



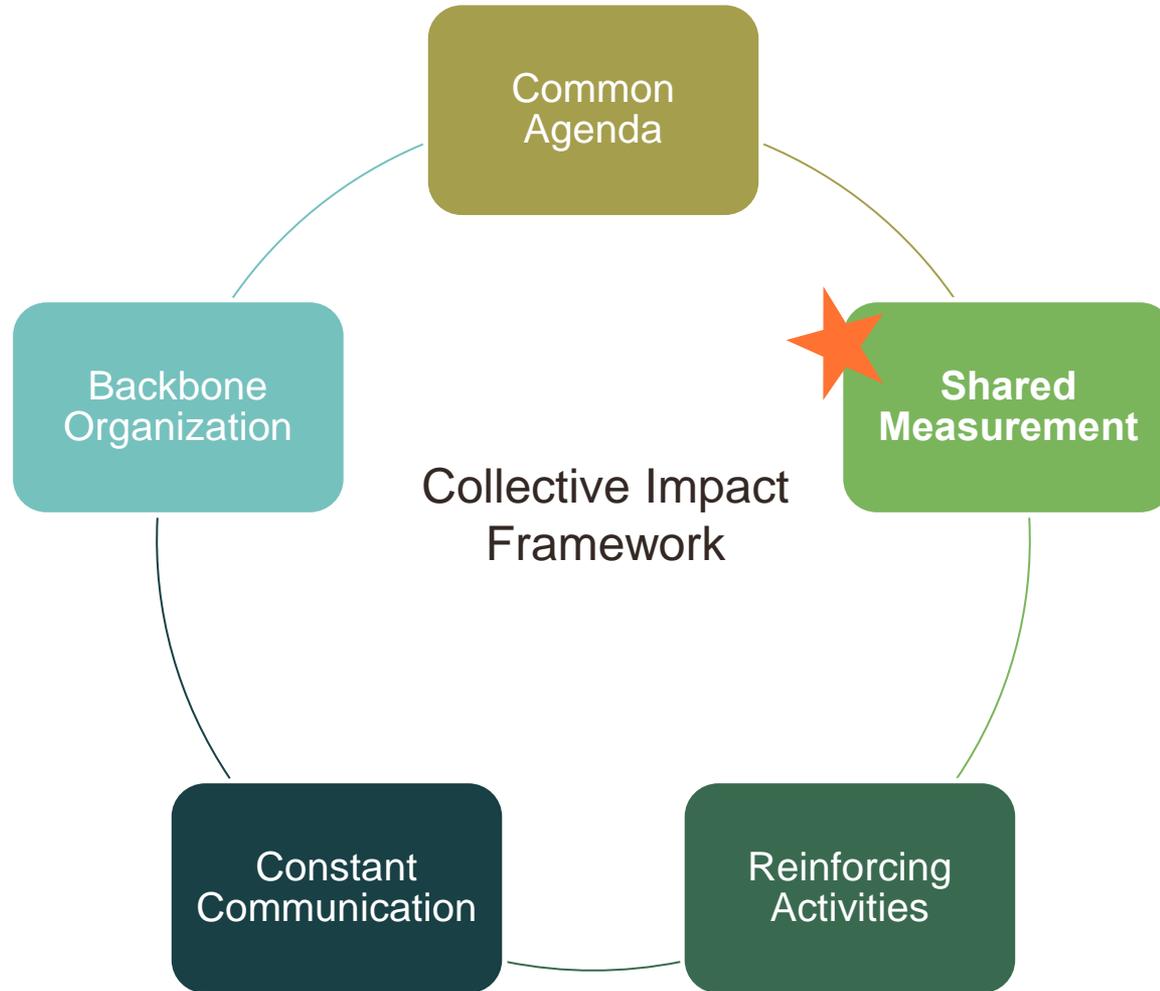
AN OVERVIEW OF PROGRAM EVALUATION

Shared Measurement Training Webinar
November 16, 2015

MICHIGAN STATE
UNIVERSITY

Center for
Regional Food Systems

CONTEXT: SHARED MEASUREMENT



TODAY'S SPEAKERS

Courtney Pinard

Research Scientist, Gretchen Swanson Center for Nutrition



Sue Ann Savas

Clinical Assistant Professor,
University of Michigan School of
Social Work
Program Evaluation Director,
Curtis Center

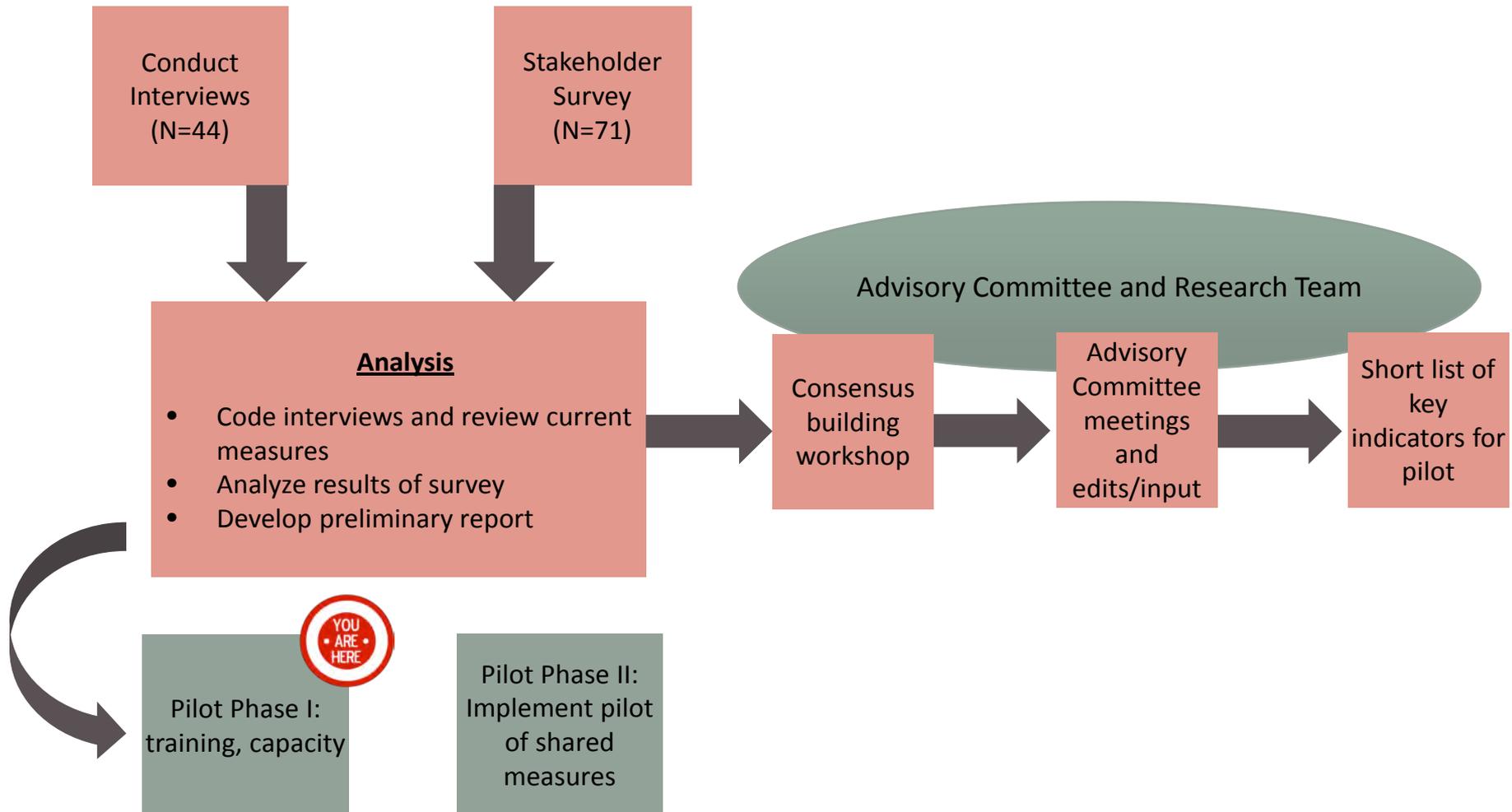


Amanda Edmonds

Executive Director, Growing Hope

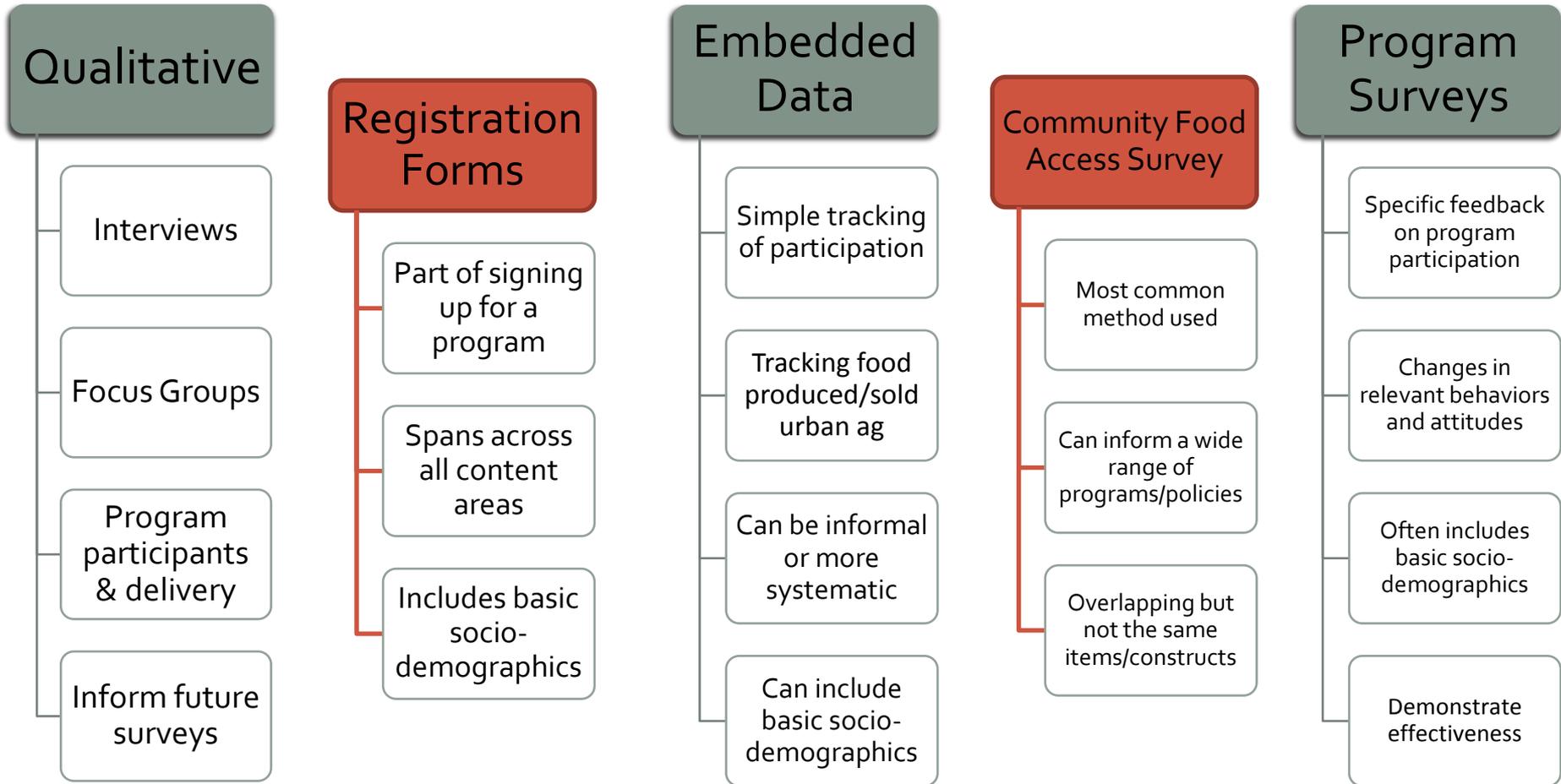


Process for Shared Measurement



Program Evaluation is Data

Various Types of Data Collected by Stakeholders



Program Evaluation is Data



Identify existing measures collected ✓

Understand overlaps and gaps ✓

Bolster capacity among orgs ✓

Pilot data collection and sharing

Align measures with each other and best practices



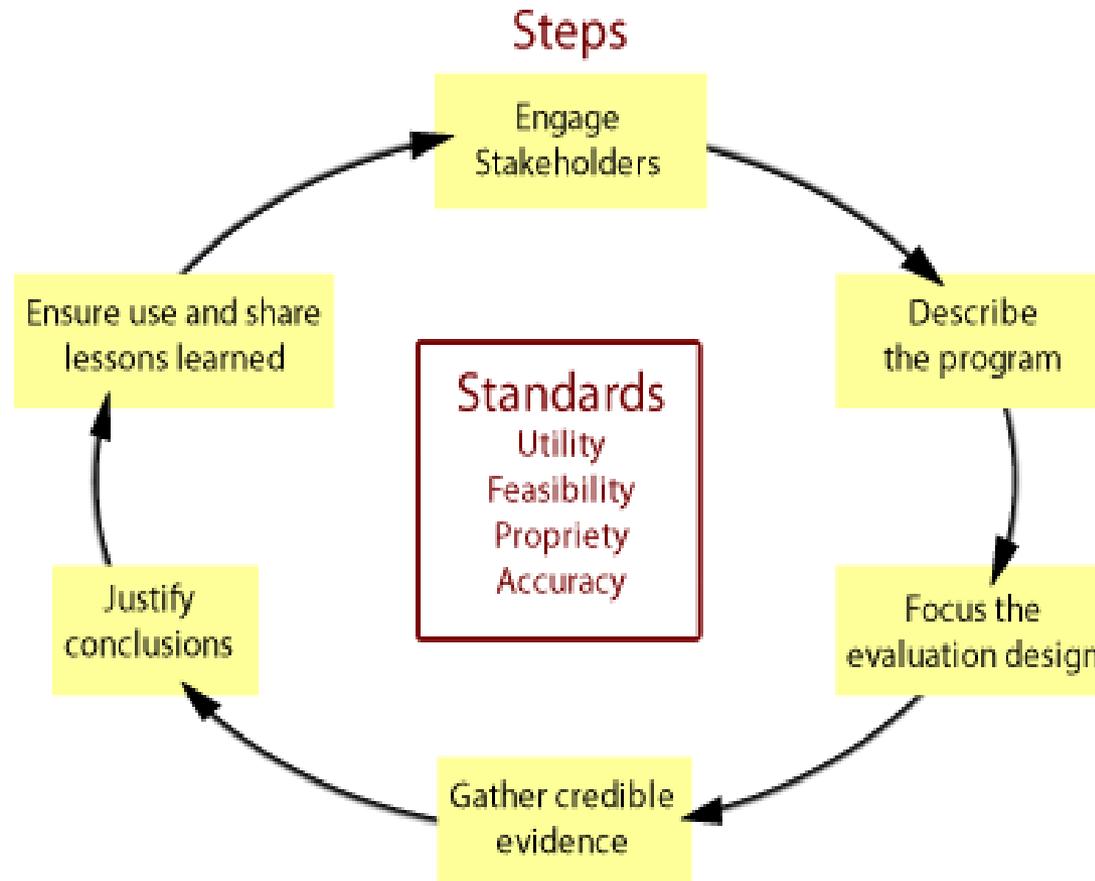
WHAT IS PROGRAM EVALUATION?

Evaluation is the systematic assessment of the **operation** and/or the **outcomes** of a program or policy, compared to a set of explicit or implicit standards as a means of contributing to the improvement of the program or policy.

-- *Carol Weiss*

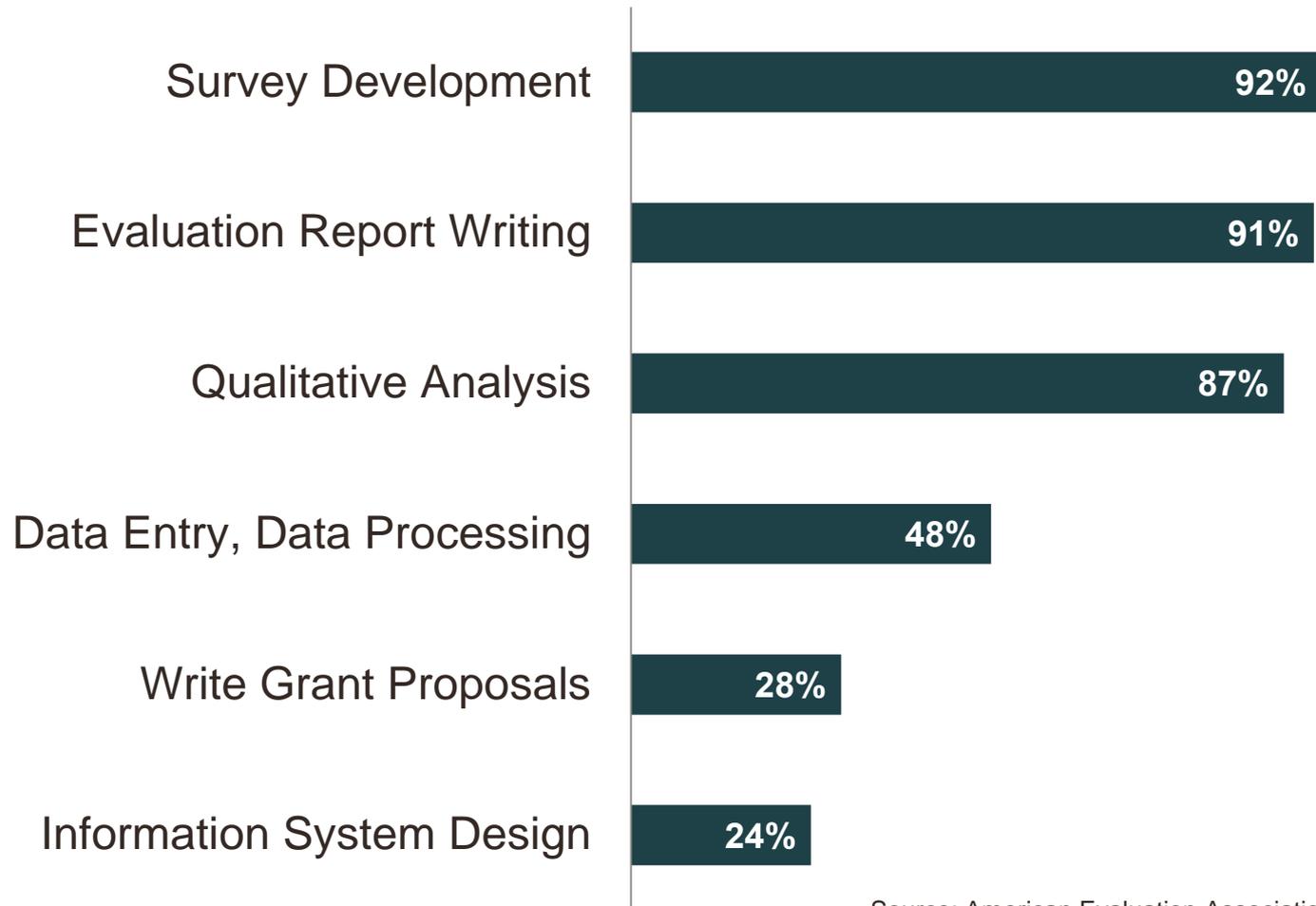
Source: Evaluation (second edition), Weiss, C.

CDC: PROGRAM EVALUATION STEPS



Source: Center for Disease Control (CDC) Program Performance and Evaluation

WHAT DO PROGRAM EVALUATORS DO?



Source: American Evaluation Association, 2006



EVALUATION PLAN: A COMMON OUTLINE

Impetus, need, plan of using results

Key evaluation questions

Design, sampling: <http://www.surveysystem.com/sscalc.htm>

Data collection methodology

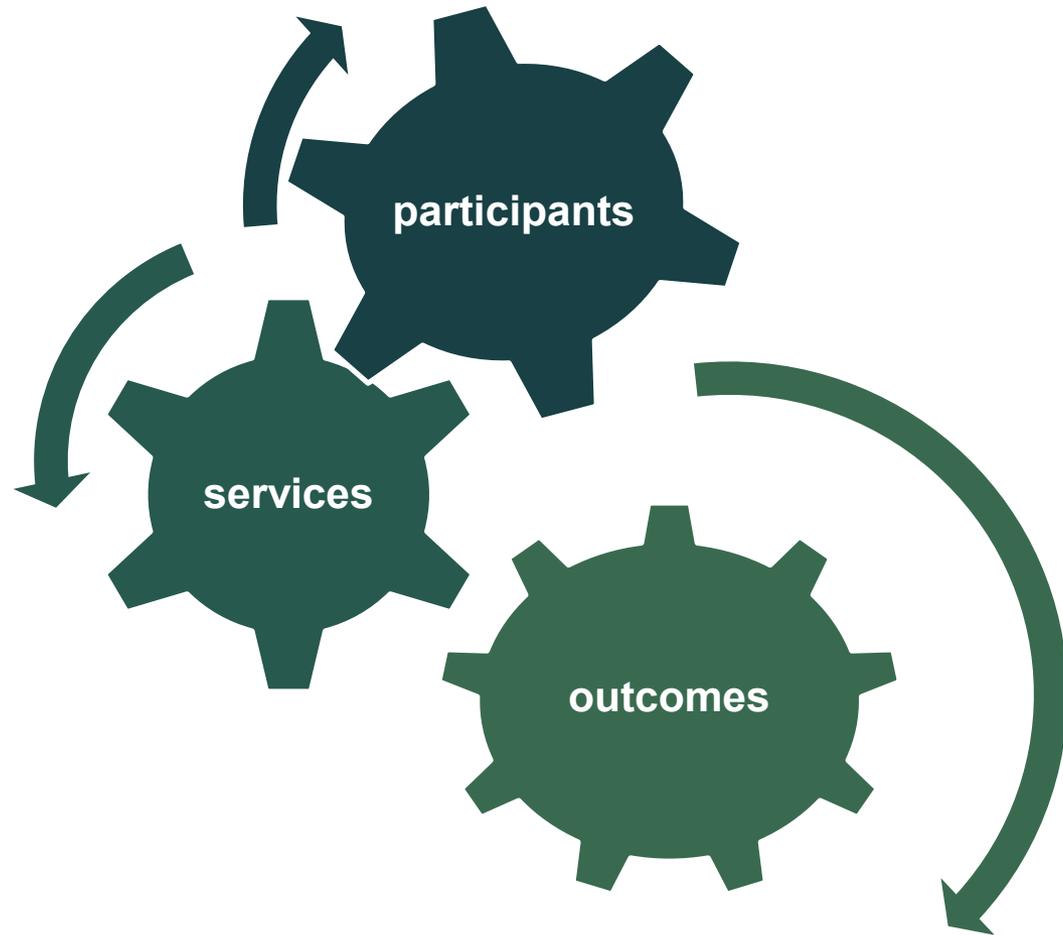
Analysis plan, data visualization: <http://stephanieevergreen.com/>

Plan for interpreting results, reporting

Evaluation team

Evaluation budget

EVALUATION = COMPARISON





EVIDENCE OF IMPLEMENTATION

What resources were invested in the program, **compared to what was planned?**

Who was served, **compared to the target population?**

To what degree were services implemented, **compared to the work plan/logic model/contract?**

To what degree were participants satisfied with services?

What factors facilitated the implementation? What were the barriers to implementation, how were those overcome?



EVIDENCE OF OUTCOME, IMPACTS

To what degree did participants gain the **expected** outcomes at the end of the program?

Changes in knowledge?

Changes in attitude?

Changes in skills, behaviors?

To what degree did participants sustain the **expected** outcomes X months after end of program?

What were the community-level impacts?



SYSTEMS THINKING: UNDERSTANDING CONTEXT

In what ways have **social, political, economic** factors....

contributed to or deterred implementation efforts?

contributed to or deterred attainment of participant outcomes?

contributed to or deterred attainment of community-level impacts?

DATA COLLECTION METHODS TO CONSIDER

Method	Advantages	Challenges
Document extraction	Program information already exists, Inexpensive. Doesn't interrupt program or participants' routine,	Extraction can be time-consuming, Information may be incomplete or unreliable.
Surveys	Easy to compare and analyze, Administer to any size sample. Can collect a lot of data at once. Participant anonymity.	Possible sampling bias. Sometimes difficult to get a high response rate.
Interviews	Capture respondent's authentic voice. Can get full range and depth of information.	Collection and analysis can be time-consuming. Interviewer can bias participant's responses.
Focus Groups	Quickly and reliably collect common impressions from a small group.	Can be difficult to schedule. Other participants and/or the facilitator may bias responses. Takes time to analyze.
Observations	Evaluator (unbiased observer) documents program operation.	Observer's presence can influence behaviors of program participants.
Media Content	Captures program as it is described in the media over time. Documents changes in messaging, voices of various stakeholder groups.	Very time-consuming to collect and to analyze.



USE EVALUATION RESULTS TO...

Improve program reach

Improve effectiveness and efficiency of implementation, re-engineer the model

Establish fidelity to a model

Improve participant satisfaction with services

Improve outcome attainment, establish return on investment

Facilitate sustainability of program



COMMONLY USED EVALUATION APPROACHES

Utilization-focused (Patton, 1997)

Evaluation activities are directed toward ensuring use of results. What are the information needs of the stakeholders? How do they plan to use the findings?

Empowerment (Fetterman, 2001)

Used to provide communities with the tools and knowledge to monitor and evaluate their own performance. Fosters improvement and self-determination.

Developmental (Patton, 2010)

Used when the program is in development, emerging (such as social change initiatives or projects operating in complex and uncertain environments).



ADDITIONAL RESOURCES

Better Evaluation

<http://betterevaluation.org/>

The Pell Institute Evaluation Toolkit

<http://toolkit.pellinstitute.org/>

W.K. Kellogg Foundation Evaluation Handbook

<https://www.wkkf.org/resource-directory/resource/2010/w-k-kellogg-foundation-evaluation-handbook>

Center for Disease Control (CDC) Program Performance and Evaluation Office (PPEO)

<http://www.cdc.gov/eval/framework/>

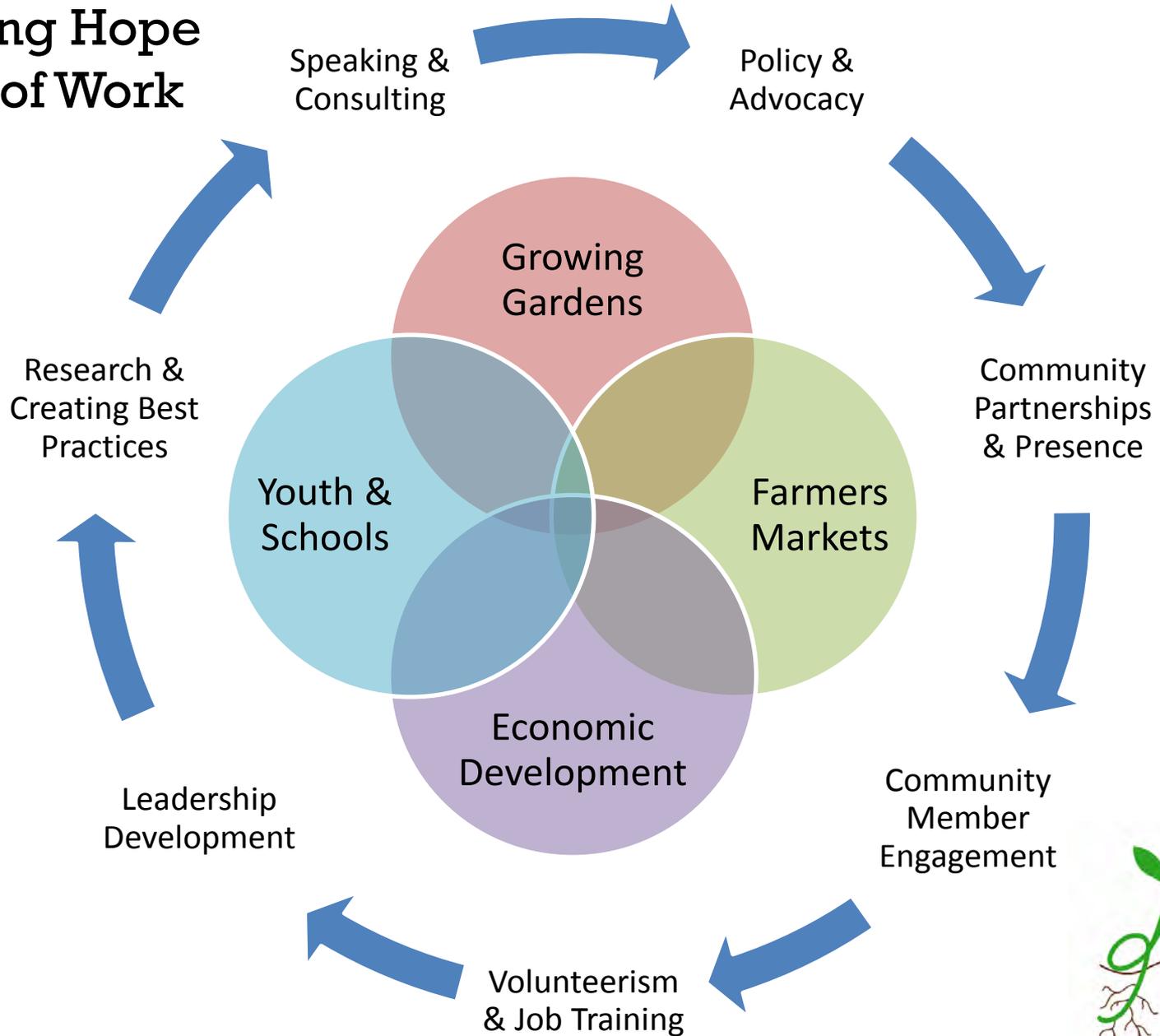
Evaluating Good Food Work:

The Power of Measurement



Amanda Maria Edmonds
Executive Director
Growing Hope

Growing Hope Areas of Work



Why should we evaluate good food work?

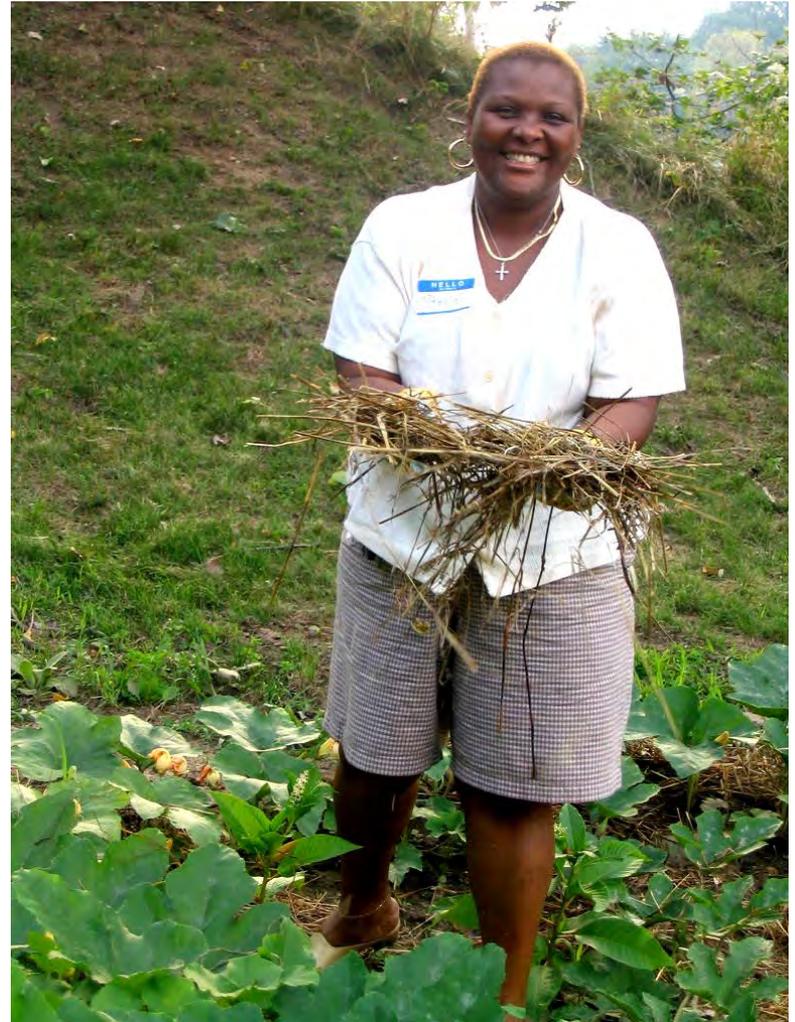
Why do you do this work?

What do you want to say when you're done?

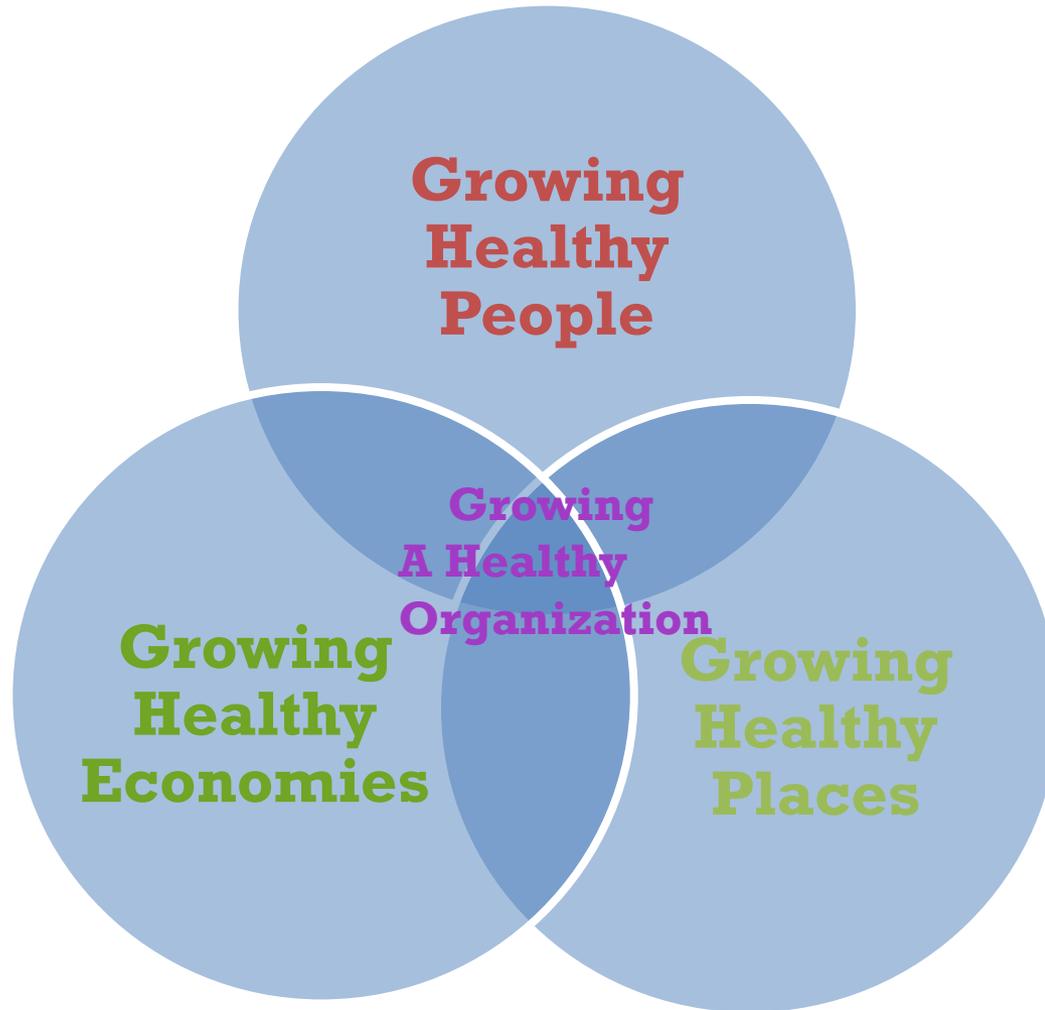


Why Evaluate?

- To know if we've reached our goals, made progress, or know how we're making a difference
- To see what issues and trends we've "moved the needle on"
- To understand trends & inform how we do our work
- To know who we're reaching
- To share our successes!
- To recruit/engage people
- To raise funds or support
- To help us plan for the future



Growing Hope's Framework for Making Healthy Change



Other Guiding Frameworks?

- Food Gatherers Food Security Plan
- United Way Strategic Plan
- Local Master Plans, University Strategic Plans, Area Economic Development Plans/Priorities
- School District Wellness Policies
- Washtenaw County Health Improvement Plan



The Power of Measurement...



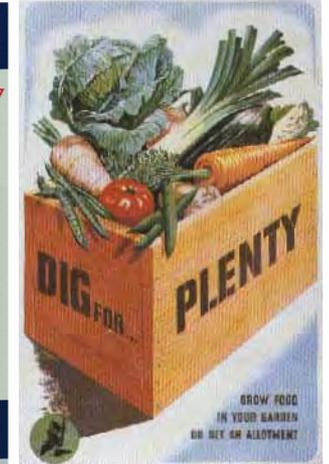
Vacant Lot Cultivation Era of the 1890s

In Pingree's Potato Patch program,
for every \$1 invested, \$9 of food was produced

The Power of Measurement...

We used to meet our families' food needs at home...

...ensuring food security, nutrition and food safety.

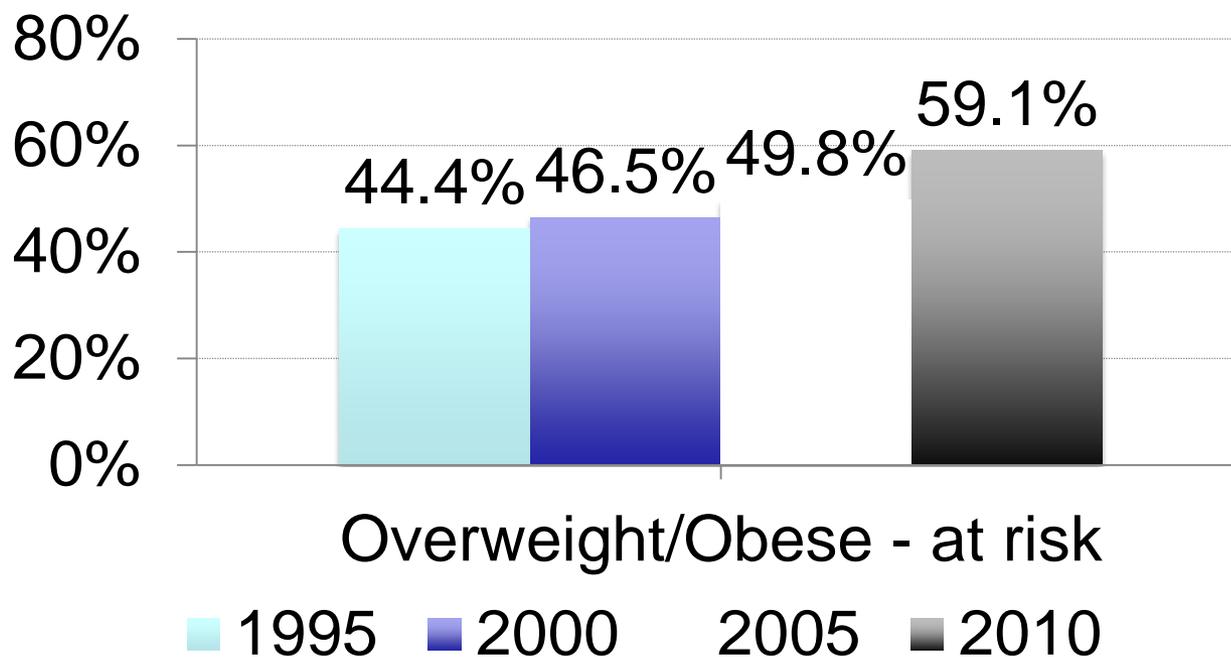


In 1918, over 5 million gardeners grew \$520 million worth of food

In 1944, Victory Gardens produced 42% of the nation's vegetable supply

Similar to national and state trends, in
Washtenaw County we're headed the wrong direction

Overweight based on BMI ≥ 25 Washtenaw County Adults



Source: Washtenaw County Health Improvement Plan

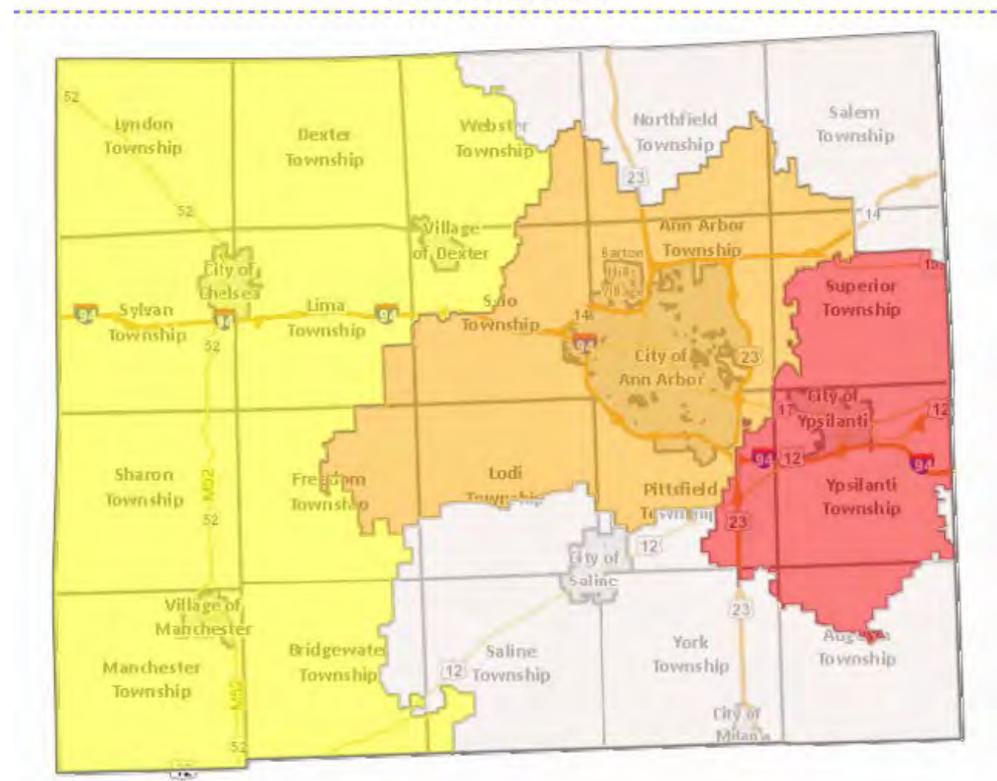
Growing Hope is working to combat health disparities due to race, class, and place

Average Age of Death in Washtenaw County

- Chelsea Village 85
- Saline City 79
- Ann Arbor City 76
- Northfield Township 72
- Ypsilanti City 70
- Ypsilanti Township 66

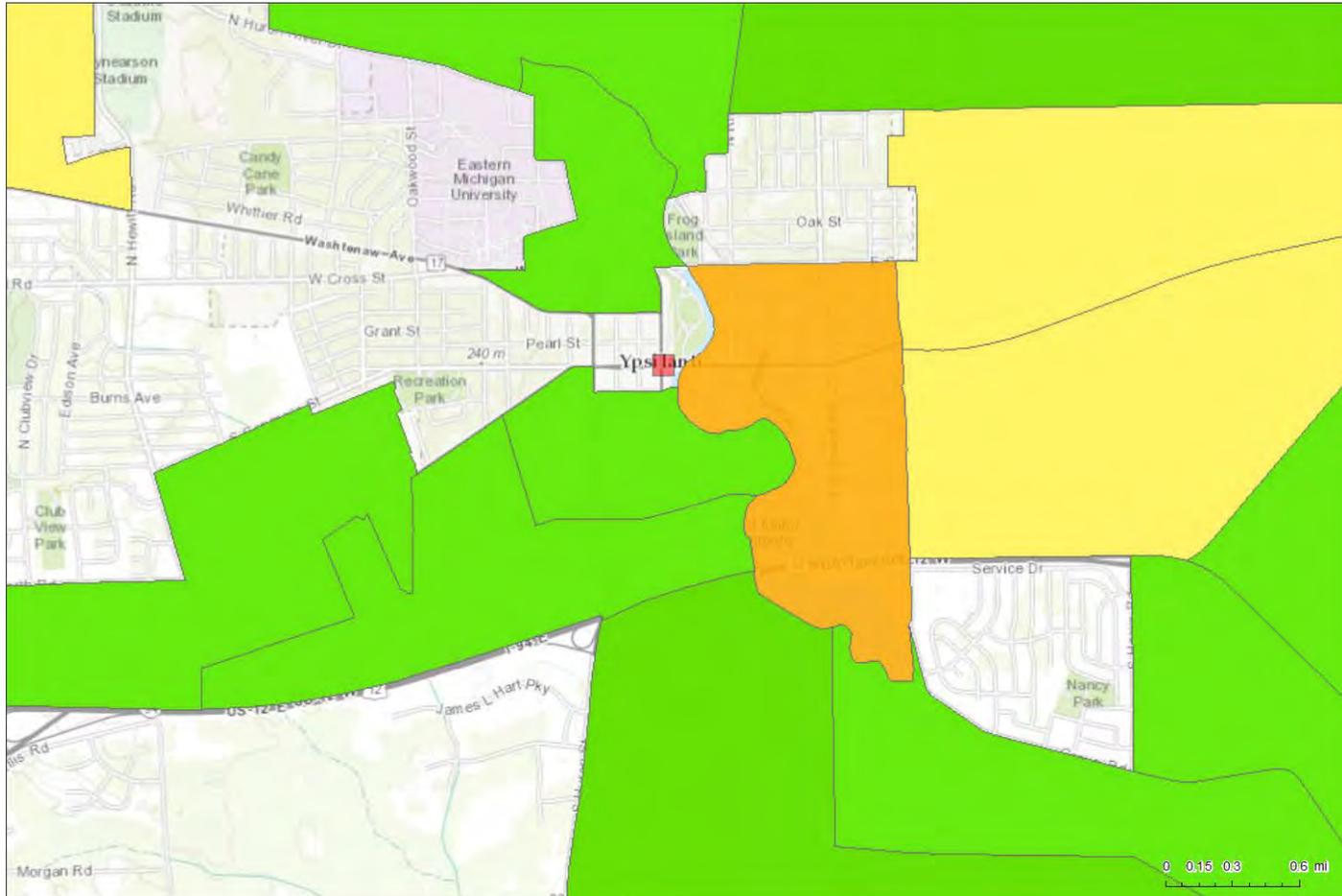
2010 HIP Survey Data Mapping

Ever told diabetic





Data sets that paint the picture...



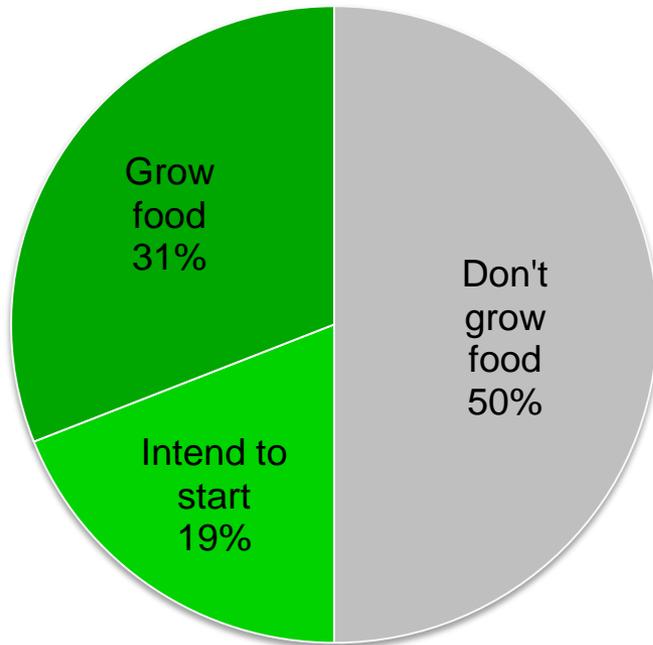
- LILA at 1 and 10
- LILA at 1/2 and 10
- LILA using Vehicle Access

Ypsilanti Low-Income Low-Food Access

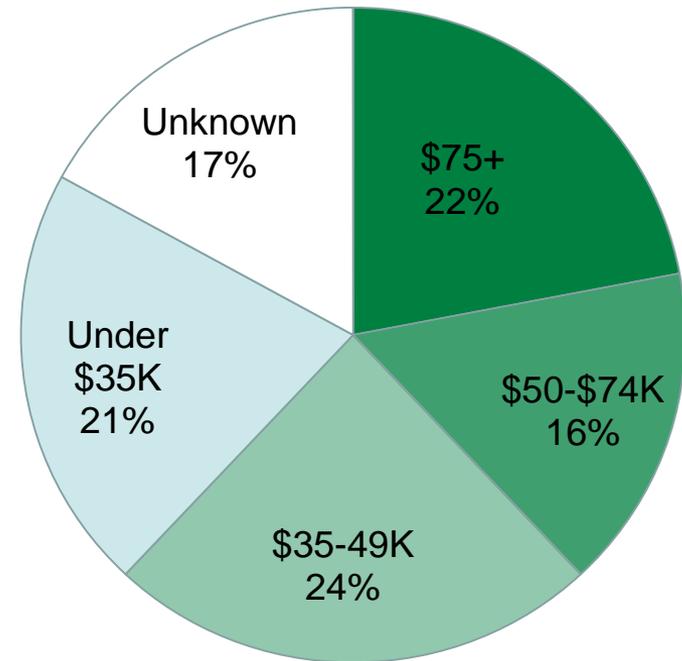
Date: 1/16/2015 Source: USDA Economic Research Service, ESRI. For more information:
<http://www.ers.usda.gov/data-products/food-access-research-atlas/documentation.aspx>

Participation in food gardening is diverse and interest is growing

US Households



Food gardener household income



Source: 2008 National Gardening Association

+

Key Outcomes for Growing Hope

Healthy People

- More people grow their own food
- People eat better and are healthier

Healthy Places

- More food is grown in our community
- Healthy food is accessible to all

Healthy Economies

- Local food businesses are thriving
- Stronger local healthy food economy



We're Growing Healthy People by...

Helping more people grow more of their own food, and helping people eat healthier-- and be healthier!



Growing Self Reliance: People of all incomes can affordably grow their own food to improve their diets and household budgets.



Growing Healthy Habits: People have the skills, knowledge, and motivation to eat better and improve their health.



Growing Healthy Youth: Young people of all ages can grow, prepare, and eat healthy food, equipped with the skills to be healthy for life.



Growing Health Equity: Everyone in our communities have equal chance to be healthy when it comes to diet-related disease.



Growing Diverse Leadership: Our communities are filled with leaders in this work who represent the diversity of our places.

We're Growing Healthy Places by...

Increasing the amount of food grown in our community, and making healthy food easily accessible to all!

Growing Good Access: Ypsilanti area residents can access affordable, healthy food year round, and food is local whenever possible.

Growing More Food: More space is cultivated for food growing and more food is being harvested in community; everyone has a place to grow.

Growing Inspiration: Interactive learning and demonstration spaces inspire people to grow in affordable, sustainable, and productive ways.

Growing Engagement: A growing number and diversity of people participate in opportunities to engage in our work.

Growing A Sustainable Ypsilanti: Ypsi is a showcase for accessible and sustainable practices, raising awareness among our community & visitors.

We're Growing Healthy Economies by...

Helping local food business thrive and building a strong and diverse local food economy!



Growing Businesses: Local food system businesses serving a variety of customers are recruited, created, and grown in the Ypsilanti community



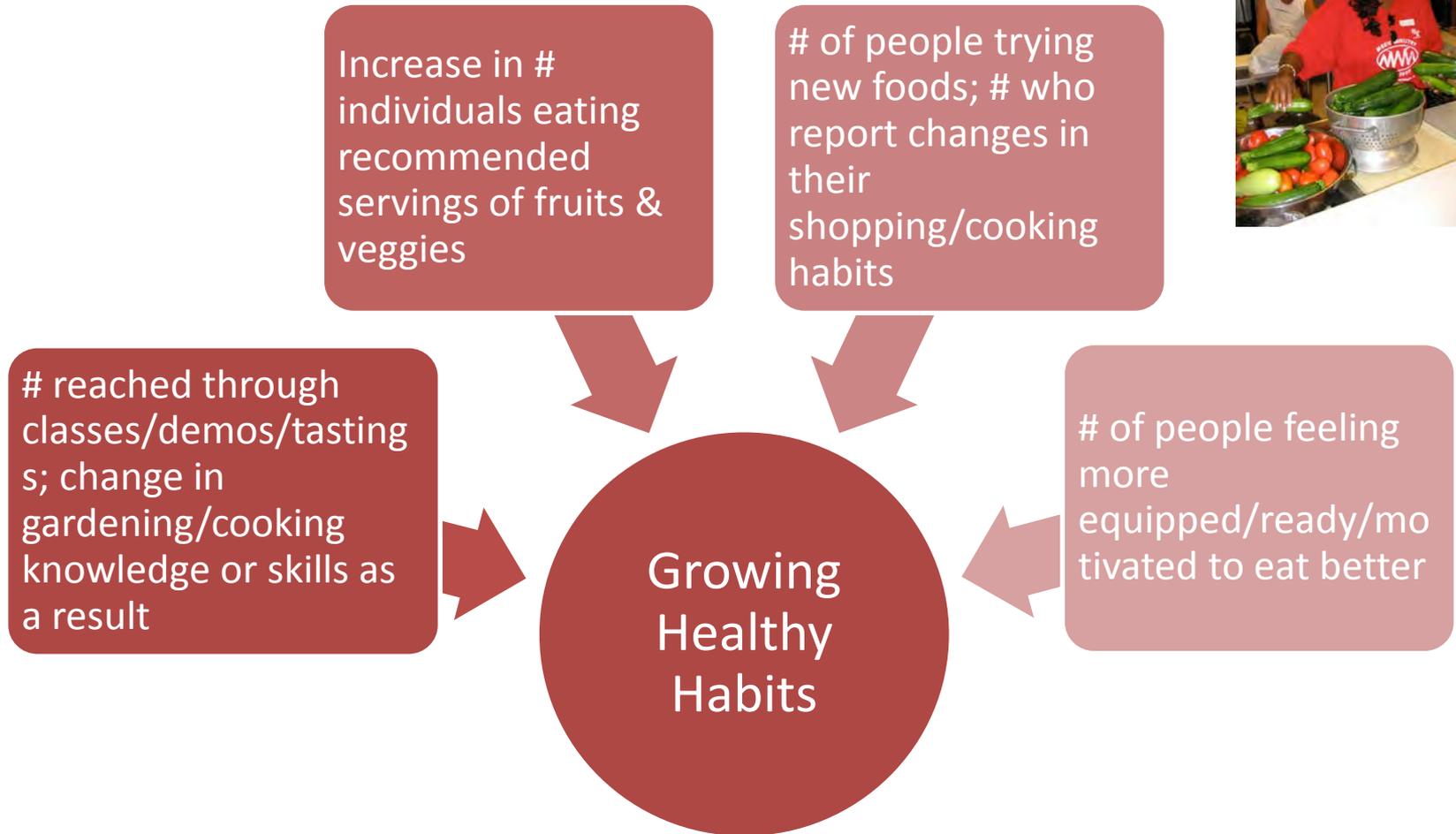
Growing Jobs: Good jobs for local community members have been exist and continue to grow throughout the food system.



Growing the Local Food Economy: Gaps in our local food system are filled by businesses and others; Positive economic impact continues in Ypsi as our community shifts food spending to local businesses & producers.

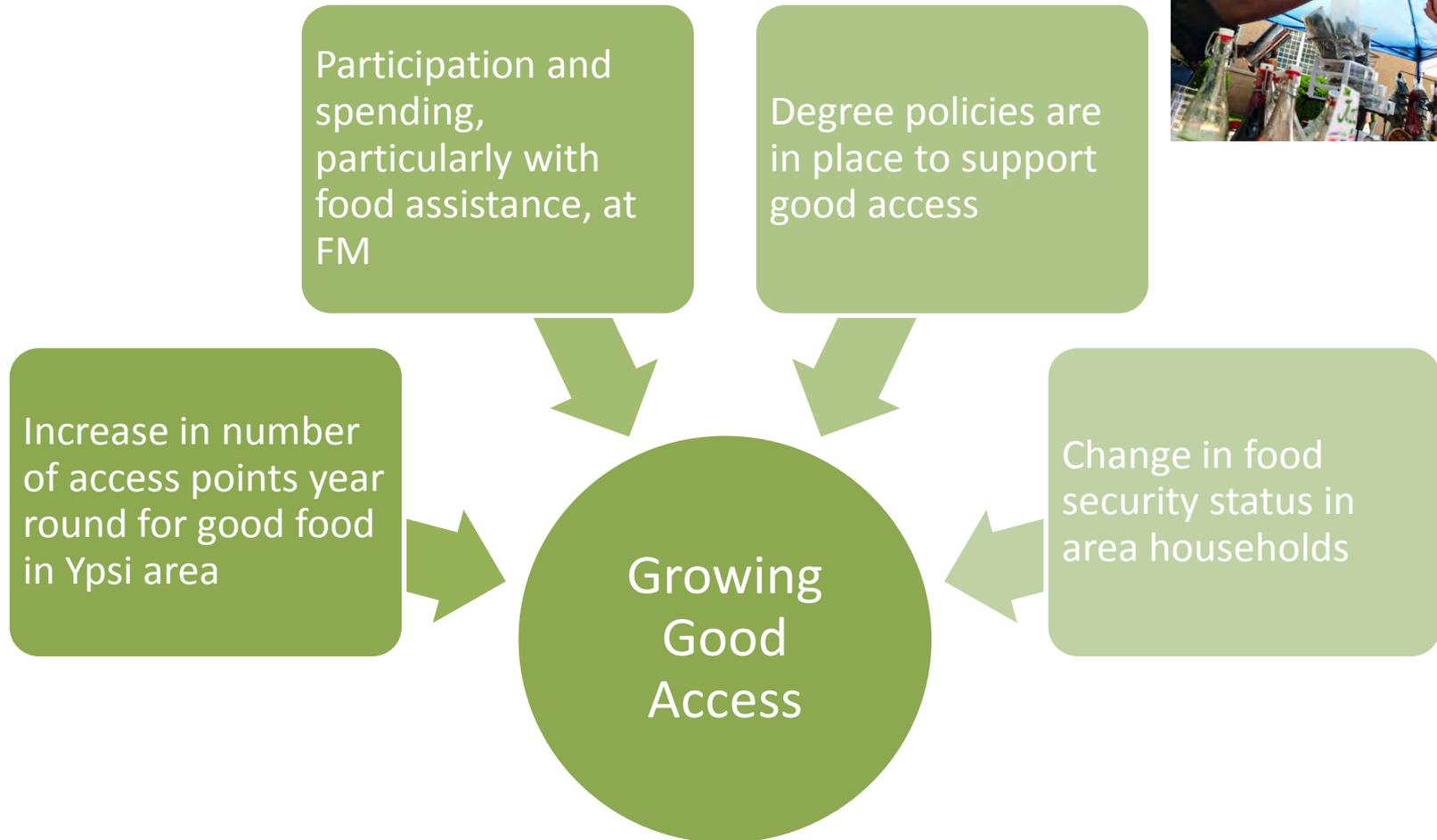


Growing Healthy People Indicators



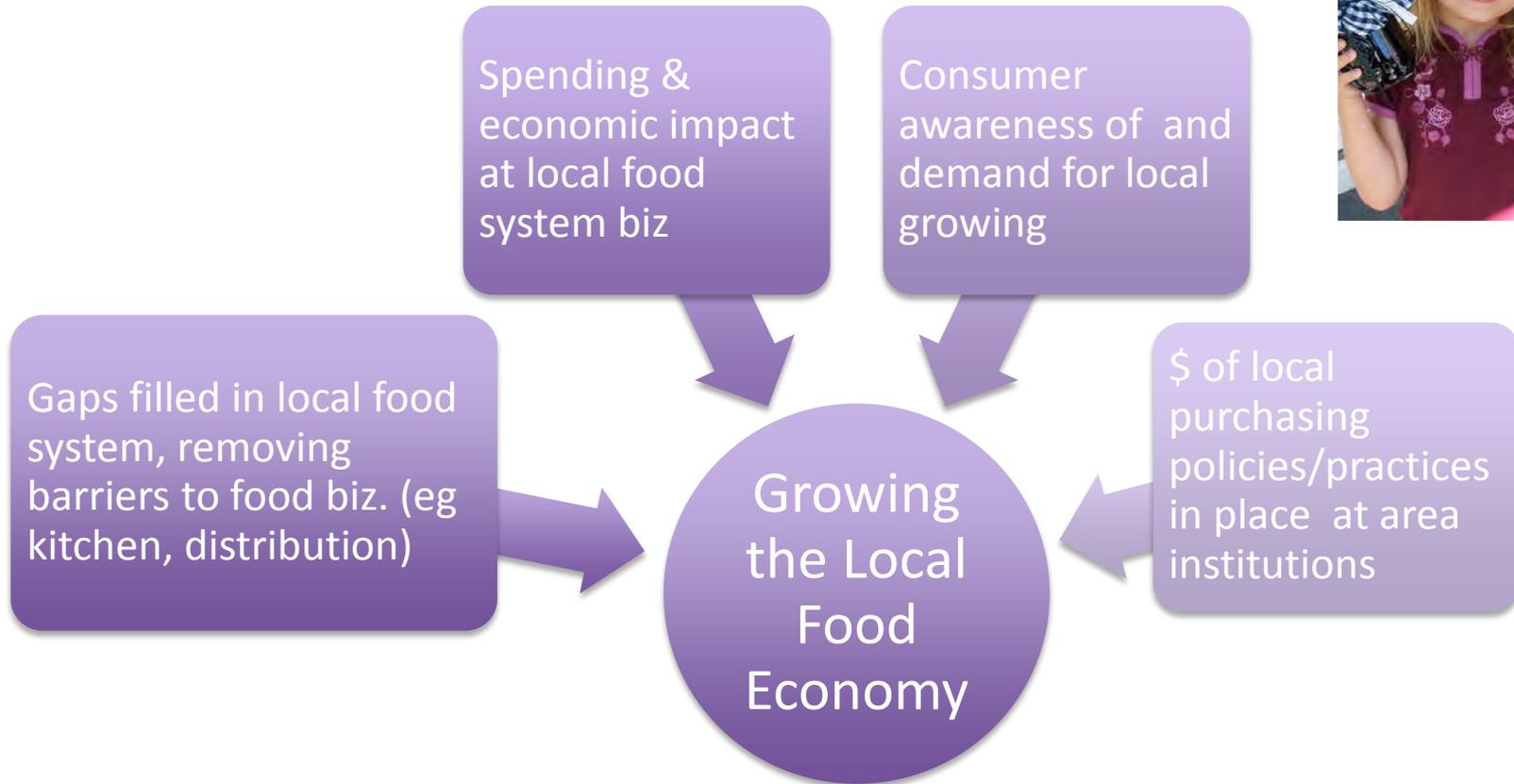
Growing Healthy Habits: People have the skills, knowledge, and motivation to eat better and improve their health.

Growing Healthy Places Indicators



Growing Good Access: Ypsilanti area residents can access affordable, healthy food year round, and food is local whenever possible.

Growing Healthy Economies Indicators



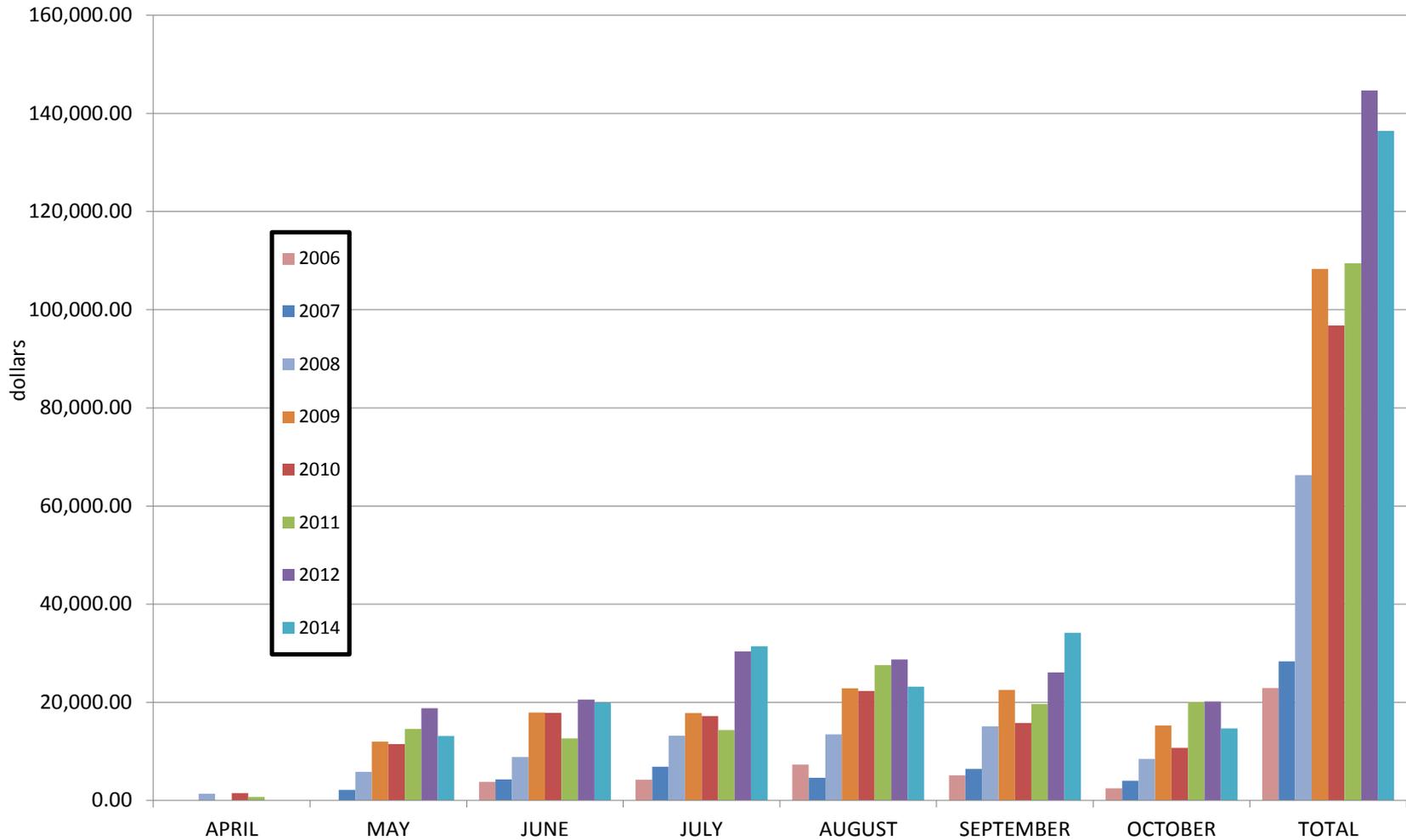
Growing the Local Food Economy: Gaps in our local food system are filled by businesses and others; Positive economic impact continues in Ypsi as our community shifts food spending to local businesses & producers.

Types of evaluation tools

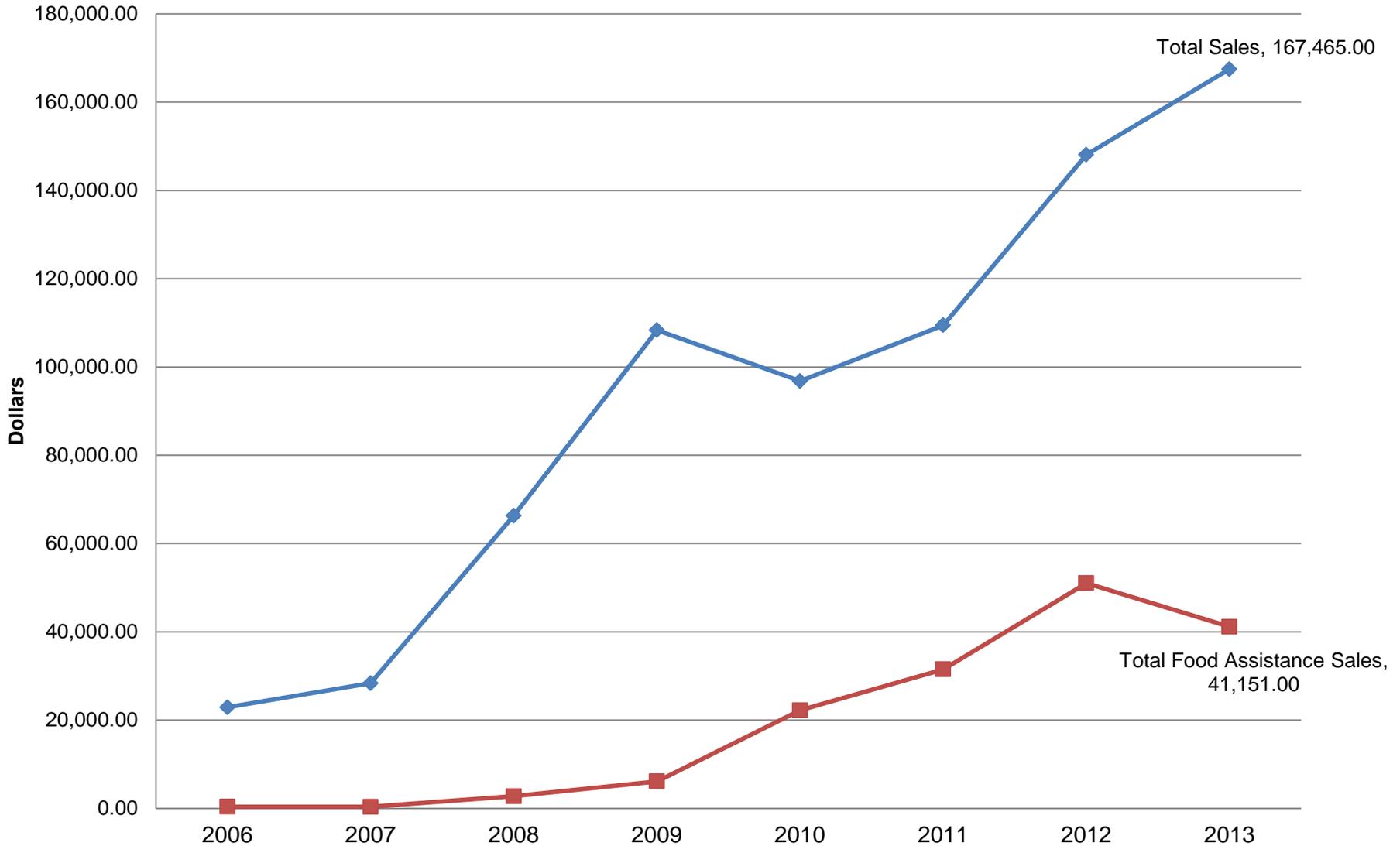
- Sign-in sheets, volunteer or participation logs
- Customer/attendance counts
- Tracking/weighing logs
- Surveys
- Dot Surveys (quick intercepts)
- Notes/journals/observations
- Photos, stories, interviews
- Sales data



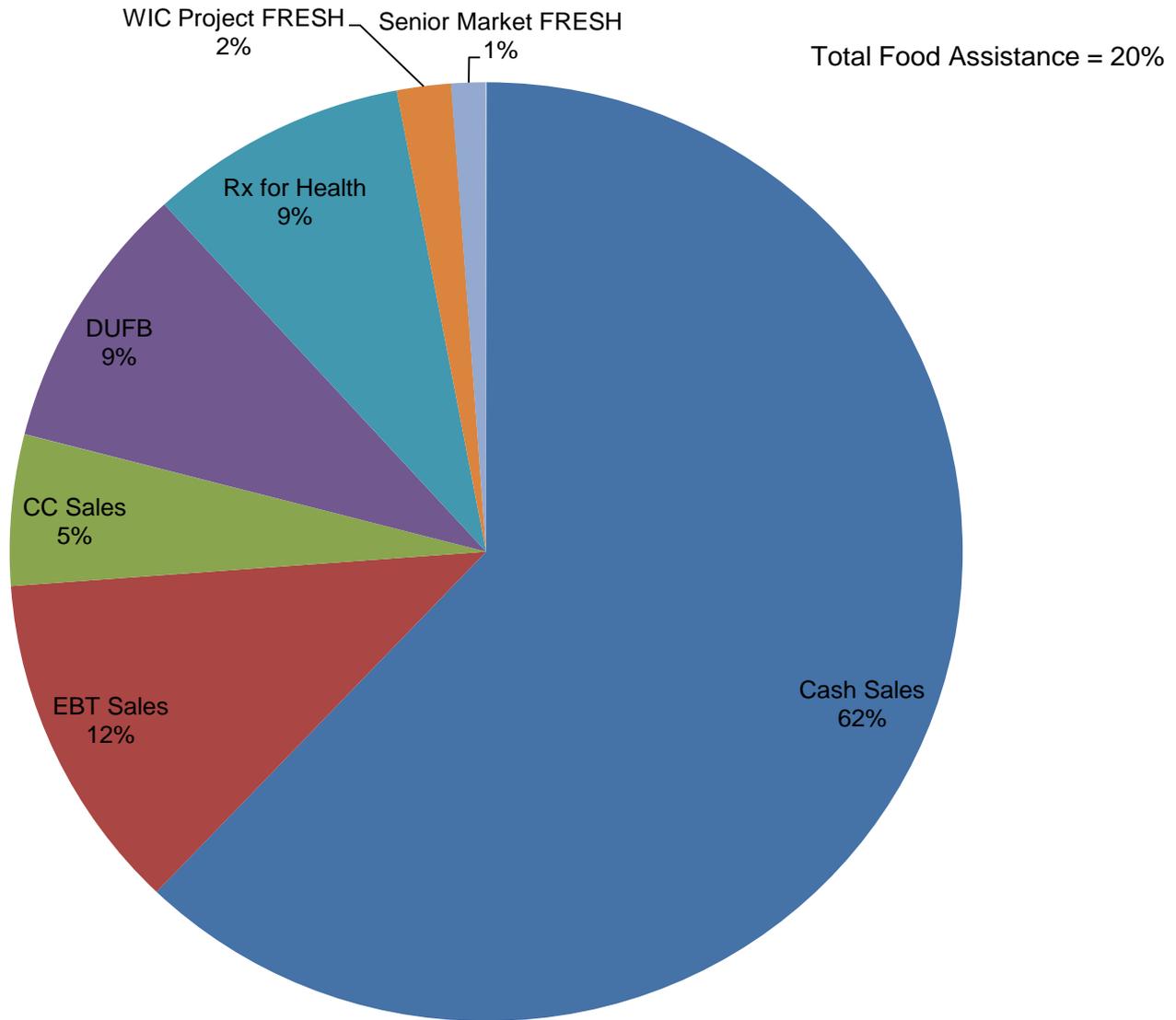
Downtown Tuesday Ypsilanti Farmers' Market Yearly Comparison of Total Sales by Month



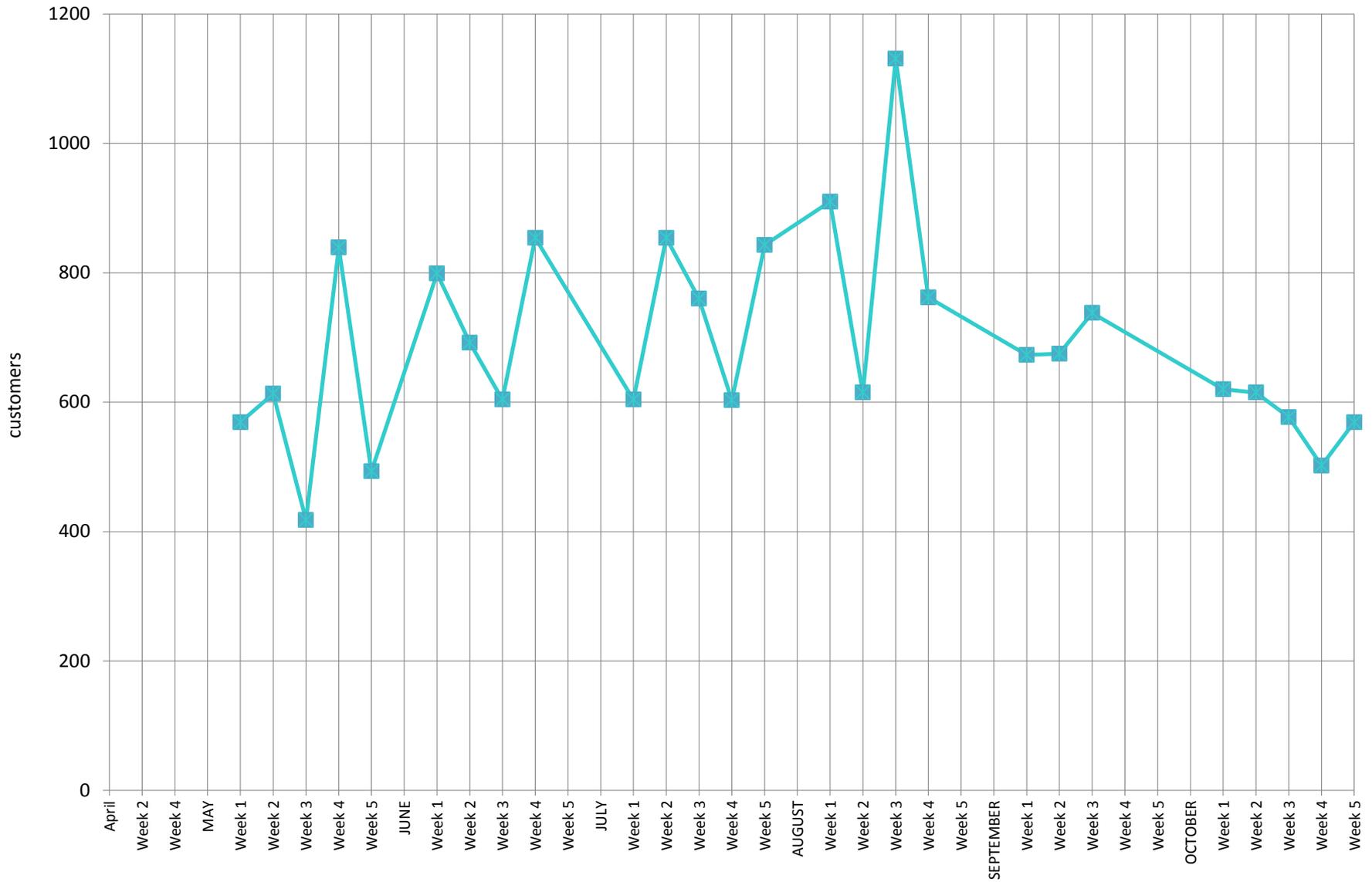
Total Sales vs. Total Food Assistance Sales for Downtown Ypsilanti Farmers Market



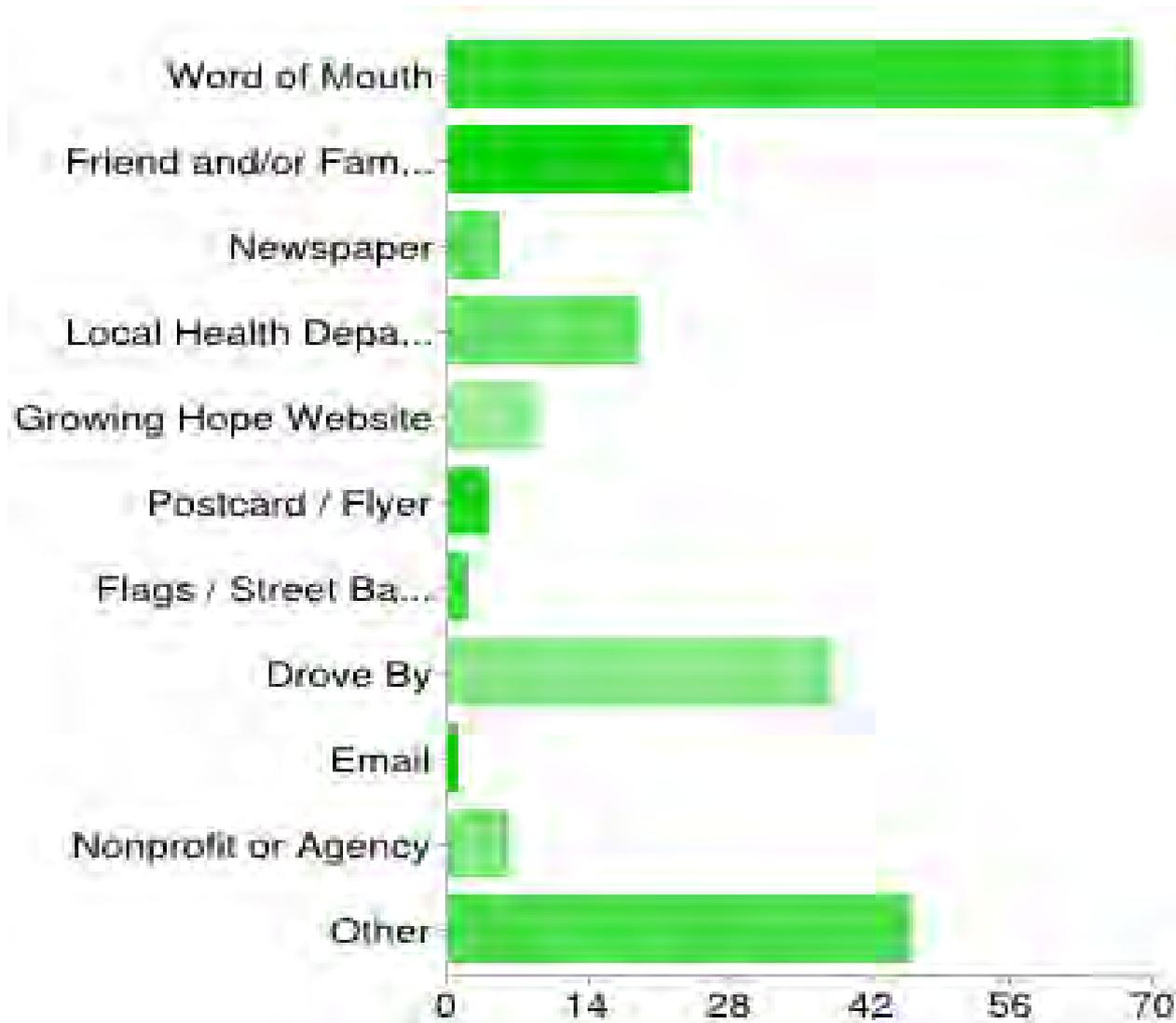
Summer Sales by Currency



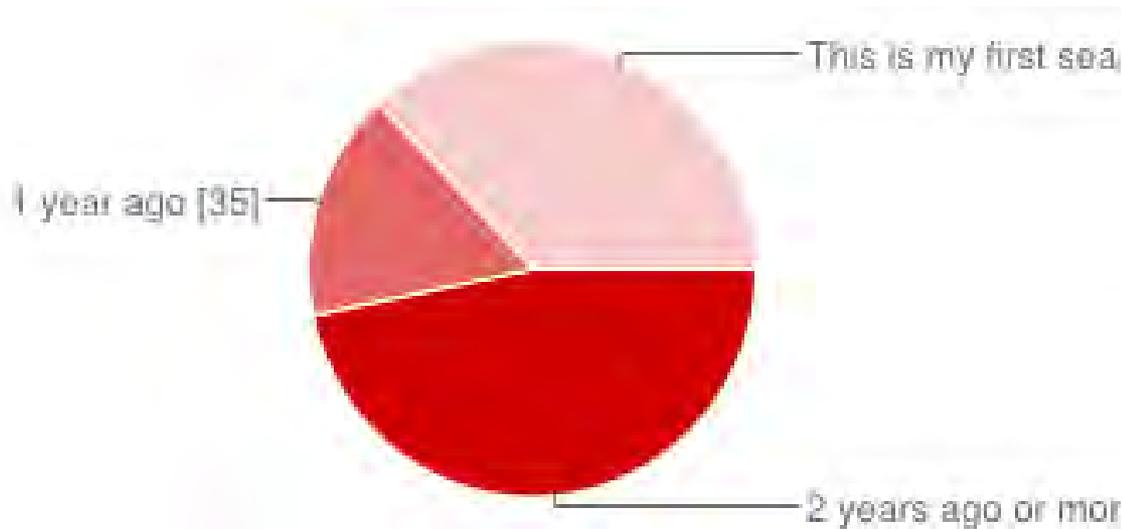
2013 DYFM Attendance by Week



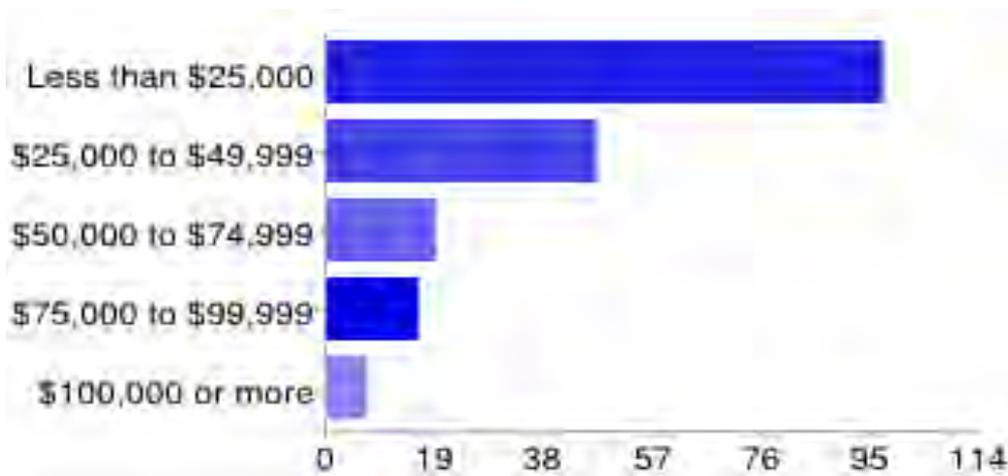
How did you FIRST hear about this farmers market?



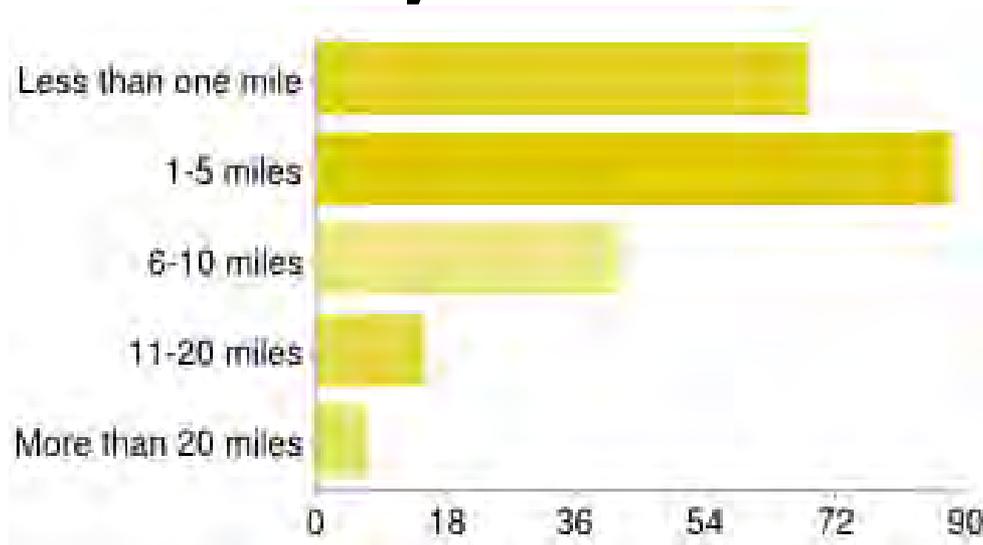
When did you start coming to this market?



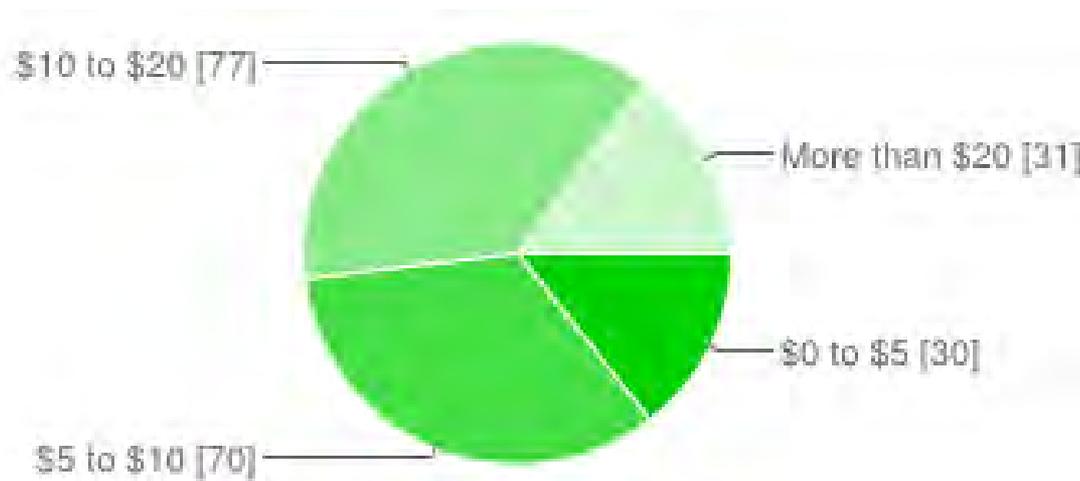
What is your annual household income?



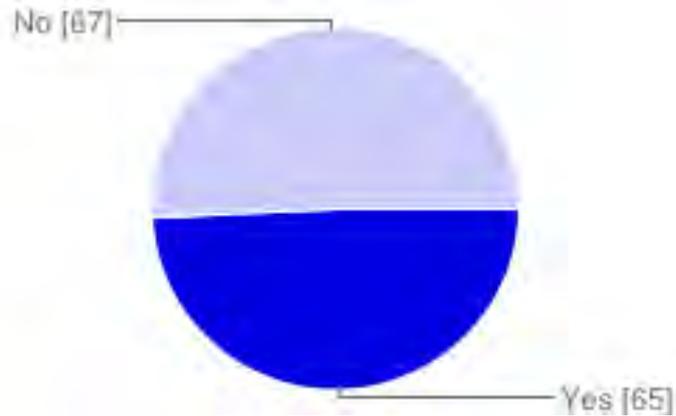
How far do you travel to come to this market?



How much money (all types of payments) do you usually spend per week at this market?



“If you tried produce at the sampling table, did it influence what you purchased at the market?”



- *“It creates a connection - if I didn't like it, I wouldn't buy it, but when a vendor offers a sample I appreciate that, and feel more apt to buy something from them. I almost always do!”*
- *“It made me want to take it home to my family.”*
- *“It encourages me to buy more from that particular vendor.”*
- *“I bought more than half of what I tried.”*
- *“Being able to try something new was nice.”*
- *“Influenced me to try different things.”*

Economic Impact of Our Farmers Markets

Depot Town FM 2013	\$851,838
Depot Town FM 2014	\$1,112,454
Downtown Ypsi FM 2013	\$894,460
Downtown Ypsi FM 2014	\$1,371,795

**Ypsilanti Farmers Markets
impact on Ypsilanti in 2014**

\$2,484,249!!



sticky economy evaluation device
measuring the financial impact of a public market

2013 Ypsilanti FM Economic Impact

an economic impact report generated for:

**Growing Hope
1/8/2014**



In conclusion...

- Everyone can evaluate
- Start tracking right away
 - set up a culture of getting and keeping information
- Figure out how to get data and records from partner programs
- Take lots of pictures, all the time
- Use and share the data, all the time!
- Enjoy and celebrate the success of your markets!

