

III. PROGRAM PLANNING AND RESOURCES SECTION
500 Evaluation

This Section includes:

- 500.1 Evaluation Expectations
- 500.2 Process Evaluation
- 500.3 PSE Evaluation using the RE-AIM Evaluation Framework Impact Outcome Evaluation

500.1 Evaluation Expectations

Evaluation is included as a component of program planning because it supports long-term sustainability, replication of efforts by demonstrating degree of success, and program improvement. Conducting evaluations can assist in understanding the successes and problem areas of a program/intervention. It is recommended that all contractors/grantees allocate approximately ten percent of their budgets for evaluation. Evaluation should include the required elements such as process evaluation, formative evaluation, evaluation of policy, systems, and environmental change efforts, and impact outcome evaluation (IOE) for those programs required to engage in that level of evaluation. Programs that have already conducted IOE the previous year are encouraged to increase rigor the following year. All contractors/grantees are expected to conduct process evaluations that track progress towards meeting the objectives in their Integrated Work Plan (IWP).

NEOPB staff and UC ANR Nutrition Policy Institute’s evaluation staff from the Research and Evaluation Section can offer assistance to the POs and LHDs.

500.2 Process Evaluation

Process evaluation describes the extent to which planned activities are implemented.

- Process evaluation use is included in the IWP and documented in the “Evaluation” section for each Objective of the IWP template.
- Examples of process evaluation measures may include activity tracking logs, meeting agendas, sign-in sheets and or the number of materials distributed.
- Summaries of process measures are required and reported on the quarterly progress report forms and the Activity Tracking Form (ATF).

Activity tracking, as part of process evaluation, is completed in order to count the types of activities that were implemented and the number of people reached by the activity.

- Throughout each quarterly reporting period, contractors/grantees are required to enter program activities into the ATF, an online reporting tool (<https://atf.cdph.ca.gov>), for each program activity conducted and the number of contacts, or people who were included in the activity. Additional information about the ATF is provided in Progress Reporting, Section 800.3.
- Contractors/grantees are required to record all program activities in the ATF. The ATF compiles data for the annual Education and Administrative Reporting System (EARS) report that the State submits to the USDA.
- At the close of each quarter’s reporting period, all contractors/grantees are required to submit the ATF.

500.3 PSE Evaluation using the RE-AIM Evaluation Framework

Policy, systems, and environmental change (PSE) projects are reported annually using the RE-AIM framework dimensions tool (reach, effectiveness, adoption, implementation, maintenance) in a Microsoft Access database. Reports are due October 15th, following the end of the fiscal year. The PSE year-end report form is made available and training on how to complete the report form is typically conducted in the 4th quarter of the fiscal year.

NEOPB contractors/grantees should report all PSE work done with SNAP-Ed time/money in the fiscal year – whether as the lead or as a partner in the PSE project. It is acknowledged that PSEs

often take many years to complete and not all indicators apply to all projects; contractors/grantees should only report data that is accurate and relevant.

UC ANR Nutrition Policy Institute's PSE evaluation staff is available to review locally created evaluation plans and provide technical assistance on PSE evaluation (e.g., needs assessment tools, formative assessment tools, impact effectiveness tools, survey methodology, and other evaluation resources) throughout the year.

For more information, please see the PSE evaluation website at <https://www.cdph.ca.gov/programs/NEOPB/Pages/PSEEvaluationRE-AIM.aspx>

500.4 Impact Outcome Evaluation

The NEOPB requires LHDs that receive \$350,000 more per year to conduct an impact/outcome evaluation (IOE) of their direct education activities using the guidelines presented below. The guidelines were developed to generate sound information through rigorous evaluation that can be used to improve nutrition education activities or develop new ones. Technical assistance is available throughout the year to ensure the guidelines are applied to produce valid evaluation results as well as to fit unique situations.

LHDs are expected to conduct a direct education intervention that includes face-to-face contact with the same individuals for at least 30 minutes, on five or more different occasions. An IOE project must be conducted with a single intervention, i.e. one curriculum or the same combination or curricula. It is typical for LHDs to conduct an intervention across multiple sites and combine data from multiple sites as long as they are all implementing the same intervention. This intervention may take the form of a five-class curriculum; however, this is not a requirement. Curricula with any number of lessons can be used for IOE as long as (1) at least five 30-minute sessions are taught between pre-tests and post-tests, and (2) all curricula are implemented as intended. Examples of ways this requirement could be met include:

- A 5-class series of lessons that are each 50 minutes
- One 45-minute stand-alone class, followed by a series of four 60-minute lessons
- A series of eight 30-minute lessons

LHDs are expected to submit responses for at least 100 matched surveys, i.e., a pre-test (collected before the intervention) and post-test (collected after the intervention, or a minimum of at least 5 sessions) for the same individuals.

LHDs are expected to measure dietary and physical activity behaviors, and factors that influence these behaviors, using a pre-test/post-test survey design.

LHDs are responsible for collecting, entering, and analyzing their data and are expected to submit data and a report by July 31st of each year. Data entry templates are provided by the NEOPB for all required surveys to assist with data entry and analysis.

LHDs are expected to use an age-appropriate questionnaire for the pre/post-test surveys, selected from the following:

- **Children in 3rd-8th grades:** Youth Nutrition and Physical Activity Survey (previously titled "Network Youth Survey")
- **Adolescents in 9th-12th grades:** High School Nutrition and Physical Activity Survey (previously titled "Network High School Survey")
- **Adults:** Food Behavior Checklist (FBC) or Fruit and Vegetable Checklist (FVC)

With approval from NEOPB Research and Evaluation Section (RES) staff, LHDs whose primary intervention is Rethink Your Drink may substitute an approved beverage survey from the NEOPB Compendium of Surveys.

LHDs are expected to submit a draft evaluation plan for the next fiscal year with their final report by July

31st of each year. This plan should make specific the proposed strategies for implementing both the intervention and evaluation, and incorporate findings from the prior year's evaluation. LHDs that have previously conducted IOE are expected to plan and implement a more rigorous evaluation each year as a way to build evaluation capacity gradually, from year to year. IOE plans are reviewed and approved via a formal teleconference process, attended by LHD and RES staff, along with the LHD's Project Officer.

For more information on IOE, contractors/grantees are encouraged to contact the Research and Evaluation Section at IOEval@cdph.ca.gov.