

Live Well Springfield (LWS) – A Community Transformation Initiative
LWS.org Website Evaluation

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The Live Well Springfield (LWS) initiative is a collaborative effort comprised of partner organizations in Springfield, Massachusetts. The project promotes healthy living by increasing knowledge and awareness of food and physical activity. A website to communicate this mission is a major strategy being employed by LWS. In addition to event and health information, the website exhibits stories (including multimedia) that depict residents practicing healthy lifestyle choices. These narratives were designed to motivate residents to engage in healthy behaviors. To date, there has been no evaluation of the website's reach and effect. A mixed-methods approach of an online survey and focus group discussion will be used to collect data. Examining the end-users perceptions of website/content will assess the website's quality, engagement potential, and appropriateness. Constructs adapted from eHealth evaluation literature and from theoretical models, including Expectation-Confirmation Model (ECM) and Elaboration Likelihood Model (ELM), were used to develop the online survey. The survey will be accessible via the homepage of the LWS website as well as the LWS Facebook page to collect user perceptions as quantitative data. Qualitative data collected by focus groups will explore users' responses to affective (narratives) versus cognitive (fact-based) messaging. Survey data will be analyzed using frequencies and cross tabulation. Recurrent themes identified from focus group transcripts will be used to assess appropriateness and relevance of website content. Results will inform potential revisions of the LWS website and contribute to the wider, second phase activities of the LWS initiative.

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