





Evaluation Framework and



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



Laurel Jacobs



Theresa LeGros



Support
Staff

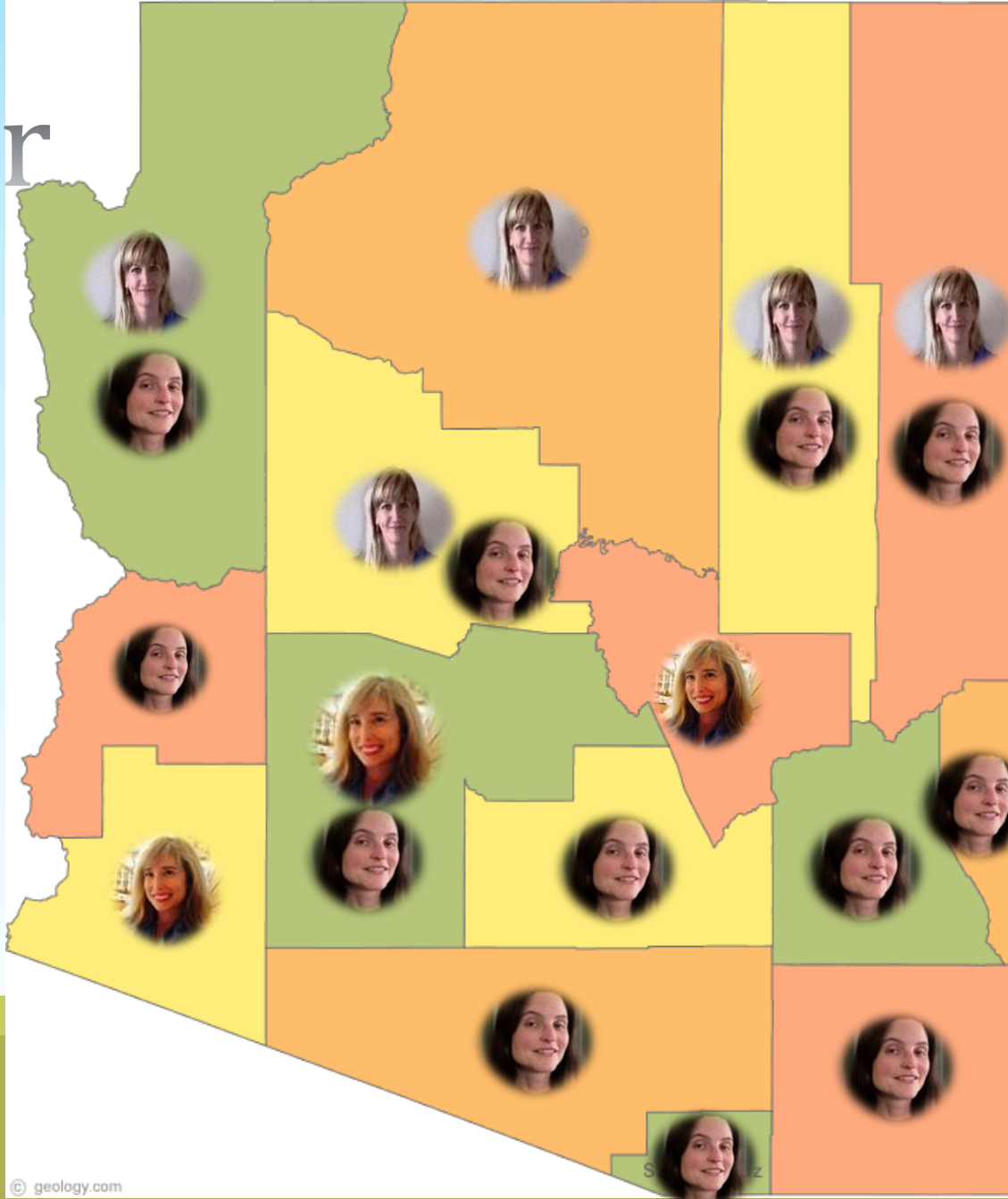


Kay Orzech



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 o
- 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

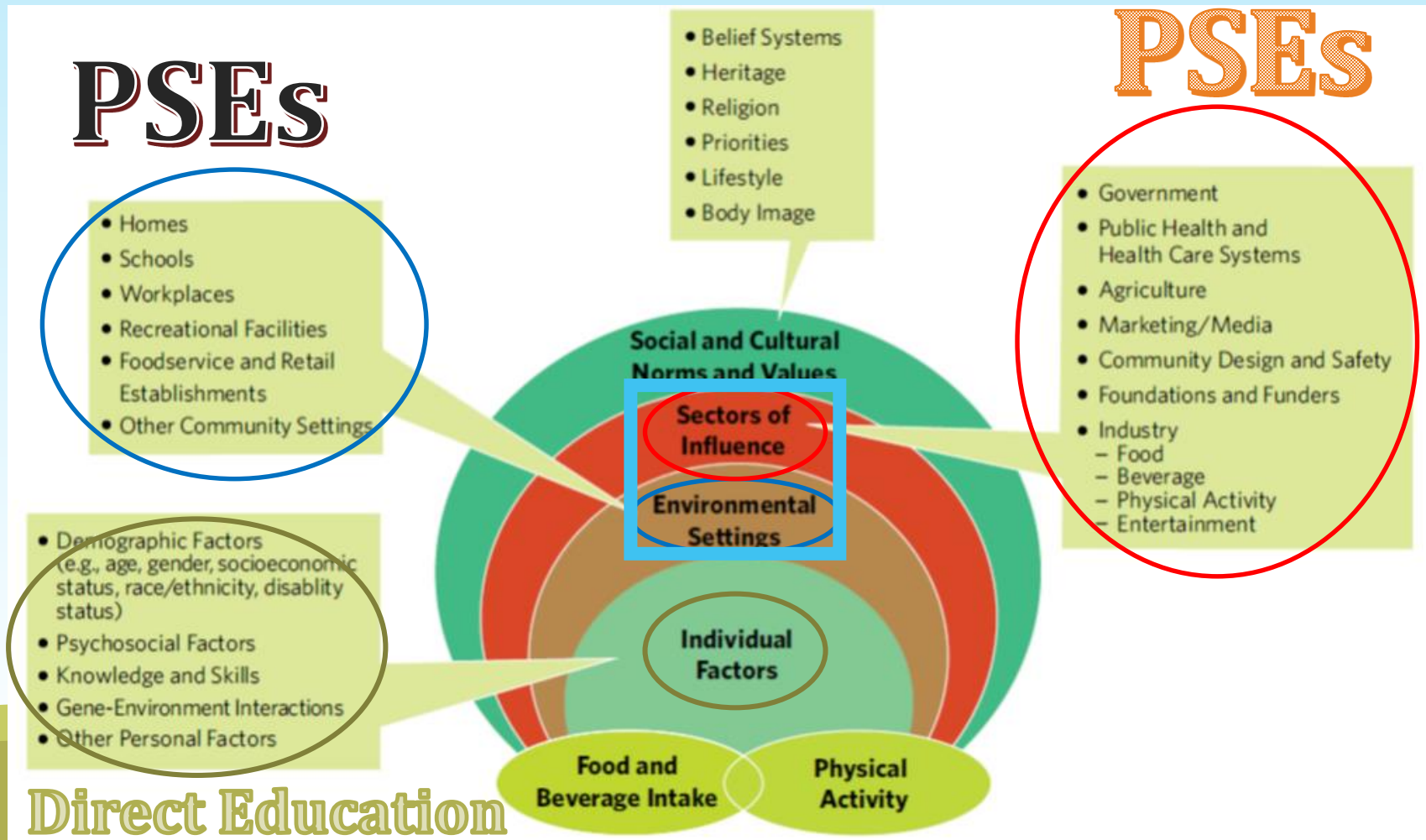


FY16 Evaluation Framework 1.0

FFY2016 AzNN Evaluation Framework

Strategy Number	Food Systems	INTENDED REACH	PROCESS INDICATOR	SHORT TERM OUTCOME INDICATORS	MEDIUM TERM OUTCOME INDICATORS	LONG TERM OUTCOME INDICATORS	LONGER TERM OUTCOME INDICATORS	LONGEST TERM OUTCOME INDICATORS
1	Increase availability of healthy food retail, including mobile vendors, farmers' markets, corner/country stores, and grocery stores.	(ST4) Number of sites that will be reached	Percent of sites reached Number of meetings with site leaders Number of site leaders met with	Percent of sites given recommendations Number of meetings with healthy food retailers (ST6) Number of partnerships in place	Number of healthy food retailers in local area Number of farmers' markets in local area (MT4) Percent of communities that adopt healthy food policies that encourage healthy food vendors to locate in the community Adult Survey Indicators (see attachment)	Percent of adults who ate vegetables 3 times per day (BRFSS) Percent of adults who ate fruit 2 times per day (BRFSS)	Percent of adults who eat fruits at least twice and vegetables at least 3 times per day (BRFSS) Percent of low-income adults who eat fruits at least twice and vegetables at least 3 times per day (BRFSS)	(1) Percent of adults in Arizona who are overweight (BRFSS) (1) Percent of low-income adults in Arizona who are overweight (BRFSS) (1) Percent of adults in Arizona who are obese (BRFSS) (1) Percent of low-income adults in Arizona who are obese (BRFSS) Percent of youth in Arizona who are overweight (YRBS) Percent of youth in Arizona who are obese (YRBS)
2	Encourage participation in community, home, school, and child care gardens.	(ST4) Number of sites where promotion of gardens will be done	Percent of sites given TA on garden promotion Number of meetings with community/site leaders Number of community and site leaders met with	Percent of sites that have policies in support of gardens (ST6) Number of partnerships in place	(MT4) Number of community gardens Percent of sites with community gardens (MT4) Number of home gardens Percent of sites with home gardens (MT4) Number of school gardens Percent of sites with school gardens (MT4) Number of child care gardens Percent of sites with child care gardens Youth Survey Indicators (see attachment) Adult Survey Indicators (see attachment)	High School Students - (YRBS) During past 7 days: - Drank a can, bottle, or glass of soda or pop 3 or more times per day (8.3%) - Drank at least one glass of milk per day (37.8%) - Ate fruit or drank 100% fruit juice less than one time per day - Ate vegetables less than one time per day	Target Population Survey Indicators (see attachment) High school Students - (YRBS): During past 7 days: - Drank at least one can, bottle, or glass of soda per day - Drank 3 or more glasses of milk per day - Ate fruit or drank 100% fruit juice at least 2 times per day - Ate vegetables at least 3 times per day	Percent of youth in Arizona who are overweight (YRBS) (1) Percent of WIC children aged 2-5 who are overweight (1) Percent of WIC children aged 2-5 who are obese Percent of WIC mothers who were overweight prior to pregnancy Percent of WIC mothers who were obese prior to pregnancy

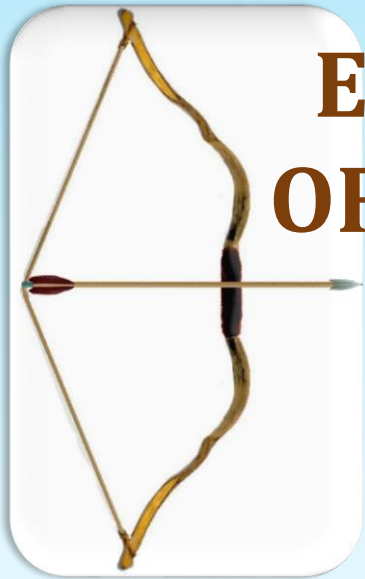
Alignment with the Social Ecological Model



Alignment with USDA's Priority Evaluation Indicators

Indicator Code	Indicator Name	
MT1	MyPlate Behaviors	Individual Level
MT2	Shopping Behaviors	
MT3	Physical Activity Behaviors	
ST4	Identification of Opportunities	Environmental Level
ST6	Partnerships	
MT4	Nutrition Supports Adopted	
MT5	Physical Activity Supports Adopted	

Evaluation Guiding Principles



**EASE
OF USE**



FEASIBILITY



ACCURACY



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



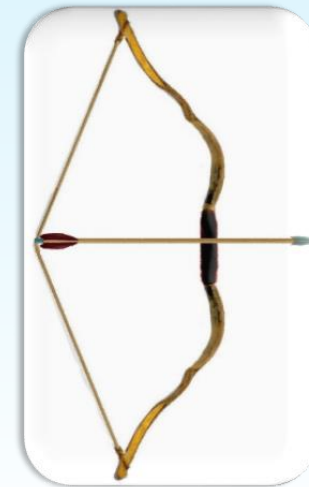
Accuracy in AzNN Evaluation

- 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)







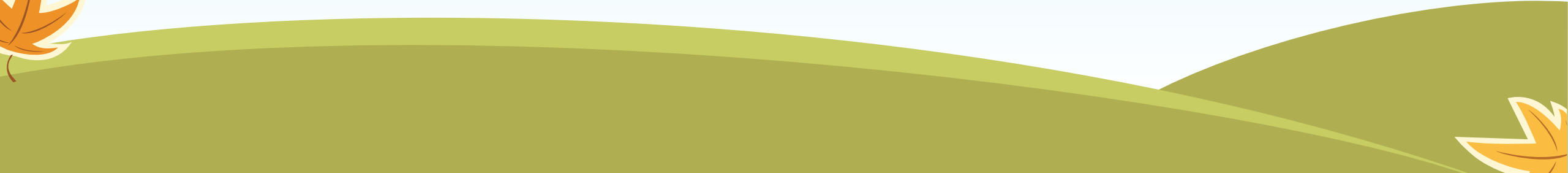


FY 16 Evaluation Tools

- 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
- 
- 
- 
- 



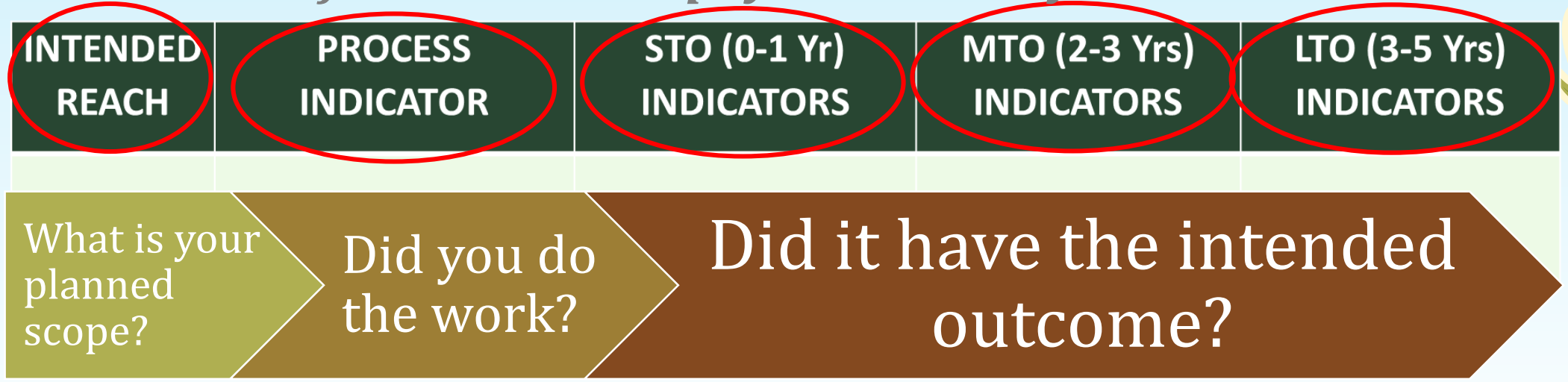
Assessments No Longer Used

- 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

EXAMPLE

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



Active Living



Strategy 8 *Support family-friendly physical activity opportunities throughout the year, throughout the community*

INTENDED REACH	PROCESS INDICATOR	STO (0-1 Yr) INDICATORS	MTO (2-3 Yrs) INDICATORS	LTO (3-5 Yrs) INDICATORS
<p>Number of communities that will be reached (SART)</p>	<p>% of communities reached (SART)</p> <p>Number of planning meetings with PA partners (SART)</p>	<p>ST4 Qualitative data related to identification of community PA opportunities (SARN)</p> <p>ST4 # reached by PA opportunities, Year 1 (EARS)</p> <p>ST6 # of PA opportunities provided, Year 1 (EARS)</p>	<p>MT5 Qualitative data re: adoption of physical activity opportunity supports (SARN)</p> <p>MT5 Increase in # of people reached by PA opportunities (EARS)</p> <p>MT5 Increase in # of physical activity opportunities provided (EARS)</p>	<p>MT5 Qualitative data re: adoption of PA opportunity supports (SARN)</p> <p>MT5 Sustained increase in number of people reached by PA opportunities (EARS)</p> <p>MT5 Sustained increase in number of PA opportunities provided (EARS)</p>

School Health



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

INTENDED REACH	PROCESS INDICATOR	STO (0-1 Yr) INDICATORS	MTO (2-3 Yrs) INDICATORS	LTO (3-5 Yrs) INDICATORS
<p>Number of schools that will be reached (SART)</p>	<p># of meetings with school and LEA leadership (SART)</p> <p>Phase I</p> <p>% of schools/districts assessed (SART):</p> <p><u># WellSAT 2.0 completed</u></p> <p># contacted for assessment</p> <p>Phase II</p> <p># of trainings and/or TA with school and LEA leadership on LWPs (SART)</p>	<p>ST4 Baseline scores for school LWPs, Year 1 (WellSAT 2.0)</p> <p>ST4 Qualitative data re: identification of LWP/LEA opportunities (SARN)</p>	<p>MT4,5 Implementation scores for LWPs, Year 2 (WellSAT-i 2.0, Section 6)</p> <p>MT4,5 Increase in LWP scores, Year 3 (WellSAT 2.0)</p> <p>MT4 Qualitative data re: nutrition supports in LWPs (SARN)</p> <p>MT5 Qualitative data re: PA supports in LWPs (SARN)</p>	<p>LT9,10 Mastery-level implementation score for LWPs, Year 4 (WellSAT-i 2.0, Section 6)</p> <p>LT9,10 Increase in LWP total scores with a comprehensiveness grade of at least 70, Year 5 (WellSAT 2.0)</p>

Evaluation Reporting

Quarterly Reports



Evaluation Reporting





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



Internal Evaluation





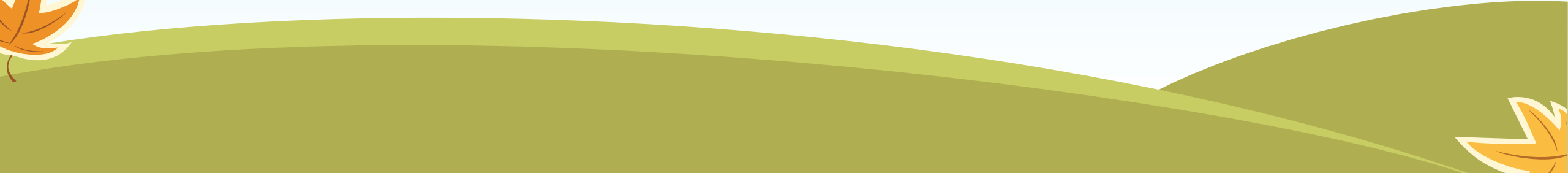


Semi-Annual Report Narrative (SARN)

- Word document: **like quarterly report**
 - Contractors complete every six months, due April 30th and October 30th 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
- 
- 
- 
- 
- 



SARN Section: Strengths

- 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.*
- 
- 





SARN Example: Food Systems Strengths







“Since the start of FY16, we have **recruited two Crazy 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 Crazy 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.*
- 
- 
- 
- 



SARN Example: School Health Areas for Improvement







“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.*
- 
- 
- 
- 



SARN Example: Active Living Opportunities







“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.*
- 
- 
- 
- 



SARN Example: Direct Education Threats



“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

Even if you worked in all five Food Systems strategies, you probably won't report that here--it's already in the semi-annual report table. Instead, this section gives you a chance to really highlight what you feel are your BIGGEST achievements.





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 22nd
 - 10-11:30am
- 
- 

Keep a running record of your indicators



Laurel Jacobs
(520)626-9233

jacobsl@email.arizona.edu

Twitter: @drjacobshealth

Theresa LeGros
(520)626-8766

drejza@email.arizona.edu

