



# *Network for a Healthy California*

## Local Food and Nutrition Education

### *2011 Three-Year*

## *Retrospective Presentation & Report Guidelines*

As part of your Local Food and Nutrition Education *Network*-funded contract, the following two deliverables are required:

- 1) A 15-minute **presentation** summarizing and highlighting your Local Food and Nutrition Education three-year project to be presented at the Local Food and Nutrition Education Action Committee meeting on **August 12, 2011**.
- 2) A **written report** (Case Study) providing an annotated outline and narrative of the three-year funded project. Highlights of your project should include both quantitative results such as survey results as well as qualitative results from focus groups or participant interviews. The written report should be suitable for copying to be provided to other *Network*-funded projects and partners who may benefit from your project's experience, outcomes, and products. A **draft version** of your Retrospective Report should be submitted to your Program Manager and the Perales Evaluation Team (PET) by **September 16, 2011** for their review and feedback. A **finalized versions** of your Retrospective Reports is due together with your end of year reports by **October 15, 2011**.

Both the Retrospective Presentation and Report may prove to be useful products in promoting your accomplishments and capacity to other partners and potential funders. The following guidelines have been developed to assist you with preparation of the Retrospective Presentation and Report.





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### **Guidelines for Retrospective Presentation**

- Plan on a 15-minute presentation, followed by a 5-minute question and answer period.
- Please provide a project overview in a presentation format. You can use all or part of the Retrospective Report outline below to capture some of the highlights over the past three years, or use an outline of your own. The PET will provide you with more information on the expected presentation content.
- Please provide some samples of your educational materials, products, or tools (e.g. effective nutrition education materials, learning activities, or presentations) that might be useful to other LFNE projects. You may also include photos of an event with specific “lessons learned” that contributed to the event’s success.
- Your presentation can be as unique and creative as you wish. For example, in previous years, several projects created videos that they could use for multiple purposes to tell the story of their work. (See Occidental College’s YouTube video <http://www.youtube.com/watch?v=O09rtp61khU>).
- Use whatever A/V support you choose: videos, overheads, computer, etc.
- If applicable, please provide approximately 30 copies of your presentation handout, *and if available* 30 copies of your Retrospective Report, Executive Summary (1page).
- The PET will provide you with technical assistance for your presentation. They will also coordinate and facilitate the presentations on the day of the LFNEAC meeting.





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### Retrospective Report Guidelines

A significant amount of information for this report can be found in your initial proposal, your Year-End Evaluation Report submitted at the end of year two and an early draft of your final Year-End Evaluation Report. The main difference between your Annual Progress Reports and this Retrospective Report is that you will elaborate on and highlight program activities and outcomes. The narrative/text of the Retrospective Report should not exceed 20 pages single-spaced; **shorter reports of approximately 12-15 pages are encouraged**. Please use the following format and sections for your written report.

#### EXECUTIVE SUMMARY

This is a summary of your retrospective report including goals and objectives, interventions, results, and conclusions. It is a concise presentation of the report since it may be the only portion of the report that some of the stakeholders may read. Most executive summaries range in length from 200 to 400 words and are presented at the beginning of a report and on a separate page.

- Should be organized in the same topic sections listed below (Background, Goals and Objectives, Intervention Activities, Results, Discussion, and Conclusions).
- Should be written in a self-contained way so people reading only your executive summary would fully understand the content and the implications of your program.
- It may be helpful to write this section last when you have collected and written all the information in your report.

#### Section 1. BACKGROUND

This section of the report includes a complete description of the program including the rationale or justification for the program. This information can probably come from your original proposal, Project Synopsis, and Scope of Work. Most likely, you will have this information on your website in the About and/or Mission web pages. This section should contain the following type of information:

- Location of the project activities.
- General information on the population served (e.g., income level, race/ethnicity, cultural background, age, etc.).





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- A brief description of the health problems being addressed by the project (obesity, lack of nutritional knowledge, etc.)
- A brief description of the community's needs with respect to improving access to high-quality nutrition education, promoting healthy eating, and promoting participation in CalFresh.
- Agency description (general information on your agency, programs, and services).

### **Section 2. GOALS and OBJECTIVES**

State the major goals and objectives for your three-year project, and explain how they accomplished the *Network's* mission "to create innovative partnerships that empower low-income Californians to increase fruit and vegetable consumption, physical activity, and food security with the goal of preventing obesity and other diet-related chronic diseases."

### **Section 3. INTERVENTION ACTIVITIES**

This section includes information on the rationale, design, and implementation of your nutrition education activities.

- Describe each nutrition education intervention that you conducted. Include a brief overview, frequency, duration, etc.
- Describe the justification or rationale for your approach (i.e., why does this type of intervention work with your priority population?).
- Explain how conducting the interventions met your objectives (e.g., build cooking skills in order to prepare healthy meals, etc.).
- Describe any important partnerships and collaborations that you have developed in conducting your nutrition education activities.

### **Section 4. RESULTS**

This section includes the findings from the evaluations, summarizing and simplifying the data and presenting them in a clear and concise format. Data are presented for every evaluation question. Graphic displays and tables to illustrate certain findings are optional, but are encouraged.





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- Provide a short description of your evaluation plan by explaining the following:
  - the evaluation questions you were trying to answer (e.g., Did the youth consume more fresh fruits and vegetables?);
  - the evaluation design that you used (e.g., experimental and control group, pre and post with intervention group only, etc.)
  - the type of data that you gathered to answer those questions (e.g., quantitative – questionnaires; qualitative – focus groups, interviews, etc.);
  - how you gathered the data (e.g., computers, pencil and paper, telephone, etc); and
  - how you analyzed the data (e.g., Excel pre and posttest spreadsheet, SPSS, etc).
- Provide annual details of your Year 2 and Year 3 evaluation results. You may refer to your Year-End Evaluation Report to guide your response.
- List the program modifications that were informed by the evaluation reports. Explain why these modifications were implemented and why they would improve the program.
- Summarize the qualitative results (e.g., focus groups, interviews, etc.) for Years 2 & 3.
- Describe the effect of your program activities (i.e., describe your outcomes) and include any changes in knowledge, attitudes, skills, and behaviors. Highlight some of the key overall results.
- Use charts or tables to illustrate your quantitative results (optional).

### **Section 5. DISCUSSION**

This section will inform people of your successes and challenges over the past three years.

- Using the Social-Ecological Model, describe the type and level of change achieved. Was the change on the:
  - Individual level (e.g., increased nutrition knowledge, people eating more fruits and vegetables, etc.);
  - Interpersonal level (e.g., peer education);





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- Institutional/organizational level (e.g., school principal creates after school snack program, changes to the types of food available at corner stores);
  - Community level (e.g., formation of new collaborations and a sense of community empowerment); or
  - Social structure/public policy level (e.g., promoting ideas for improving access to healthier foods in low-income communities).
- Describe the accomplishments of your project. This may include something your project achieved that you are particularly proud of, a story that you believe really demonstrates the positive difference your project has made, and/or an aspect of your project you are really excited about or you believe is most promising.
  - Describe the challenges you experienced and how you overcame them.
  - Describe the lessons learned from conducting the interventions (i.e., what would you do differently? What worked best? What were the project's strengths? What were the project's weaknesses?).
  - Describe specific products or tools developed or used by your project that might be useful to other LFNE projects.

## **Section 6. CONCLUSIONS**

This section uses the findings to answer the program questions. The results are interpreted to determine significance and provide explanations. Judgments and recommendations are included in this section.

- Summarize your overall thoughts on the three years of your project. Include an interpretation of the results, limitations, and any conclusions about program effectiveness.
- Provide recommendations for project replication by others, which may include discussion on funding, staffing, timing, partnerships, training, media/social marketing activities, etc.
- Discuss any plans for project sustainability to continue your nutrition education activities after your *Network* funding has ended.

## **Available Support and Technical Assistance**

The Perales Evaluation Team is available to provide technical assistance to projects in the development of your Retrospective Presentation and Report.

Your *Network* Program Manager is also available to provide assistance.

