

Nutrition Education and Obesity Prevention Branch (NEOPB)
Guidelines for Local Health Departments
Impact/Outcome Evaluation

The NEOPB requires local health departments (LHDs, or other county entities receiving funding in lieu of the LHD) that receive over \$350,000 to conduct impact/outcome evaluation (IOE) using the following guidelines. 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 measure change in fruit and vegetable consumption and factors that influence it or beverage consumption and factors that influence it using a pre-test/post-test survey design.

LHDs are expected to use an age-appropriate tool 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 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 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 evaluate an intervention that has face-to-face contact with the same individuals for at least 30 minutes, on five or more different occasions. This may include contacts made by sub-contractors or collaborating agencies if it can be demonstrated that the individual has contact at the other site.

LHDs are expected to submit results for at least 100 matched surveys, i.e., a pre-test (collected before the intervention) and post-test (collected after the intervention) for the same individual.

LHDs that have previously conducted IOE are expected to do a more rigorous evaluation each year. This may include adding a comparison group or increasing sample size. It may also include evaluating a different intervention if a previously evaluated intervention has been shown to be effective. This will include interventions that show a statistically significant and meaningful change in outcomes resulting from a rigorous evaluation design. A process evaluation could be added to satisfy this requirement.

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 submit a draft evaluation plan with their final report by July 31st of each year. This plan should make specific the plan for implementing both the intervention and evaluation, and incorporate findings from the prior year’s evaluation.

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