



# AN OVERVIEW OF PROGRAM EVALUATION

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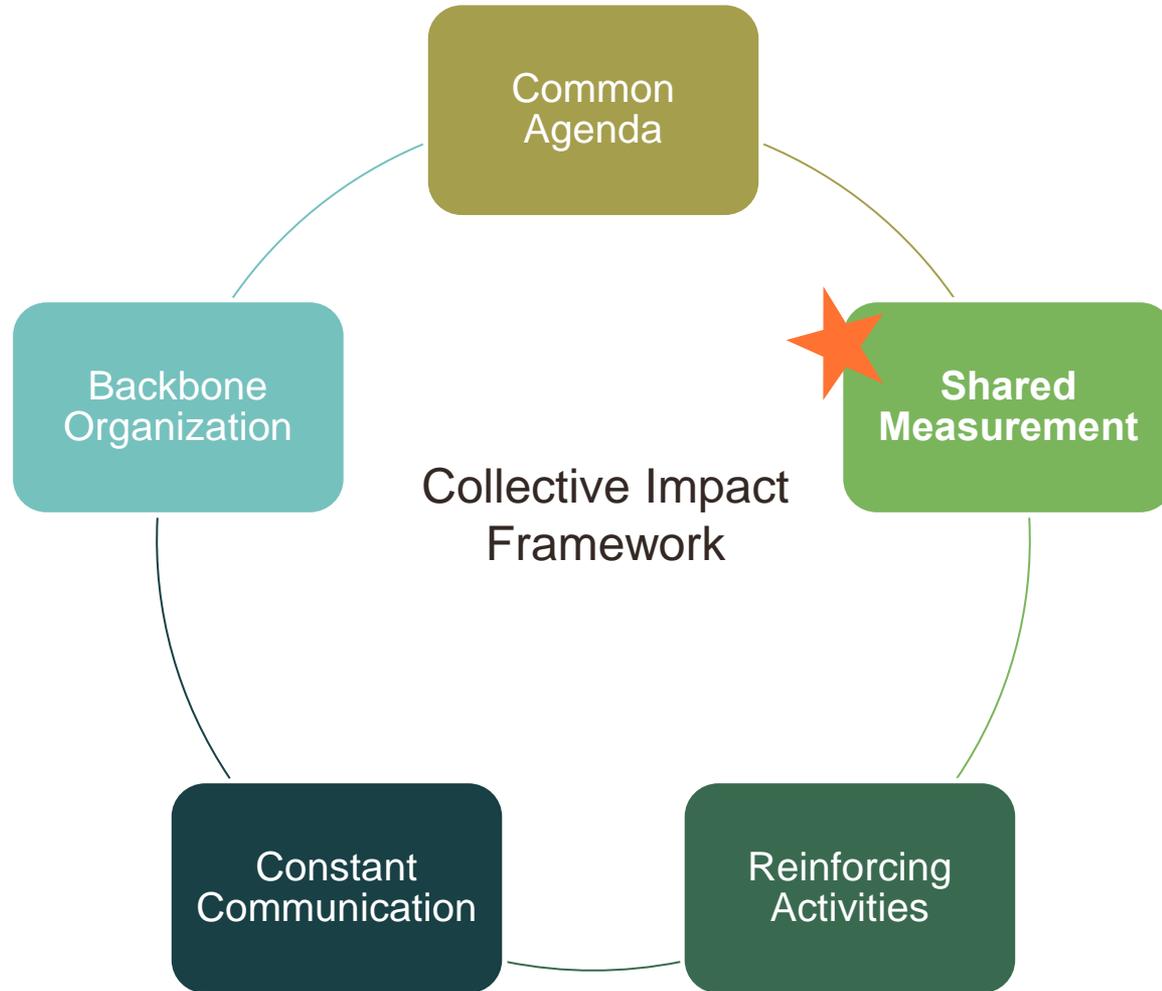
Shared Measurement Training Webinar  
November 16, 2015

**MICHIGAN STATE**  
**UNIVERSITY**

Center for  
Regional Food Systems

# CONTEXT: SHARED MEASUREMENT

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# TODAY'S SPEAKERS

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## **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

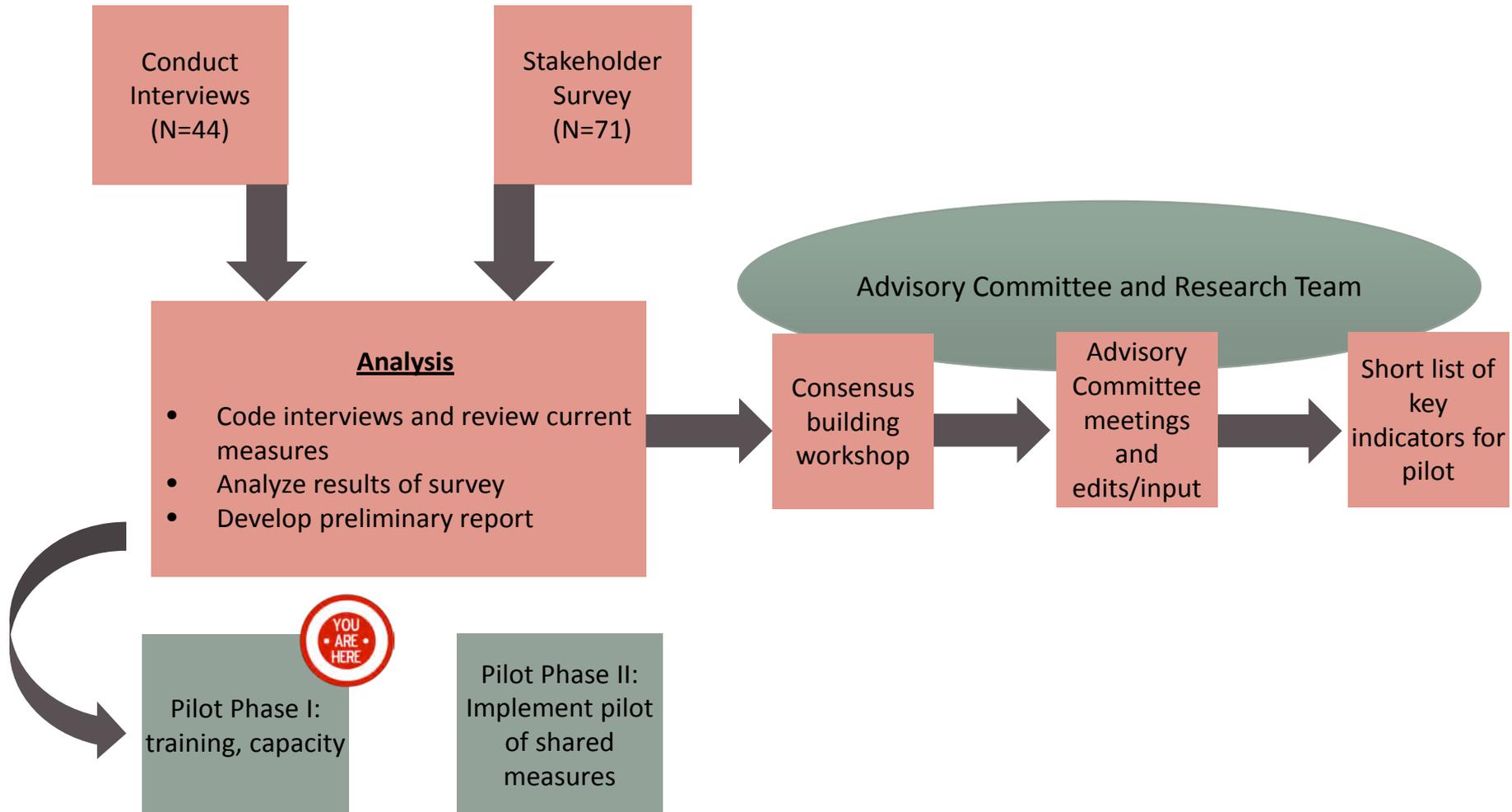


## **Amanda Edmonds**

Executive Director, Growing Hope

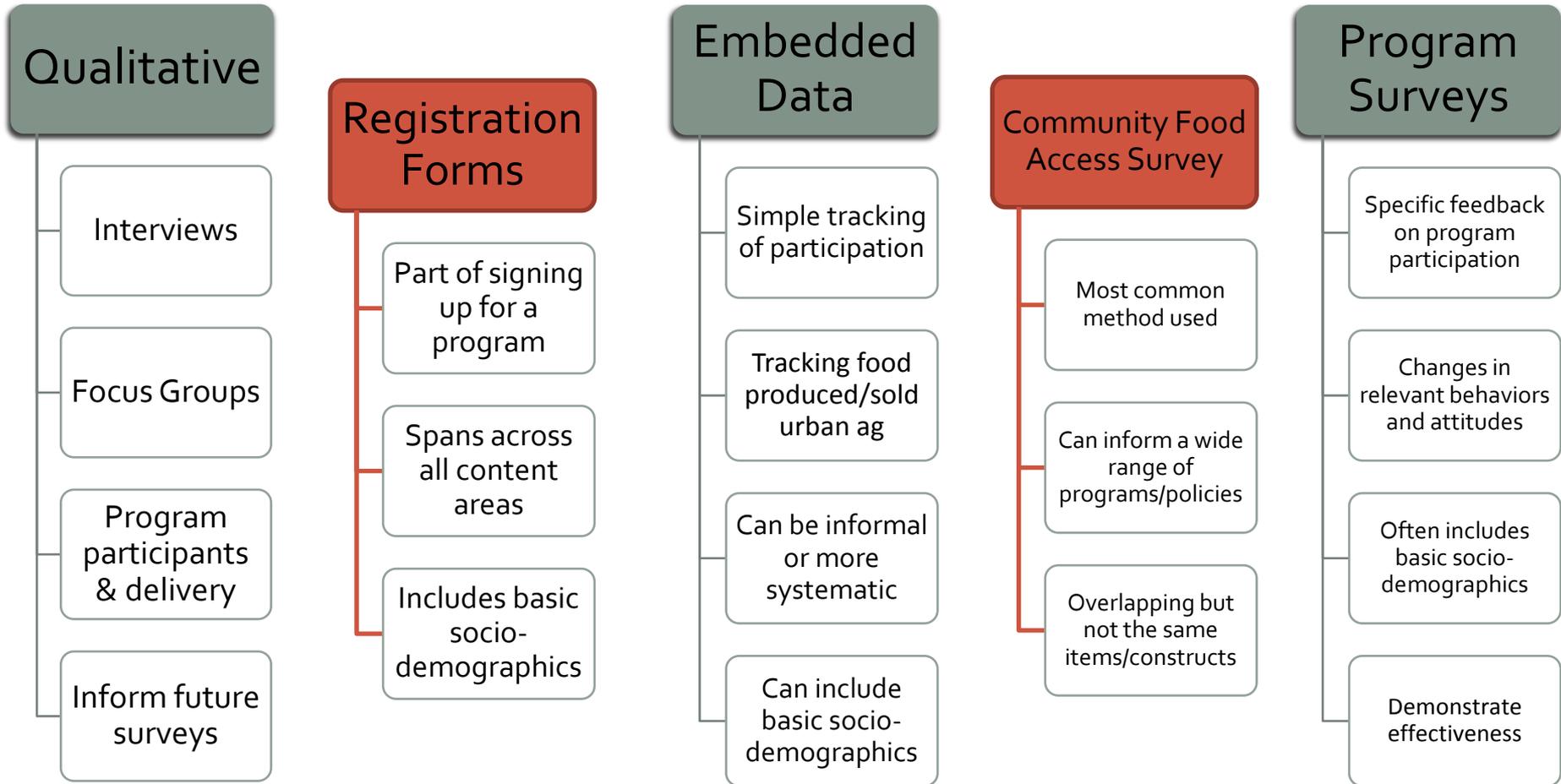


# Process for Shared Measurement



# 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?

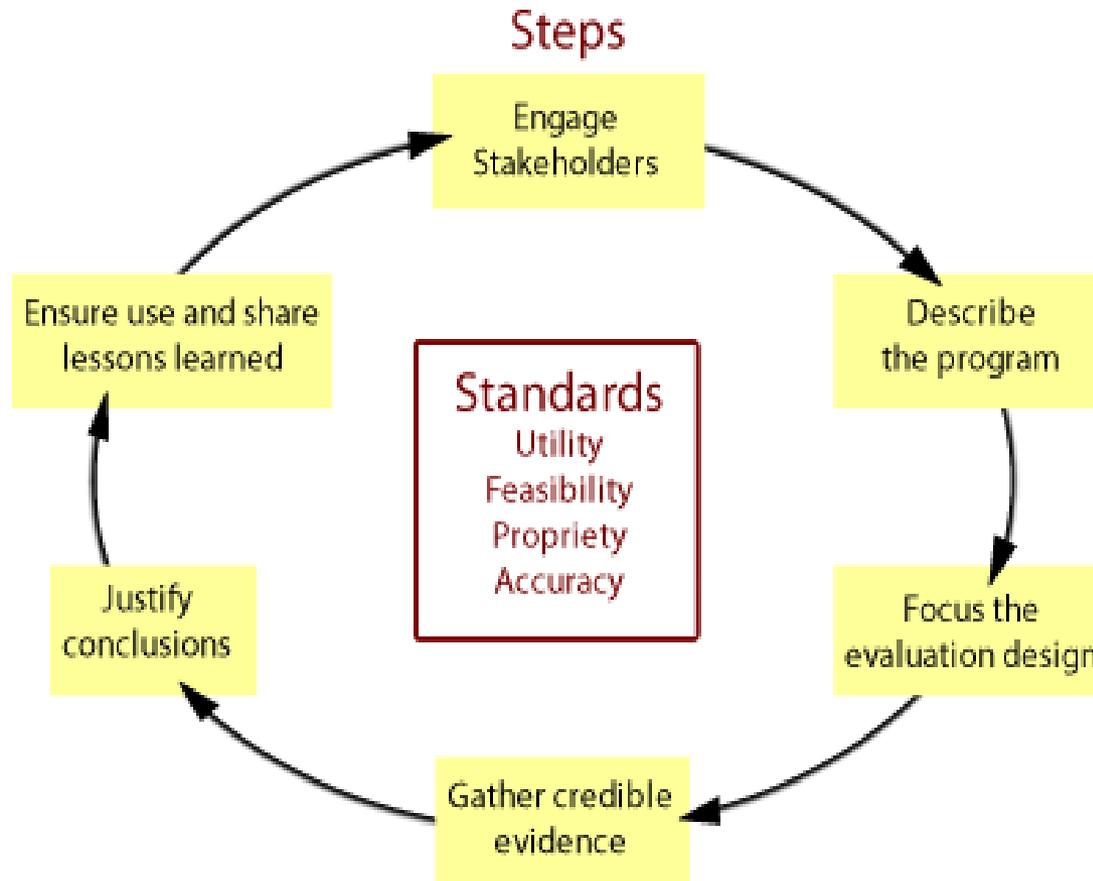
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Evaluation is the systematic assessment of the **operation** and/or the **outcomes** of a program or policy, compared to a set of explicit or implicit standards as a means of contributing to the improvement of the program or policy.

-- *Carol Weiss*

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

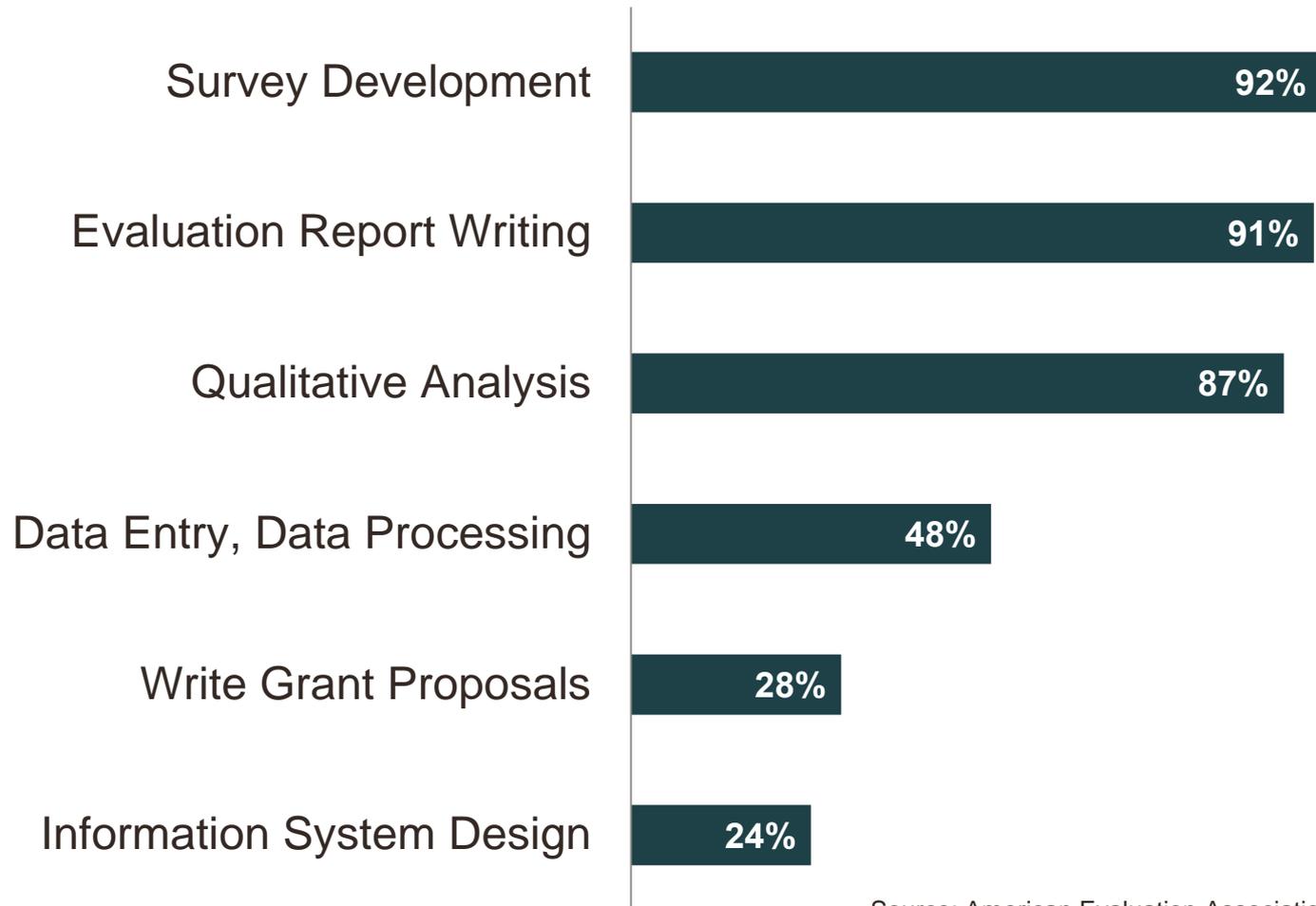
# CDC: PROGRAM EVALUATION STEPS



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

# WHAT DO PROGRAM EVALUATORS DO?

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Source: American Evaluation Association, 2006



# EVALUATION PLAN: A COMMON OUTLINE

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**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/>**

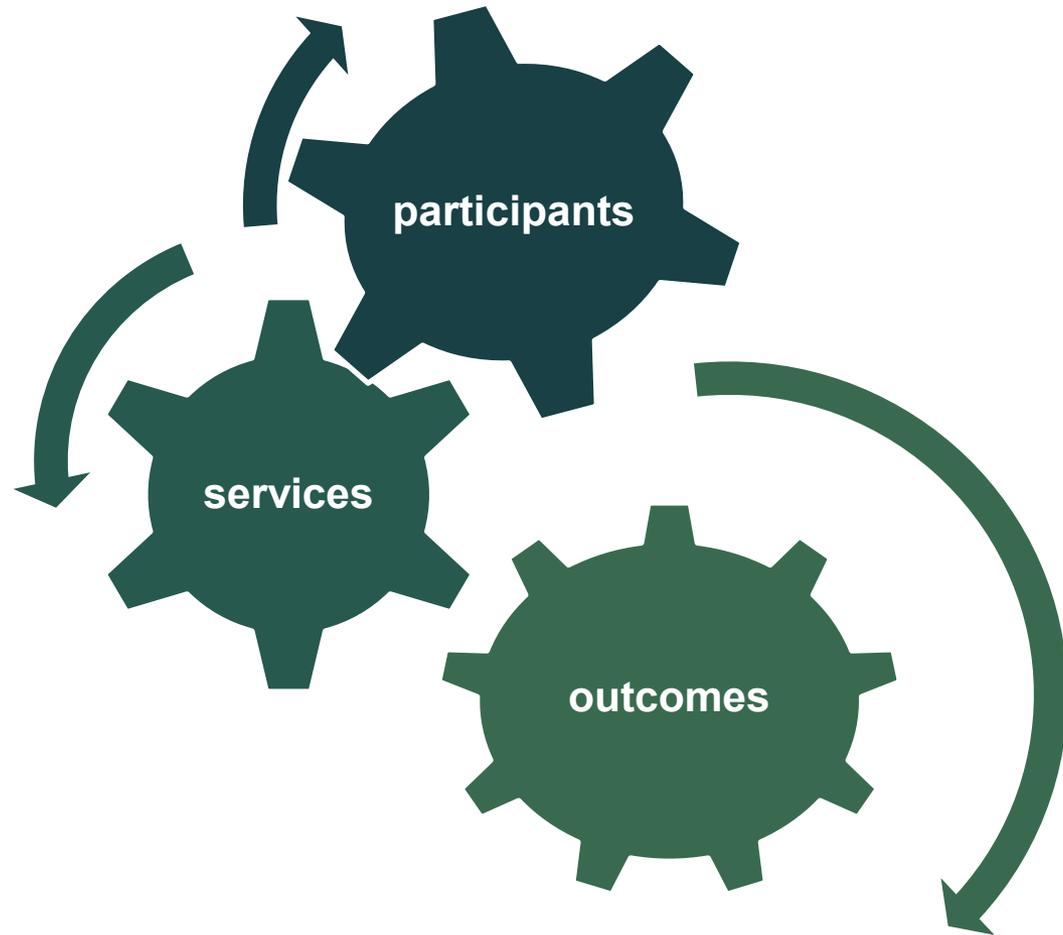
**Plan for interpreting results, reporting**

**Evaluation team**

**Evaluation budget**

# EVALUATION = COMPARISON

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# EVIDENCE OF IMPLEMENTATION

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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

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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

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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
<b>Document extraction</b>	Program information already exists, Inexpensive. Doesn't interrupt program or participants' routine,	Extraction can be time-consuming, Information may be incomplete or unreliable.
<b>Surveys</b>	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.
<b>Interviews</b>	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.
<b>Focus Groups</b>	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.
<b>Observations</b>	Evaluator (unbiased observer) documents program operation.	Observer's presence can influence behaviors of program participants.
<b>Media Content</b>	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...

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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

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### **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

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## **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/>

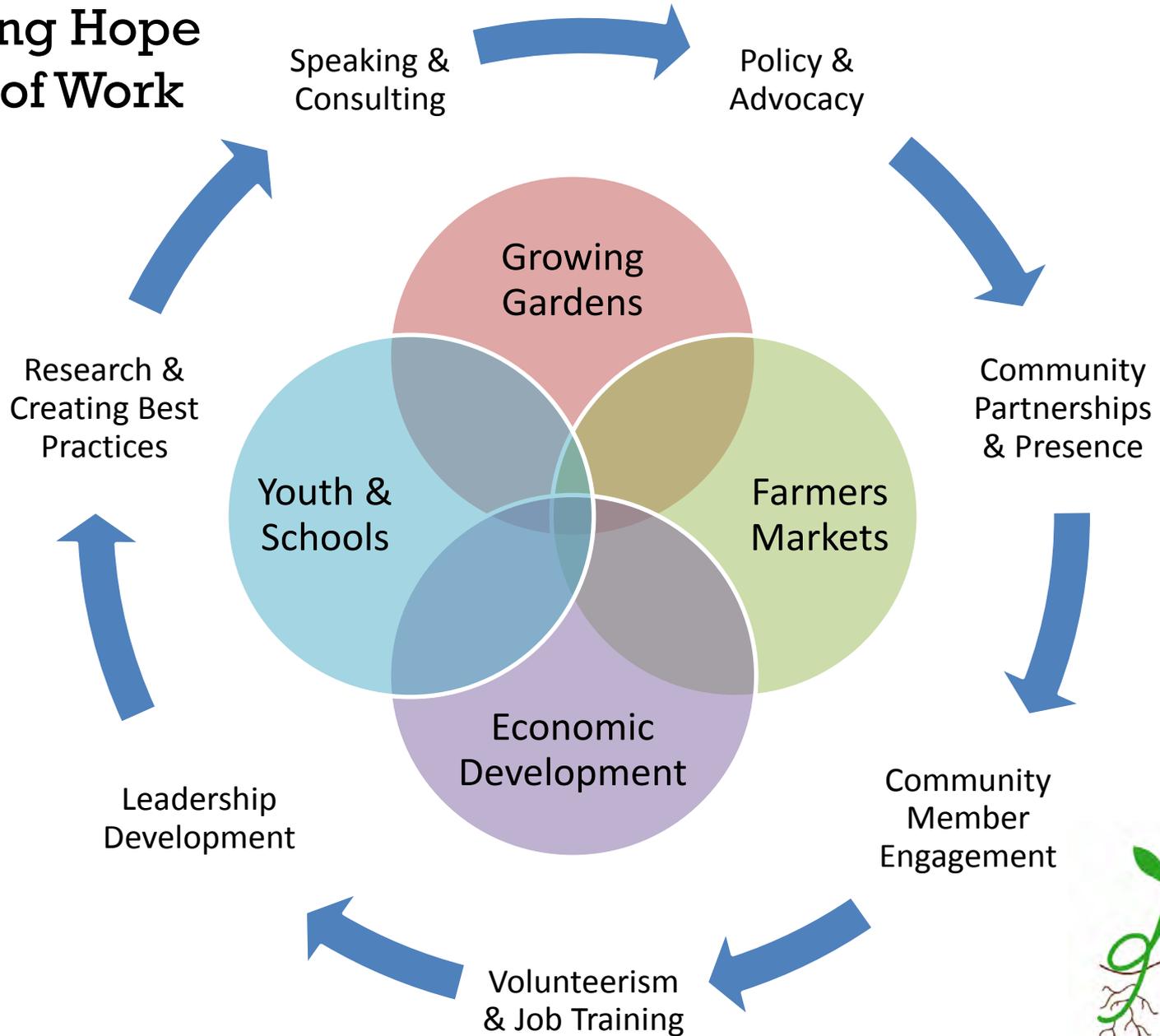
# Evaluating Good Food Work:

## *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?

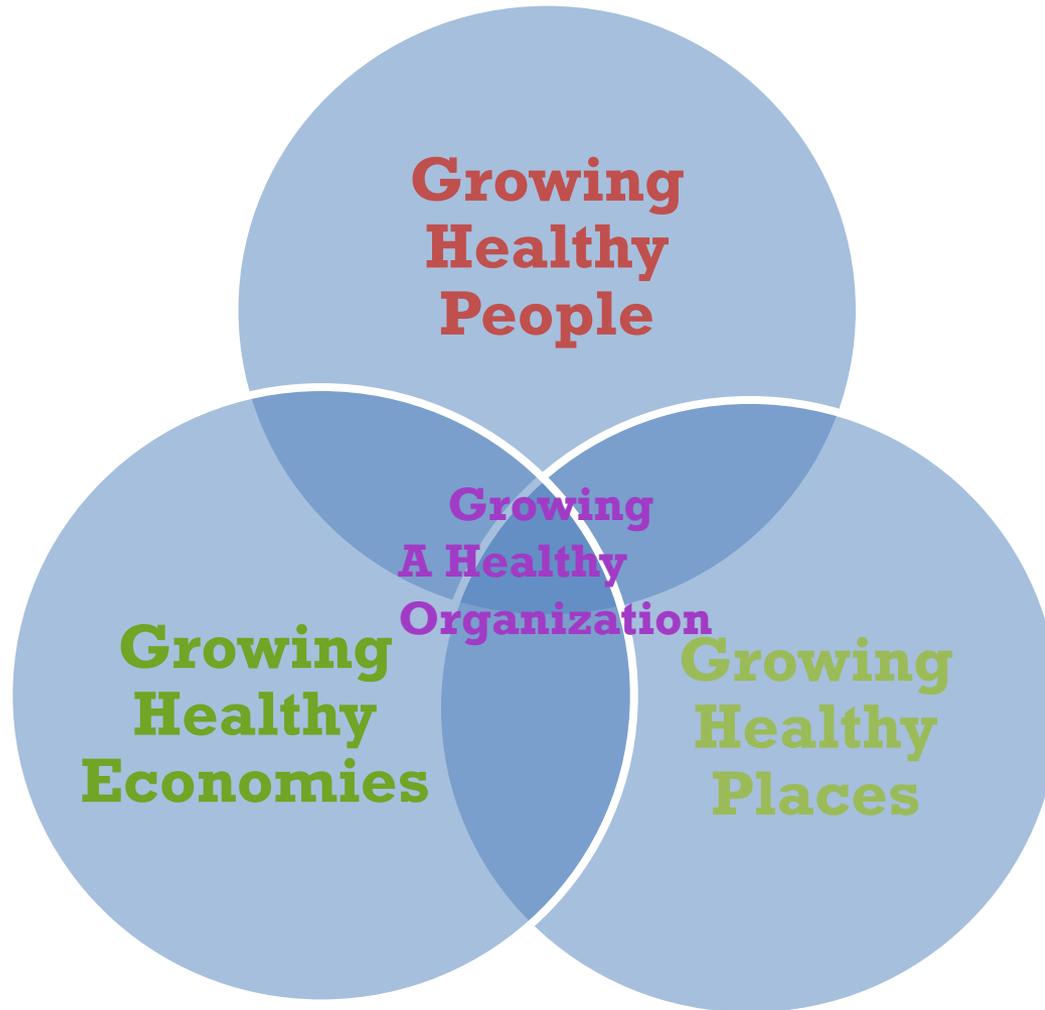


# Why Evaluate?

- 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...



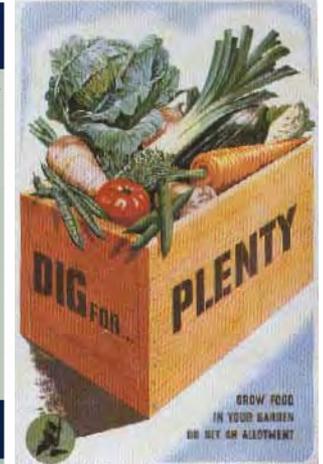
## Vacant Lot Cultivation Era of the 1890s

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.

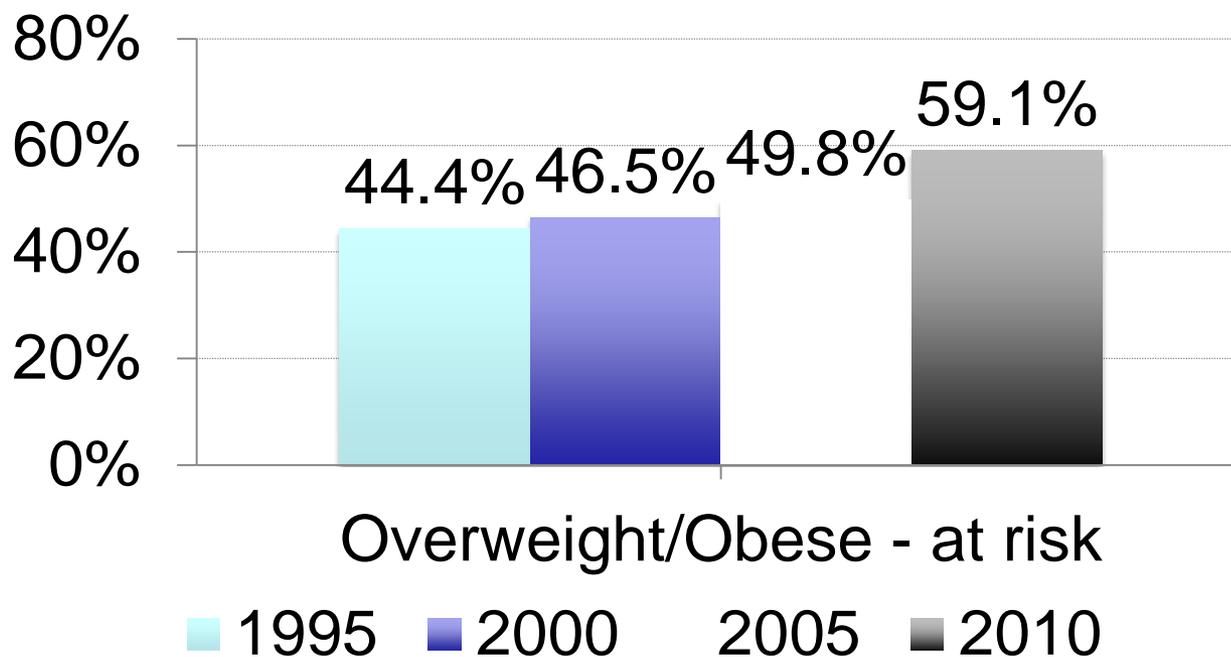


In 1918, over 5 million gardeners grew \$520 million worth of food

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 $\geq$ 25 Washtenaw County Adults



Source: Washtenaw County Health Improvement Plan

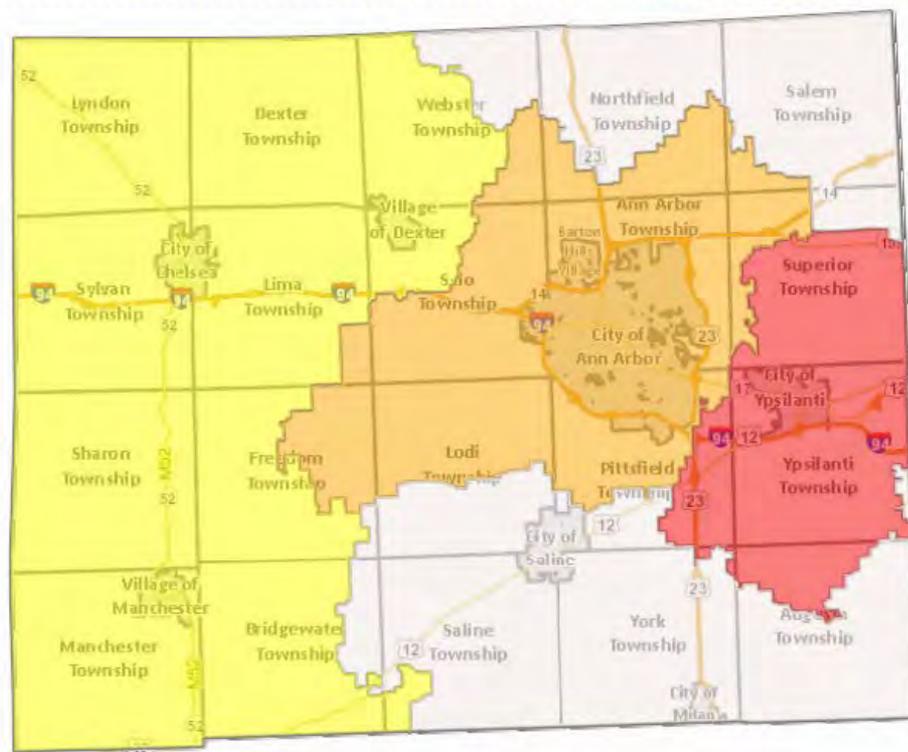
# Growing Hope is working to combat health disparities due to race, class, and place

## 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

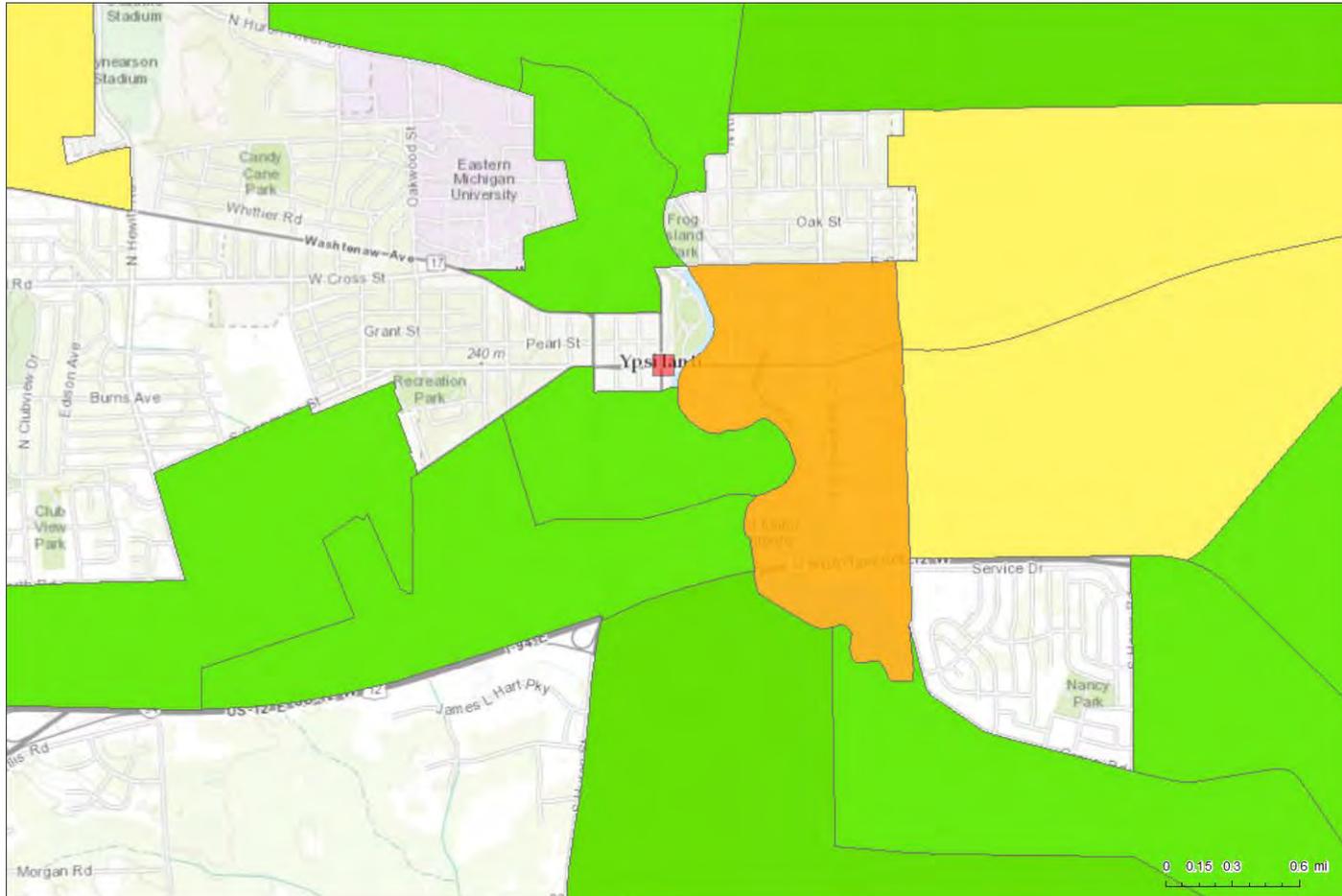
2010 HIP Survey Data Mapping

Ever told diabetic





# Data sets that paint the picture...



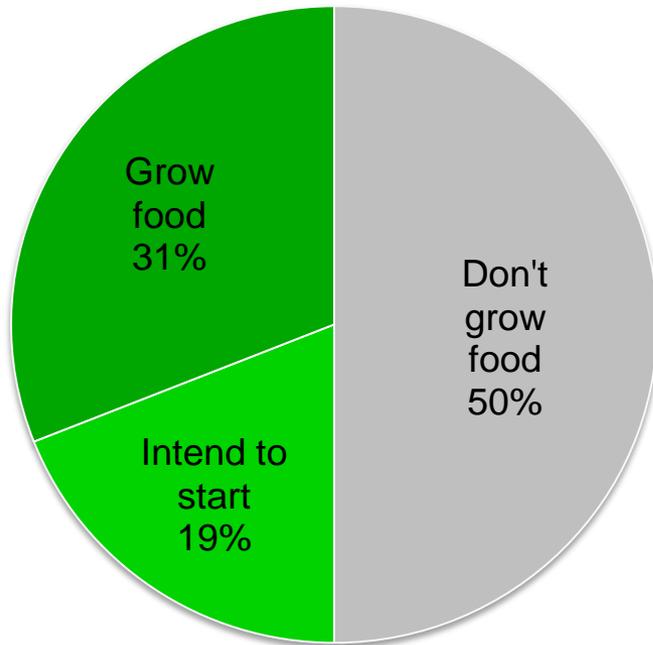
- LILA at 1 and 10
- LILA at 1/2 and 10
- LILA using Vehicle Access

## Ypsilanti Low-Income Low-Food Access

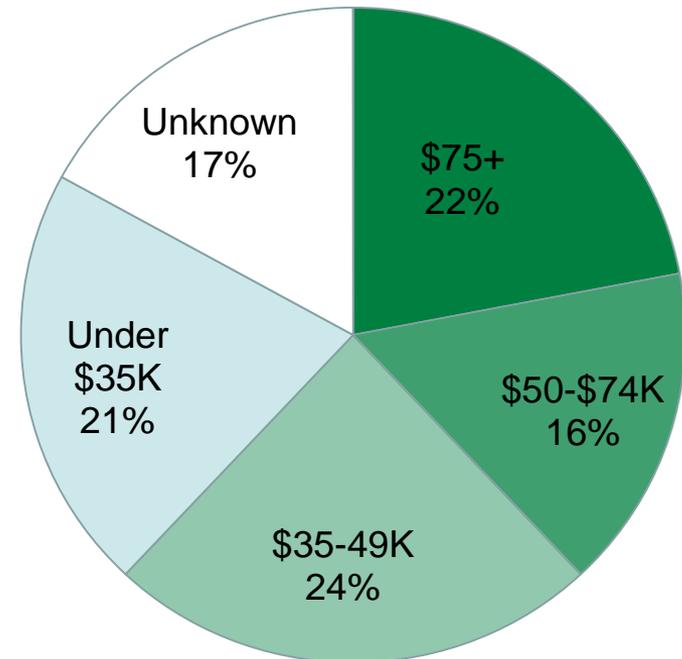
Date: 1/16/2015 Source: USDA Economic Research Service, ESRI. For more information:  
<http://www.ers.usda.gov/data-products/food-access-research-atlas/documentation.aspx>

# Participation in food gardening is diverse and interest is growing

## US Households



## Food gardener household income



Source: 2008 National Gardening Association

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# 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



Increase in # individuals eating recommended servings of fruits & veggies

# of people trying new foods; # who report changes in their shopping/cooking habits

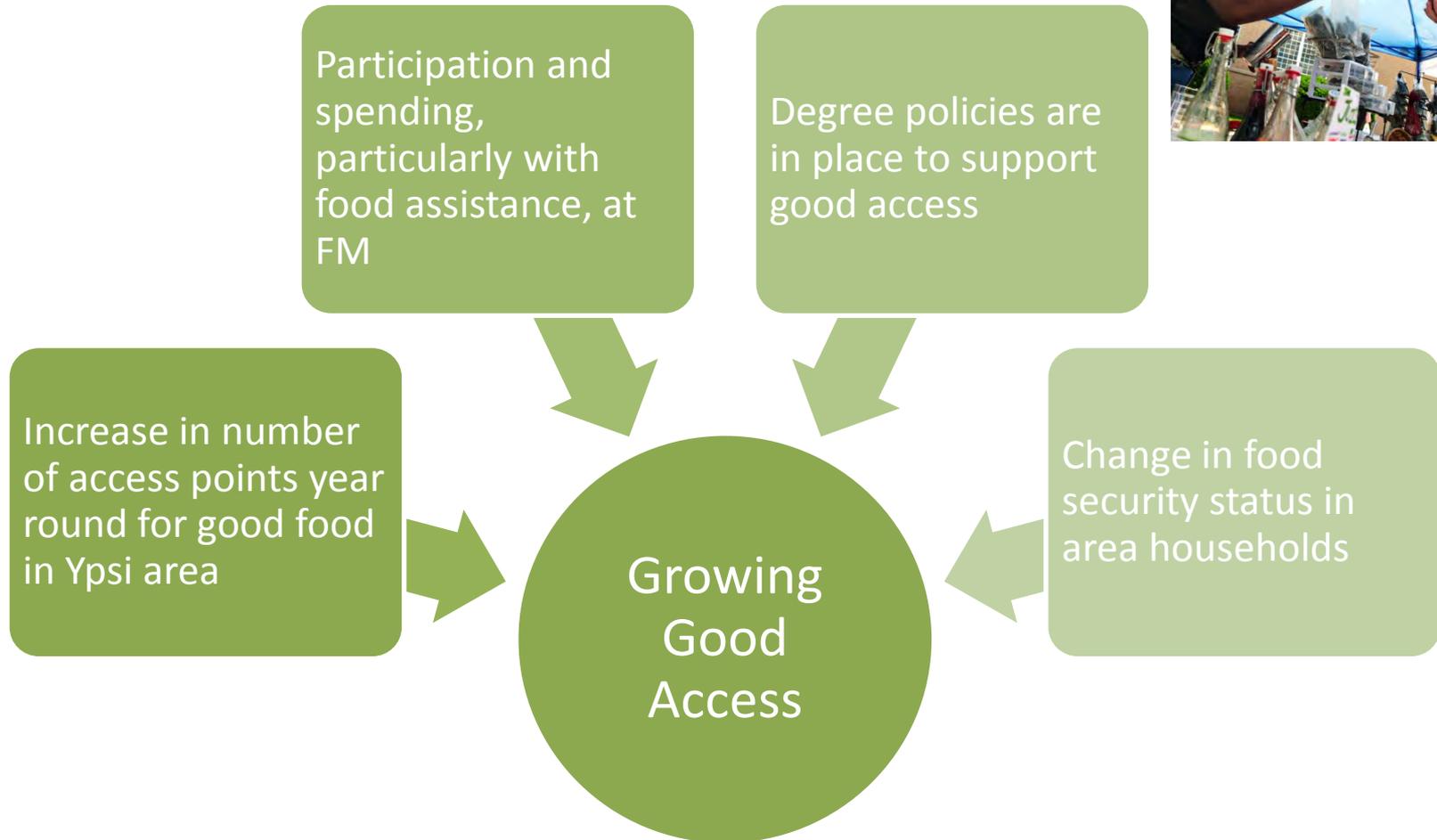
# reached through classes/demos/tastings; change in gardening/cooking knowledge or skills as a result

# of people feeling more equipped/ready/motivated to eat better



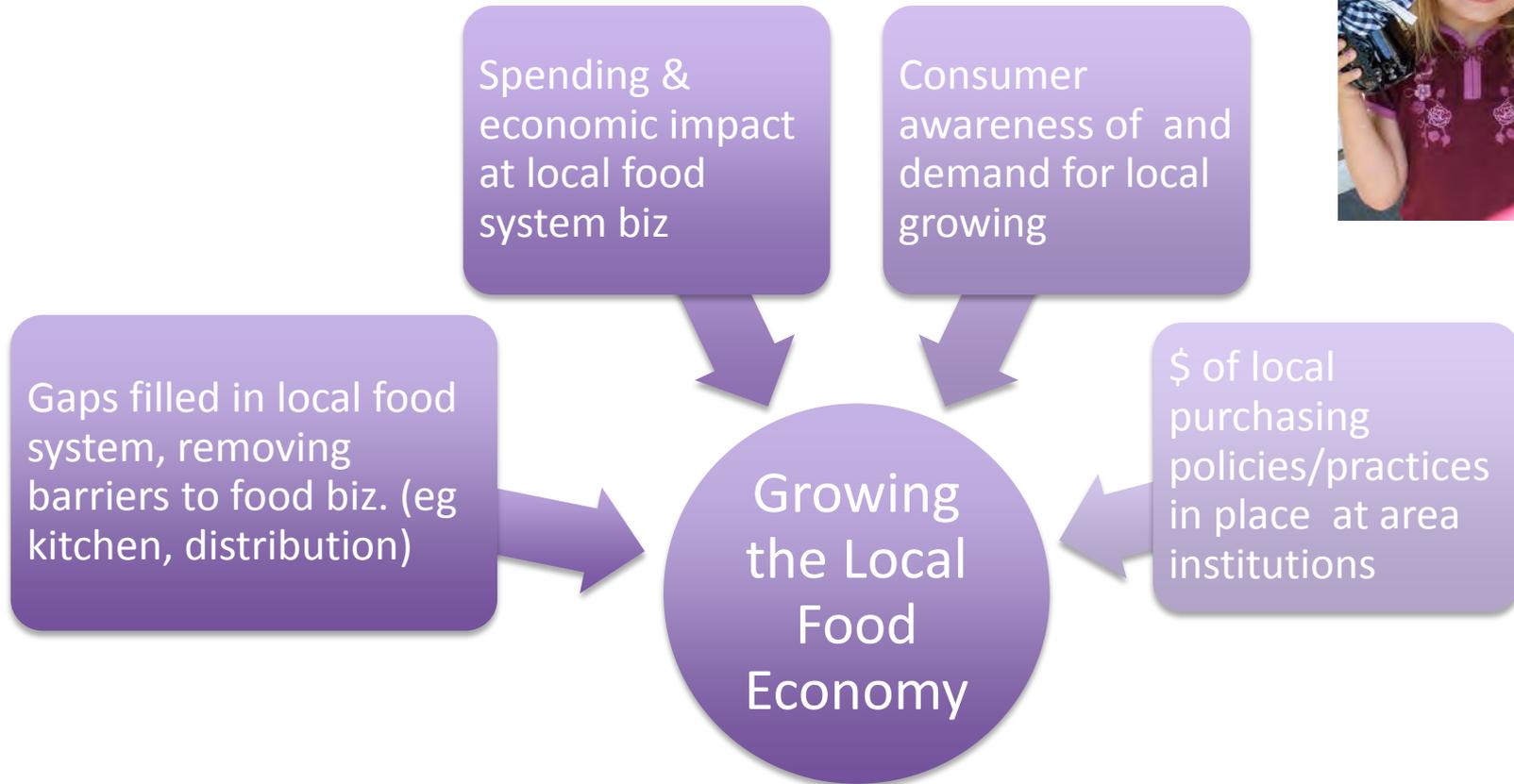
**Growing Healthy Habits:** People have the skills, knowledge, and motivation to eat better and improve their health.

# 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



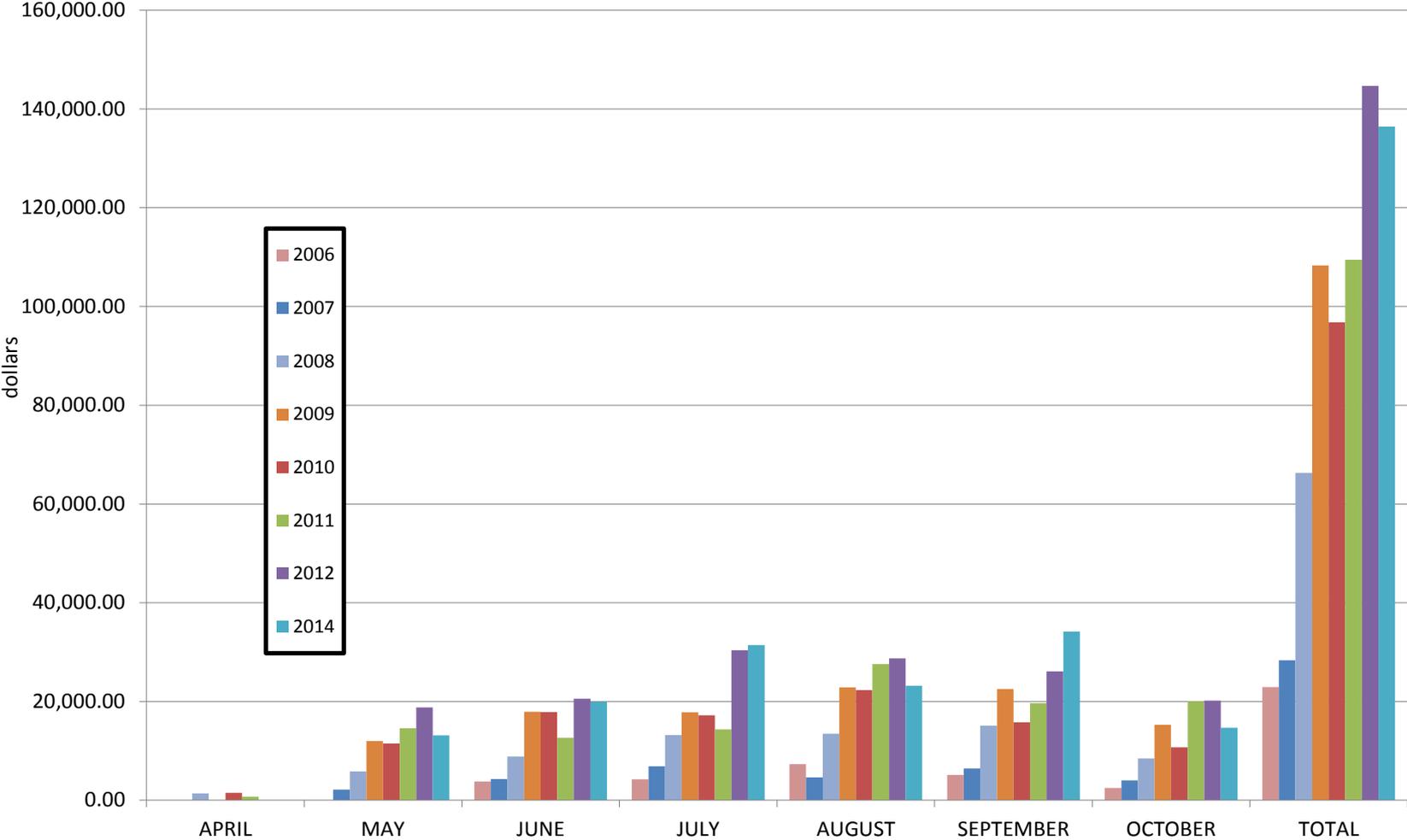
**Growing the Local Food Economy:** Gaps in our local food system are filled by businesses and others; Positive economic impact continues in Ypsi as our community shifts food spending to local businesses & producers.

# Types of evaluation tools

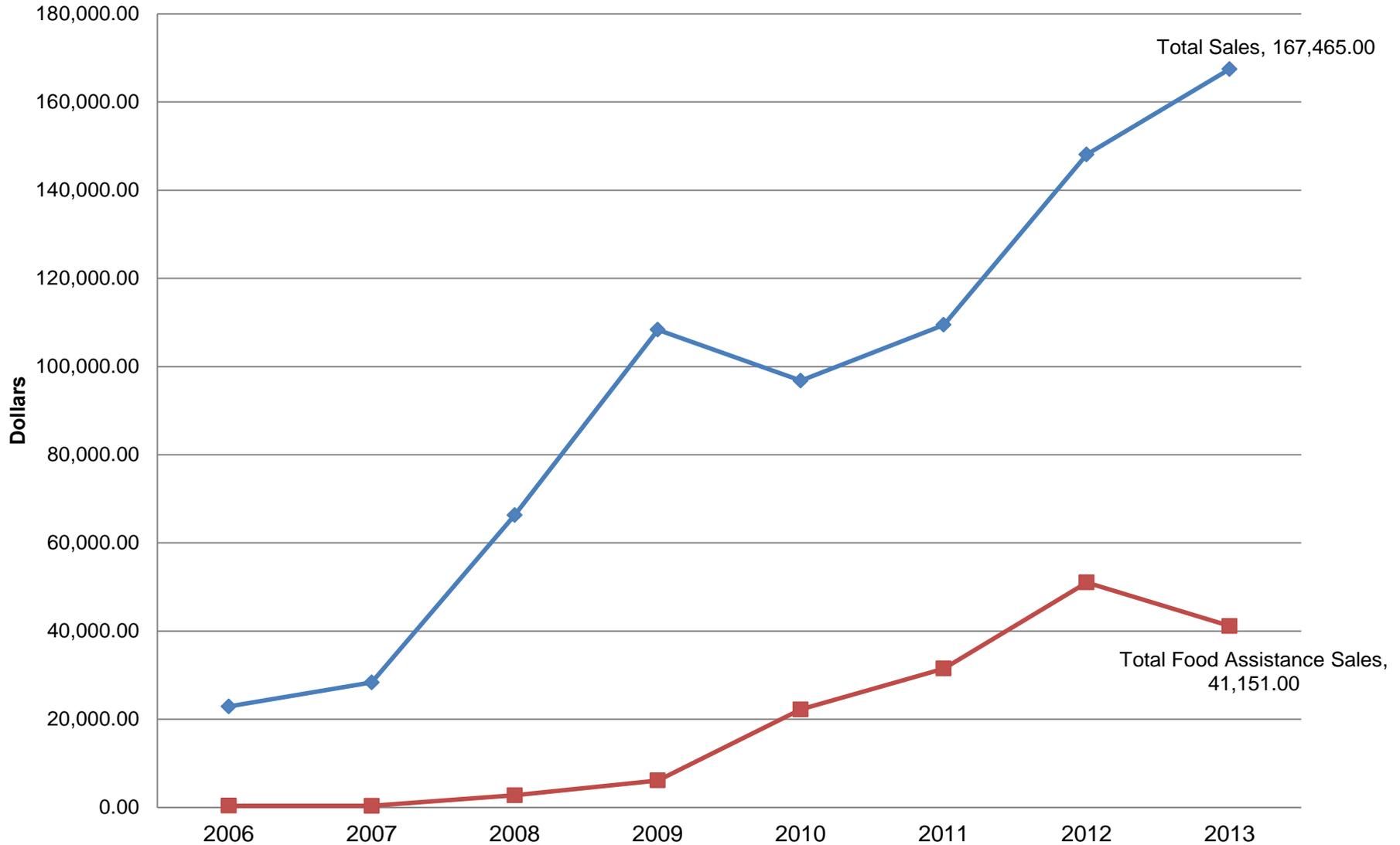
- Sign-in sheets, volunteer or participation logs
- Customer/attendance counts
- Tracking/weighing logs
- Surveys
- Dot Surveys (quick intercepts)
- Notes/journals/observations
- Photos, stories, interviews
- Sales data



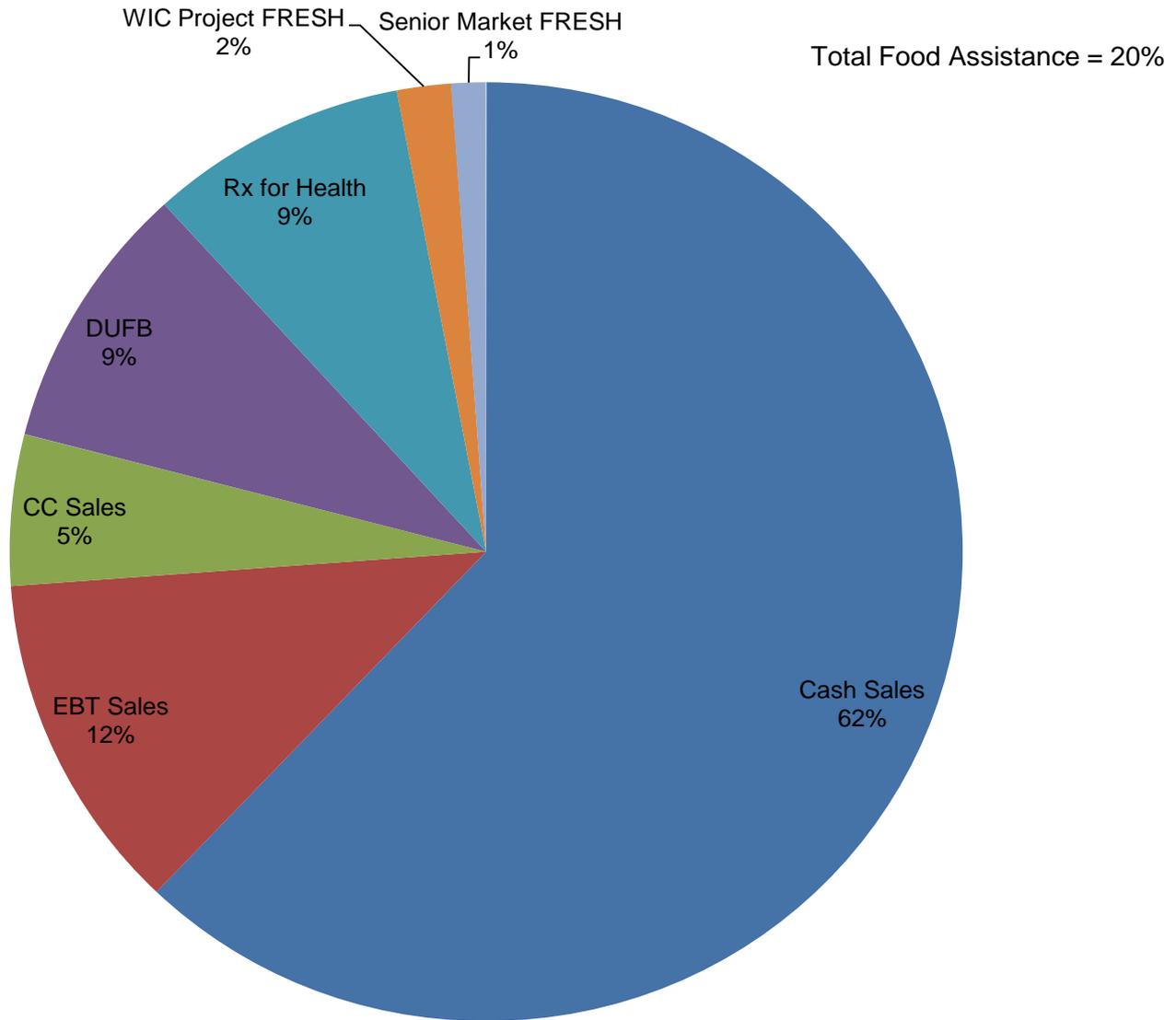
## Downtown Tuesday Ypsilanti Farmers' Market Yearly Comparison of Total Sales by Month



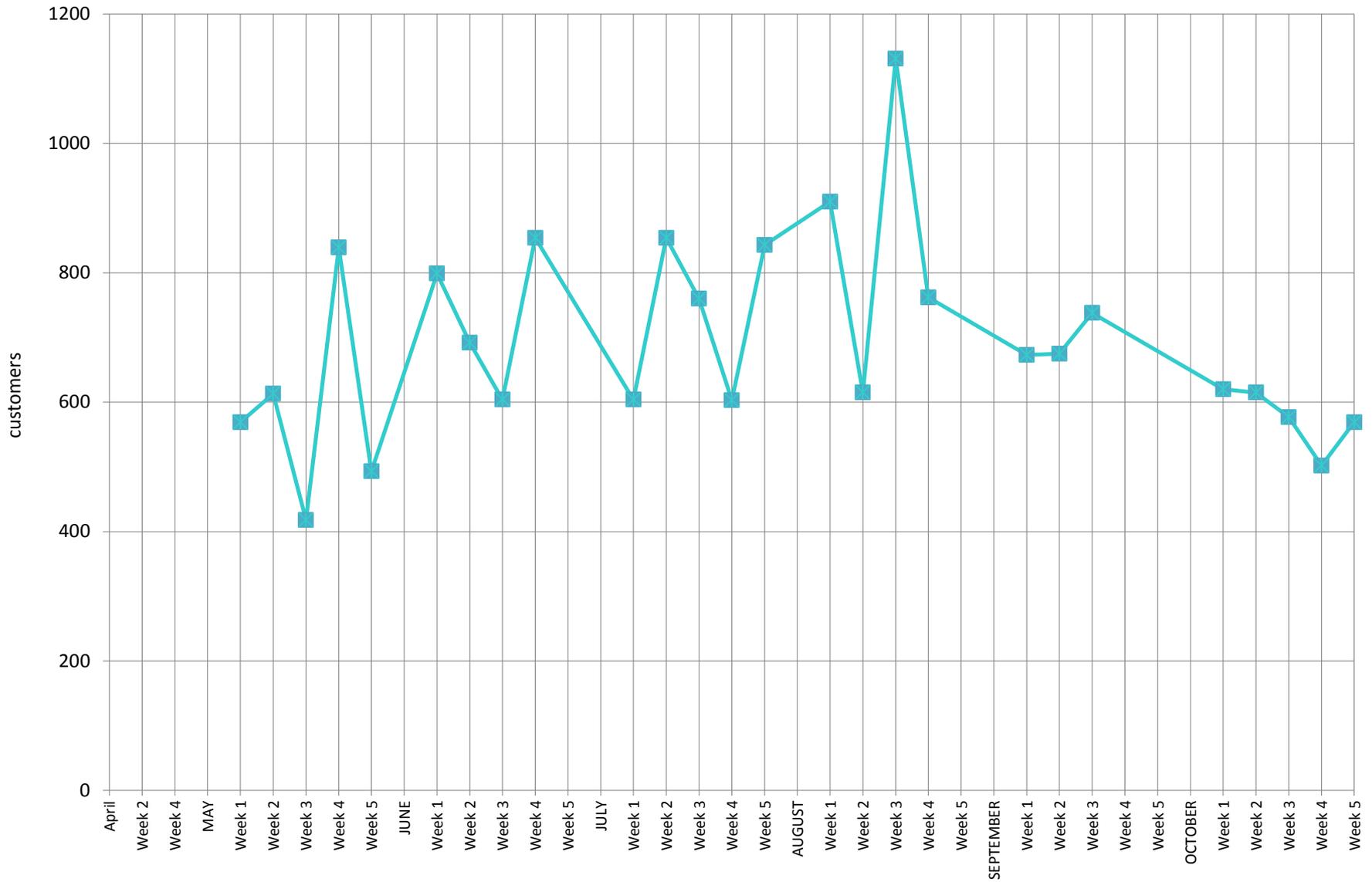
# Total Sales vs. Total Food Assistance Sales for Downtown Ypsilanti Farmers Market



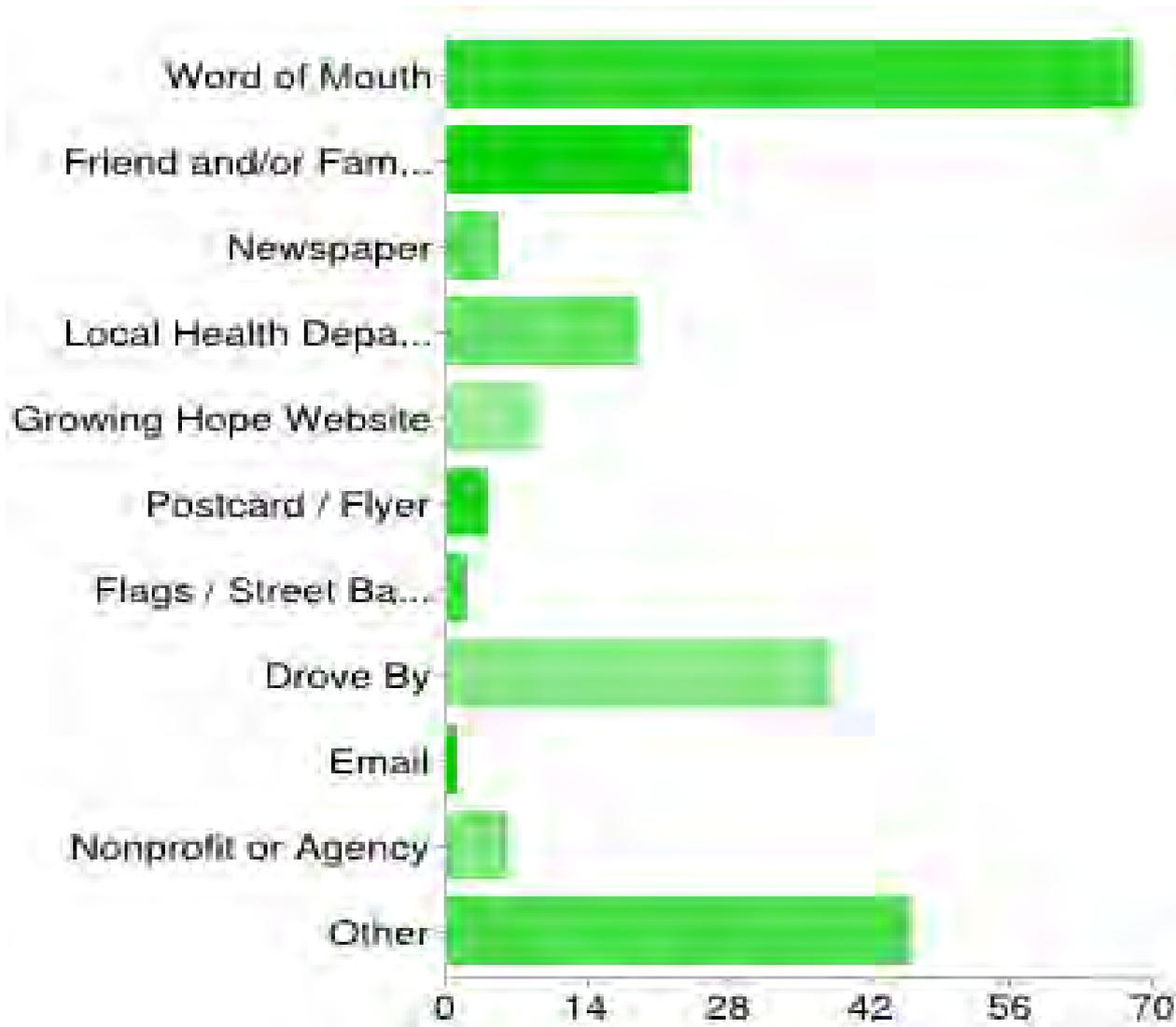
# Summer Sales by Currency



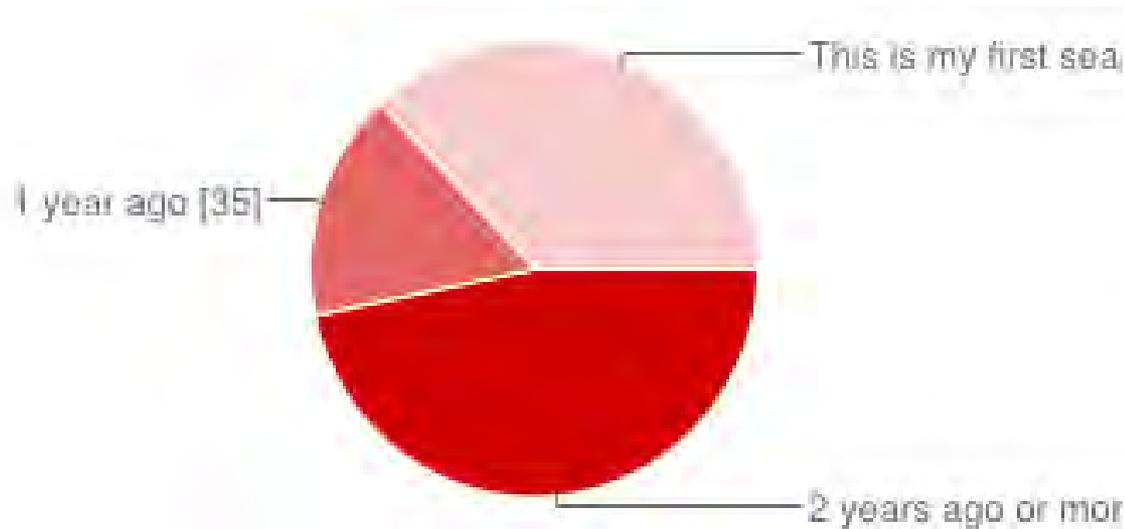
2013 DYFM Attendance by Week



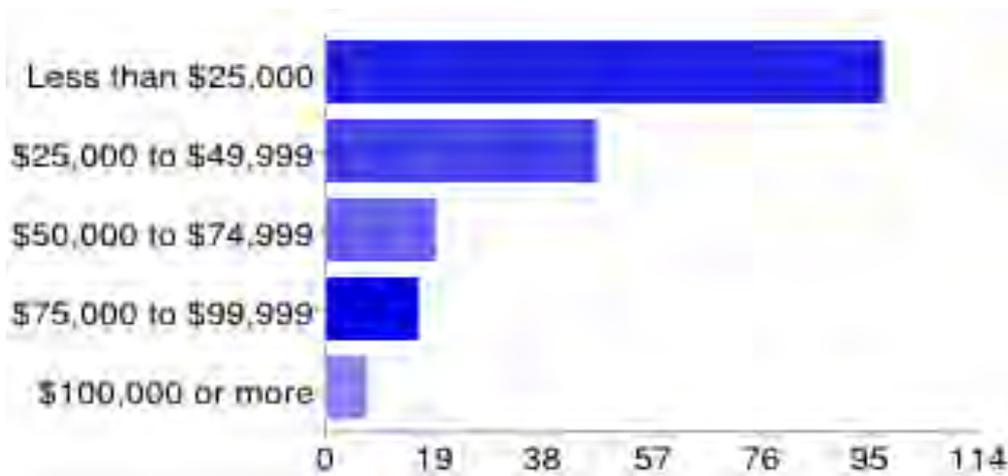
# How did you FIRST hear about this farmers market?



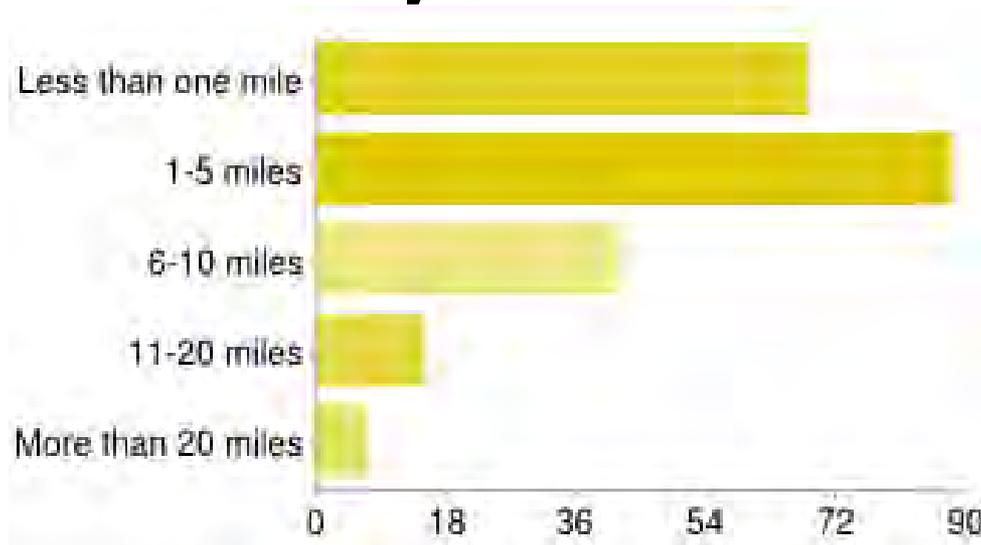
# When did you start coming to this market?



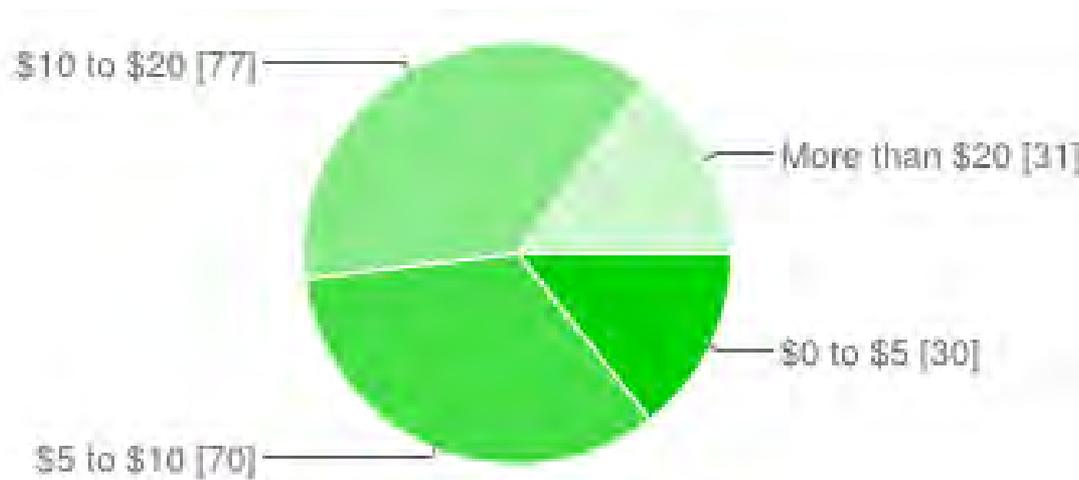
# What is your annual household income?



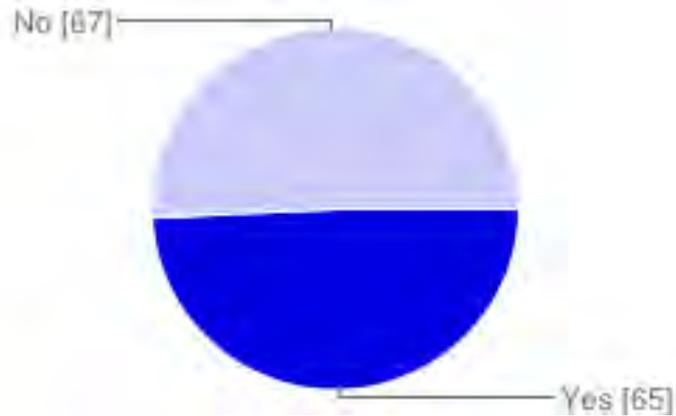
# How far do you travel to come to this market?



# 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!

