Evaluation Framework and Reporting

Laurel Jacobs, DrPH, MPH
UA AzNN Evaluation Team
Today’s Agenda

• UA AzNN Evaluation Team and Services
• Evaluation Framework 2.0
• Evaluation Reporting
• Next Steps
Our Team

Support Staff

Laurel Jacobs

Theresa LeGros

Kay Orzech

Vern Hartz, our numbers guy
Contractor Support
Evaluation Support Throughout The Year

Monthly
- Evaluation committee meetings
- Evaluation trainings via iLinc
- Technical Assistance

2-4 times/year
- Visits to your programs
- In person trainings
- More TA

Annually
- Contractor reports
- County reports
- Even more TA
Support is Always Available

• Call us
• Email us
• How about we Skype?
• Evaluation team presence on other AzNN committees
• Website *coming soon*

Subcontractors too, but we want to strive to avoid redundancy of communication or exclusion of contractors in decision-making.
What We Ask of You...

• Staff collecting evaluation data must attend training prior to proctoring
  • Protect human subjects
  • Assure high quality data
  • Tips and tricks for the field
• Contractors are responsible for assuring the training of their subcontractors
Evaluation Framework 2.0
# FY16 Evaluation Framework 1.0

## FFY2016 AzNN Evaluation Framework

<table>
<thead>
<tr>
<th>Strategy Number</th>
<th>Food Systems</th>
<th>INTENDED REACH</th>
<th>PROCESS INDICATOR</th>
<th>SHORT TERM OUTCOME INDICATORS</th>
<th>LONG TERM OUTCOME INDICATORS</th>
<th>LONGEST TERM OUTCOME INDICATORS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Increase availability of healthy food retail, including mobile vendors, farmers’ markets, corner/convenience stores, and grocery stores.</td>
<td>Number of sites that will be reached</td>
<td>Number of meetings with site leaders</td>
<td>Number of site leaders met with</td>
<td>Percent of sites that are reached</td>
<td>Number of sites given recommendations</td>
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<tr>
<td>2</td>
<td>Encourage participation in community, home, school, and child care gardens.</td>
<td>Number of sites where promotion of gardens will be done</td>
<td>Number of meetings with community/site leaders</td>
<td>Number of community and site leaders met with</td>
<td>Percent of sites that are reached</td>
<td>Number of sites given recommendations</td>
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- BMFS5: Brand name for Arizona’s Fresh Food програме
Alignment with the Social Ecological Model
Alignment with USDA’s Priority Evaluation Indicators

<table>
<thead>
<tr>
<th>Indicator Code</th>
<th>Indicator Name</th>
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<tbody>
<tr>
<td>MT1</td>
<td>MyPlate Behaviors</td>
</tr>
<tr>
<td>MT2</td>
<td>Shopping Behaviors</td>
</tr>
<tr>
<td>MT3</td>
<td>Physical Activity Behaviors</td>
</tr>
<tr>
<td>ST4</td>
<td>Identification of Opportunities</td>
</tr>
<tr>
<td>ST6</td>
<td>Partnerships</td>
</tr>
<tr>
<td>MT4</td>
<td>Nutrition Supports Adopted</td>
</tr>
<tr>
<td>MT5</td>
<td>Physical Activity Supports Adopted</td>
</tr>
</tbody>
</table>
Evaluation Guiding Principles

- EASE OF USE
- ACCURACY
- FEASIBILITY
- CONSISTENCY
- UTILITY
Consistency of AzNN Evaluation

• Accommodate multiple years of programming for continuity

• Allow for revision of tools/protocols as new information is gained
Utility of AzNN Evaluation

• Address all USDA priority evaluation indicators, AzNN state goals, and all AzNN strategies

• Exclude data collection that does not have an identified stakeholder use
Feasibility of AzNN Evaluation

• Minimize redundancy for contractors and AzNN

• Methods are contractor-friendly

• Scope aligned with evaluator capacity
Accuracy in AzNN Evaluation

• Measurement tools are evidence-based

• Data triangulation when feasible

• Mixed-methods when feasible
Ease of Use for AzNN Contractors

• Excerpt frameworks will be available for each contractor today

• Customizable frameworks will be available on website (coming soon-ish)
FY 16 Evaluation Tools

• More information on each tool is located in the P and P manual: Chapter 5
  • **When** tool is required
  • Description of the tool
  • **What** is required
  • Link to more online information
Assessments No Longer Used

- Adult Survey
- SOPARC/SOPLAY
- Plate waste studies
- Healthy Hawaii
- Walkability checklist
- ALL modules of Go NAPP SACC
- Pre/post testing of meal nutritional quality
Introduction to the FY16 Evaluation Framework 2.0

**Strategy 10 Support the development, implementation, and evaluation of nutrition and physical activity LWPs**

<table>
<thead>
<tr>
<th>INTENDED REACH</th>
<th>PROCESS INDICATOR</th>
<th>STO (0-1 Yr) INDICATORS</th>
<th>MTO (2-3 Yrs) INDICATORS</th>
<th>LTO (3-5 Yrs) INDICATORS</th>
</tr>
</thead>
</table>

- **What is your planned scope?**
- **Did you do the work?**
- **Did it have the intended outcome?**
Active Living
### Strategy 8  Support family-friendly physical activity opportunities throughout the year, throughout the community

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<th>MTO (2-3 Yrs) INDICATORS</th>
<th>LTO (3-5 Yrs) INDICATORS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of communities that will be reached (SART)</td>
<td>% of communities reached (SART)</td>
<td><strong>ST4</strong> Qualitative data related to identification of community PA opportunities (SARN)</td>
<td><strong>MT5</strong> Qualitative data re: adoption of physical activity opportunity supports (SARN)</td>
<td><strong>MT5</strong> Qualitative data re: adoption of PA opportunity supports (SARN)</td>
</tr>
<tr>
<td>Number of planning meetings with PA partners (SART)</td>
<td>Number of planning meetings with PA partners (SART)</td>
<td><strong>ST4</strong> # reached by PA opportunities, Year 1 (EARS)</td>
<td><strong>MT5</strong> Increase in # of people reached by PA opportunities (EARS)</td>
<td><strong>MT5</strong> Sustained increase in number of people reached by PA opportunities (EARS)</td>
</tr>
<tr>
<td>ST4 # of PA opportunities provided, Year 1 (EARS)</td>
<td>ST4 # of PA opportunities provided, Year 1 (EARS)</td>
<td><strong>ST6</strong> # of PA opportunities provided, Year 1 (EARS)</td>
<td><strong>MT5</strong> Increase in # of physical activity opportunities provided (EARS)</td>
<td><strong>MT5</strong> Sustained increase in number of PA opportunities provided (EARS)</td>
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School Health
### Strategy 10 Support the development, implementation, and evaluation of nutrition and physical activity LWPs

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<tbody>
<tr>
<td>Number of schools that will be reached (SART)</td>
<td># of meetings with school and LEA leadership (SART)</td>
<td>ST4 Baseline scores for school LWPs, Year 1 (WellSAT 2.0)</td>
<td>MT4,5 Implementation scores for LWPs, Year 2 (WellSAT-i 2.0, Section 6)</td>
<td>LT9,10 Mastery-level implementation score for LWPs, Year 4 (WellSAT-i 2.0, Section 6)</td>
</tr>
<tr>
<td>Phase I</td>
<td>% of schools/districts assessed (SART): # WellsAT 2.0 completed # contacted for assessment</td>
<td>ST4 Qualitative data re: identification of LWP/LEA opportunities (SARN)</td>
<td>MT4,5 Increase in LWP scores, Year 3 (WellSAT 2.0)</td>
<td>LT9,10 Increase in LWP total scores with a comprehensiveness grade of at least 70, Year 5 (WellSAT 2.0)</td>
</tr>
<tr>
<td>Phase II</td>
<td># of trainings and/or TA with school and LEA leadership on LWPs (SART)</td>
<td></td>
<td>MT4 Qualitative data re: nutrition supports in LWPs (SARN)</td>
<td></td>
</tr>
</tbody>
</table>
Evaluation Reporting

• Semi-Annual Report Narrative (SARN)
• Semi-Annual Report Table (SART)
• Completed Evaluation Tools
  • Ex: Youth Survey
Semi-Annual Report Narrative (SARN)

- Word document: like quarterly report
- Contractors complete every six months, due April 30\textsuperscript{th} and October 30\textsuperscript{th} to AzNN partnership consultant
- One for each contract (includes subcontractors)
- One for each county within a contract
  - Navajo Co. PHSD
  - UA Cooperative Extension
SARN Key Components

- Strengths
- Areas for Improvement
- Opportunities
- Potential Threats
- Optional: photos, newspaper articles, student projects
What do you see as your program’s *major strengths* in each Focus Area *this* reporting period?

*Your answer should cover positive developments that have already occurred during the previous six months.*
“Since the start of FY16, we have recruited two Krazy Kat Korner stores in Flagstaff who signed agreements with us and were introduced to the initiative. We completed the focus group, finding that shoppers prefer whole grain snack and cereal products and replacing the donut shelf with low-fat dairy selections, but they are unlikely to purchase fruits and vegetables at the corner store because they have a nearby farmers' market. Moreover, we are especially excited to report that a third Krazy Kat store manager has contacted us to start a Health Food Initiative in his store.”
SARN Section: Areas for Improvement

• What do you see as your program’s areas of improvement in each Focus Area this reporting period?

• Your answer should cover challenges that have already occurred during the previous six months.
“We learned that scheduling with school districts and individual sites can be challenging and requires advanced planning. Principals and other administrators needed additional encouragement and information to understand why and how their support was critical to success during planning meetings. We have learned to identify key administrative support people through which to schedule meetings, and we have learned that we need to make attendance attractive to busy administrators by providing snapshot information over phone, email or fliers.”
SARN Section: Opportunities

• What do you see as your program’s opportunities in each Focus Area for the next reporting period?

• Your answer should cover opportunities that you foresee during the next six months. You may also request assistance from AzNN staff to pursue opportunities here.
“After experiencing the momentum of the Kwakk Wakk Park Race Day event in inspiring park use, the City has contacted us for help with planning future events. In the upcoming quarter, we have scheduled to begin work with a local fitness center to plan free, monthly outdoor Zumba classes at the park. Flagstaff also hired a new city manager in October who expressed particular interest in enhancing city parks in his "Message to the City of Flagstaff." This provides us with the perfect opportunity to build upon our successes with the City of Page as we reach out to expand family-friendly PA opportunities in Flagstaff over the next six months.”
SARN Section: Potential Threats

• What do you see as potential threats in each Focus Area of programming in the next reporting period?

• Your answer should cover challenges that you foresee during the next six months. You may also request assistance from AzNN staff to overcome challenges or threats here.
“We ended up teaching our four lesson My Plate for My Family series as more of a single lesson group of classes in the last reporting period, and this reporting period we would like to be sure that we can deliver the series. We request that the AzNN evaluation team continue to work with us to ensure consistent attendance by using incentives like the $10 gift cards and early advertising of sign-ups for the four-lesson series at the Walter Cephus Austrige Community Center. We will also try to schedule the four classes on a class-per-week basis, so that the commitment is the same day, once per week, for one month.”
Sample AzNN Semi-Annual Narrative Report

Contractor Name: Coconino County Health Department
County: Coconino
Name of Person Completing Report: Offissa Pupp
Select from Dropdown: Mid-Year Report

Instructions: For each of the following Focus Areas, please answer the questions succinctly. If you do not work in a Focus Area, check the box next to “N/A”.

Food Systems
☐ N/A

1. What do you see as your program’s major strengths in Food Systems this reporting period?

   This period, the Coconino County Health Department (CCHD) has met with extraordinary success in our promotion of healthy food retail (strategy 1) using the Baltimore Healthy Store Initiative in corner stores. Since the start of FY16, we have recruited two Krazy Kat Korner stores
Semi-Annual Report Table (SART)

- Excel spreadsheet: like quarterly report table
- Mainly collects process indicators for PSE work
- Concurrent submission with the SARN
- One for each contract (includes subcontractors)
- One for each county within a contract
  - Navajo Co. PHSD
  - UA Cooperative Extension
SART Training

- iLinc
- Thursday, October 22\textsuperscript{nd}
- 10-11:30am

Keep a running record of your indicators
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