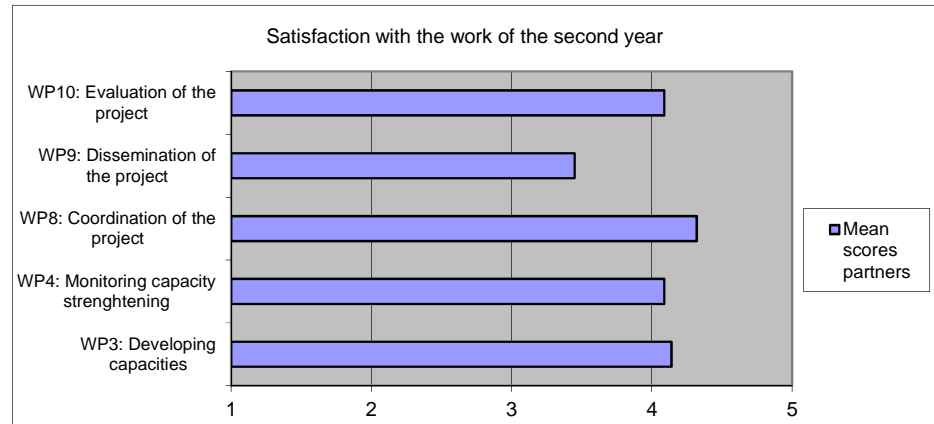


FIGURE 10: Satisfaction with the work in the WP's in the second year by the partners (mean scores) (five point scale 1=very unsatisfied, 2= unsatisfied, 3=neutral, 4=satisfied, 5=very satisfied).

Figure 11 shows factors contributing to achieving the objectives of the PASEO project. As can be seen, all factors are judged to contribute at least in an adequate way to achieve the objectives. The support from the website coordinator, funding and internet platform contributed the least. The role of the project coordinator, the project meetings and the level of expertise of partners contributed the most.

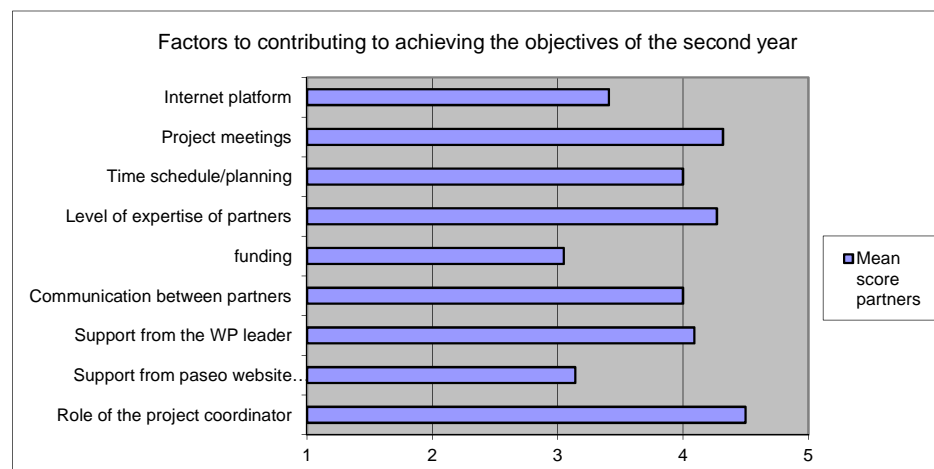


Figure 11: Level of contribution of several factors to achieving the objectives of the second year of the PASEO project according to the WP partners (mean scores) (five point scale 1=very poor, 2=poor, 3=adequate, 4=good, 5=excellent).

3.8 Impact of the PASEO project

3.8.1 The PASEO website

Evaluation by WP partners

Most WP partners visited the PASEO website at least 6 times (Table 2). The partners rated the website with a 6.2 on a 10 point scale (1=worst quality, 10=highest quality). As can be seen in Figure 9, all aspects are judged between average and good. Up to date scored lowest and accessibility scored highest.

Table 3: The amount of visits to the PASEO website by the partners.

Number of visits	Number and percentage of partners
1 time	1 (4.5%)
2-5 times	3 (13.6%)
6-10 times	9 (40.9%)
10-20 times	5 (22.7%)
> 20 times	4 (18.2%)
<i>Total</i>	<i>22 (100%)</i>

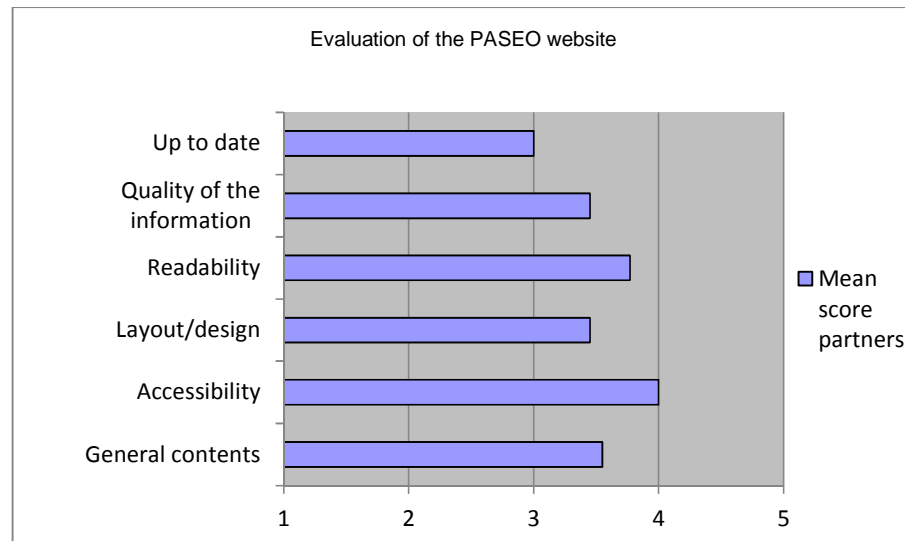


Figure 12: Evaluation of the PASEO website by partners (mean scores) (five point scale 1=very bad, 2=bad, 3=average, 4=good, 5=excellent).

Number of website visitors

Figure 13 shows monthly the total number of visits of the PASEO website from April 2010 until July 2011. The number of unique visitors and total visits is quite stable with the highest scores in May and June 2011 and somewhat lower scores in July and August.

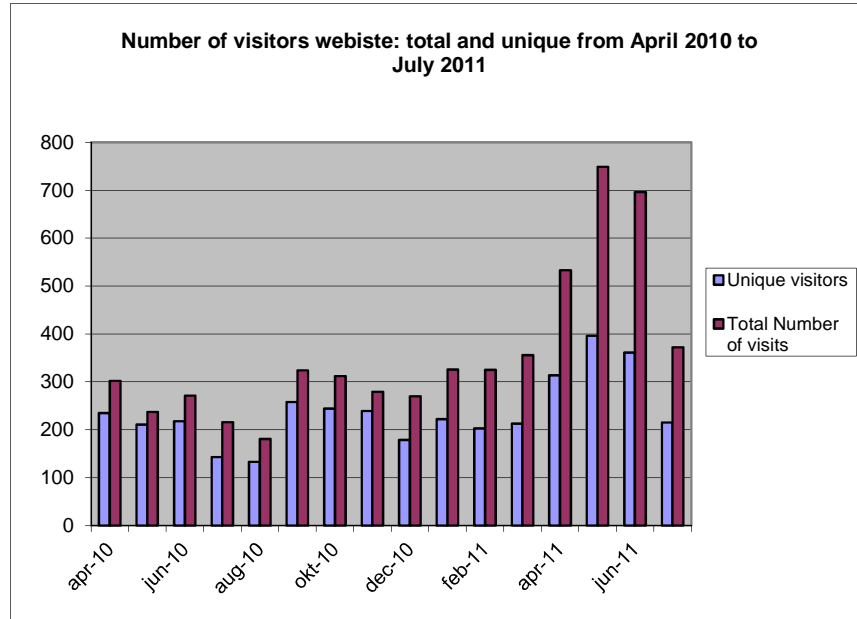


Figure 13: Number of visitors of the PASEO website from April 2010 to June 2011

Figure 14 shows the number of sites and hits on the website. The number of sites is the number of times the PASEO website is visited. The number of hits is the number of times a site is opened (including hits when a visitor is surfing around the website). Both number of sites and number of hits show the same trends over time. A peak is seen in September 2010 (1054 sites, 2964 hits), From February on the scores increase with a peak in June 2011.

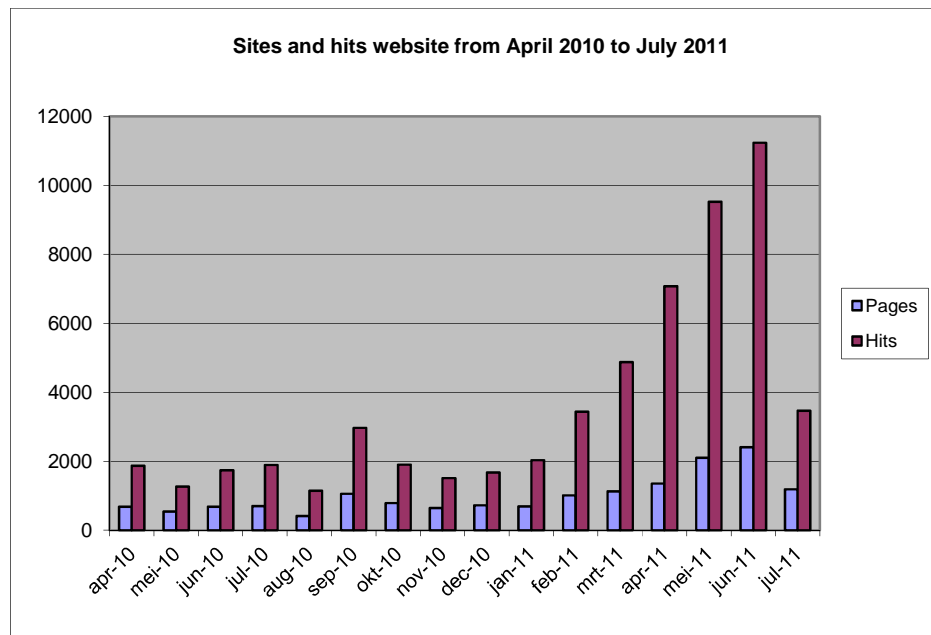


Figure 14: The number of sites and hits on the PASEO website from April 2010 to July 2011.

Background of website visitors

Figure 15 shows the number of sites and hits per participating country in the PASEO project in 2010 and 2011. Norway showed the most sites and hits. This is probably due to the fact that they are the webmaster. Furthermore, France, Italy and Austria are visiting the website relatively often.

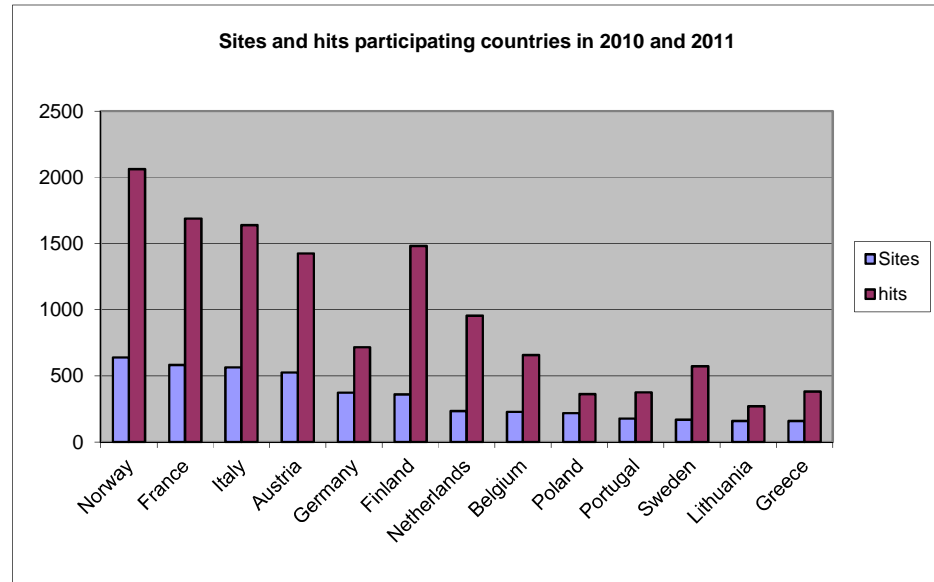


Figure 15: Number of sites and hits per participating country in 2010 and 2011

The PASEO website attracts mainly visitors from the private sector (Table 4). Also the website is visited by many other countries not participating in the project. Most visitors (other than PASEO partners) came from Canada.

Table 4: Number of sites and hits per sector

	Number of sites		Number of hits	
	2010	2011	2010	2011
Private	1201	1210	1731	2559
Non-profit	111	224	232	320
<i>Total</i>	<i>1312</i>	<i>1434</i>	<i>1963</i>	<i>2899</i>

Downloads

In 2010 of all documents presented on the website, the flyers of the participating nations were downloaded the most. Table 5 shows the top 10 most downloaded files from the PASEO website in 2010. In 2011 next to the flyers the files of the conference in Norway are in the top 10 most downloaded files (table 6).

Table 5: Top 10 downloaded files from the PASEO website in 2010 and 2011

Rank	Downloaded file	Number of
		downloaded files
		2010
1	PASEO flyer (France)	247
2	PASEO flyer (Poland)	208
3	PASEO flyer (Italy)	199
4	PASEO flyer (Lithuania)	189
5	PASEO flyer (Sweden)	110
6	PASEO flyer (Portugal)	101
7	PASEO flyer (Spain)	101
8	PASEO flyer (Netherlands)	98
9	General PASEO flyer	89
10	PASEO flyer (Finland)	89

Table 6: Top 10 downloaded files from the PASEO website in 2011

Rank	Downloaded file	Number of
		downloaded files
		2011
1	Conference program (Norway)	232
2	PASEO flyer (Norway)	140
3	PASEO flyer (Lithuania)	103
4	PASEO flyer (France)	100
5	Presentation conference (Norway)	96
6	Presentation conference (Norway)	85
7	PASEO flyer (Austria)	84
8	PASEO flyer (Italy)	70
9	PASEO flyer (Poland)	60
10	PASEO flyer (Sweden)	58

*Evaluation of the website by the partners***3.8.2** *Search engine ranking*

The search engine ranking was evaluated by entering the term 'PASEO project' in Google (August 2011). Results showed that the project ranks in the first place which makes it easy to find. When more general terms such as 'health promotion sedentary older people' or 'physical activity sedentary older people' are entered in Google, the PASEO project ranks fourth and first respectively.

4 Conclusions and recommendations

This report shows the results of the evaluation of the PASEO project. Overall, it can be concluded that the work packages have been carried out successfully and that the specific objectives were achieved. Most problems were faced with carrying out the work for the different work packages in time.

In the interim evaluation it was concluded that both WP1 and WP2 suffered from problems in meeting preset deadlines. It was suggested to keep stricter to the timeline by WP leaders and partners and to prevent delay in start of the work by better preparation and planning. WP2 was successfully finished in time, which allowed the work on WP3 to start as planned. According to the interim evaluation most participants had faith in the time schedule and thought that the remaining work packages (WP3 and WP4) could start in time. There were some concerns about a lack of time when carrying out WP4.

Although WP3 started in time the current evaluation shows problems with carrying out the work on time. However, most partners were able to reach at least partly the objectives of WP3 and more than half of the partners completed the deliverables on time. Most problems were faced with the completion of the catalogue of actions. There were also problems faced with carrying out the work for WP4. However, most partners were able to reach the objectives of WP4 and more than half of the partners completed the deliverables on time.

Despite the above mentioned problems there is a general satisfaction with the work done in the work packages, except for WP9 (Dissemination of the results) among the WP leaders as well as the partners. Also, no problems were faced in carrying out the work of WP8 and WP9 according to the WP leaders. The project meetings, organized by WP8 leader were judged to have a good contribution - and contributed the most compared to the other factors- to achieve WP objectives and there was a general satisfaction with the overall organization. Participants also were, at least partly, satisfied with the organization and contents of the workshop for policy makers. Overall, the funding and the internet platform were judged to contribute the least to achieve the objectives.

The impact of the project was evaluated by using information concerning the PASEO website. Compared to the first year the number of sites and hits increased considerably in the second year. The website is also visited by other counties than the PASEO partners and most visitors work in the private sector. Most interest was shown in the flyers of the different partners. The WP partners visited the website not much but there was an increase in visits in the second year compared to the first year. This is in line with the result that the internet platform is judged to contribute the least to achieve the objectives.

A PASEO Evaluation Plan (WP10)

1. Goal & deliverables according to the description in the agreement

The objective of this work package is to evaluate the work of the PASEO project, the quality of its deliverables, and its effectiveness in reaching its goal of building capacities for the promotion of physical activity among sedentary older people in Europe.

Deliverables are an interim and final evaluation report, due in month 17 (May 2010) and month 32 (August 2011).

2. Main indicators

Project evaluation will be based on three main indicators:

A. Processes including

- project management by the project coordinator
- work routines used in the work packages (e.g. interviews, focus groups, meetings of the cooperative planning phase)
- project meetings
- final policymaker workshop in Brussels

B. Output including

- Project deliverables
 - D1 Report on existing capacities
 - D2 Collection of minutes of constituent meetings of national alliances
 - D3 Report on catalogues of actions of the national alliances
 - D4 Final report on the development of capacities
 - D5 Interim and final progress reports by the project coordinator
 - D6 Internet platform
 - D7 Policy-maker workshop
 - D8 Summative policy-makers report

C. Outcome including

- Impact of deliverables on
 - o experts
 - o policy-makers
 - o scientific community
- PASEO's overall contribution to building capacities for the promotion of physical activity among sedentary older people

3. Methods

The following methods will be used to evaluate the project:

- document analysis of
 - o monthly progress reports by the coordinator
 - o annual progress report by the coordinator
 - o deliverables
- written questionnaires sent to attendees of project meetings
- written questionnaires sent to attendees of the policy-maker workshop
- reviews of the website (including number of hits and search engine relevance)
- external interviews with experts to assess the impact of PASEO

recommendations and amendments to the deliverables and website to project coordinator and the respective work package leaders.

B Planning for evaluation activities

M	Date	WP						Indicator	Method	Topics	Contents
		1	2	3	4	8	9				
1	January 2009							Process/project meetings	Web based questionnaire partners	1 st project meeting	Presence, satisfaction
								Process/work routines	Web based questionnaire partners	Project	Expectations
2	February 2009										
3	March 2009										
4	April 2009						D 6	Output/website	Review*	Website	Number of visitors, downloads
5	May 2009										
6	June 2009	D 1									
7	July 2009										
8	August 2009										
9	September 2009										
10	October 2009							Process/work routines	Web based questionnaire partners	WP1	Delivered work, meeting objectives, problems, satisfaction
								Process/work routines	Web based questionnaire WP1 leader	WP1	Meeting objectives, delivered work, satisfaction with contribution of partners and result
								Output/reports	Document analysis	report WP1	Meeting of objectives and agreement
11	November 2009										
12	December 2009		D 2					Processes/project meetings	Web based questionnaire partners	2 nd project meeting	Presence, satisfaction
								Presentation results at project meeting			

21	September 2010			D 3		Process/work routines	Web based questionnaire partners	WP3	Delivered work, meeting objectives, problems, satisfaction
						Process/work routines	Web based questionnaire WP3 leader	WP3	Meeting objectives, delivered work, satisfaction with contribution of partners and result
						Output/reports	Document analysis	Report WP3	Meeting of objectives and agreement
22	October 2010								
23	November 2010								
24	December 2010								
25	January 2011								
26	February 2011								
27	March 2011								
28	April 2011								
29	May 2011								
30	June 2011			D 7	D 4	Process/satellite meeting	Web based questionnaire visitors + review	Satellite meeting	Number of visitors, satisfaction
						Process/work routines	Web based questionnaire partners	WP4	Delivered work, meeting objectives, problems, satisfaction
						Process/work routines	Web based questionnaire WP3 leader	WP4	Meeting objectives, delivered work, satisfaction with contribution of partners and result
						Output/reports	Document analysis	Report WP4	Meeting of objectives and agreement

31	July 2011						Outcome/experts	Web based questionnaire or interview	Impact	Outcome/experts
							Outcome/policy makers	Web based questionnaire or interview	Impact	Outcome/policy makers
							Outcome/scientific	Web based questionnaire or interview	Impact	Outcome/scientific
32	August 2011					D	Process/project management	Document analysis	monthly status reports	Meeting of objectives, problems
						5	Process/project management	Document analysis	Annual report	Meeting of objectives, problems
							Process/project management	Web based questionnaire WP8 leader	Project	Meeting objectives, delivered work, satisfaction with contribution of partners and result
							Process/project management	Web based questionnaire WP9 leader	Website	Meeting objectives, delivered work, satisfaction with contribution of partners and result
							Process/work routines	Web based questionnaires partners	Project	Results, experiences, problems, satisfaction
							Output/website	Web based questionnaire partners and visitors	Website and forum	Satisfaction, background visitors
		Deliverable D8: Final evaluation report								

C Questionnaires

The questionnaires are included in a separate pdf file