CHAMPIONS for CHANGE
Network for a Healthy California

# Successful Evaluation Strategies: California

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# *Network for a Healthy California:* A Powerful Infrastructure to Reduce Chronic Disease Risk

138 projects, 11 regions

The *Network* "pillars"

- ↑ **Fruit and Vegetable Consumption**
- ↑ **Physical Activity**
- ↓ **Food Insecurity**
- ↓ **Chronic Disease**

**Employs a comprehensive social marketing approach, framed around the social-ecological model**

# *Network for a Healthy California*: Statewide Interventions

- 3 targeted population campaigns:
  - Children's Power Play! Campaign – 11 Regions
  - Latino Campaign – 9 Regions
  - African-American Campaign – 6 Regions
- Retail and Worksite programs carry intervention further into the community
- 11 Regional Collaboratives –combine area resources to bring about positive change
- Providing FSNE in multiple channels, multiple methods
- ~10,000 eligible sites – low- resource schools and pre-schools, food closets/pantries/banks, community clinics, low-income housing sites, grocery stores, worksites, festivals, health fairs, etc.
- **Champions for Change** multi-media campaign

# *Champion Moms* TV, Radio, Outdoor, Direct Mail, Consumer Web



## *Empowering, Champions, Change Agents*

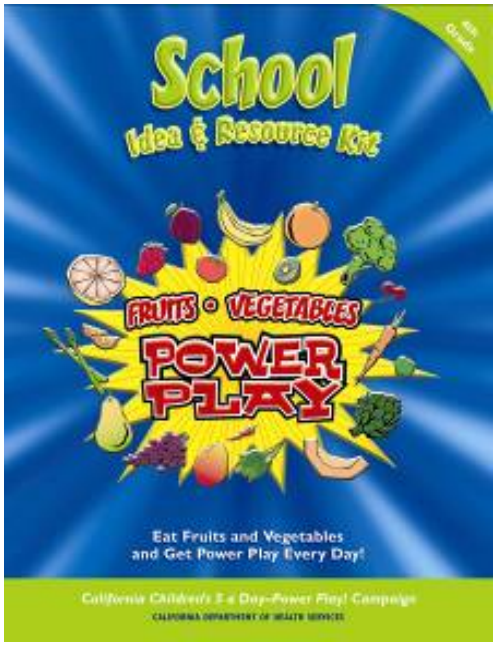
# Fruits & Vegetable School-Based Education – Cafeteria and Classroom

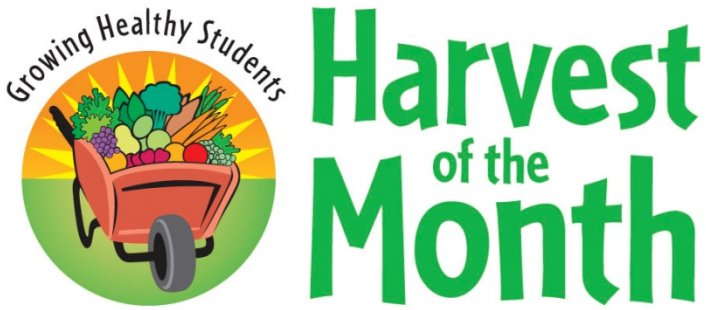
Growing Healthy Students

Harvest of the Month

# *Power Play! School Idea & Resource Kits*

- 4th & 5th grade versions
- 10 F/V and PA activities
- Based on 2005 Dietary Guidelines for Americans
- Linked to California Content Standards
- Student handouts in both English and Spanish and student workbooks in English
- **Impact evaluation study conducted**






## Core Elements

- Educator newsletters
- Menu slicks
- Family newsletters
- Press release templates
- Poster *(must be ordered)*
- Strategies
- Resources
- **Major process evaluation and individual school impact evaluation projects conducted**

# Network Approaches to Evaluation

- Surveillance – statewide population-based surveys, internal & external
- Process evaluation/activity tracking – Semi-Annual Activity Reporting (SAAR), Regional Network SAAR
- Formative – New project development & feedback
- Impact/outcome evaluation to evaluate and improve the operation of a given local project intervention
- Impact/outcome evaluation to rigorously test a social marketing campaign controlled intervention developed by the State
- Media/Communications strategy evaluation – Benchmark
- Case Studies – Non-profit LIAs, Regional Nutrition Networks
- Special Tools to enable evaluation – GIS and $CX^3$ (Communities of Excellence); Compendium of validated tools; Food Behavior Checklist; Fruit and Vegetable Checklist
- Support of external research projects
- Technical assistance to awardees and collaboratives who request help in evaluating their projects

# Evaluation of CPNS Projects: Key Behavioral Outcomes

- **Fruit and vegetable consumption and determinants in adults and children/youth, ages 9 and older, to recommended levels**
- Daily physical activity and determinants to at least 30 minutes in adults and 60 minutes in children and youth
- Access to and utilization of appropriate food assistance programs, especially Food Stamps

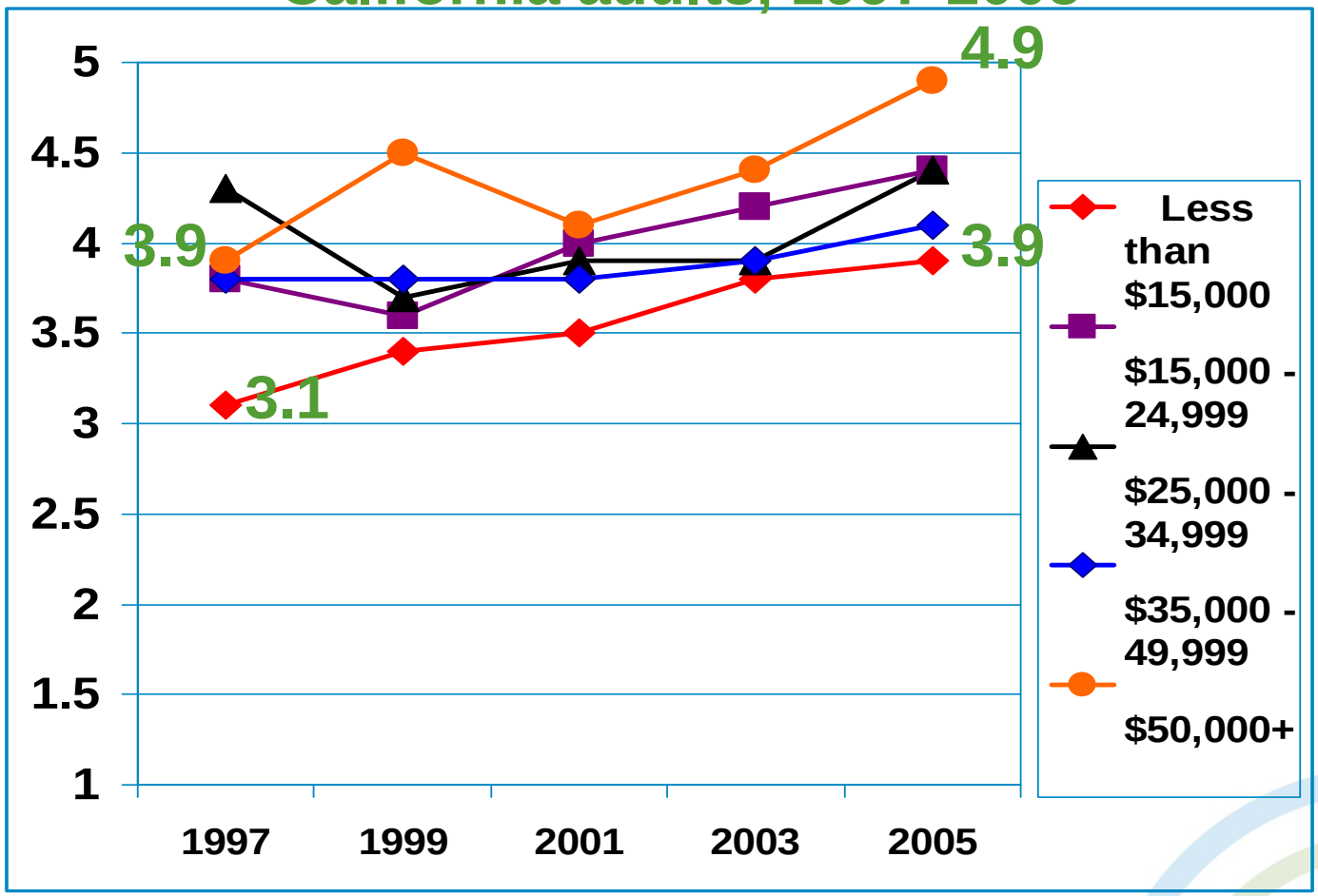
# Surveillance research data CPNS surveys are used to:

…biennially monitor the current dietary and physical activity practices, and related habits, attitudes, and beliefs of Californians

- ***California Dietary Practices Survey***
  - ***CDPS*** **Adults ≥ 18 years**
- ***California Teen Eating, Exercise, and Nutrition Survey***
  - ***CalTEENS*** **Teens age 12 – 17 years**
- ***California Children's Healthy Eating and Exercise Practices Survey***
  - ***CalCHEEPS*** **Children age 9 – 11 years**

# Surveillance – The challenge--and need--for funding the comparison group

## Change in mean fruit and vegetable consumption, California adults, 1997-2005




Source: California Dietary Practices Survey, CPNS, CDPH – Network-planned; full control of questions

# Surveillance – Maximizing external resources - BRFSS

**INCOM01 (CDC-CORE )  INCOMEC.**

**Which of the following categories best describes your annual household income from all sources? Less than $10,000; $10,000 to less than $15,000; $15,000 to less than $20,000; $20,000 to less than $25,000; $25,000 to less than $35,000; $35,000 to less than $50,000; $50,000 to less than $75,000; $75,000 to $100,000 or over $100,000?**

**Nationally, data is analyzed by these income groupings**

# Surveillance – Maximizing external resources - BRFSS

**THRESHO2 - Is your annual household income above _____ (table look up for income and household size)? (Income threshold is used for statistical purposes.) 2007 FPL HH1 = 9,800; 19,600; 29,400 for 100, 200, and 300% FPL**

**So, if someone from a one-person household answers "less than $10,000," to the prior question about your annual HH income, the next question, is it above $9,800 lets them be categorized as above or below 100% FPL**

**We worked with our state BRFSS administrators to build the threshold cut-points for 130% and 185% FPL into this question and added "use of FSP past 12 months" question to BRFSS**

# Process Evaluation

*CNN* process evaluation:

- Includes activity tracking that encompasses the nine social marketing tools *Network* emphasizes
- Allows for the merging of similar information from a large variety of programs
- Helps programs and regions to measure their own progress

# Semi-Annual Activity Report (SAAR and RN SAAR)

- Program information
- Summary of program activities
- Materials distributed
- Partnership development
- Formative research and planning

# Social Marketing Activities as Reported by the Local and Regional Semi-Annual Activity Report

| All Local Contractors California Statewide<br>Reach of Sales Promotions Activities for Federal Fiscal Year 07 (Page 1 of 2) | | | | | | |
|---|---|---|---|---|---|---|
| Reporting Period | October 1 - March 31 | | April 1 - September 30 | | Year Totals | |
| Activity | Number of Events / Activities | Number of Participants (Consumer Impressions) | Number of Events / Activities | Number of Participants (Consumer Impressions) | Total Number of Events / Activities | Total Consumer Impressions |
| LOCAL CONTRACTS | 124 | | 133 | | | |
| Grocery Stores | | | | | | |
| # taste tests at grocery stores | 61 | 7,305 | 37 | 20,660 | 98 | 27,965 |
| # grocery store tours | 35 | 860 | 57 | 1,316 | 92 | 2,176 |
| # other grocery promotions | 86 | 17,819 | 75 | 24,290 | 161 | 42,109 |
| **Total Grocery Store Events** | **182** | **25,984** | **169** | **46,266** | **351** | **72,250** |
| Farmer's Markets | | | | | | |
| # farmer's market taste tests | 67 | 45,991 | 108 | 13,339 | 175 | 59,330 |
| # farmer's market tours | 74 | 1,500 | 125 | 4,812 | 199 | 6,312 |
| # other farmers market events | 127 | 18,319 | 160 | 17,628 | 287 | 35,947 |
| **Total Farmers Market Events** | **268** | **65,810** | **393** | **35,779** | **661** | **101,589** |
| | | | | | | |

Reach of Sales Promotions Activities continued on the next page

# 2005 Regional Summary Report for the Behavioral Risk Factor Survey (BRFS) & Social Marketing Activities as Reported by the Local and Regional Semi-Annual Activity Report (SAAR)

**2005 Regional Summary Report**

**2005 Regional Summary Report for the Behavioral Risk Factor Survey (BRFS) & Social Marketing Activities as Reported by the Local and Regional Semi-Annual Activity Report (SAAR)**

This report is divided into two data collection parts: 2005 BRFS data and FFY 2005 SAAR Data. The report provides a picture of behaviors and nutrition education activities in each of the 11 *California Nutrition Network* regions, and for the State of California as a whole. The report begins with BRFS data that provides a profile of the population on behaviors/conditions that the *Network* and Collaborative interventions and activities address: fruit and vegetable consumption, physical activity, obesity, obesity + overweight, and food insecurity. The second portion presents each region's *California Nutrition Network for Healthy Active Families* activities for the Federal Fiscal Year 2005 (October 1, 2004 – September 30, 2005) as reported by the Local and Regional Nutrition Network (RNN) SAARs.

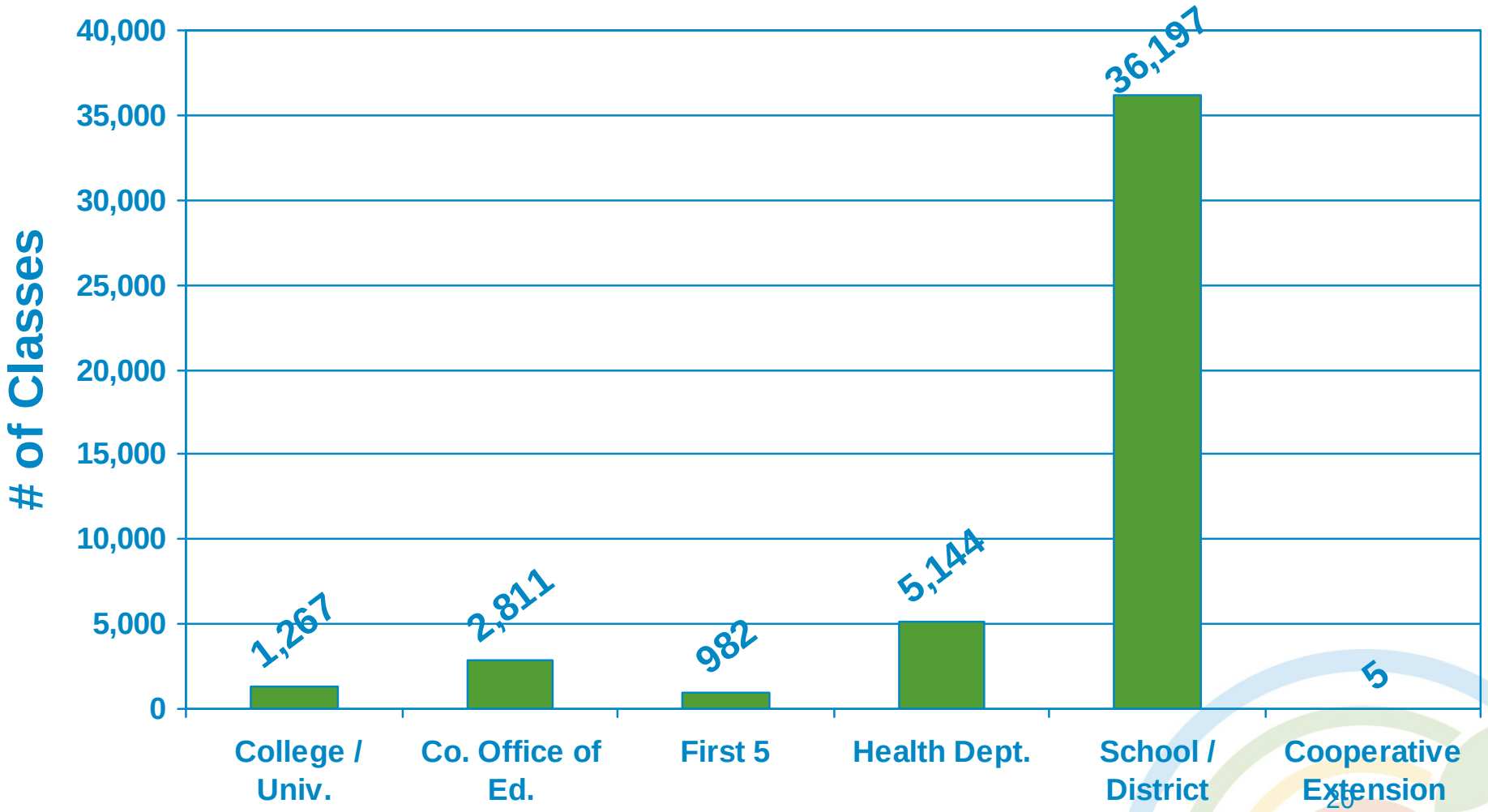
# Formative Evaluation

- Development of social marketing campaigns, materials, and interventions
- Exploration of new target population or health problem
- Data sources: focus groups, key informant interviews, pilot tests, satisfaction surveys

# Impact Evaluation Studies of Local Contractor Interventions

- Contractors receiving $350,000+
- Measure behavior or behavioral determinant, generally relating to FV
- Not only knowledge – must include psychosocial variable, e.g. self-efficacy, preferences
- Most recently conducted by 48 contractors
- Many findings have been positive
- Standardized general methods, but, since interventions differ, it is difficult to summarize findings across contractors even with increased use of validated, standardized measures
- Need to combine with more scope-of-work-specific process measures to identify dosage, content

# Number of Classes



# Behavioral Outcomes Measured 2003-07

| Behavior | Number of contractors that measured change in behavior | | | |
|---|---|---|---|---|
| | 03-04 (n=12) | 04-05 (n=24) | 05-06 (n=47) | 06-07 (n=48) |
| Fruit and vegetable consumption | 1 | 7 | 22 | 35 |
| Physical activity | | | 5 | 2 |

# Cognitive Indicators of Success 2003-07

| Factor | # that measured change in factor | | | |
|---|---|---|---|---|
| | 03-04 | 04-05 | 05-06 | 06-07 |
| Food preferences | 10 | 13 | 22 | 30 |
| Familiarity | 1 | | 2 | 3 |
| Self-efficacy | 3 | 4 | 18 | 27 |
| Outcome expectations | | 2 | 2 | 5 |
| PA preferences | 0 | 1 | | 0 |

# Sample Food Preferences Question

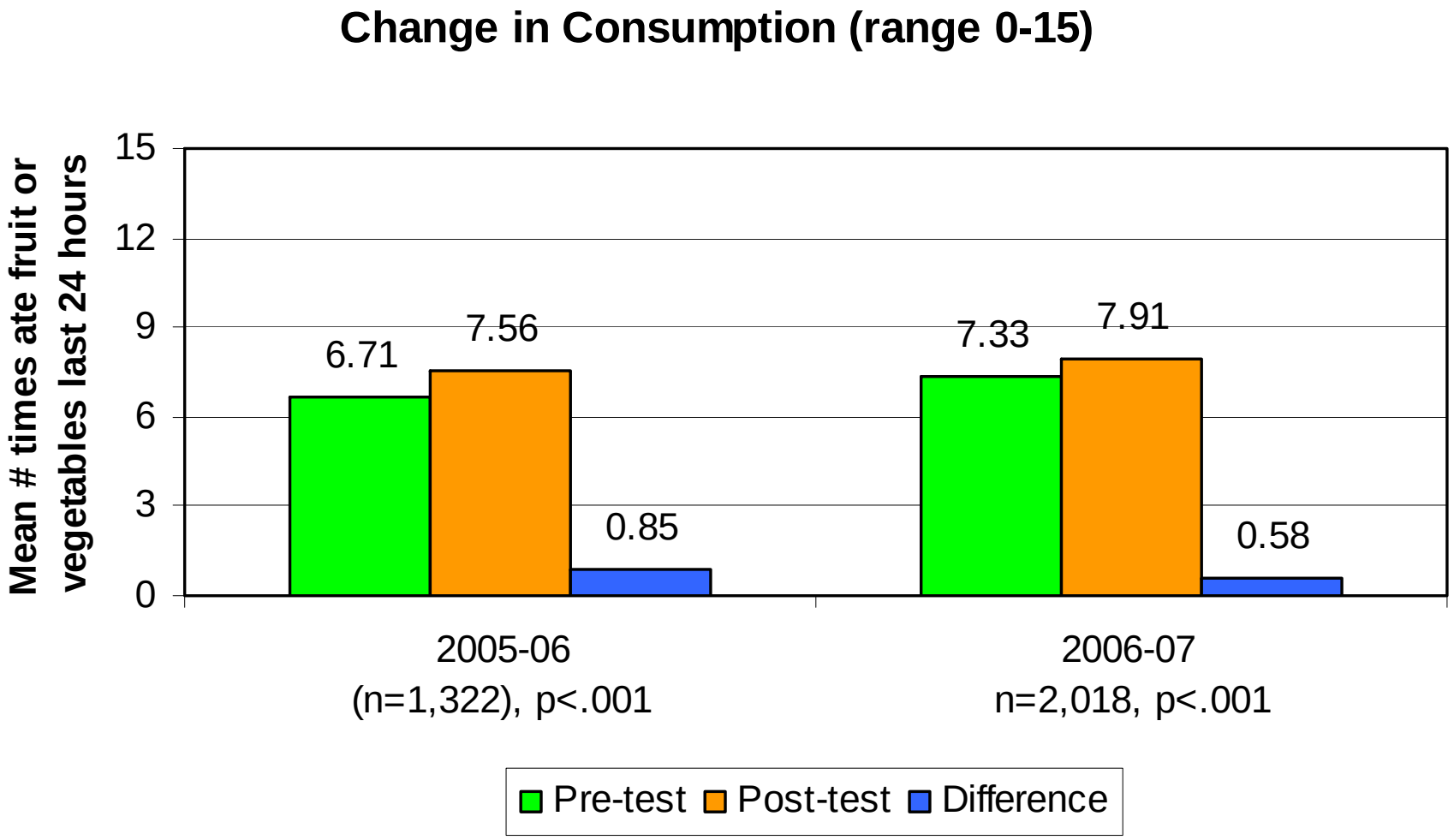
**How much do you like these fruits? Please check ☑ your answer.**

| **Fruits** | I do not like this  | I like this a little  | I like this a lot  | I don't know what this is  |
|---|---|---|---|---|
| 1. Apple | 2 ❑ | 3 ❑ | 4 ❑ | 1 ❑ |

Response coding

Cullen K, Baranowski T, et al. Availability, accessibility, and preferences for fruit, 100% fruit juice, and vegetables influence children's dietary behavior. Health Educ Behav 2003, 30(5): 615-26.

# Results 05-07 – Consumption




Biggest challenges for evaluating children – inadequate instruments

# Impact Evaluation: Adult Population

- Biggest challenges:
  - Matching for pre-post; inadequate numbers of repeated encounters by clients
  - "You don't have a validated instrument for our intervention or for our target audience"
- More short, validated consumption measures exist for adults, but may not be appropriate; more "predictors" instruments are needed
- Network co-funded with California Extension turning an orally-administered Food Behavior Checklist developed and validated by Marilyn Townsend into cognitively tested, validated, low literacy, full-color illustrated instruments:
  - 16-item Food Behavior Checklist
  - 7-item FV-only Checklist
- http://townsendlab.ucdavis.edu/

Food Stamp Program

# Fruit and Vegetable Checklist

These questions are about the ways you plan and fix food.
Think about how you usually do things.

Name _____ Date _____ ID# _____ ☐ Entry ☐ Exit

Choose one answer for each question.

1. 

Do you eat fruits or vegetables as snacks?

○ no ○ yes, sometimes ○ yes, often ○ yes, everyday

2. 

Did you have citrus fruit or citrus juice during the past week?

○ yes ○ no

3. Fruit: How much do you eat each day?

○ none ○ 1/2 cup ○ 1 cup ○ 1 1/2 cups ○ 2 cups ○ 2 1/2 cups ○ 3 cups or more

4. 

Do you drink milk each day?

○ no ○ yes, sometimes ○ yes, often ○ yes, always

5. 


During the past week, did you drink milk or use milk on cereal?

○ no ○ yes

6. 

Do you eat more than one kind of fruit each day?

○ no ○ yes, sometimes ○ yes, often ○ yes, always

7. What is the total amount of fruit you eat each day?

○ ○ 1/2 cup ○ 1 cups ○ 1 1/2 cups ○ 2 cups or more

8. 

Do you drink regular soda?

○ no ○ yes, sometimes ○ yes, often ○ yes, always

# Evaluating Communications Strategy

- Benchmark Survey
  - Annual
  - RDD Food Stamp and (when non-USDA funding available), general population and mall-intercept low-income 130-185% FPL populations; mothers
  - Exposure to media messaging – TV, radio, and outdoor
  - Exposure to other CPNS programming
  - FV and PA behavior, attitudes, opinions, norms
- Grassroots Direct Mail Intervention
  - Quasi-experimental impact evaluation

# Case Studies

- **When more qualitative, descriptive information will provide the most through picture:**
  - Reaching the Other Eligible Californians: California Association of Food Banks'(CAFB) Food Stamp Outreach Project
  - A Case Study of Eight Food Security Nutrition Education Projects
- **Currently in progress:**
  - Central Valley Health Network's (CVHN) Nutrition Education Non-profit Demonstration Project: A Case Study Report
  - Nutrition Education and Farm to School Programs: A Case Study Report

# Process and Impact Evaluation Studies of New CPNS Interventions and Resources

- Formal evaluations are conducted of specific interventions and curricula
- Formal evaluations are conducted to see if a program works in specific channels
  - Very important for channels that are new to public health
  - Also vital if there are plans to widely disseminate the curriculum
    - African American Fruit, Vegetable and Physical Activity Toolbox for Community Educators
    - School Idea and Resource Kit
    - Harvest of the Month Evaluation
    - Food Stamp Office Resource Kit

# Bringing together the FFY 2007 and the FFY 2007 Final Report - Components

- Local Project Data Summaries
- State Level Data Summaries
  - Unduplicated Counts and Impressions
- Section B. Final Report Summary for Evaluations

**Section B. Final Report Summary for Evaluations. Provide the information requested below for any significant evaluation efforts (costing greater than $400,000) that were completed during the previous year.**

  - No single State or Local project cost > $400,000
  - All summaries completed by State staff

# Bringing together the FFY 2007 and the FFY 2007 Final Report – Section B

**Section B: State Nutrition Education Final Report Summary FYY 07**

**Section B. Final Report Summary for Evaluations.**
**Provide the information requested below for any significant evaluation efforts**

Unduplicated Counts and Impressions

**(costing greater than $400,000) that were completed during the previous year.**

**1. Name of Project or Social Marketing Campaign**

*If multiple projects or campaigns were part of a single impact evaluation, please list them all.*

**2. Key Evaluation 32)**

*Identify each impact being assessed by the evaluations. For example are FSNE participants more likely than non-participants to report they intend to increase their fruit and vegetable intake? Or do a greater proportion of FSNE participants choose low-fat (1% or skim) milk in the school cafeteria compared to non-participants?*

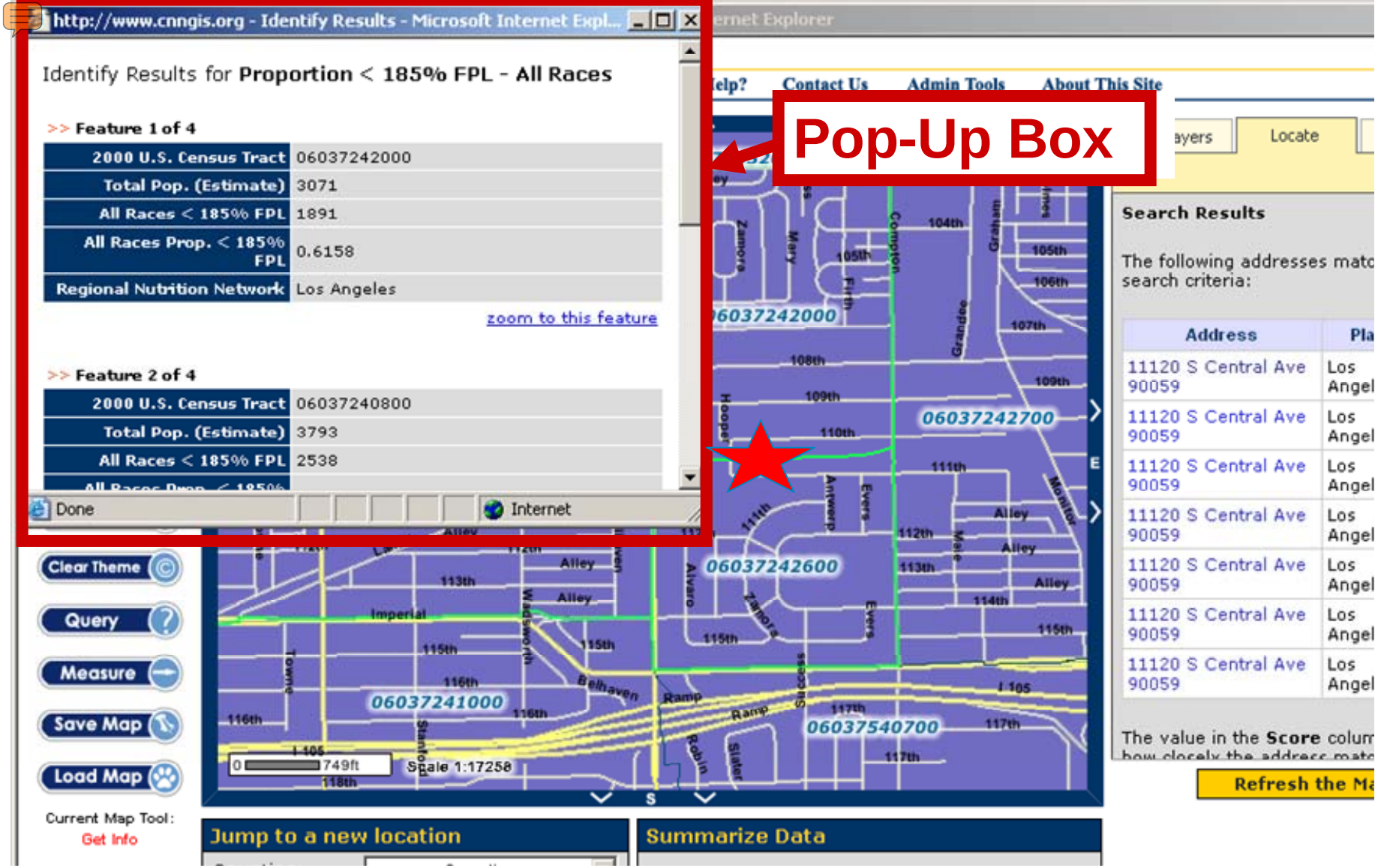
# Bringing together the FFY 2007 and the FFY 2007 Final Report –Evaluation Projects & Stakeholders

- **Summary of Outcome/Impact Evaluations -** FV consumption; variety of psycho-social predictors of FV behaviors; conducted by 48 diverse Local Projects – USDA, Local Contractors, Community Development Unit
- **Benchmark Survey** – Media recall, psycho-social predictors of FV/PA behaviors, saliency - USDA, Communications Unit
- **School Idea and Resource Kit (SIRK)** Psycho-social predictors of FV/PA behaviors – USDA, Power Play! Campaign, educators
- **Worksite Fruit Snack Study** – FV consumption; psycho-social predictors – USDA, Worksite Campaign, CDPH worksite project
- **Food Stamp Office Resource Kit Evaluation –** Intercept interview – video recall and intention; Observation of behavior – USDA, DSS, local contractors, other interested states

# GIS - http://www.cngis.org/

# A Research Tool

- Interactive, internet-based Geographic Information System (GIS) that allows users to view and query mapped nutrition data
- **Used for identifying FSNE-eligible populations of interest**
- Data layers include, among others:
  - Nutrition and school health programs
  - WIC grocery stores and other local nutrition resources
  - Demographics (race and spoken language) of general and at-risk populations
  - RNN regions
  - Political (senate and assembly) districts
  - Grocery stores, restaurants, and fast food places

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# $CX^3$ – Communities of Excellence - Defined

- A planning model to assess communities in relation to a variety of obesity prevention benchmarks known as community indicators and assets.
- $^3$ = nutrition, physical activity and obesity prevention
- Standardized indicators & assets – big plus!
- Set standards of excellence.

# Creating *CX³*

- 151 Indicators
  organized in 6 Community Environments:
  - Neighborhood
  - Preschool
  - School
  - After-school
  - Worksite
  - Government
- 44 Assets organized into:
  - Health department infrastructure
  - Political will
  - Community infrastructure

# External Research

- These are projects that address emerging issues, but require time or expertise beyond what is available in-house
- Examples:
  - The Economic Costs of Physical Inactivity, Obesity and Overweight in California Adults (April 2005)
  - Does 5 a Day Pay?
- Influencing the field without having to collect the data
- Used for overarching research and individual projects

# In-House Consultation: Facts and Figures

- Press releases
- LIA questions
- RN project evaluations – case study approach
- Grant applicant requests
- Information for the department and reporters
- Information for the Chief
- Training and meeting evaluations

# A Key Evaluation Question

***How to most effectively evaluate the combined efforts of local projects, targeted campaigns and media?***

***RWJF interviews held with "experts in the field" during 2007 – report in progress***

# For More on Interventions and Evaluation, Please Visit Us—

**For partners, professionals and links to campaigns, programs and resources —**

**www.networkforahealthycalifornia.net**

**In particular, the Research and Evaluation web pages**

**http://www.dhs.ca.gov/ps/cdic/cpns/research/default.htm**

**New and growing! Consumer educational material for parents and youth, in English and Spanish –**

**www.cachampionsforchange.net**

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