



Network for a Healthy California

Guidelines for Impact/Outcome Evaluation

Revised 1/28/2010

The *Network* expects contractors that receive over \$350,000 in Federal share to conduct impact/outcome evaluation 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 fit unique situations.

1. Contractors are expected to measure change in fruit and vegetable consumption and factors that influence it.
2. Contractors are expected to include an impact/outcome evaluation objective in their SOW.
3. Contractors are expected to use an age-appropriate selected from the following:
 - Network* Youth Survey – 3rd-8th grades
 - Network* High School Survey – high school students
 - Food Behavior Checklist (FBC) - Adults
 - Fruit and Vegetable Checklist (FVC) - Adults
 - Fruit and Vegetable Inventory along with FBC or FVC- Adults
4. Contractors that have previously conducted impact/outcome evaluation 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 aspect of their SOW 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.
5. Contractors are expected to evaluate an intervention that has face-to-face contact with the same individuals at least five times. This may include contacts made by collaborating agencies if it can be demonstrated that the individual has contact at the other site.
6. Contractors are expected to submit results for at least 50 matched surveys, i.e., a pretest and posttest for the same individual.
7. Contractors are responsible for collecting and analyzing their data and are expected to submit data and a report by July 31st of each year.
8. Contractors are expected to submit a draft evaluation plan with their final report by July 31st of each year. This plan should make specific any general language written into the SOW and incorporate findings from the prior year's evaluation.