ACSM AMERICAN FITNESS INDEX[®] COMMUNITY ACTION FRAMEWORK

Quantitative Data

- AFI Data Report
- Other pertinent data

Qualitative Data

- Key informant interviews
- Case studies
- Focus groups, observations

COALITION

| Structure Focus Root cause Strategic Evaluation |
|---|
| • Coalition structure and operational factors • Engaging leadership, staff and members • Defining operatives • Defining vision, goals and objectives • Environmental Change (PSE) approach • Focus on long-term sustainable and ongoing behavioral change • Loop back to strategic planning tage |

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