

How Do We Know We Are Impacting Change?

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Program

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What are we trying to change?



National Program Goals

- Increase physical activity and improve nutrition through effective community interventions
- Increase the number of evaluated interventions

National Program Goals

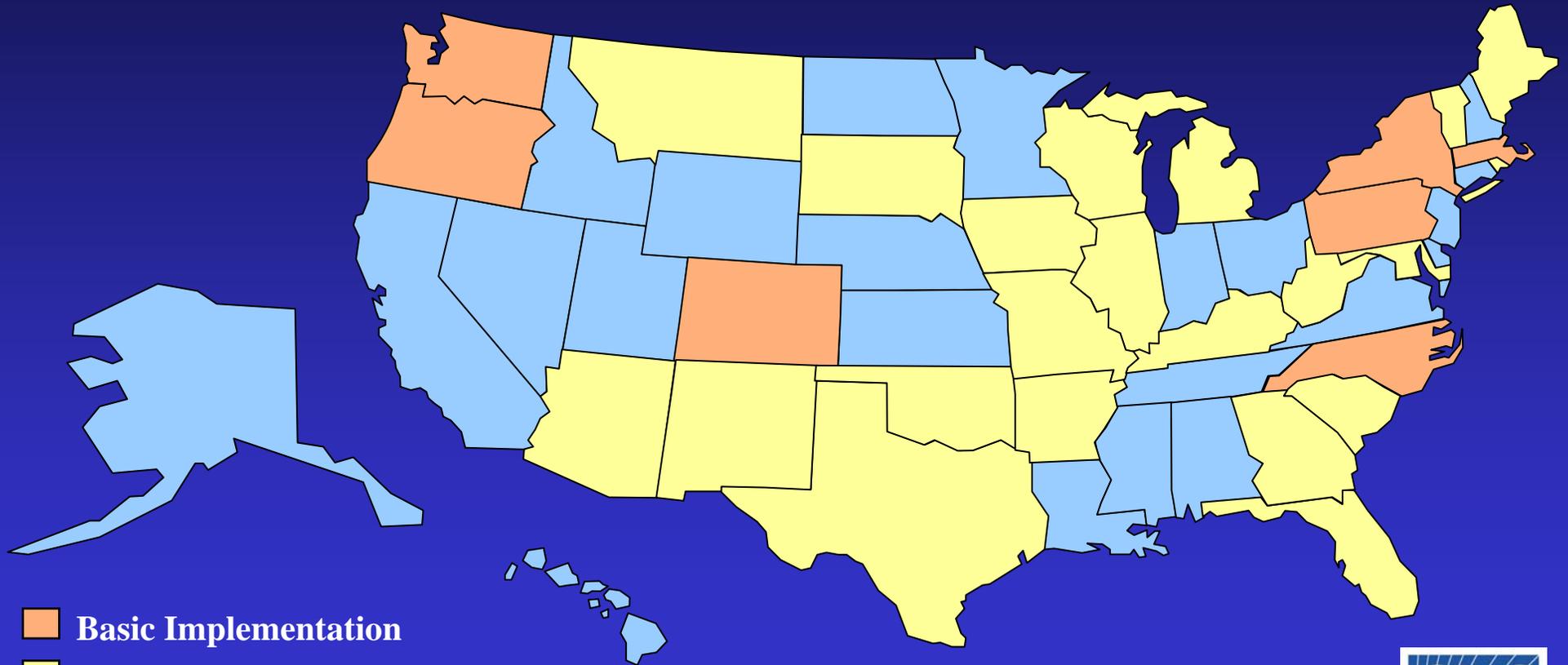
Decrease levels of obesity or reduce the rate of growth of obesity in communities reached through interventions

Increase the number of community and state policies, environmental support and legislative actions planned, initiated and modified for the prevention and control of obesity



CDC Funded States for Nutrition & Physical Activity

to Prevent Obesity and Other Chronic Diseases



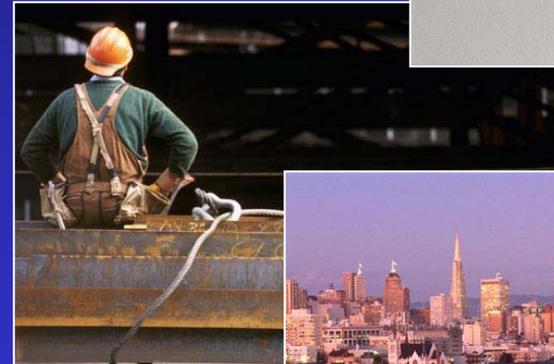
-  Basic Implementation
-  Capacity Building

http://www.cdc.gov/nccdphp/dnpa/obesity/state_programs/index.htm



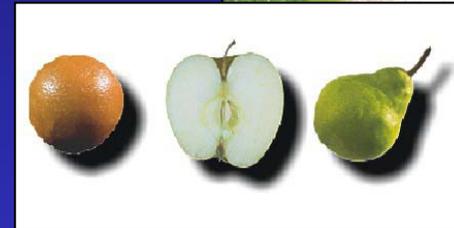
Intervention Sites to Prevent or Control Obesity

- Medical Settings
- Child care
- Preschool
- School
- Work Site
- Community



Behavior Change Strategies

- Increase physical activity
- Reduce television viewing in children and adolescents
- Promote breastfeeding



Promising Interventions

- Increase fruit and vegetable consumption
- Reduce soft drink consumption
- Reduce portion size



**“To obtain more evidence-based practice
we need more practice-based evidence”**

Larry Green, personal communication

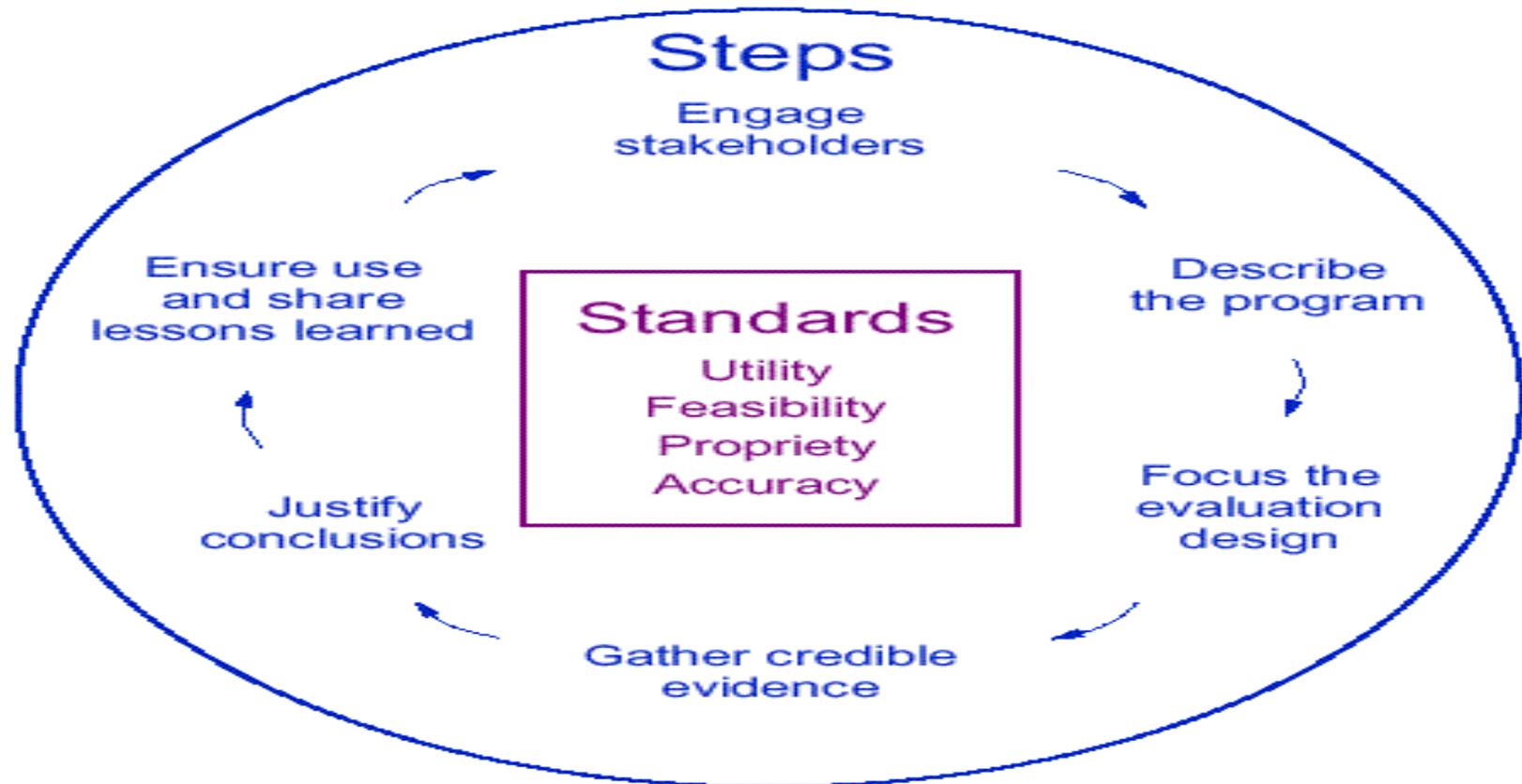


Program Evaluation is...

- The systematic collection of information about the activities, characteristics, and outcomes of programs to make judgments about the program, improve program effectiveness, and/or inform decisions about future program development (*Patton*)

CDC Framework for Program Evaluation

FIGURE 1. Recommended framework for program evaluation



Step-by-Step

1. **Engage stakeholders**: Decide who needs to be part of the design and implementation of the evaluation for it to make a difference.
2. **Describe the program**: Draw a “soup to nuts” picture of the program—activities and all intended outcomes.
3. **Focus the evaluation**: Decide which evaluation questions are the key ones

Step-by-Step

4. **Gather credible evidence**: Write indicators and choose and implement data collection sources and methods
5. **Justify conclusions**: Review and interpret data/evidence to determine success or failure
6. **Use lessons learned**: Use evaluation results in a meaningful way.

Underlying Logic of Steps

- No evaluation is good unless... results are used to make a difference

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- **No evaluation is good unless**... results are **used** to make a difference
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- **No market is created unless**.... the evaluation is **well-focused**, including most relevant and useful questions

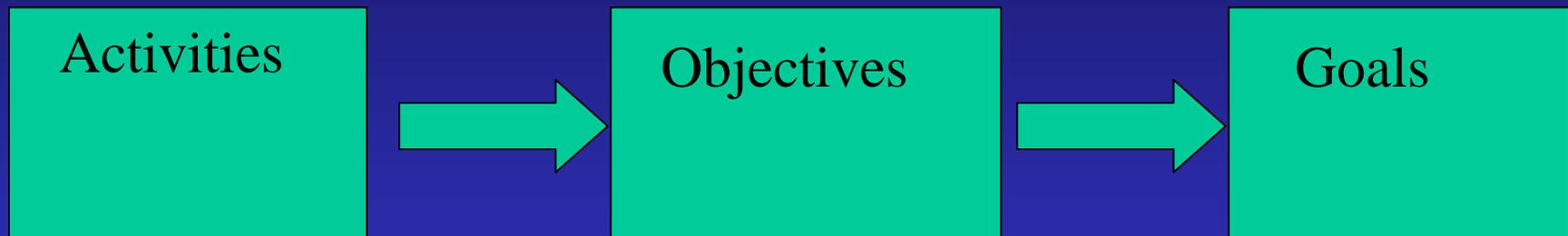
Underlying Logic of Steps

- *No evaluation is good unless...* results are *used* to make a difference
- *No results are used unless...* a *market* has been created prior to creating the product
- *No market is created unless....* the evaluation is *well-focused*, including most relevant and useful questions
- *No evaluation focus is the right one unless...* it reflects what the program is really about and checks assumptions with stakeholders

Logic Models and Program Description

- ***Logic Models :***
 - *Graphic depictions of relationship between a program's activities and its intended effects*

Linking Planning and Evaluation

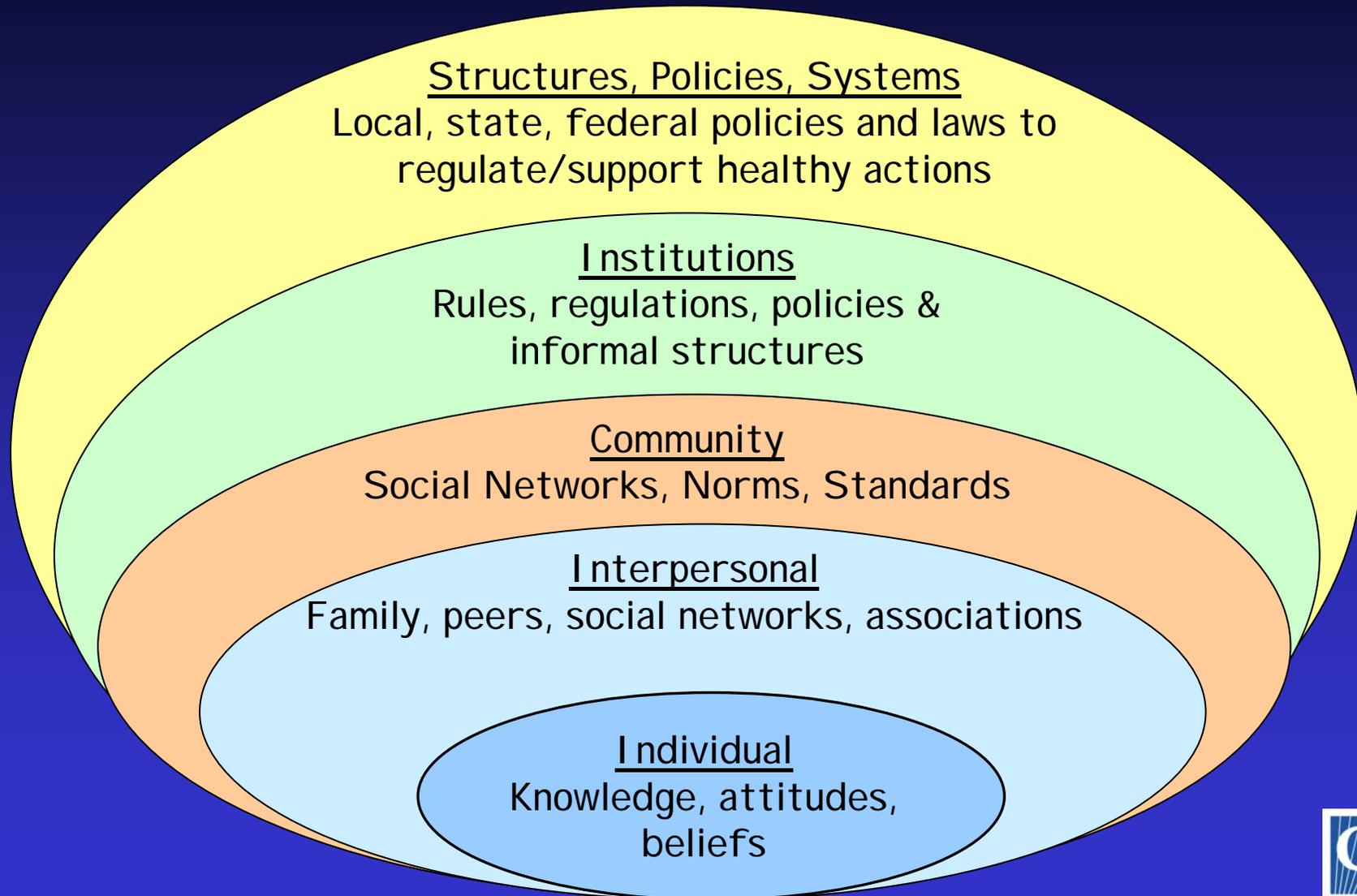


Implementation/
Process
Evaluation

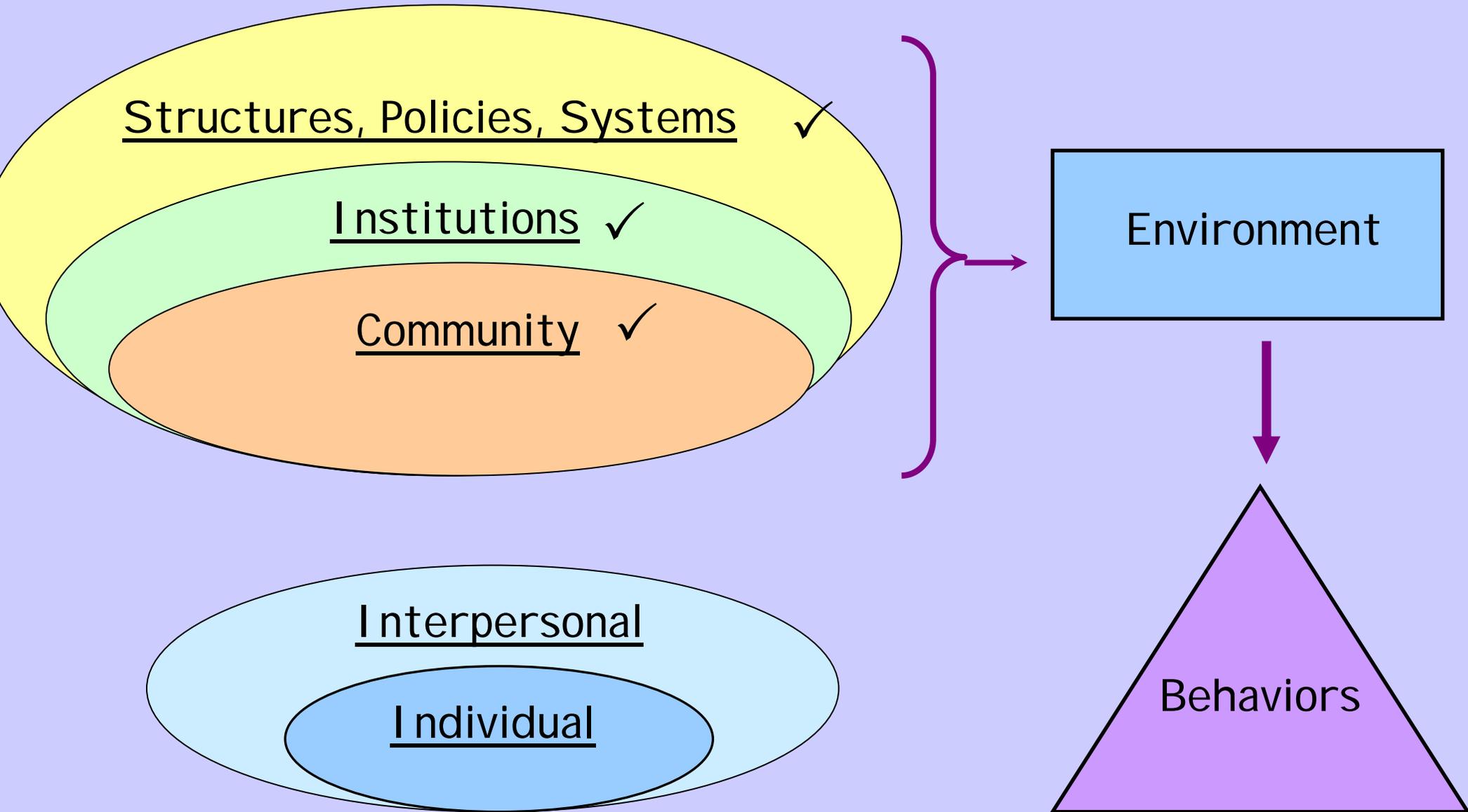
Short or Mid-
Term Outcome
Evaluation

Long-Term
Outcome
Evaluation

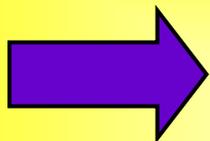
Levels of Influence in the Social-Ecological Model



The Social-Ecological Framework



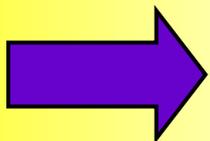
What is the best approach?



Change Individual Behavior

--educate and motivate

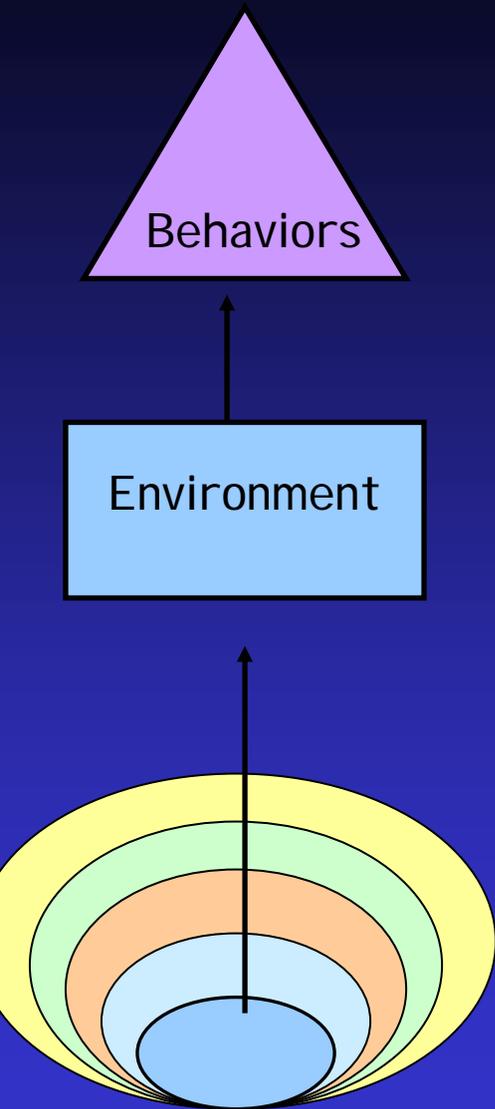
and



Change the Environment

--increase healthy options

--make it easier to select these options



Questions to consider:

1. What behavioral changes do we want to see?
2. What environmental & policy changes will facilitate healthy behaviors?
3. What actions will we take to create environment & policy changes?
4. What level(s) of the Social Ecological Model will we be influencing?

WA State Community Gardens

Objective	Add 40 plots and build a 2 nd garden
Approach	Develop community resources
SEM Level	Community
Environmental changes	Increased access to fresh produce & physical activity
Evaluation	Survey garden users

Colorado Worksite Resource Kits



PURPOSE

- Develop user-friendly strategies, action steps, and resources for physical activity and nutrition interventions in the workplace

EVALUATION

- Electronic survey of resource kit recipients to collect success stories and process data
- Post-training evaluations of increased knowledge and intent to act
- Evaluation measures specific to each mini-grant



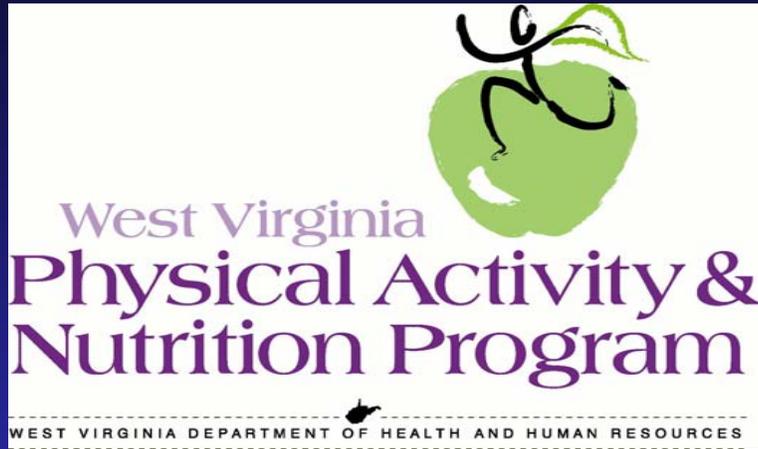


Online assessment of nutrition and physical activity environment and policies in schools

PANA
PENNSYLVANIA ADVOCATES FOR
NUTRITION AND ACTIVITY

**KEYSTONE
HEALTHY ZONE**



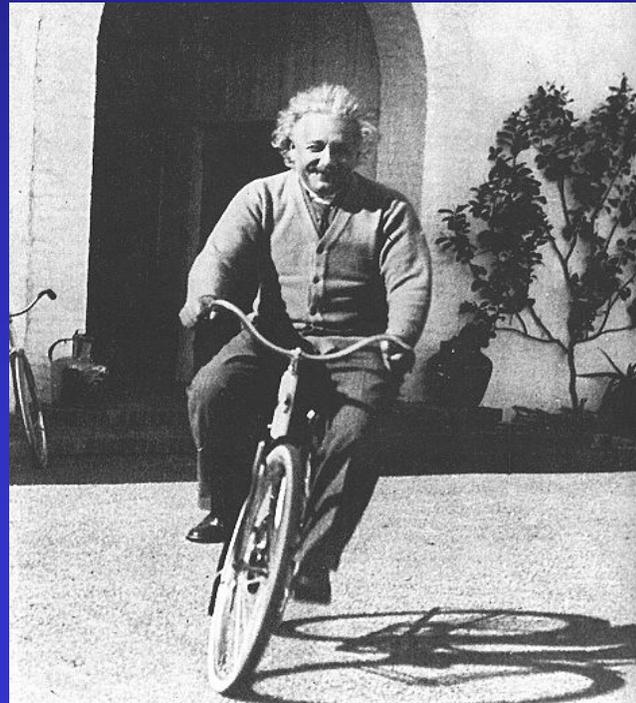


Partnered with CDC to conduct the first ever state-based obesity investigation to assess environmental obstacles to physical activity and good nutrition



Not everything that
can be counted counts
and not everything that counts
can be counted

- Albert Einstein



You
are an important partner in the work to
move society toward change!



Thank You

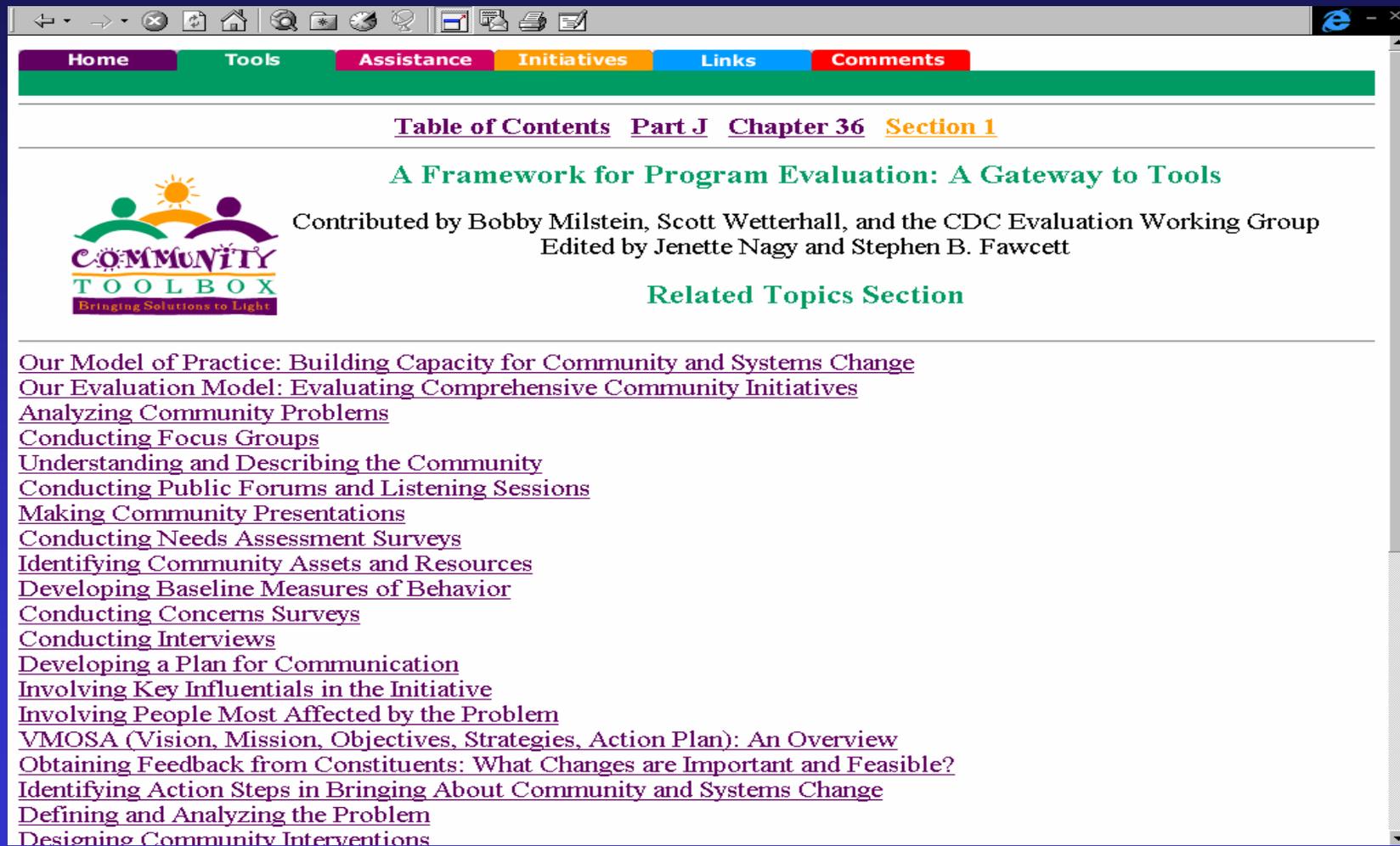


Helpful Publications @
www.cdc.gov/eval



Community Tool Box

<http://ctb.ku.edu>



The screenshot shows a web browser window displaying the Community Tool Box website. The browser's address bar shows the URL <http://ctb.ku.edu>. The website has a navigation menu with tabs for Home, Tools, Assistance, Initiatives, Links, and Comments. The main content area features a breadcrumb trail: [Table of Contents](#) [Part J](#) [Chapter 36](#) [Section 1](#). Below this is the title **A Framework for Program Evaluation: A Gateway to Tools**, followed by the text "Contributed by Bobby Milstein, Scott Wetterhall, and the CDC Evaluation Working Group" and "Edited by Jenette Nagy and Stephen B. Fawcett". A logo for the Community Tool Box is on the left, with the tagline "Bringing Solutions to Light". A "Related Topics Section" lists various topics, each as a clickable link.

Home Tools Assistance Initiatives Links Comments

[Table of Contents](#) [Part J](#) [Chapter 36](#) [Section 1](#)

A Framework for Program Evaluation: A Gateway to Tools

Contributed by Bobby Milstein, Scott Wetterhall, and the CDC Evaluation Working Group
Edited by Jenette Nagy and Stephen B. Fawcett

 **COMMUNITY TOOL BOX**
Bringing Solutions to Light

Related Topics Section

- [Our Model of Practice: Building Capacity for Community and Systems Change](#)
- [Our Evaluation Model: Evaluating Comprehensive Community Initiatives](#)
- [Analyzing Community Problems](#)
- [Conducting Focus Groups](#)
- [Understanding and Describing the Community](#)
- [Conducting Public Forums and Listening Sessions](#)
- [Making Community Presentations](#)
- [Conducting Needs Assessment Surveys](#)
- [Identifying Community Assets and Resources](#)
- [Developing Baseline Measures of Behavior](#)
- [Conducting Concerns Surveys](#)
- [Conducting Interviews](#)
- [Developing a Plan for Communication](#)
- [Involving Key Influentials in the Initiative](#)
- [Involving People Most Affected by the Problem](#)
- [VMOSA \(Vision, Mission, Objectives, Strategies, Action Plan\): An Overview](#)
- [Obtaining Feedback from Constituents: What Changes are Important and Feasible?](#)
- [Identifying Action Steps in Bringing About Community and Systems Change](#)
- [Defining and Analyzing the Problem](#)
- [Designing Community Interventions](#)

