

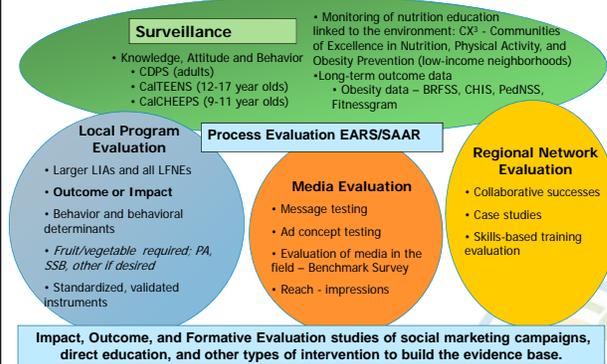


The Future of *Network* Evaluation

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Network Statewide Collaborative Meeting
November 15, 2011

Network for a Health California Evaluation - Overview



Network Surveillance

- Analysis of major CalCHEEPS methodology changes piloted in 2011
- 2011 CDPS very successful survey year; completed 9/30/11 – goal is data out within 2012
- 2012 CalTEENS will enter the field this spring
- SSB research brief based on all three Network surveys for winter/spring release; obesity brief for upcoming year
- How to fund higher income comparison group remains a question for 2013

External Surveillance

- Preparing regional 2009 CHIS and 2009 BRFSS data for web posting
- Eight Network-written CA Women's Health Survey Data Points scheduled for release in FFY2012
- New county-level Fitnessgram data released last week through the California Center for Public Health Advocacy
- PedNSS has been discontinued by the CDC – loss of a good resource

Local Contractor Evaluation - LIAs

- About 40 LIA contractors for FFY 12
- Several doing true randomized intervention/control impact evaluation
- Compendium being updated – more determinants
- 2 manuscripts submitted – FFY 10
 - Children's PP! and HOTM impact/outcome eval
 - Adult parent education impact/out eval
- Format for next year's large local contractor evaluation is not yet determined

LFNE and Local Health Department Evaluation

- LFNE document being prepared for *Network* Conference based on LFNE evaluation case studies and results from the 3-year projects that have been completed
- Evaluation planning/programmatic site visits are planned for 10 new LFNE projects
- 12 returning Local Health Depts (LHD) and 10 new LHDs to implement CX³

Process Evaluation



- First 12-month EARS report is being currently compiled
- EARS will remain at least through FFY 2013
- Specific ATFs developed for each local contractor, for RNs, for each Campaign to collect EARS and SAAR data concurrently
- Additional process data is collected for leadership projects

Media Evaluation

- Benchmark as evaluation beyond tracking
 - In depth secondary data analysis of existing data 2004-2010
 - Goal is peer review publication
- Rigorous formative research for next round of media messaging
 - Several very different campaign strategies will be tested using in depth interviews



Regional Network Evaluation

- Assembly of case studies highlighting 3-year accomplishments of each regional collaborative FFY 2009-2011
- Completion of one-year case study for FFY 12
- Influence of system/policy/environmental change through collaboration with unfunded partners
- Skills-based train-the-trainer evaluation with follow-up



IMPACT EVALUATION

- Power Play! Campaign – completion
 - 44 schools; San Diego; half Int., half Control
- Latino Campaign – pre-test and intervention; qualitative evaluation
 - Central Coast intervention; Kern control
- African American Campaign – planning and design stages
- Retail Program Point of Purchase Marketing Study with Savemart - completion
- CHIS “natural experiment”



Formative Evaluation and Pilot Testing



- Pilot the African American Campaign beauty salon and beauty supply store intervention.
- Develop and test practitioner-oriented evaluation approaches for use by local projects implementing the *Network's* Youth Engagement Initiative
- Mothers Taking Action - Process and Outcome
 - Peer-leader, participatory dialogue obesity prevention approach being pilot tested by local health departments in Ventura and San Joaquin County



Research & Evaluation Resources

- Develop Retail Fruit and Vegetable Marketing Guide
- Complete validation study of self-efficacy measures for FV consumption, PA, and FV/PA family change behaviors
- Impact/outcome evaluation of food bank Nutrition Education and Produce Distribution Toolkit
- Field test CalFresh Outreach Toolkits — General Market and Seniors



2 New University Collaborations

- UC Davis School of Education, the Center for Cooperative Research and Extension Services for Schools (CRESS)
 - Youth Empowerment models and best practices
 - Evidence and approaches for youth media literacy toolbox
 - Review school materials in comparison to CDE’s health education standards
 - Develop and test youth-friendly afterschool assessment survey for CX³



- UCB Atkins Center for Weight and Health
 - Expert consultation and technical assistance for evaluation design of Nutrition Education and Obesity Prevention (NEOP)
 - Parent Empowerment evaluation – multi-sites; diverse models and best practices
 - Evaluation of Mothers Taking Action pilot
 - CHIS “natural experiment”

Where Will *Network* Research and Evaluation Be Going Next?

Return on Investment

GIS Analysis

INNOVATIVE

Creative ? **BOLD**

Exciting **DYNAMIC**

Policy, Systems, and Environmental Change?