



Program Evaluation Introduction and Expectations

Presented by

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Funded by the USDA's Food Stamp Program through the California Department of Public Health's Network for a Healthy California. These institutions are equal opportunity providers and employers. The Food Stamp Program Provides nutrition assistance to people with low income. It can help buy nutritious foods for a better diet. For information on the food Stamp Program , call 1-888-328-3483.

AGENDA

- Introductions
- LFNE Evaluation Expectations
- Evaluation Resources
- Exercise
- Next steps and close



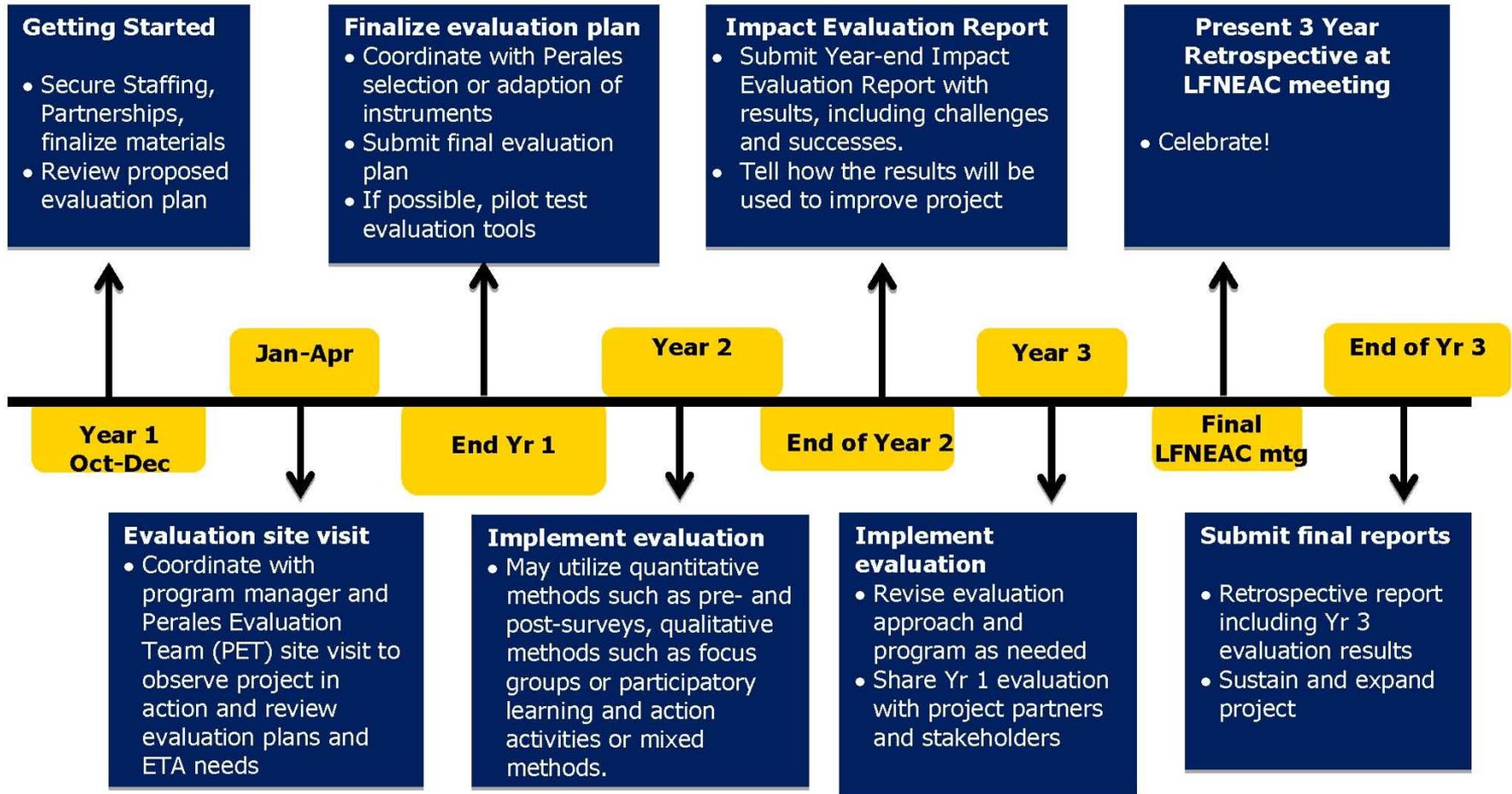
Sample Retrospective Presentation

- **Occidental College, Center for Food and Justice LFNE Project: 2004 - 2008**
 - Video: Serving Up Nutrition Education in Schools



Network for a Healthy California Local Food and Nutrition Education Projects

Timeline of Evaluation Expectations



Evaluation Expectations

- Contractors are required to **submit an evaluation plan including draft evaluation instruments** developed in consultation with the Perales Evaluation Team (PET) **by October 15th**
 - Make program modifications in years 2 and 3 that were informed by the project's impact evaluation reports.



Impact Evaluation

Measures the effectiveness of an intervention by assessing behavior change or the factors that directly influence behavior change

Types of behavior change:

- Preferences
- Consumption
- Exercise

Factors that influence behavior change:

- Knowledge
- Attitude
- Self-efficacy
- Preferences
- Access and availability may influence behavior, but are not measured in the *Network's* Impact Evaluation



Evaluation Expectations (cont.)

- **Evaluation may utilize quantitative methods**
 - pre- and post-surveys
- **Evaluation may utilize qualitative methods**
 - Focus groups
 - Participatory learning and action activities
- **Mixed methods**
 - Combination of quantitative and qualitative methods



Evaluation Expectations (cont.)

- **Impact Evaluation Plan with instruments**
 - Due October 15th at the end of the first contract year
- **Impact Evaluation Report**
 - Due October 15th at the end of the second contract year



Evaluation Expectations (cont.)

- **Retrospective Presentation and Report**
 - Presentation due at LFNEAC meeting towards the end of the third contract year
 - Report due with final Annual Progress Report of the third contract year
- **Report templates and examples are available**



Network Evaluation Resources

- LFNE Evaluation Plan Template
- Impact Evaluation Handbook and Compendium of Surveys

<http://www.cdph.ca.gov/programs/cpns/Documents/Network-ImpactEvaluationHandbookCompendium.pdf>

- LFNE Evaluation Resource Binder



Discuss the timeline of Evaluation Expectations



Evaluation Resources Exercise

- Working in pairs or by project review the project descriptions and evaluation questions in the Evaluation Resource Binder
- Identify a project either a similar approach or similar evaluation question to your project [10 minutes]
- Volunteers share with the group what you found [5 minutes]



Evaluation Resources Exercise

- Working in pairs or by project find one instrument in either the *Network's* Impact Evaluation Handbook/Compendium of surveys
- or the LFNE Evaluation Resource Binder that you could possibly use or adapt to your project's evaluation [10 minutes]
- Volunteers share with the group what you found [5 minutes]





Above all -

We are here to help you have a meaningful and successful evaluation experience, that will contribute to the health of the communities you serve.



Contact Information



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Thank You



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