EVALUATION OF CLRFS WORK

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March 29, 2016

Food Systems Showcase
Outline

- Why evaluate?
- Types of evaluation
- Social Ecological Model
- FNP evaluation examples
Why Evaluate?

- Adapt programs to best meet your participants’ needs
- Guide efforts to enhance participant engagement
- Monitor your participants’ progress in gaining knowledge or mastering skills
- Assess the effects of your program
- Provide information to ensure the accountability of your program
- Used to improve your program and to create evidence-based interventions
- Implementing a program in a new setting or with a new population

(Cates et al., 2014; CDC, 2011)
Evaluation Matrix

1. Key evaluation questions to be addressed
2. Outcomes that might be assessed
3. Key data sources and/or data elements that can address these questions
Types of Evaluation

- **Formative research**: Gather data for the development and implementation of your program

- **Process/implementation studies**: can provide important feedback about how your program meets or fails to meet expectations (implementation and fidelity)

- **Outcome assessments**: offer evidence that your program is reaching your target audience and achieving your goals

- **Impact evaluations**: validate statements about the relationship between your program and nutrition and other outcomes
### Filling Out Your Matrix

<table>
<thead>
<tr>
<th>Evaluation Question</th>
<th>Outcome</th>
<th>Data Collection Methods</th>
</tr>
</thead>
<tbody>
<tr>
<td>Formative: How do you address your target population?</td>
<td>Online Through schools Through parents</td>
<td>Survey</td>
</tr>
<tr>
<td>Process: How many participants were you able to enroll? How many classes did your participants attend?</td>
<td>75-100%</td>
<td>Attendance and enrollment records</td>
</tr>
<tr>
<td>Outcome: Did your program meet its stated goals by increasing fruit and vegetable consumption by 0.5 servings among participants?</td>
<td>Decreased consumption Maintained levels Increased consumption</td>
<td>F&amp;V screener</td>
</tr>
<tr>
<td>Impact: Is food security status increased among participants compared to non-participants?</td>
<td>Lower increases in food security compared to non participants Higher increases in food security compared to non participants</td>
<td>Food security survey module from USDA</td>
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Formative: Healthy Retail Assessment

- Question: Which retail outlet type is the best focus for a healthy retail initiative?
- Method: Environmental assessment
Process: Farmacy Garden

• Question: What are the perceived benefits and barriers for partnering organizations for continued participation?

• Method: Manager, staff and participant interviews
Outcome

- Our Direct Education Initiative has an outcome evaluation in which we measure knowledge and behavior change.
- Adult participants who complete a 6 lesson series are accessed with a 21 question pre post test.
- Questions cover three clusters of behavior:
  - Nutrition
  - Food Resource Management (which includes food security)
  - Food Safety
Examples of questions

- **Nutrition**
  - How often do you prepare meals without salt?
  - How often do you or your children eat something within two hours or waking up in the morning?

- **Food Resource Management**
  - How often do you plan meals ahead of time?
  - How often do you run out of food before the end of the month?

- **Food Safety**
  - How often do you thaw foods at room temperature?
  - How often do you let foods sit out for more than two hours?
Outcome evaluation results

- Participants reported significant improvements in the following domains based on entry and exit evaluations:
  - 83% food resource management
  - 85% nutrition, such as eating more fruits and vegetables
  - 66% food safety
Impact: Social Marketing

• Question: Is SNAP redemption increased at farmers markets in communities with a billboard and bus ad campaign over communities without a campaign?

• Method: SNAP participant phone interviews, FM records, FM manager interviews
References and Resources


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