Evaluating Policy, Systems, & Environmental Change

University of Colorado
REACH 2012

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Program Evaluator
Overview

- Overview of evaluation
- How do we evaluate PSE interventions?
- REACH project evaluation plans
Overview of Evaluation
Importance of Evaluation

- Assessing the impact of an intervention
- Has many benefits
  - Are you meeting your goals?
  - Having the effect you expected?
  - Help identify areas for program improvement
  - Justification to support future requests for funding
    - Sustainability
  - Information to share with community and funders
When do we evaluate?

- Evaluation should be part of every step in the process of intervention planning
- Think about evaluation in planning your program
  - Part of your Community Action Plan
How do we evaluate PSE strategies?
Health Promotion vs. PSE Strategies

- **Health Promotion Program**
  - Change behavior one person at a time

- **PSE Strategies**
  - Change the environment in a way that makes healthy behaviors easier

<table>
<thead>
<tr>
<th>Health Promotion Program</th>
<th>PSE Strategies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education regarding tooth brushing</td>
<td>Add fluoride to water system</td>
</tr>
<tr>
<td>Smoking cessation education</td>
<td>No-smoking policies for public places</td>
</tr>
<tr>
<td>Healthy nutrition classes</td>
<td>Adding calorie information to menus</td>
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</table>
Impact of a Health Promotion Program

Intervention: Diabetes Education Classes

Behavior Change: Improved Diet & Physical Activity

Improved Health Outcomes: Improved BMI
Impact of a PSE Strategy

- Distinctions from Health Promotion Model
  - Addition of PSE Change stage
  - Timeline of intervention activities and effect
Implications for Evaluation

- Intervention
- PSE Change
- Behavior Change
- Improved Health Outcomes

Process Evaluation
- Short-term
- Intermediate
- Long-term

Outcome Evaluation
REACH Project Evaluation Plans

Preliminary Plan
Will be finalized after Community Action Plans are submitted and CDC guidance received.
Evaluation Components

Subrecipient

1. Community Action Plan
   • Progress, cost, and reach
2. Coalition Effectiveness

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We plan to use existing data sources to examine change over time in health behavior and outcomes in your communities (e.g., BRFSS, NHANES).
1. Evaluation of Community Action Plan

- Evaluation plan developed as part of your Community Action Plan
- Community Action Plan Template
  - Identify your Project Period Objectives (PPOs)
    - Identify your Annual/Multi-Year Objectives (AMOs)
      - Identify activities related to each AMO
Community Action Plan Template

- Write PPOs and AMOs in a way that guides evaluation
  - **AMO**
    - By September 30, 2014, increase the number of schools that have healthy food procurement policies from 0 to 10.

<table>
<thead>
<tr>
<th>Direction of Change</th>
<th>Unit of Measurement</th>
<th>What Will be Measured</th>
<th>Baseline</th>
<th>Target</th>
<th>Timeframe</th>
<th>Data Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase</td>
<td>number of</td>
<td>schools that have healthy food procurement policies</td>
<td>0</td>
<td>10</td>
<td>September 30, 2014</td>
<td>School Board</td>
</tr>
</tbody>
</table>

- Identify exactly what you want to measure
- Think about data sources from the outset
Evaluation of Activities

- Community Action Plan Template asks you to list your milestone activities for each AMO
  - Does not ask you to think through measurement
  - We will!
    - PSE change takes time
    - Want to capture your progress along the way

- We’ll provide you with an additional table to submit with your Community Action Plan
  - For each activity, what process measures would you use to show the progress you’ve made
    - Process measures = what have you done
      - Number of key sectors represented by coalition
      - How many meetings have occurred with key stakeholders
### Example

<table>
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<tr>
<th>AMO</th>
<th>By September 30, 2014, increase the number of schools that have healthy food procurement policies from 0 to 10.</th>
</tr>
</thead>
</table>

#### Activity 1
Form an advisory board to develop model food procurement standards.

- Advisory board formed
- Board meets regularly
- Standards developed

#### Activity 2
Work with 1 school district to promote adoption of standards.

- # meetings held with school district leadership
- # of school board meetings during which policy was discussed
- Policy approved
Implementation Stages

- Stages of PSE Intervention
  1. Formulation
  2. Enactment
  3. Implementation
  4. Maintenance/Modification

- Activities & measures differ by stage

Evaluation of Cost & Reach

- CDC requires that subrecipients report data on cost of their interventions and # of people reached
  - Allows for an assessment of cost-effectiveness
- Cost and reach estimates are likely to be requested as part of quarterly reports
- Evaluation plan related to cost is not yet final
  - Will provide training on estimating cost and reach over the summer
Estimating Cost

- Estimate the $$$ spent on activities related to each objective
- Estimate cost separately for each PPO and AMO
- Estimates
Estimating Reach

- How many unique individuals have been impacted

\[ \frac{\text{# people impacted}}{\text{# of community members}} = \% \text{ of community reached} \]

\[ \frac{\text{# AI/AN people impacted}}{\text{# of AI/AN community members}} = \% \text{ of AI/AN community reached} \]

- Documented separately for each PPO and AMO
  - Goal to maximize reach
    - Target school district rather than single school

- Estimates
Coalition Effectiveness

- Coalition is a critical part of your work
  - Assessing your community
  - Implementing your Community Action Plan
- Ensure that coalitions are effective working groups
- Evaluate coalition effectiveness
  - Annual survey of coalition members (4th quarter)
    - Coalition effectiveness (e.g., leadership, membership)
    - Meeting effectiveness (e.g., clarity of goals, resolve conflict)
  - Identify areas of strength and areas for improvement
    - Guide REACH staff in training needs and you in areas to target for improvement
- We will provide you with the evaluation materials needed
  - More details over the summer
Synopsis

- Demonstrate the impact of your work
- Don’t limit ourselves to traditional outcomes measures
- Document achievements along the way
  - Successful development and maintenance of coalition
  - Completion of milestone activities
  - Reaching objectives
    - Cost-effectiveness
- REACH team will assess intermediate/long-term outcomes
Evaluation Team

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