

Evaluating the Pediatric Obesity Nutrition Mini COLLN

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Evaluation Objectives for Today

Participants will be able to:

- Describe the overarching approach to evaluating the Pediatric Obesity Mini COLLN and key evaluation findings to-date.
- Develop evaluation questions based on their state project purpose statement.
- Critically evaluate potential evaluation activities to answer evaluation questions.

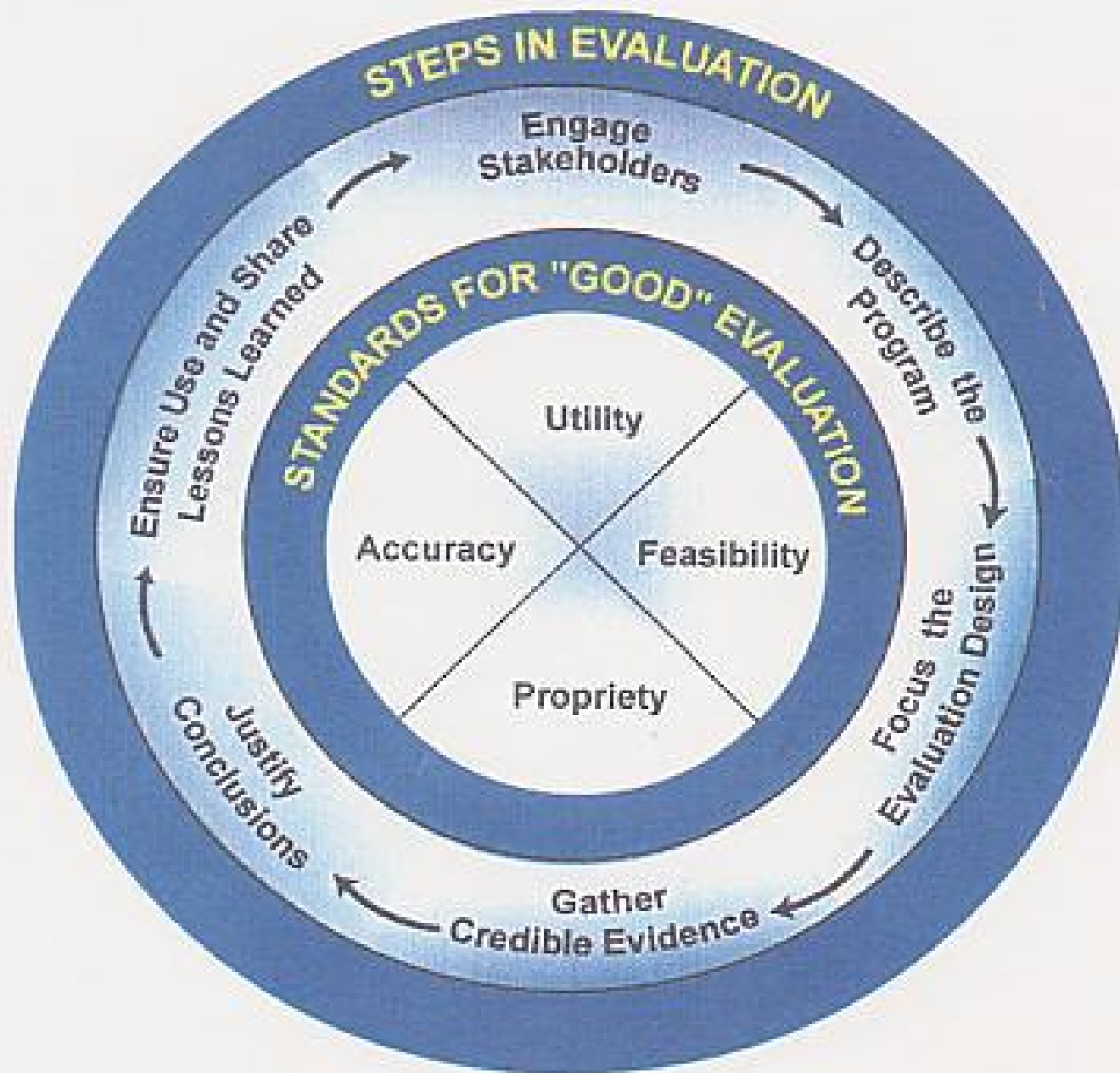
Program Evaluation is systematic collection of information about:

- Activities
 - Characteristics
 - Outcomes
- Of
- Programs
 - Personnel
 - Products

To be used by specific people to:

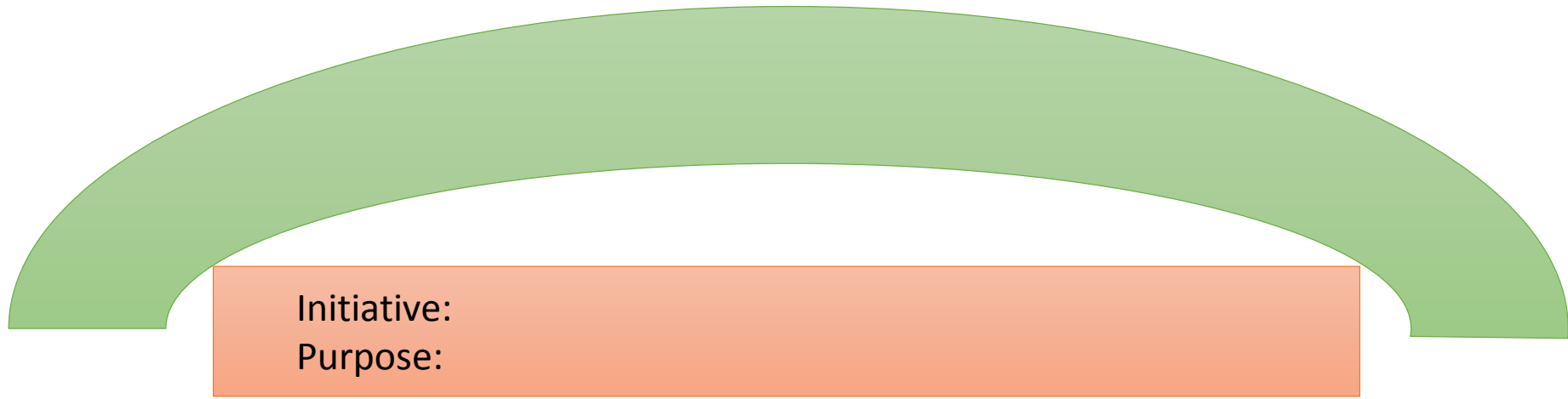
- Reduce **uncertainties**
- Improve **effectiveness**
- Make **decisions**
- Secure **ongoing support**

Michael Quinn Patton



Ensure Use/Lessons Learned

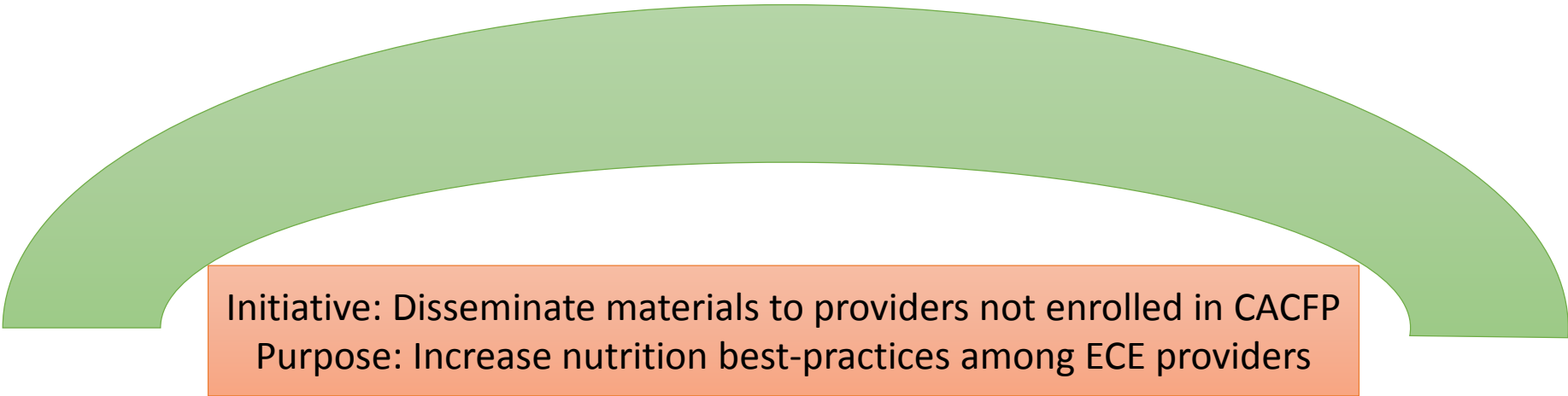
- “Disseminate Results Using Targeted Communication Strategies”
- Mini CoINN Infographics targeted to decision makers
 - National Audience: congressional staffers & agency/program leaders
 - State Audience: state agency leaders



Initiative:

Purpose:

- Task 1:
- Task 2:
- Task 3:
- Task 4:
- Task 5:

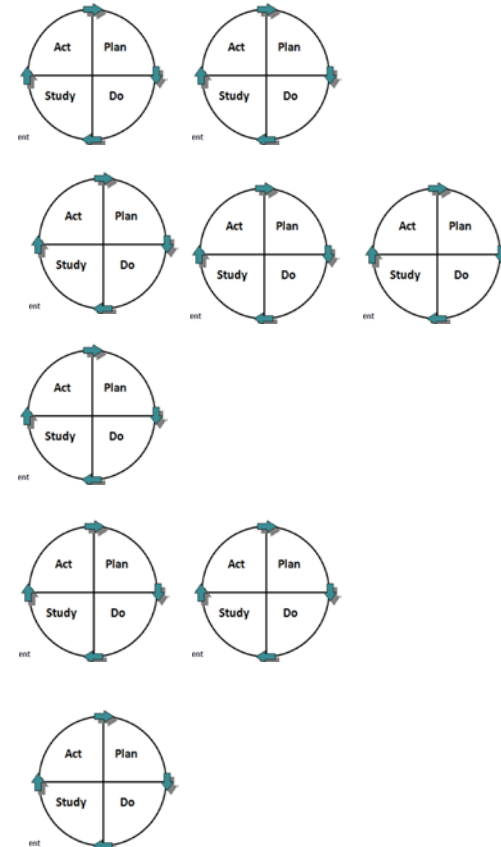


Initiative: Disseminate materials to providers not enrolled in CACFP
Purpose: Increase nutrition best-practices among ECE providers

- Task 1: Describe target audience
- Task 2: Gather input from target audience with focus groups
- Task 3: Create dissemination plan
- Task 4: Create website/print materials
- Task 5: etc...

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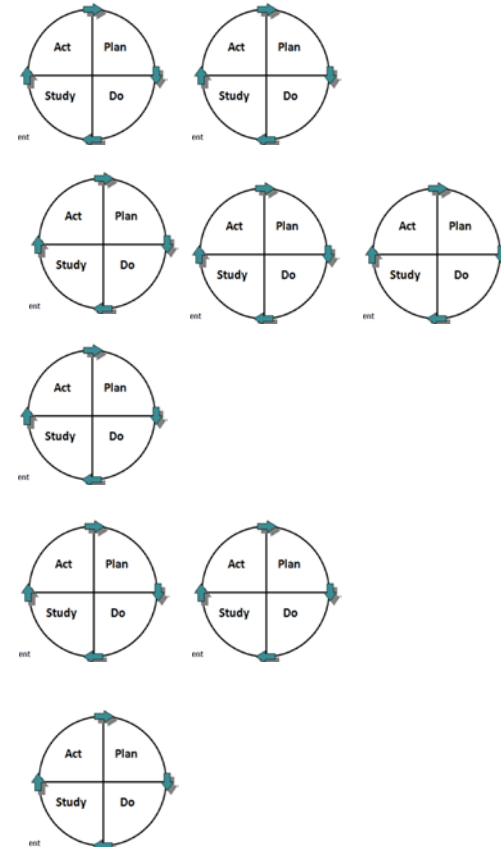
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Program Evaluation

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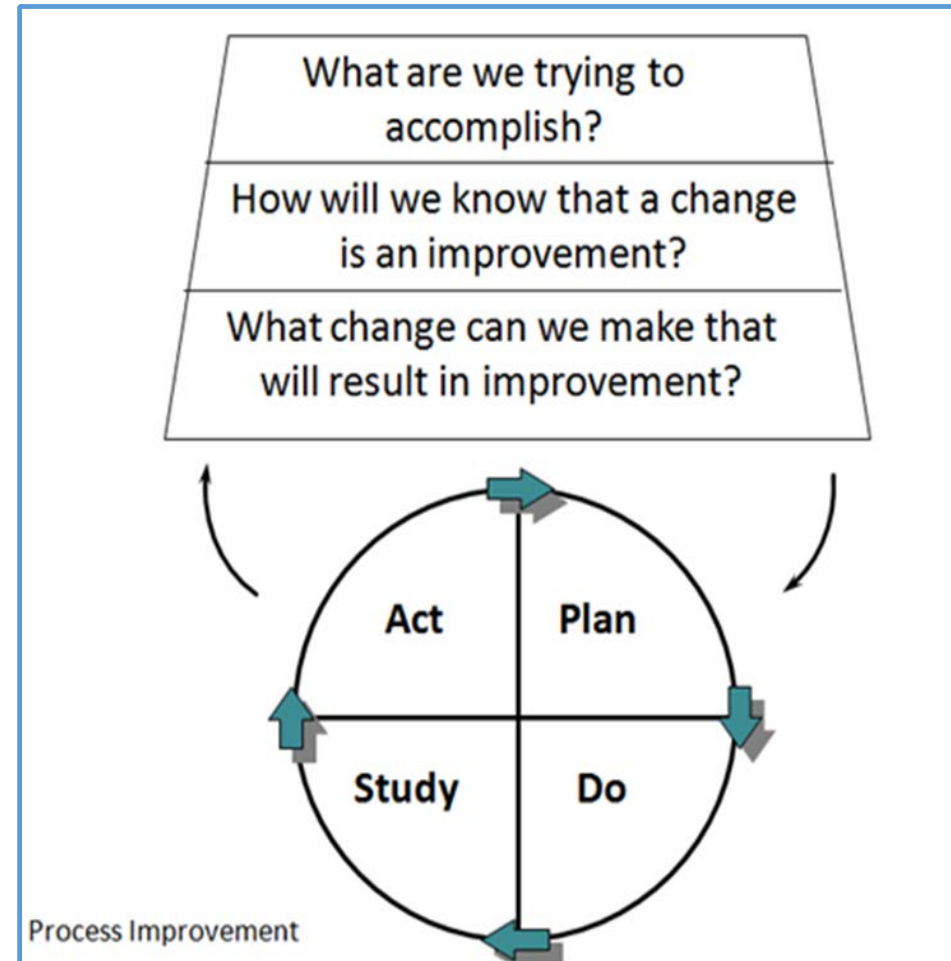
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Program Evaluation: Approach to Assessing How Well Your Overall Initiative is Achieving your Purpose

- What have we done?
- How well have we done it?
- Whom have we done it to?
- How much have we done?
- How effective has our program been?
- What could we do better or differently?

PDSA: Task-specific Step-wise Method



Key Evaluation Questions

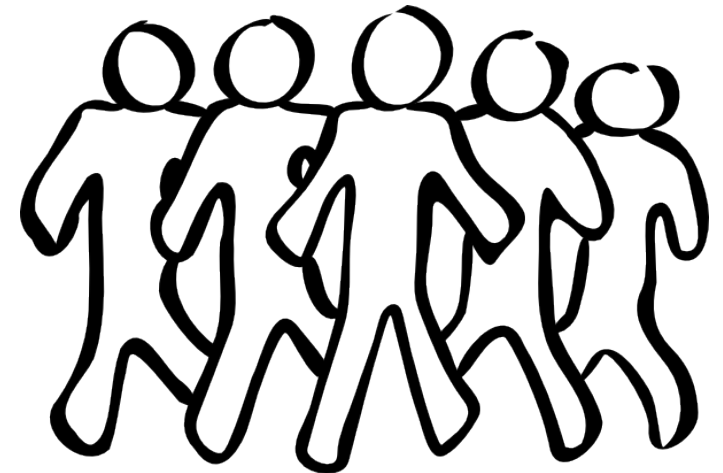
- High-level questions that an evaluation is designed to answer
- Developed at beginning of evaluation planning in consultation with stakeholders
- Can be questions about:
 - Process – how is implementation going?
 - Outcome – what impact have we had?
 - Cost, etc.

Initial Mini CoIIN Key Evaluation Questions: Focus on Process & Feasibility

- How stable was Mini CoIIN membership and how engaged were members throughout the project period?
- How have trainings, materials, and other support provided from the National Team met the needs of state Mini CoIIN members?
- Which specific changes have been chosen for implementation?
- How does the Mini CoIIN in each state serve as a catalyst and/or facilitator of other ECE efforts?

How stable was Mini CollN membership and how engaged were members throughout the project period?

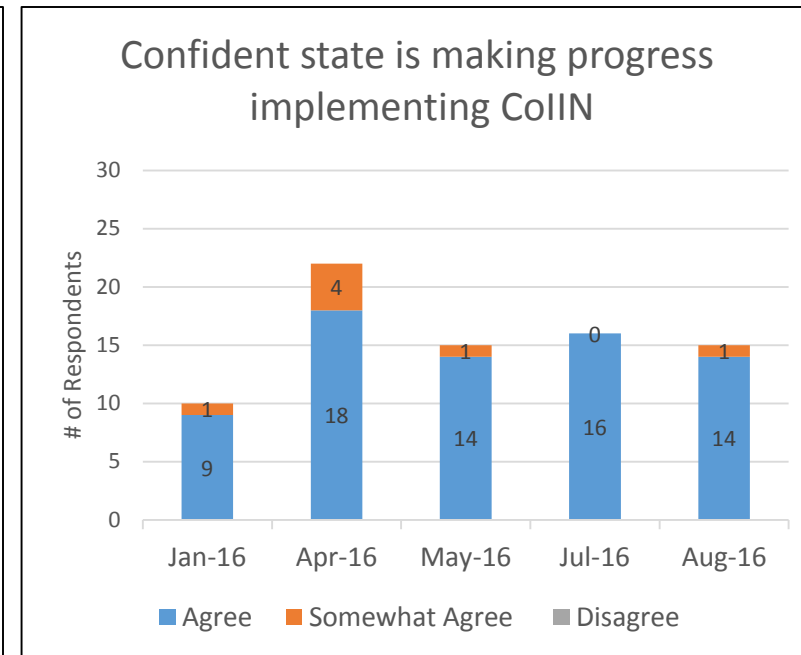
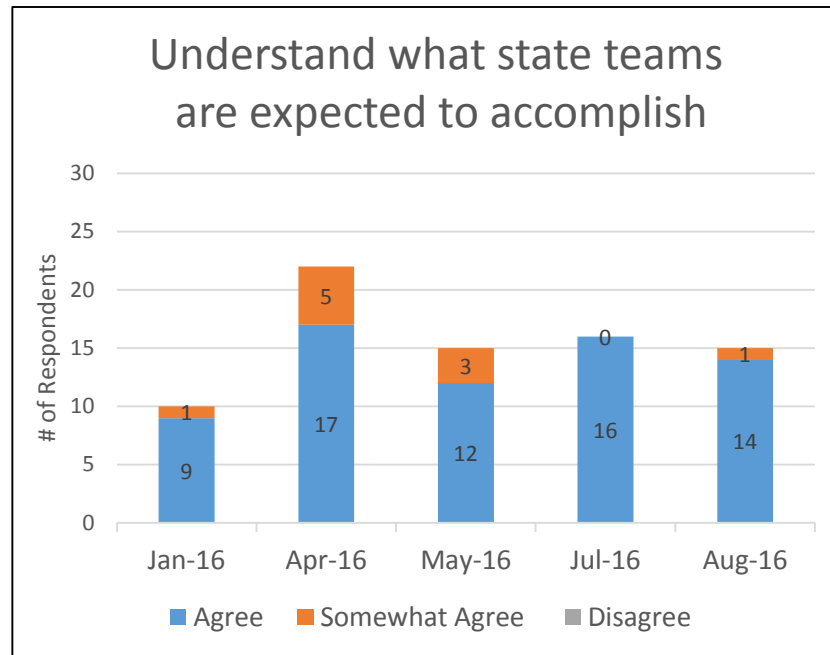
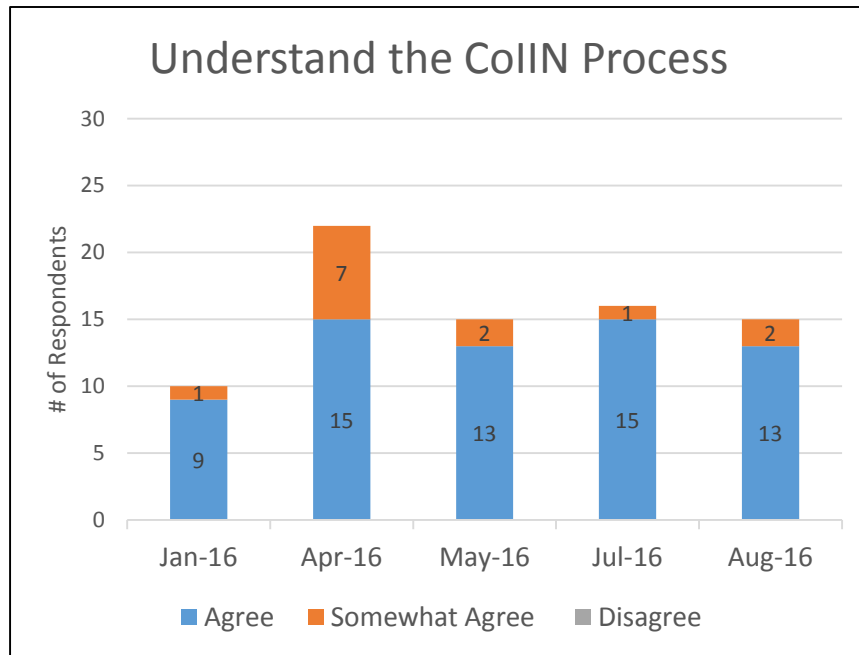
- Original state teams ranged from 4 to 11 members
- Changed over time, all teams added members
- Core team members have remained engaged in the process



How have trainings, materials, and other support provided from the National Team met the needs of state Mini CollN members?

- Face-to-Face Meeting:
 - Participants felt that most of the meeting objectives were met either “very well,” or “somewhat well.”
 - Participants especially valued the opportunities to meet with other states and learn about their goals and strategies.
- Individual Webinar Reports

How have trainings, materials, and other support provided from the National Team met the needs of state Mini CoIIN members?



Which specific changes have been chosen for implementation?

CDC Spectrum of Opportunity	AR	CA	LA	ND	OH	OR	WI
Licensing and Administrative Regulations			X		X		
Child Care and Adult Care Food Program (CACFP)		X			X	X	
Quality Rating and Improvement System (QRIS)					X	X	X
Funding and Finance			X				
Pre-Service and Professional Development		X	X			X	
Facility-Level Interventions	X	X	X		X		X
Technical Assistance	X		X		X		
Access to Healthy Environments		X					
Early Learning Standards				X			
Family Engagement			X		X		X

All states made a difference in policy adoption or implementation in ECE settings in at least one of the 10 Spectrum of Opportunities.

How does the Mini CollN in each state serve as a catalyst and/or facilitator of other ECE efforts?

- Helped states develop new cross-sector partnerships; opened communication doors with state education and licensing agencies
- Strengthened existing partnerships
- Brought ECE into the spotlight
- Generated new ideas and products
- Helped teams share resources, information, and learnings
- Provided a “space” to try and learn and do things that might not have been possible in other arenas

Other examples of Initial Key Evaluation Questions about Initial Process and Feasibility

- How feasible and sustainable were/are the state team's chosen specific changes?
- How did the Planning Committee function?
- What are perceived barriers and facilitators to participating the Mini CoIIN by state teams and others?
- What are lessons learned from administering the Mini CoIIN?
- What are lessons learned by the state teams from their specific projects?

Examples of Initial Key Evaluation Questions about Impact & Outcomes

- What is the reach of the state team's projects?
- What outcomes can be identified for the state team projects?
- What knowledge or skills are gained from participating in the Mini CoIIN?

Current Key Mini CoINN Evaluation Questions

Process

- *Implementation:* Which specific changes have been chosen for implementation and how successful was the State Mini-CoINN in achieving implementation goals? What barriers and/or challenges have been faced during implementation?
- *Cultural Competence:* How are states incorporating cultural competence into their work?
- *Sustainability:* What efforts are included in the Mini-CoINN work at the state level to help assure its sustainability?

Current Key Mini CoINN Evaluation Questions

Outcomes

- How does the Mini-CoINN in each state serve as a catalyst and/or facilitator of other ECE efforts?
- What is the reach of projects so far?
- What project outcomes can be identified so far?
- What knowledge or skills do team members gain from participating in the Mini CoINN?

Current Key Mini CoINN Evaluation Questions

Support

- How have trainings, materials, and other support provided from the National Team met the needs of State Mini CoINN members?

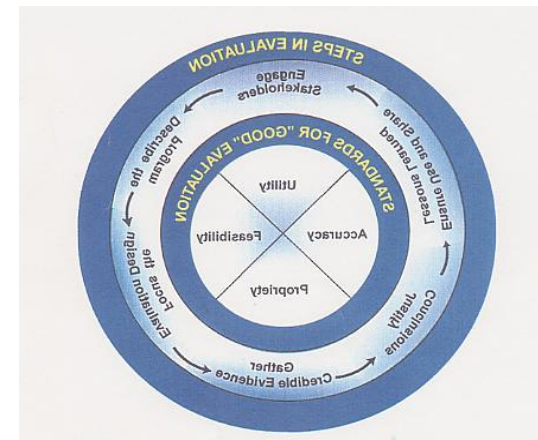
Next Steps: Collecting Information to Answer Key Evaluation Questions

- Evaluation questions drive evaluation tools & methods
- Sources of information
 - People: surveys, interviews, focus groups, logs
 - Documents
 - Direct observation
 - Existing data from public health surveillance or other systems

Evaluation Questions	Data Collection Methods/Tools	Timeline
<i>State-Level</i>		
What strategies were used by State lead (applicant) organization to recruit CoIIN team members? What difficulties, if any, were encountered in the recruitment process?	Interview of State Lead Agency Member	3/ 2015
What other community partners were recruited? How and why were they identified as important participants in the CoIIN?	Interviews of State Lead Agency Member	6/15 9/15
How stable was the membership of team members over the CoIIN period?	Tracking attendance from training sessions; participation in webinars, etc.	Ongoing
What was the level of engagement and participation of the team members?	Tracking attendance and summarizing meeting minutes from training sessions; participation in webinars, etc.	Ongoing
What are the barriers/challenges faced in implementing the CoIIN?	Interviews of State Lead Agency Member	6/15, 9/15
What additional training or other support is needed by state teams and community partners to help assure success of the CoIIN?	Interviews of State Lead Agency Member	6/15, 9/15
What strategies are planned for implementation? How is implementation being tracked?	Interviews of State Lead Agency Member	3/15, 6/15. 9/15
What impact did the CoIIN have on the work in states and communities?	Interviews of State Lead Agency Member and Community Partners	9/15
Which strategies were feasible and sustainable? Are others being planned for implementation after the formal end of the CoIIN?	Interviews of State Lead Agency Member and Community Partners	9/15
What was the quality of peer-to-peer learning that was fostered throughout the CoIIN?	Interviews of State Lead Agency Member	9/15
What was the quality of training and support offered to States?	Webinar/Training evaluations	Ongoing
What are the perceived benefits and challenges of the CoIIN from the broad perspective of state and local participants?	Interviews of State Lead Agency Member and Community Partners	9/15
<i>National Level</i>		
How was peer-to-peer learning facilitated and supported?	Interview of ASPHN/MCH CoIIN Lead	9/15
What, if any modifications were made to the change package(s) to enable the state teams to fully implement effective strategies?	Interview of ASPHN/MCH CoIIN Lead	9/15
Did state teams implement the change package(s) as intended?	Interview of ASPHN/MCH CoIIN Lead	9/15
What are the barriers/challenges that were faced throughout the CoIIN implementation period?	Interview of ASPHN/MCH CoIIN Lead	9/15
How will specific lessons learned from the CoIIN be incorporated into future CoIIN efforts?	Interview of ASPHN/MCH CoIIN Lead	9/15

Activity	Key Questions	Status
1) Online survey of farmers market managers , repeated	<ul style="list-style-type: none"> • What activities are happening at/with WA markets? • To what extent are markets partnering to promote access for low-income populations? 	✓ Surveys Complete: N=92
2) Key stakeholder interviews , repeated	<ul style="list-style-type: none"> • What are the successes and barriers in promoting farmers market access? • Which partnerships are key and why? 	✓ Interviews Complete: T1, N=36 T2, N=31
3) Telephone surveys with SNAP participants from several counties 	<ul style="list-style-type: none"> • What are SNAP participants' attitudes and behaviors? • How and to what extent are these influenced by farmers market access and related programming? 	✓ Surveys Complete: N=400
4) Deep Dive evaluations , national and WA state peer-to-peer programs	<ul style="list-style-type: none"> • How effective and feasible are promising interventions? • How could interventions be improved or replicated? 	✓ Deep Dive Complete: WA, N=18 National, N=14

Standards for Methods to Answer Key Evaluation Questions



1. **Utility standards** ensure that an evaluation will serve the information needs of intended users.
2. **Feasibility standards** ensure that an evaluation will be realistic, prudent, diplomatic and frugal.
3. **Propriety standards** ensure that an evaluation will be conducted legally, ethically and with due regard for the welfare of those involved in the evaluation, as well as those affected by its results.
4. **Accuracy standards** ensure that an evaluation will reveal and convey technically adequate information about the features that determine worth or merit of the program being evaluated.

State Team Work

- Identify the audience for your evaluation findings that is most important to your initiative.
- Develop at least one process key evaluation question.
- Develop at least one outcome key evaluation question.
- Consider the ways that you can collect information to answer your key questions. (Consider the evaluation standards.)